

CONSUMER BEHAVIOR TOWARDS ECO-GREEN MARKETING WITH REFERENCE TO TIRUPPUR DISTRICT

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ABSTARCT

Green marketing is not a simple task because several meanings intersect and contradict each other. An example of this is the existence of varying social, environmental and retail definitions attached to this term. Other similar terms used are Environmental Marketing and Ecological Marketing. According to the American Marketing Association, "green marketing is the marketing of products that are presumed to be environmentally safe". Thus, green marketing incorporates a broad range of activities, including product modification, changes in the production process, packaging changes, as well as modifying advertising. The study is confined to Tiruppur District. Tiruppur District population is a multi-culture population, where many sect of people from all over India are residing, most of this population are less educated, some of them do not have basic education itself, collecting data from such a population is strain-some, their response to the questionnaire may be biased, for which the researcher has no control, hence, the findings and suggestions may not be justifiable in all circumstances.

Key words: Eco-green marketing, Consumers agreeability, Behavior of the consumers, Eco-friendly.

CONSUMER BEHAVIOR

Consumer behavior refers to the actions of consumers in the market place and the underlying motives for those actions. There has been a growing awareness of the fragility of the environment. Marketers saw increasing consumer interest in the environment as a marketing opportunity to target organically grown produce concerned consumers. Hence, this study conducted on the behavioral aspect of the consumer.

Consumer buyer Behavior refers to the buying behavior of final consumers' individuals and households who buy goods and services for personal consumption. All of these final consumers combined make up the consumer market.

Cultural Factors Influencing Consumer Behavior

Cultural factors exert the broadest and deepest influence on consumer behavior. The marketer needs to understand the role played by the buyer's culture. Culture is the most basic element that shapes a person's wants and behavior. In India, there are so many different cultures, which only goes on to make the marketer's job tougher. Some of the few cultural factors that influence buyer behavior are:

- a. *Product (colour, size, design, shape)*
- b. *Social practices*
- c. *Decision-making by male head*
- d. *Changes in saving and investment patterns*

STATEMENT OF THE PROBLEM

Several researches have been conducted on green purchasing intentions. Among these, many researchers have identified the determinants of consumers' green purchase behavior, majority of them have been conducted in industrialized countries. India is a country of varied culture, language, etc. India has a rich tradition of using green products in the ancient times, however, recent exposure to the western culture, education, employment, etc, have influenced the use of non-green products among the educated. But still green products are in use among the people of India. However, recent issues and regulation has brought back the use of eco-green product to use among the consumers in India. This back to eco-green products consumption has given animputes to the researcher to take up the study. As a residence of Tiruppur District, the researcher has great pleasure in studying the consumers' attitude and satisfaction towards, eco-green products.

OBJECTIVES OF THE STUDY

- ❖ To evaluate the purchase behavior of the consumers.
- ❖ To examine the consumers agreeability towards various factors influencing the use of eco-green marketing
- ❖ To find out the consumers preference and satisfaction for eco-green marketing

LIMITATIONS OF THE STUDY

The study is confined to Tiruppur District. Tiruppur district population is a multi-culture population, where many sect of people from all over India are residing, most of this population are less educated, some of them do not have basic education itself, collecting data from such a population is strain-some, their response to the questionnaire may be biased, for which the researcher has no control, hence, the findings and suggestions may not be justifiable in all circumstances.

Since it is an empirical study, there may be a personal bias in getting the data where the respondents may be reluctant to provide some of the information. Financial and time constraints are other aspects that limit the study. Simple Random Sampling design was used this may have its own limitations in the study. Period of study restricted to ten months, this is due to time availability, as the researcher has less time left, this is because of his working schedule, he had less time to spare for the collection of data, however, he has collected within a time frame that was available for him.

II.RESEARCH METHODOLOGY

Methodology is route to solve the research problem systematically. The methodology of the research indicated the general pattern of organizing the procedure for gathering valid and reliable data for the purpose of investigation. The methodology of this study includes the description of research design, sample size, sampling technique, development and description of tool, data collection procedure and method of analysis.

