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A STUDY ON CONSUMER PERCEPTION TOWARDS GREEN MARKETING IN FAST MOVING CONSUMER GOODS WITH SPECIAL REFERENCE TO COIMBATORE CITY

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ABSTRACT

The term consumer perception is defined as consumer is a "Marketing concept that encompasses a customer's impression, awareness, or consciousness about a product or company." Green marketing in both academic and business sense is crucial to developing countries. This phenomenon has to develop its economic and social agenda. In the past two decades, the concept of green marketing has achieved an exponential growth. Green marketing themes are the core areas related to environmental safety and human wellbeing. Fast-moving consumer goods (FMCG) sector is the 4th largest sector in the Indian economy with household and personal care accounting for 50 per cent of FMCG sales in India.Growing awareness easier access and changing lifestyles have been the key growth drivers for the sector.

KEY WORDS – Consumer perception, Green marketing, Fast-moving consumer goods (FMCG)

1. INTRODUCTION

This chapter deals with the general introduction about the topic. i.e. green marketing its evolution, characteristics of green products, opportunities and challenges faced by the firms going green, green practice adopted by various firms, difference between traditional marketing and green marketing, Factors influencing on consumer perception on eco-friendly goods etc. Profile of FMCG industry, features of FMCG products, present trends in FMCG market, top FMCG companies in India (special reference to Coimbatore city). Green Marketing - An Elucidation The term Environmental Marketing (popularly known as Green Market) came Into prominence in the late 1980s and early 1991s. It began in the Europe when specific products were identified as being harmful to the earth's atmosphere. As a consequence, new Green or Environmental Market consists of all activities designed to generate and facilitate any exchange minimal detrimental impact on the natural environment.

The concept of green was neither prominent in the late 1980's nor was the concept of green marketing/ consumerism globally popular till 1990's. Environmental deterioration and global problems have together paved the way for the emergence of green marketing. In the business world, the companies are using the concept of green marketing for profit and the outcome of green policies is due to social responsibility more conscious. Concern of green marketing is not only confined to Government, and NGOs. It is concern of all such as including consumers, manufactures, wholesalers, retailers and services firms. This study tries to analyze the consumer's perception towards the green marketing in FMCG products of the consumers those who are residing at Coimbatore city.

2. REVIEW OF LITERATURE

Pillai, DK Jothi Journal of Critical Reviews 7 (4), (2020, 2019)[1] In the analyses of the Indian economy the 4th biggest place is occupied by division of FMCG. At present consumers in India are at the point where there is a multiplicative impact of salary growth, desire to devour and a changed attitude with regard to consumption. The Present Study had explicit target to evaluate the distribution management of Fast-Moving Consumer Goods (FMCGs), to inspect the brand preference for select products of FMCG and ponder the special techniques utilized by FMCG organizations in rural areas.

Dr.B Nagaraju and thejaswini H.D (2016)[2] in his research paper on "Consumer Perception towards the Green Marketing". The main purpose of this study is to investigate the factors which enhanc hmming the green products attractiveness to consumers. In this study researcher observed that satisfaction of green elements and eco-labeling on products are the most significant 90 factors for attractiveness for consumers.

Sudhalakshmi.K& Chinnadorai. K.M, (2014)[3] "Awareness Level of Consumers towards Green FMCG Products with Special Reference to Coimbatore District. In recent days, environmental issues have received. A great deal of discussion in the field of marketing. When the society becomes more concerned with the natural Environment, businessmen have begun to modify their Behavior to address the society's new concern. With the growing awareness about the implication of global Warming, non-bio degradable solid waste, harmful impact of pollutants etc., both marketer and consumers are switching to eco-friendly products and many companies Have accepted their responsibility not to harm the Environment and not to waste the natural resources. The Research study took place in Coimbatore district of Tamil Nadu.

3. STATEMENT OF THE PROBLEM

The scenario of shifting consumer preferences and increased consumer awareness of environmental issues has created an evolving green market in which consumers are willing to shift their choices from modern products to green products with their favourable attitude towards green products. As consumer concerns about sustainability rise and shape consumer behaviour, corporate houses are becoming more interested in bringing green products on the market and making their products when green as possible to meet consumer needs. In India, researchers have started to concentrate on consumer behaviour towards green products for very few years. The green products are gradually getting awareness among the consumers among the world wide in order to take part in the societal cause and want to join in the movement of eco-friendly environment or health environment. Due to this main reason the researcher is trying to know the awareness and the attitude to purchase the green products among the consumers. Hence, the present study is an effort to investigate the consumers perception about green marketing FMCG products in Coimbatore city.

3.1 OBJECTIVE OF THE STUDY

1) To study the impact of the demographic factors of the respondents on the perception of green marketing in FMCG.
2) To measure consumers perception and attitude about green FMCG products in Coimbatore city.
3) To study level of satisfaction of consumers towards green marketing in FMCG.
4) To know the factors influencing the purchase in green marketing FMCG products.

