

Factors Influencing The Customers To Purchase Green Marketing Products In Karur

***Ms. S.Kavitha, **Dr. K. Ramesh Kumar**

*Head, Department of Commerce,

Sri Sarada Niketan College of Science for Women, Karur.

**Head & Research Supervisor, PG and Research Department of Commerce,
Valluvar College of Science and Management, Karur.

ABSTRACT

Green marketing is a golden goose. As per Mr. J. Polonsky, green marketing can be defined as, "All activities designed to generate and facilitate any exchange intended to satisfy human needs or wants such that satisfying of these needs and wants occur with minimal detrimental input on the national environment".

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 to the production process, packaging changes, as well as modifying advertising, yet defining green marketing is not a simple task where several meanings intersect and contradict each other; an example of this will be the existence of varying social, environmental and retail definitions attached to this term. Other similar terms used are Environmental Marketing and Ecological Marketing.

Green environmental and eco-marketing are part of the new marketing approaches which do not just refocus, adjust or enhance existing marketing thinking and practice, but seek to challenge those approaches and provide a substantially different perspective. In more detail green, environmental and eco-marketing belong to the group of approaches which seek to address the lack of fit between marketing as it is currently practiced and the ecological and social realities of the product, marketing consumption on disposal of products and services happen in a manner that is less detrimental to the environment with growing awareness about the implications of global warming, non-biodegradable solid waste, harmful impact of pollutants etc., both marketers and consumers are becoming increasingly sensitive to the need for switch into green products and services. Many people believe that green marketing refers solely to the promotion and advertising of products with environmental characteristics. Generally terms like phosphate free, recyclable, refillable, ozone friendly and environment friendly are most of the things consumers often associated with green marketing.

Keywords : Green Marketing, Environmental Marketing, Ecological Marketing, Non-biodegradable solid waste, recyclable

INTRODUCTION

The consumers all over the world are concerned about protection of environment and are changing their behavior. As a result of this, green marketing has emerged, which speaks for growing market for sustainable and socially responsible products and services. Thus there is growing awareness among the consumers all over the world regarding protection of the environment in which they live. People do want to provide a clean earth to their offspring.

Now we see that most of the consumers, both individual and industrial, are becoming more concerned about environment-friendly products. Most of them feel that environment-friendly products are safe to use. As a result, green marketing has emerged, which aims at marketing sustainable and socially responsible products and services

GOLDEN RULES OF GREEN MARKETING:

- ❖ **Know you are customers:** Make sure that the consumer is aware of and concerned about the issues that your product attempts to address.
- ❖ **Educating your customers:** Is not just a matter of letting people know you are doing whatever you are doing to protect the environment, but also a matter of letting them know why it matters. Otherwise for a significant portion of your target, it's case of "so what?" And your green marketing campaign goes nowhere.
- ❖ **Reassure the buyer:** Consumers must be made to believe that the product performs the job it's supposed to do they won't forego product quality in the name of the environment.
- ❖ **Consider your pricing:** If you are charging a premium for your product and many environmentally preferable products cost due to economies of scale and use of higher-quality ingredients-make sure those consumers can afford the premium and feel it's worth it.
- ❖ **Giving your customers can participate:** It means personalizing the benefits of your environmentally friendly actions, normally through letting the customer take parting positive environmental action.

The products those are manufactured through green technology and that caused no environmental hazards are called green products. promotion of green technology and green products is necessary for conservation of natural resources and sustainable development. We can define green products by following measures:-

- Products those are originally grown,
- Products those are recyclable, reusable and biodegradable,
- Products with natural ingredients,
- Products containing recycled contents, non-toxic chemical,
- Products contents under approved chemical,
- Products that do not harm or pollute the environment,
- Products that will not be tested on animals,
- Products that have eco-friendly packaging i.e. reusable, refillable containers etc.

