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Factors Determining the Consumer's View on Green Marketing Practices: With Reference to Coimbatore City

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Abstract: As India's economy continues to grow, so does the country's consumer market. Staggering numbers have been generated by a young population with access to discretionary income and convenient financing choices. Consumer durables have behavioral concerns that are more closely related to marketing problems than other consumer goods. Marketers and customers are becoming more aware of green marketing strategies across the board, with an eye toward environmental well-being. As a result, the current investigation was chosen to discover the elements that influence Coimbatore consumers' views on Green marketing of consumer durables.

Keywords: Consumer durables, green marketing, and environmental welfare

INTRODUCTION

The terms "recyclable," "biodegradable," "environmentally friendly," "sustainable," and "bio-based" have all gained prominence in today's commercial world. Businesses have begun to alter their practices as society becomes increasingly worried about the environment, in an effort to address the concerns of the general public. Environmentally-friendly economic activity is now being sought out by businesses. Improved energy efficiency measures, better technology and techniques of management and management of waste reduction are only a few of the efforts that have been taken to increase the efficiency of both the production and transportation processes. In order to achieve sustainable development, we must find strategies to encourage ecologically

beneficial economic activity and discourage harmful ones.

To restore the ecosystem to a pristine state, pollution control measures alone are not sufficient. It is also necessary to align proactive and promotional roles with environmental protection goals. Customers must take the lead in encouraging manufacturers to use environmentally-friendly technology and methods of disposal, as well as preventative measures. Developing a strategy that fulfills the requirements and wants of today's consumers through the promotion of 'green activities,' or environmentally-friendly activities, requires a marketing viewpoint.

STATEMENT OF THE PROBLEM

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The environmental movement has quickly become a global phenomenon. A growing number of marketing businesses are responding to the environmental difficulties they face by adopting environmentally friendly marketing practices. The number of Indian consumers who are aware of green marketing is rising.

In India, many manufacturers are promoting their products through environmentally friendly methods of promotion. As a result, businesses aren't turning to green marketing as their new survival strategy. Changing from traditional marketing strategies to eco-friendly ones may appear pricey at first, but the long-term benefits will outweigh the short-term costs. Green marketing is quickly evolving to meet the needs of consumers in a long-term manner. An eco-friendly marketing plan has several advantages, including a rise in profits and a decrease in expenses, as well as the creation of new products, risk reduction, environmental preservation, global security, and improved brand recognition. Green marketing is needed to solve environmental challenges that affect the entire human population and the natural environment.

Ecologically concerned customers are a subset of consumers who are concerned about the environment. Because they are geographically dispersed and difficult to contact, these customers are difficult to identify in the market (Arndt & Helgesen 1979). A lack of communication with employees by companies engaging in green marketing has resulted in stakeholders being unaware to the fullest degree. Consumers must have the correct attitude toward being green in order to avoid falling prey to company ads that impede the green movement. As a result, "becoming green" can only be achieved if both customers and marketers have the correct mindset. Despite the fact that green marketing is relatively new, it hasn't received the attention

it should have, especially in India. The following research question will be addressed using the information presented above.

1. What are the factors influencing the consumers' view over green marketing?

OBJECTIVES OF THE STUDY

1. To examine the factors that influence the consumers' view over green marketing.

REVIEW OF LITERATURE

The duo of June Haofu Fan and Lin Zeng (2011) Chinese consumers' behavior is influenced by cultural, social, and psychological aspects that are examined in this research. The quality of the product's contents is highly regarded. Price is ranked second in importance. The author recommends a green strategy that goes to extremes. As a result, the Chinese market has a bright future thanks to a lack of marketing activities.

According to Polonsky When it comes to green or environmental marketing, it's all about generating and facilitating exchanges to satisfy human needs or wants in a way that has the least possible negative influence on the natural world. As a result, human consumption is inherently harmful to the environment. Rather than being environmentally friendly, green products should be less detrimental to the environment. As a result, harm caused by Green Products will never be completely eliminated, but they can be kept to the absolute minimum. As a result, the idea that green products are less dangerous is included in the inquiry regarding preferences and factors that influence the purchase of the product. 1. Haofu Fan and Lin Zeng, Implementation of Green Marketing Strategy in China A study of green food industry, University of Gavale, 2011

2 Michael Jay Polonsky, „Market Based Solution- An Introduction to Green Marketing“, American Marketing Association, Department of Management, University of Newcastle, NSW2308, Australia

Source of data

RESEARCH METHODOLOGY

The study is based on primary data. Primary data is being gathered from the consumers through the structured questionnaires. The secondary data for the study is being collected and compiled from various websites, magazines, journals and thesis.