3.2 SCOPE OF THE STUDY

The study covers the consumers using FMCG green products in Coimbatore districts. As the perception towards green products is vary from consumers to consumers depending upon their age, education, income, gender, etc. This study analysis influence of different demographic factors on consumer perception. A brief study on level of awareness towards green marketing also conducted. The research covers the areas like factors motivating consumers to purchase green products, reasons why consumers prefer non-eco-friendly products over eco-friendly products, etc. The study is aiming at assessing the consumers' awareness and attitude towards green FMCG products. Coimbatore is one of the rapidly growing cities of Tamilnadu , here the people become more conscious about their lifestyle and purchasing behaviour. This study covers the green FMCG in Coimbatore city.

4. RESEARCH METHODOLOGY

Research methodology is a way to systematically solve the research problem. It specifies the approach; the researcher intends to use with respects to proposes steady scientifically. The scope of research methodology is wider than that of research methods, thus we talk of the research methodology, we use the context of our research study and explain why we are using a particular methods or technique any why we are not using others so that research results are capable of being evaluated either by the researcher himself or by others. 'A Research design is simply the frame work or plan for a study is used to guide in collecting and analyzing the data. It is a blue print that is followed in completing a study".

4.1 SOURCE OF DATA

The information relevant for the study was drawn from secondary data, which alone was not sufficient. Primary data was collected through survey method using questionnaire to conduct the study successfully. A questionnaire was designed for this purpose.

4.2 PRIMARY DATA

Primary data refers to the first hand data gathered by the researcher himself. Secondary data means data collected by someone else earlier. Surveys, observations, experiments, questionnaire, personal interview, etc

4.3 SECONDARY DATA

Secondary data is the data that has already been collected through primary sources and made readily available for researchers to use for their own research. It is a type of data that has already been collected in the past.

Secondary data was collected by the following means

- ➢ Refers of Newspaper
- ➢ Magazines
- ➢ Website
- ➢ Reviews

4.4 SAMPLING

It is not always necessary to collect data from whole universe. A small representative sample may serve the purpose. A sample means a small group should be emanative cross section and really "representative" in character. This selection process is called sampling.

4.5 Tools Used for Analysis

1) Percentage method

2) Chi-square method

3) Weighted average method

5.1 SIMPLE PERCENTAGE METHOD

TABLE NO: 1

BENEFITS RESPONDENTS EXPECT WHILE BUYING ON GREEN MARKETING

S.NO	Expecting benefits	No Of Respondents	Percentage (%)
1	Reasonable Cost and saving	45	30
2	Made of Natural ingredients	82	54.7
3	Effective	18	12
4	Brand/image of the company	5	3.3
	Total	**150**	**100**

Source: Primary Data

CHART NO :1

BENEFITS RESPONDENTS EXPECT WHILE BUYING GREEN MARKETING
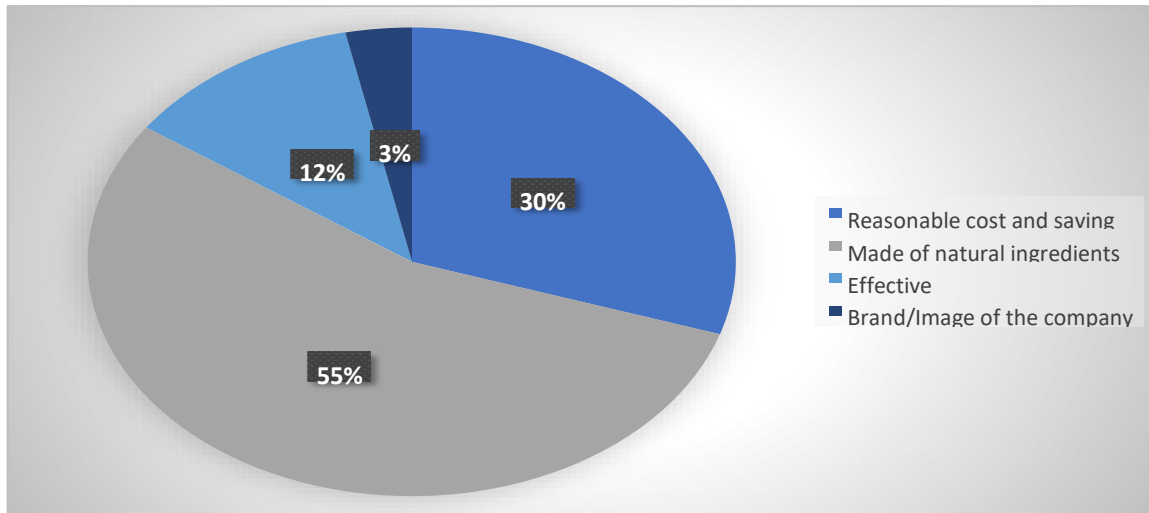
INTERPRETATION

The above table shows that 30% of the respondents were expecting reasonable cost and saving, 54.7% of the respondents were expecting the made of natural ingredients, 18% of the respondents were expecting effective as a benefit and 3.3% of the respondents were expecting the brand or company image.