1. AREA OF THE STUDY

Tiruppur District [Tiruppur District consist of seven taluks, namely Tiruppur North, Tiruppur south, Palladam, Dharapuram, Kangeyam, Avinashi, Udumalpet, and Madathukulam]

2. SOURCE OF DATA

This study has used both primary and secondary data

i) Primary data

The major source of the data used to carry out the analysis is primary data. The first step in the collection of primary data is to identify and select the sample respondents in Tiruppur.

i) Secondary data

The source of secondary data includes the publication and reports, unpublished research reports, doctoral thesis of various institutions, books, journal articles, etc.

3. SAMPLE SIZE

The district has an uneven population in the seven taluks, hence, the researcher has decided to use the quota sampling technique (50 persons on simple random basis) is determined for data collection.

4. SAMPLING METHODS

Structured Questionnaire is used for the data collection. Tools Used for Analysis simple Percentage analysis, Chi-square test, ANOVA, have been used for the analysis and interpretations based on the results are discussed

III.REVIEW OF LITERATURE

The topic “consumer buying behavior towards Eco Green marketing” is been researched around the globe. The brief summary of these researches is given below.

Luzio & Fred Lemke, (2013) Segmentation about the green products will be difficult and making people educate about the green product is hard job to do because people have low confidence in green products and customer will not sacrifices on quality and price. So marketers have to be more efficient to make a good segment that will pay premium price for the green products, segmenting the green consumer does not seem to make much sense to the extent that segmenting consumers who would rather prefer to destroy the environment also does not seem to make much sense.

Yakkaladevi, Ashok, & Arora, (2014), “Green marketing is still in its nascent stage whereby firms are still juggling to incorporate it in their strategic planning. It is not a one-time process but requires continuous efforts and inputs on the part of all the strategic departments of the firm. Firms have to continuously update and upgrade their production process and marketing plans to incorporate regulations of governments and demands from the society and customers. Green marketing, however gives the firm a competitive edge over its competitors and create a strong position for its product in the market. It is important to reframe the 4P’s of marketing mix of their existing products to make them greener as far as possible and develop new products keeping in mind the green marketing’s marketing mix. The firms should focus on developing green products which match the needs of the end users and also helps companies in earning sustainable profits. Cost factor is main consideration in adopting the green procedures as it mainly affects the cost of product and profitability of the firm. The firms should develop and implement strategies to educate the retailers and consumers to incline them to use green product for overall benefits of the society”.

RESULTS OF DATA ANALYSIS

SIMPLE PERCENTAGE METHOD

Age	Numbers	Percentage
Up to 30	42	84.00
31 to 40	5	10.00
Above 40	3	6.00
Total	50	100.00

Out of 50 consumers, 42 (84.00) consumers are within the age of 30 years; 5 (10.00) consumers age ranges between 31 and 40 years and the remaining 3 (6.00) consumers are above the age of 40 years. Thus, majority of the consumers are within the age of 30 years.

Gender	Numbers	Percentage
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Male	21	42.00
Female	29	58.00
Total	50	100.00

Out of 50 consumers, 21 (42.00) consumers are male and the remaining 29 (58.00) consumers are female, Thus the majority of the consumers are female consumers of 29 numbers.

PREFERENCE CHI-SQURE

Average : 67.80
 Standard Deviation : 11.36
 Low : 56.44
 Moderate : 56.45-79.15
 High : 79.16

H_0 : Occupation is not associated with level of preference

Occupation	Level of Preference			Total
	Low	Moderate	High	
Service	10	60	0	70
	(14.30)	(85.70)	(00.00)	(100.00)
Private	30	110	40	180
	(16.70)	(61.10)	(22.20)	(100.00)
Self-employed	10	90	30	130
	(07.70)	(69.20)	(23.10)	(100.00)
Agriculturists	20	90	10	120
	(16.70)	(75.00)	(08.30)	(100.00)
Total	70	350	80	500

Df:6

Calculated χ^2 Value:34.196

Table Value: Five per cent level: 12.592

One per cent level:.16.812

The percentage of consumer with high level of preference is found high among consumers, whose occupation comes under private sector. The percentage of consumers with low level of preference is found low among consumers, who comes under service sector and self-employed. Thus, it is inferred that consumers, who comes under private sector have high level of preference. As the calculated Chi-square value is greater than the table value at one per cent level, there exists significant association between occupation and level of preference. Hence, the null hypothesis is rejected.