TYPES OF GREEN PRODUCTS

Green products are available for just about any daily need, and the ways they are green are many and varied: They are energy or efficient; they use healthy, non-toxic materials; they are made from recycled or renewable sources; they make current products you use more efficient or more durable; and they are recyclable or biodegradable, among other things. The types of green products are:

- A. Organic Farming In Agriculture
- B. Environmental Safe Fuel
- C. Solar Energy Product
- D. Recycle (post-consumer waste)

A. Organic Farming

Organic farming is basically a specialized form of farming involving selected application of organic fertilizers, manures, crop residues, green manuring crops, earthworm casts(vermiculture) etc to enrich soil with adequate nutrients, and provide good soil structure and soil health with the aim of creating a sustainable form of farming system. Broadly, the aim of organic farming is:- to create integrated, humane, environmentally and economically sustainable production systems, which maximize reliance on farm-derived renewable resources and the management of ecological and biological processes and interactions, so as to provide, acceptable levels of crops, livestock and human nutrition, protection from pests and disease, and an appropriate return to the human and other resources. There are several benefits of organic farming vis-à-vis conventional farming systems. Organic farming, has emerged as a potential alternative for meeting food demand, maintaining soil fertility and increasing soil carbon pool. Organic farming is not only about managing the soil-plant-environmental interaction in a holistic manner-it also has food quality, human health, animal welfare and socio-economic aims. As a result of these principles and philosophies, organic food has a strong brand image in the eyes of the health, environment and socially conscious consumer.

B. Environmental Safe Fuel

An eco-friendly fuel is an ecologically friendly fuel. Its production and use has a minimum impact on the environment. Eco-friendly fuels are produced from naturally occurring materials-examples are biogas and biodiesel. Most our fuels like petroleum, coal etc are formed from the organic remains of dead plants and animals. They contain a high percentage of carbon and hydrocarbons. As a result they releases harmful gases with increasing energy need, the production and use of these fuels are in excess and thus created many serious environmental problems like Air pollution, Global Warming, Rising sea levels, etc.

C. Solar Energy Products

Solar energy is radiant light and heat from the sun that is harnessed using a range of ever-evolving technologies such as solar heating, photovoltaics, solar thermal energy, solar architecture and artificial photosynthesis. It is an important source of renewable energy and its technologies are broadly characterized as either passive solar or active solar depending on how they capture and distribute solar energy or convert it into solar power.

D. Post Consumer waste

Post consumer waste is a waste type produced by the end consumer of a material stream; that is , where the waste-producing use did not involve the production of another product.

Post-consumer waste is distinguished from pre-consumer waste, which is the reintroduction of manufacturing scrap (such as trimmings from paper production, defective aluminum cans, etc.) back into the manufacturing process. Pre-consumer waste is commonly used in manufacturing industries, and is often not considered recycling in the traditional sense.

About all industrial processes generate waste; the paper and printing industries, for example; recycle ends of paper rolls, misprints, scraps from trimming etc. this pre-consumer waste is produced in large quantities in a relatively small number of locations; this is the polar opposite of post-consumer waste, which generally comes from our homes. As such, post-consumer waste is more difficult to separate and collect, but very important as it keeps tons of material from going to the landfill.

REVIEW OF LITERATURE

Charles W Lamb (2004) explained that —Green Marketing has also become an important way for companies to build awareness and loyalty by promoting a popular issue. By positioning their brands as ecologically sound, marketers can convey concern for the environment and society as a whole.

Meenakshi Handa(2006) has indicated that Activist groups and the media have played a major role in enhancing the environmental awareness and consciousness of consumers in recent years. Most studies on the subject show that although the awareness and environmental behavior of consumers across countries, educational levels, age and income groups may differ, environmental concerns are increasing worldwide.

Sherlekar(2007) has identified that using a titled earthen pitcher as its symbol, the Ecomark label is intended to enable consumers to choose products which are environmental friendly. The products demanding immediate Ecomarking are textiles, toilet soaps, detergents, paper, paints, packages, pesticides, drugs etc.