INFERENCE

Here mostly 54.7% of the respondents were expecting the made of natural ingredients as benefit.

CHI-SQUARE ANALYSIS RELATIONSHIP BETWEEN GENDER OF THE RESPONDENTS AND GREEN MARKETING ENCOURAGES CONSUMERS TO USE ECO-FRIENDLY

Null hypothesis (Ho):

There is no significant relationship between gender of the respondents and green marketing encourages consumers to use eco-friendly.

Alternative hypothesis (H1):

There is some significant relationship between gender of the respondents and green marketing encourages consumers to use eco-friendly.

GENDER OF THE RESPONDENTS * GREEN MARKETING ENCOURAGES CONSUMERS TO USE ECO-FRIENDLY CROSS TABULATION

GREEN MARKETING ENCOURAGES CONSUMERS TO USE ECO-FRIENDLY PRODUCTS						
	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Total
GENDER OF THE Male RESPONDENTS	24	18	9	9	7	67
Female	32	22	10	13	6	83
Total	56	40	19	22	13	150

CHI-SQUARE TESTS

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.701[a]	4	.951
Likelihood Ratio	.699	4	.952
N of Valid Cases	150		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 5.81.

INTERPRETATION:

As per the above table, it is inferred that the P value is 0.701; it is not significant to 5% (0.05) significant level. The minimum expected count is 5.81. Thus null hypothesis is accepted and it is finding that there is no significant difference between gender of the respondents and green marketing encourages consumers to use eco-friendly.

Weighted average method and rank analysis Table indicating the factors like while purchasing Eco friendly marketing in FMCG products

Purpose	Rank 1	Rank 2	Rank 3	Rank 4	Rank 5	Rank 6	Rank 7	Rank 8	Rank 9	Rank 10
Product	50	36	25	24	33	34	48	28	14	15
Pricing	20	27	28	26	23	29	25	21	26	31
Place/distribution	18	22	23	45	51	28	23	60	48	45
Promotion	30	30	41	14	4	24	21	16	17	18
Package	12	15	18	16	24	19	11	17	27	30

Quality	20	20	15	25	15	16	22	8	18	11
Choices	40	30	22	20	29	32	50	25	19	60
Brand values	23	21	27	35	31	30	23	20	36	11
Social And economic aspects	20	25	18	40	8	27	25	50	32	26
Availability	28	22	32	20	43	22	20	35	18	20

Weighted average method = $(X1W1+X2W2+X3W3 +\text{-----------------}) / N$

Rank Weighted Average Score

Rank	Weighted Average	Attributes
I	18.16	Pricing
II	12.79	Product
III	11.57	Place/distribution
IV	11.28	Choices
V	9.88	Availability
VI	9.67	Brand values
VII	9.14	Choices Social And economic aspects
VIII	8.82	Promotion
IX	6.69	Quality
X	5.32	Package

SOURCE DATA: Primary data

INTERPRETATION:

The above table it is found that First rank goes to Pricing, Second rank to for Product, Third rank to Place/distribution, Fourth rank to for Choices, Fifth rank to for Availability, Sixth rank to Brand values , Seventh rank to Choices Social And economic aspects, Eighth rank to Promotion, Ninth rank to Quality and Tenth rank to Package.

INFERENCE:

It can be inferred that most of the respondents like the factors while purchasing Eco friendly for Pricing.

5.1 FINDINGS

- Here mostly 50.7% of the respondents say to increase public awareness as a measures to improve the level of Green marketing.
- Here mostly 42% of the respondents were choosing green marketing once in a week while purchasing FMCG.
- It can be inferred that most of the respondents like the factors while purchasing Eco friendly for Pricing
- Here mostly 42% of the respondents were choosing green marketing once in a week while purchasing FMCG.

5.2 SUGGESTIONS

- Every company and producers and marketers should know the customers perception to increase the green marketing in FMCG sector
- Be truthful, genuine and transparent. Make sure you and your employees are clear about who you are, what you're doing, why you're doing it and who you are targeting.
- Companies producing green FMCG products need to adopt more environmentally friendly attitude in their business activities.
- Personal selling is also one of the ways to communicate about the benefits of green products to consumers directly. Salesmanship also helps to show demo of the green products and to solve consumers query immediately.

5.3 CONCLUSION:

Conclusion is the summary of entire research work done by the researcher. After analyzing research data and testing hypothesis and objectives researcher concluded that eco-friendly products are always benefited to the environment, consumers, businessmen and the society. . If eco-friendly product produced, priced, distributed and promoted effectively it will definitely accept and use by the consumers. At the end as a researcher and member of the society I am very positive that FMCG eco-friendly market will grow in future. At last we can say that Green Marketing is very important concept in today's life. In this research paper we study the importance, reasons, challenges, suggestions and methods to improve green marketing. Awareness should be spread by the government to everyone and also tell them the importance of green products. It's true that environment is ours and we should protect it. So promote GREEN MARKETING

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