



# IMPACT OF GREEN MARKETING AND CONSUMER BUYING TOWARDS ORGANIC PRODUCTS IN COIMBATORE CITY

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## ABSTRACT

The world today is becoming highly aware of the challenges posed to the environment and the resulting problems. An optimistic step towards mitigating the effect of challenges is a shift in the consumer attitude towards a green lifestyle. As businesses have seen this change in consumer attitudes, they are trying to gain an edge in the competitive market by exploiting the potential in the green market industry by incorporating environmental friendly practices in designing, making, packaging, and marketing of products and services as part of the corporate social responsibility. As Indian marketers and consumers have started to understand the importance of green marketing and its resultant benefits, this research is mainly conducted to identify the level of awareness, perceptions, and preferences of consumers towards products that are produced and marketed the green way in Coimbatore city. The results of the study reveal an increased concern of the consumers towards the environment and the different types of environment friendly products purchased by them. The finding of the study also reveals that eco-friendly values of the consumer do not have a significant influence on their decision to purchase green products.

**Keywords:** : Green marketing, Eco-friendly products, Consumers, Green Value

## I. INTRODUCTION

Green Marketing is the latest and most popular trend market, which facilitated for the environment-friendly with individual, animal and planet. Due to increase in climate change and global warming, the public concern for environmental problems has continuously increased over the past decades. The businesses and consumers have started to challenge eco-friendly products as they become more concerned on the environment, health and wealth in order to protect the earth's resources and the environment. In addition, the firms have slowly applied green marketing practices in their projects as a part of social conscience and they are demanding to reach the consumers with their green messages. For instance, the firms remain to introduce different forms of green packaging programs through the recommendation of recyclable and reusable packages as the importance of green marketing to market success has been increased.

## II. STATEMENT OF THE PROBLEM

Indian perspective regarding purchases of green product is also heading towards the same direction. Awareness about environmental issues is growing day by day. Product choice and buying behaviour of products are changing every day. With regard to product attributes, environmental consideration is the key factor influencing buying decisions among consumers. The purchase decision is based on direct involvement in consumption of the products, whereas knowledge and attitude are at the other end in the consumption of products. Hence, the study focuses on examining the consumer behaviour towards green marketing in Coimbatore District.

## III. OBJECTIVES OF THE STUDY

- To study awareness of the consumers about green marketing.
- To study the factors/problems faced by the green consumers at the time of purchasing green products.
- To suggest suitable measures for the sustainable development for the growth of green marketing.

#### IV. SCOPE OF THE STUDY

This study analysis the awareness, preferences, satisfaction, buying behaviour, attitudes, environmental belief and behaviour, perception and purchase intention of the consumer towards green products, the study is restricted to the Coimbatore district. This study will be helpful to improve consumer awareness on green marketing and green products for sustainable development and can be as a secondary data for further research.

#### V. RESEARCH METHODOLOGY

Research methodology is a process used to collect information and data for the purpose of making decisions. The methodology may include publication research, interviews, surveys and other research techniques.

##### Data Collection

The data is collected from both primary and secondary sources.

##### Primary Data

The source of primary data is through questionnaire based on the objectives.

##### Secondary Data

The secondary data were collected from books, journals, websites and other published sources.

##### Sample Design

A self- designed questionnaire was developed and given to general public. The questionnaire is related to impact of Green marketing and consumer buying behaviour towards organic products.

#### VI. LIMITATIONS OF THE STUDY

- The study is limited to consumer behaviour towards green marketing, due to product differentiation and the nature of the products the findings of the study cannot be generalized to traditional marketing.
- This study was carried out mainly in the Coimbatore district therefore; the results obtained may not be pertinent to the other district of the State.
- The study focused on the consumer behaviour towards green marketing in general and not to any particular green product and confined to consumers only and not focused on the marketers of the green products.

#### VII. REVIEW OF LITERATURE

**Karissa, et al. (2017)** Analyzed the perceived importance and attitude towards green marketing of cosmetics consumers in Indonesia, providing information of segmentation, perception and attitude to impact businesses embarking green marketing as the holistic concept of their business processes. An online 62questionnaire was distributed to 384 respondents, all female inhabitants of Jakarta and Bandung between the ages 16-50, by non-probability purposive sampling. The data was analyzed using factor analysis, multiple linear regression, ANOVA and cluster analyses. The results showed that the perceived importance of green corporate practices and green marketing mix has influence towards attitude towards green values. A six cluster-solution was identified by variables influenced by Ottman's deep-green sub-segments and attitude towards green values.