According to **Vemuri Lakshmi Narayana & Dhinesh Babu(2008)**, A clever marketer is one who not only convinces the consumer, but also involves the consumer in marketing his product. Green marketing should not be considered as just one more approach to marketing, but has to be pursued with much greater vigor, as it has an environmental and social dimension to it.

Murugesan (2008) stated that firms may use green marketing as an attempt to address cost or profit related issues. Disposing of environmentally harmful by-products, such as polychlorinated biphenyl contaminated oil are becoming increasingly costly and the firms that can reduce harmful wastes may incur substantial cost savings.

Arun Kumar & N. Meenakshi(2009) : Consumers have to play an important role if companies have to be made responsible for preservation of the environment. They should stop buying products of companies which are polluting the environment. Apart from companies, NGOs also have very important roles to play. NGOs should carry out research and tell the companies how they can make

Dileep Kumar (2010) analysed that how far the hotel business organizations in the tourism sector meet the customer's needs through green marketing effort and how they

influence the consumer behaviour and their satisfaction by inducing environmentally responsible behaviour.

Rajan Saxena(2010) maintained that Green products and services are today increasingly being accepted by both the companies and customers. Following are some of the arguments in favour of green marketing which makes it profitable for the firm/organisation.

- An aware customer now insists on a ‘green’ product and packaging material.
- Aware customers are joining together to form interest groups which lobby for eco-friendly products and legislation to protect their environment.
- Given the choice, customers tend to buy eco-friendly products.

Sourabh Bhattacharya (2011) states that the green marketers in India should carry out heavy promotional campaigns, because majority of the Indian consumers are price-sensitive and are not sure about the quality of green products.

Altaf Khan(2011) about the Indian companies practicing the Green Marketing Concepts as follows :

- Samsung Electronics has adopted modern environmental conservation activities, such as the developing of environmental-friendly products and service and maintaining a safe and pleasant working environment at factories, based on Green Management and the Life-Cherishing philosophy.
- Tuna manufacturing company has modified their fishing techniques because of the increased concern over drift-net fishing and the resulting death of dolphins.
- Toyota, the most popular automobile industry, introduced the Prius, which is the first hybrid car that is more environmental-friendly compared to other cars.
- Xerox, the pioneer photo copier company introduced a —high quality| recycled photocopier in an attempt to satisfy the demands of firms for less environmentally harmful products.

According to **Joseph & Rupali korlekar(2012)**, there is a scope for in-depth studies on green marketing to be conducted in developing countries like India, not only on understanding consumers’ perception but to study the detailed profile of such consumers who have a more positive attitude towards green marketing and green products.

STATEMENT OF THE PROBLEM

Over the past two decades, environmental problems have forced consumers to take interest in preserving the environment. Now the customers support businesses that operate in an environment-friendly way. Green marketing should be considered as a significant approach to modern marketing and must be practiced with much more vigor, as it has an disaster, it is extremely important that green marketing becomes a custom rather than an exception or just a fad. The need for recycling of paper, metals, plastics and other material in a safe and environment-friendly manner should become much more standardized and universal. It has to become the general norm to use environmentally safe products and preserve the human society from the possible dangers.

OBJECTIVES OF THE STUDY

The objectives of the study are:

- To study about green marketing.
- To know about consumer awareness about green products and green marketing.
- To analyze companies involved in green marketing.
- To know the types of green products.
- To identify the factors that influences the consumer persuasion to buy green products.

METHODOLOGY

The study is based on both primary and secondary data. The primary data were collected through interview schedule. The secondary data has been collected from the books and magazines related to consumer behavior. The primary data collected were analyzed with the help of statistical tools and interpretations are drawn.

ANALYSIS AND INTERPRETATIONS**GENDER WISE CLASSIFICATION**

| S.NO | Gender | No of Respondents | Percentage of Respondents |
|------|--------|-------------------|---------------------------|
| 1 | Male | 75 | 58 |
| 2 | Female | 55 | 42 |
| | Total | 130 | 100 |

The research findings says that the majority of the respondents belongs to the male category. As in case of these type of green marketing products purchase decision are made by the male.