H_0 : Marital Status is not associated with level of preference

Marital Status	Level of Preference			Total
	Low	Moderate	High	
Bachelor	30	160	30	220
	(13.60)	(72.70)	(13.60)	(100.00)
Married	40	140	50	230
	(17.40)	(60.90)	(21.70)	(100.00)
Separated	0	40	0	40
	(00.00)	(100.00)	(00.00)	(100.00)
Widow	0	10	0	10
	(00.00)	(100.00)	(00.00)	(100.00)
Total	70	350	80	500

Df:6

Table Value: Five per cent level: 12.592

Calculated χ^2 Value:31.815

One per cent level:.16.812

The percentage of consumer with high level of preference is found high among consumers, who come under married category. The percentage of consumers with low level of preference is found low among consumers, who come under bachelor category. Thus, it is inferred that consumers, who comes under married category have high level of preference. As the calculated Chi-square value is greater than the table value at one per cent level, there exists significant association between marital status and level of preference. Hence, the null hypothesis is rejected.

SATISFACTION ANOVA*H₀: Mean preference does not differ among customers classified on the basis of income*

Income (Rs.)	Numbers	Preference Index	Above Average	Below Average	Range
Up to 30000	150	69.78	70	80	50.00-93.33
	(30.00)				
30001-40000	170	69.80	110	60	50.00-93.33
	(34.00)				
40001-50000	90	64.81	40	50	50.00-90.00
	(18.00)				
Above 50000	90	63.70	30	60	56.67-76.67
	(18.00)				
Total	500	67.80	230	270	50.00-93.33

d.f.:v₁ 3, v₂ 496

Table Value: Five per cent level : 2.623

Calculated F Value: 9.739

One per cent level : 3.821

Mean preference is found high among consumers, whose income ranges between 30001-40000 and mean preference is found low among consumers, whose income ranges above 50000. Thus, it is inferred that consumers, whose income ranges between 30001-40000 have high level of preference towards Eco-green products. As the calculated F Value is greater than the table value at one per cent level, there exists significant mean difference among consumers classified on the basis of income. Hence, the null hypothesis is rejected.

H₀:Mean preference does not differ among customers classified on the basis of number of family members

No. of Family Members	Numbers	Preference Index	Above Average	Below Average	Range
Up to 2	80	74.17	40	40	56.67-93.33
	(16.00)				
2 to 4	240	67.08	100	140	50.00-93.33
	(48.00)				
4 to 6	170	65.69	80	90	50.00-80.00
	(34.00)				
Above 6	10	70.00	0	10	70.00-70.00
	(2.00)				
Total	500	67.80	230	270	50.00-93.33

d.f.:v₁ 3, v₂ 496

Table Value: Five per cent level : 2.623

Calculated F Value:11.465

One per cent level : 3.821

Mean preference is found high among the number of family members whose ranges upto 2 and Mean preference is found low among consumers, whose ranges above 4-6. Thus, it is inferred that consumers, whose ranges upto 2 have high level of preference towards Eco-green products. As the calculated F Value is greater than the table value at one per cent level, there exists significant mean difference among consumers classified on the basis of number of family members. Hence, the null hypothesis is rejected.

IV. FINDINGS

- ❖ Majority of the respondents are within the age of 30 years.
- ❖ Majority (66%) of the consumers are female consumers
- ❖ Majority of the respondents are private sector employees.
- ❖ Majority of the respondents are comes under the category of married.
- ❖ Majority of the respondents whose income ranges between 30001-40000 have high level of preference
- ❖ Majority of the respondents whose ranges up to 2 have high level of preference

V. SUGGESTIONS

The knowledge of the existence of these green buyers is good news for the interested parties, but the task of learning 'who they are' becomes greatly important. Out of this present , research work have experienced lot of information in general out of my experience, it is clear that Green consumers have been shown to be willing to pay a higher price for environmentally friendly products. Which is a huge opportunity for companies as well as governments looking to make eco-friendly policy changes?

VI. CONCLUSION

The words of Wendellberry "What we do to the earth we do to ourselves" or "We pass through the earth and the earth passes through us". The increased attention to the hypothesis of human-caused global warming is now more than ever affecting the way in which many people consume and thus how many businesses do business. So government has to make these growing awareness of the fragility of the environment. Marketers saw increasing consumer interest in the environment as a marketing opportunity to target ecologically- concerned consumers.

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