Period of the study

The primary data from the consumers of select green durables has been collected during the months of June 2017- December 2017.

Sampling design

The study focuses on the consumers of green durables in the Coimbatore city of Tamil Nadu. There are a total of 642 have been taken as samples based on Convenience sampling method.

TOOLS TO BE APPLIED

The collected data has been applied for analysis using the following tools namely Simple Percentage analysis and Factor analysis.

LIMITATIONS OF THE STUDY

1. This research was location specific and was confined to the city of Coimbatore in the state of Tamil Nadu. Hence the results of this research may not be applicable to other parts of globe.

ANALYSIS AND DISCUSSION

**TABLE 1
DEMOGRAPHIC PROFILE OF RESPONDENTS**

S. NO.	Demographic Profile of the Respondents	Frequency	Percentage (%)	
1	Gender	Female	386	60.1
		Male	256	39.9
		Total	642	100.0
2	Age	Below 25 years	258	40.2
		26 – 35 Years	172	26.8
		36 – 45 Years	104	16.2
		Above 45 years	108	16.8
		Total	642	100.0
3	Marital status	Unmarried	191	29.8
		Married	433	67.4
		Widow/Widower	18	2.8
		Total	642	100.0
4	Family size	Upto 3 Members	312	48.6
		4-5 Members	264	41.1
		6-7 Members	42	6.5
		Above 7 Members	24	3.8
		Total	642	100.0
5	Educational Qualification	School Level	296	46.1
		Under Graduate	190	29.6
		Post Graduate	48	7.5

		Professional	108	16.8
		Total	642	100.0
6	Occupation	Self Employed	138	21.5
		Government Employee	86	13.4
		Private Employee	344	53.6
		Others	74	11.5
		Total	642	100.0
7	No. of Earning Members in Family	Upto 2 Members	452	70.4
		3-4 Members	164	25.5
		5-6 Members	14	2.2
		Above 6 Members	12	1.9
		Total	642	100.0
8	Family Earnings per Month	Below Rs.15000	183	28.5
		Rs.15001-Rs. 25000	187	29.1
		Rs.25001-Rs.35000	92	14.3
		Above Rs.35000	180	28.1
		Total	642	100.0
9	Decision Maker to buy Durables	Parents	169	26.3
		Husband & Wife	409	63.7
		Children	46	7.2
		Others	18	2.8
		Total	642	100.0

Source: Compiled and calculated using primary data

1. Table 1 shows the demographics of the people who responded and used green marketing in Coimbatore.

2. 6.1% of respondents are Female and 39.9% of respondents are Male according to the results of the survey.

3. Two-thirds (40.2%), 25% to 35 years (26.8%), and 36 years to 45 years (11.2%) were the age groups of those who participated in the study (16.8 percent).

4. According to the results, there are 67.4% of respondents who are married, 29.8% of respondents who are single, and 2.8% of respondents who are Widows/Widowers.

5. According to the table, 48.6 percent of respondents had a family of three members, 41.1 percent had a family of four to five members, 6.9 percent had a family of six to seven members, and 6.5 percent had a family of more than seven members (3.8 percent).

6. Figure 5 shows that Respondents' educational levels ranged from high school (46.1 percent) through post-graduate level

(29.6 percent) to professional level (7.5 percent) (16.8 percent).

7. Self-employed (21.5%), Government Employee (13.4%), Private Employee (53.6%), and Others (others) comprised the majority of respondents' occupational level (11.5 percent).

8. The table indicates that the respondent's family had up to two earning individuals (70.4 percent), four to five earning members (25.5 percent), six to seven earning members (2.2 percent), and more than seven earning members (1.9 percent).

It is found that the Family Earnings per month of the respondents is less than Rs. 15,000 (28.5 percent), Rs.15,001 to Rs. 25000 (29.1 percent), Rs. 25001 to 35,000 (14.3 percent), and above Rs.35,000 (28.1 percent).

9. It is shown that the Decision Maker of the respondent's family was parents (26.3 percent), Husband and wife (63.7 percent), Children (7.2 percent), and others (2.8 percent).