EDUCATION WISE CLASSIFICATION

| S.NO | Education Level | No of Respondents | Percentage of Respondents |
|------|----------------------------|-------------------|---------------------------|
| 1 | School level | 17 | 13 |
| 2 | Under graduation | 28 | 22 |
| 3 | Post graduation | 37 | 28 |
| 4 | Professional qualification | 48 | 37 |
| | Total | 130 | 100 |

It can be concluded that majority of the respondents 37% have professional qualification.

OCCUPATIONAL STATUS

| S.NO | Occupational | No of Respondents | Percentage of Respondents |
|------|--------------------|-------------------|---------------------------|
| 1 | Business | 22 | 17 |
| 2 | Private employment | 15 | 12 |
| 3 | Government Service | 18 | 13 |
| 4 | Self-employed | 43 | 33 |
| 5 | Agriculture | 32 | 25 |
| | Total | 130 | 100 |

It is clear that majority of the respondents are self-employed.

LOCATION STATUS

| S.NO | Location | No of Respondents | Percentage of Respondents |
|------|------------|-------------------|---------------------------|
| 1 | Urban | 57 | 44 |
| 2 | Semi-urban | 45 | 35 |
| 3 | Rural | 28 | 21 |
| | Total | 130 | 100 |

Most majority of the respondents are living in urban area.

UNDERSTANDING ABOUT GREEN PRODUCTS

| S.NO | Products | No of Respondents | Percentage of Respondents |
|------|--------------------------|-------------------|---------------------------|
| 1 | Green colored products | 28 | 22 |
| 2 | Natural/organic products | 34 | 26 |
| 3 | Recycled Products | 32 | 25 |
| 4 | Bio-degradable Products | 14 | 10 |
| 5 | High price products | 22 | 17 |
| | Total | 130 | 100 |

The above table shows that 26 percent of the respondents understand the green products as natural/organic products, 25 percent of the respondents understand the green products as recycled products, 22 percent of the respondents understand the green products as green colored products, 17 percent of the respondents understand the green products as high price products and 10 percent of the respondents understands the green products as bio-degradable products.

It is clear from the table that majority of the respondents understand the green products as natural/organic products.

SOURCE OF AWARENESS

| S.NO | Source of Knowledge | No of Respondents | Percentage of Respondents |
|------|---------------------|-------------------|---------------------------|
| 1 | Telecast media | 36 | 28 |
| 2 | Magazines | 35 | 27 |
| 3 | Newspapers | 41 | 32 |
| 4 | Other sources | 18 | 13 |
| | Total | 130 | 100 |

The above table shows that 32 percent of the respondents aware through newspapers, 28 percent of the respondents through telecast media, 27 percent of the respondents through magazines and 13 percent of the respondents through other sources.

Most majority of the respondents came to know about the green marketing products through newspapers.

USAGE OF GREEN PRODUCTS

| S.NO | Purchase on green products | No of Respondents | Percentage of Respondents |
|------|----------------------------|-------------------|---------------------------|
| 1 | More frequently | 45 | 35 |
| 2 | Less frequently | 22 | 17 |
| 3 | Occasionally | 30 | 23 |
| 4 | On necessity | 33 | 25 |
| | Total | 130 | 100 |

The above table shows that 35 percent of the respondents consume green products more frequently, 25 percent of the respondents consume green products on necessity, 23 percent of the respondents consume green products occasionally and 17 percent of the respondents consume green products less frequently.

Majority of the respondents consume green products more frequently.

BENEFITS OF GREEN MARKETING

| S.NO | Reasons | No of Respondents | Percentage of Respondents |
|------|-------------------------------------|-------------------|---------------------------|
| 1 | Green living compulsions | 19 | 15 |
| 2 | Environmental protection | 40 | 30 |
| 3 | Natural catastrophe | 45 | 35 |
| 4 | Raising awareness of green products | 26 | 20 |
| | Total | 130 | 100 |

Majority of the respondents says green marketing is used to prevent natural catastrophe.

TYPES OF GREEN MARKETING PRODUCTS

| S.NO | Types of Products | No of Respondents | Percentage of Respondents |
|------|-------------------------|-------------------|---------------------------|
| 1 | Organic products | 43 | 33 |
| 2 | Solar energy products | 30 | 23 |
| 3 | Recycle products | 42 | 32 |
| 4 | Environmental safe fuel | 15 | 12 |
| | Total | 130 | 100 |

The above table shows that 33 percent of the respondents prefer to purchase organic products, 32 percent of the respondents prefer recycle products, 23 percent of the respondents prefer solar energy products and 12 percent of the respondents prefer environmental safe fuel.

It is clear that majority of the respondents prefer organic products.

FACTORS INFLUENCING PURCHASE DECISION

| S.NO | Factors | No of Respondents | Percentage of Respondents |
|------|---|-------------------|---------------------------|
| 1 | Healthier life and protection of nature | 45 | 35 |
| 2 | Better physical environment | 33 | 25 |
| 3 | Consumer needs and convenience | 15 | 12 |
| 4 | Consumer awareness and changes | 13 | 10 |
| 5 | Less pollution and less harmful | 24 | 18 |
| | Total | 130 | 100 |

The above table shows that 35 percent of the respondents says the green products gives healthier life and protection of nature, 25 percent of the respondents influenced by better physical environment, 18 percent of the respondents because of less pollution and less harmful, 12 percent of the respondents influenced by satisfaction of consumer needs and convenience and 10 percent of the respondents prefer the green products for consumer awareness and changes.

Majority of the respondents says the green products gives healthier life and protection of nature.

PRODUCTS WITH ENVIRONMENTAL ISSUES

| S.NO | Environmental issue Products | No of Respondents | Percentage of Respondents |
|------|---|-------------------|---------------------------|
| 1 | Plastic coating disposable plate and cups, bags | 40 | 31 |
| 2 | Disposable diapers | 15 | 12 |
| 3 | Spray bottle | 12 | 9 |
| 4 | Hormones & Antibiotic meats & diary | 28 | 22 |
| 5 | Highly pesticides vegetables & fruits | 35 | 26 |
| | Total | 130 | 100 |

The above table shows that 31 percent of the respondents says plastic coating disposable plate and cups, bags creates environmental issues, 26 percent of the respondents says highly pesticides vegetables & fruits, 22 percent of the respondents says hormones & antibiotic meats and diary, 12 percent of the respondents says disposable diapers and 9 percent of the respondents says spray bottle.

It is clear from the table majority of the respondents says plastic coating disposable plate,

USAGAE OF ENERGY SAVING ELECTRONIC PRODUCTS

| S. NO | Electronic products | No of Respondents | Percentage of Respondents |
|-------|-------------------------|-------------------|---------------------------|
| 1 | CFL Bulb | 48 | 37 |
| 2 | Solar water heater | 14 | 11 |
| 3 | Solar cooker | 10 | 8 |
| 4 | Solar electric products | 12 | 9 |
| 5 | Solar mobile | 8 | 6 |
| 6 | Electric bike | 38 | 29 |
| | Total | 130 | 100 |

Most of the respondents used energy saving electronic products like CFL bulbs.

TYPES OF PREFERABLE VEHICLE

| S. NO | Kind of vehicle | No of Respondents | Percentage of Respondents |
|-------|-----------------|-------------------|---------------------------|
| 1 | Petrol | 20 | 15 |
| 2 | Diesel | 21 | 16 |
| 3 | Gas | 12 | 10 |
| 4 | Electric | 38 | 29 |
| 5 | Solar | 39 | 30 |
| | Total | 130 | 100 |

Majority of the respondents prefer solar vehicle.