TABLE 2

KMO AND BARTLETT'S TEST FOR FACTORS RELATED TO
ON GREEN MARKETING PRACTICES

INFLUENCE IN CONSUMER'S THOUGHTS

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.576	
Bartlett's Test of Sphericity	Approx. Chi-Square	2036.319
	df	45
	Sig.	.000

p < 0.01 Significant

KMO and Bartlett's Test of Sphericity were used to determine if the association between the variables was significant or not from the data in the above table, as shown in the figure. Factor analysis for the selected variable was judged to be appropriate or good to the data by using the Kaiser-Meyer-Olkin Measure of sampling adequacy. If the data are statistically significant or not, Bartlett's sphericity test is employed to determine the value of the test statistics and their associated significance level. In other words, it demonstrates a strong correlation between a number of different factors.

TABLE 3

ROTATED COMPONENT MATRIX FOR FACTORS RELATED TO CONSUMER'S THOUGHTS ON GREEN MARKETING PRACTICES

ROTATED COMPONENT MATRIX

	Component		
	1	2	3
Technology adopted diseasey	.779	-.336	.162
Green Durable Products are Available	.634	-.031	.434
Government Initiative	.615	.360	-.175
Knowledge about Green Durable Products is minimum	.598	-.009	.216
High Price of green products are compensated by its performance	.578	.374	.254
Green Durable Products are Protecting Environment	-.045	.837	.169
Green Durable Products have lot of Additional Features	.071	.822	.041
I am Aware of the Green Durable	.157	-.400	.719
Green Durable Products are Innovative in nature	.169	.292	.713
Dealers & Merchants persuade to purchase the green Durables	.168	.215	.671

Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization. a Rotation converged in 5 iterations.

The Rotated Component Matrix, an important output of principal component analysis, is seen in the above table. Correlation between factors and 10 variables is represented by factor loadings (coefficients) (X1 to X12). This factor matrix shows that coefficients for factor-I are strongly linked to variables X6 (CRM campaign), X5 (Brand familiarity), X12 (Cause-Corporate-Brand fit), and X9 (Contribution level to cause) at the.713 level, .648 level, .639 level, and .649 level correspondingly. Like factor I, factor II has a high absolute connection with each of the following variables: X1 (Price of the product); X2 (Quality of the product); X3 (Nature of the Cause); and X4 (Availability of the product), with correlation coefficients of 0.741, 0.643, 0.613, and 2.532, respectively. Factor III has a

high absolute correlation with variables X11 (Sales promotional activities) and X10 (Attractive sales offerings) of.793 and.703 respectively. This factor's absolute relationship to X7 (previous experience) and X8 (product packaging) is.840/.589, with.589 being the highest. Among the twelve variables with an absolute factor loading greater than or equal to 0.5, factor I is at least slightly linked with twelve of them. It is tough to decipher the factor in such a complex matrix. So proceed with the computation of the factor matrix that is rotated.

Thus the ten variables in the data were reduced to three Component factors and each factor may be identified with the corresponding variables as follows:

TABLE 4
SHOWING THE FACTORS IDENTIFIED THE FACTORS RELATED TO CONSUMER'S THOUGHTS ON GREEN MARKETING PRACTICES

1	Technology adopted is easy	60.68	Factor I
2	Green Durable Products are Available	40.20	
3	Government Initiative	37.82	
4	Knowledge about Green Durable Products is minimum	35.76	
5	High Price of green products are compensated by its performance	33.41	Factor II
6	Green Durable Products are Protecting Environment	70.06	
7	Green Durable Products have lot of Additional Features	67.57	Factor III
8	I am Aware of the Green Durable	51.70	
9	Green Durable Products are Innovative in nature	50.84	
10	Dealers & Merchants persuade to purchase the green Durables	45.02	

CONCLUSION

Companies around the world are working to lessen the environmental effect of their products and services. Going green has become a marketing trend. People all throughout the world are becoming more environmentally conscious, as evidenced by the fact that they are altering their lifestyles.

To show that there is an increasing demand for environmentally and socially responsible products and services, green marketing has evolved. Consumers everywhere are becoming increasingly concerned about protecting the environment they live in. They want to leave a healthy planet to future generations. A number of research by environmentalists show that people are worried about the environment and are altering their behavior to be less unfriendly to it. Academics, researchers, and other notables who value knowledge will benefit from this study, as well as the general public at large.

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