REASON TO PAY MORE FOR THE GREEN PRODUCTS

| S. NO | Reasons | No of Respondents | Percentage of Respondents |
|-------|------------------------|-------------------|---------------------------|
| 1 | Healthy human society | 23 | 18 |
| 2 | Save natural resources | 25 | 19 |
| 3 | Care of environment | 30 | 23 |
| 4 | High quality | 23 | 18 |
| 5 | All of these | 29 | 22 |
| | Total | 130 | 100 |

The above table shows that 23 percent of the respondents says green products protect the environment, 22 percent of the respondents says green products gives healthy human society, save natural resources, care of environment and high quality product, 20 percent of the respondents says the green products save the natural resources, 18 percent of the respondents says the green products gives healthy human society and 17 percent of the respondents says the green products of high quality.

It is clear that majority of the respondents says protect the environment.

SATISFACTION LEVEL OF GREEN MARKETING PRODUCTS

| S.NO | Factors | Highly satisfied | Satisfied | Not satisfied |
|------|---|------------------|-----------|---------------|
| 1 | Healthier life and protection of nature | 54 | 44 | 25 |
| 2 | Better physical environment and sustainable development | 42 | 30 | 18 |
| 3 | Consumer needs and convenience | 28 | 18 | 19 |
| 4 | Consumer awareness and attitudinal changes | 36 | 25 | 17 |
| 5 | Less pollution and less harmful | 50 | 23 | 21 |
| | Total | 210 | 140 | 100 |

Source: Multiple Response

CHI-SQUARE TEST

ANALYZING OF RELATIONSHIP BETWEEN THE EDUCATIONAL STATUS AND FACTORS INFLUENCING PURCHASE DECISION

| Factors Influencing Purchase Decision | | | | | | |
|---------------------------------------|--|-----------------------------|--------------------------------|--------------------------------|---------------------------------|------------|
| Education Level | Heal their life and protection of nature | Better physical environment | Consumer needs and convenience | Consumer awareness and changes | Less pollution and less harmful | Total |
| School Level | 5 | 3 | 2 | 3 | 4 | 17 |
| UG | 9 | 7 | 4 | 3 | 5 | 28 |
| PG | 11 | 10 | 7 | 5 | 4 | 37 |
| Professional level | 20 | 13 | 2 | 2 | 10 | 48 |
| Total | 45 | 33 | 15 | 13 | 24 | 130 |

Hypothesis:

Let us assume that there is no relationship between the educational level and factor influencing purchase decision.

RESULTS FOR CHI-SQUARE TEST

| Test Used | Degree of Freedom | Level of Significance | Table Value | Calculated Value | Result |
|------------|-------------------|-----------------------|-------------|------------------|----------|
| Chi-Square | 12 | 5% | 21.026 | 15.22 | Accepted |

Since the calculated value is less than the table value at 5% level of significance. Hence the hypothesis is accepted. So there is no relationship between the education level and factor influencing purchase decision.

SUGGESTIONS

Green marketing focuses on the betterment of social welfare and also implies that business enterprises and government need to establish the requirements of target markets and distribute the desired satisfactions in a way that maximize the customer's and society's security. Traditionally, marketing activity focus on the satisfaction of individual needs and on the way goods are designed and served accordingly. Now developing a suitable strategy to meet customer expectations from the green product will reap the desired profits to business organizations. Business organizations have to advertise the product's unique product benefits and green benefits to ensure that the consumers get attracted to it. The general concept throughout the strategy of sustainable development is the need to incorporate economic and ecological consideration in decision making by drawing a policy framework that preserves the quality of agriculture and protection of environment.

CONCLUSION

From the study it can be concluded that green marketing concepts and products can be easily accepted by the people. Even they are willing to pay more for the green products. people are ready to accept but the entrepreneurs and the government has to take initiative for promoting and implementing the concept of green marketing and green products.

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