**Kamonthip Maichum, et al. (2017)** He investigated the influence of environmental concern and environmental attitude on purchase intention towards green products of young consumers in Thailand. The findings of this study indicated that environmental concern and environmental attitude had significant positive influence on purchase intention towards green products. Moreover, the overall results have confirmed that the environmental attitude has a strongest direct influence on purchase intention.

**Meghna Sharma, et al. (2016)** He pointed out that "Green" is the word of the day. The government, companies and consumers in general know the importance of the environment and the contribution done by all to degrade it. It becomes very much crucial now to alter the way of living to save the existence of our own. And marketing can do wonders to bring this change. What is required is to identify the needs and wants of consumers and the variables which affect them the most. This paper identified those variables and the effect of each on consumer's green buying behaviour. There are eight such variables namely eco-labels, eco-brands, environmental advertising, environmental awareness, green product, green price, green promotions and demographics. Each variable is equally significant for the green marketer. He should know which variable to emphasize more as per the market segment he is concentrating. This paper gives a vivid description of each variable.

**Harendra Pal Singh Chauhan, et al. (2016)** He advocated that it is no doubt to say that marketing in the 21st century has changed phenomenal from its traditional marketing. Now both the marketers and the consumers are looking for innovative things which not only fulfill their requirements but sustain their environment also. Green marketing is based on the premise that businesses have a responsibility to satisfy human needs and desires while preserving the integrity of the natural environment. Legislation is a useful tool for effecting social change; it has a tremendous advantage over moral persuasion in terms of speed and efficacy of implementation, although its results are not always as intended.

**Seema Laddha, et al. (2015)** conducted a small survey of 150 samples from Navi Mumbai. Questions related to Environment and buying behaviour were asked to the respondents. From this survey it is clear that there is growing concerns about environment and increasing inclination towards green product. This trend throws an opportunity to marketer to offer green products and catch the theme.

**VIII.DATA ANALYSIS AND INTERPRETATION****SIMPLE PERCENTAGE ANALYSIS**

Table shows the improvement prefer in the green marketing

S.NO	IMPROVEMENT PREFER	NO.OF RESPONDENTS	PERCENTAGE %
1.	Improvement in quality	31	24.8%
2.	Easy accessibility	23	18.4%
3.	Price reduction	39	31.2%
4.	Increase customer Awareness	20	16%
5.	Increase customer confidence	12	9.6%
	<b>TOTAL</b>	<b>125</b>	<b>100</b>

**INTERPRETATION:**

The above table shows that out of 31 Respondents 24.8% are Improvement in quality, out of 23 respondents 18.4% are Easy accessibility, out of 39 Respondents 31.2% Price reduction, out of 20 Respondents 16% Increase customer awareness and out of 12 Respondents 9.6 are Increase customer confidence.

**The majority of 31.2% Respondents are Price reduction.**

**RANK ANALYSIS**

Rank analysis of problems in the green marketing

PROBLEMS	1(6)	2(5)	3(4)	4(3)	5(2)	6(1)	TOTAL	RANK
High price	35	69	11	1	4	5	120	1
	210	345	44	3	8	5	615	
Low reliability	23	37	48	8	6	3	120	3
	138	185	192	24	12	3	554	
Lack of Awareness	23	54	23	11	8	6	120	2
	138	270	92	33	16	6	555	
Inadequate Promotion	24	35	30	16	14	6	120	4

	144	175	120	48	28	6	521	
Poor implementation	24	36	27	9	17	12	120	6
	144	180	108	27	34	12	505	
Poor government intervention	26	35	21	13	25	5	120	5
	156	175	84	39	50	6	510	

### INTERPRETATION:

The above table shows that, in the problems in purchasing green products, the factors are ranked according to the responses, Here the first rank goes to high price, second goes lack of awareness, third rank goes to low reliability, fourth rank goes to inadequate promotion, fifth rank goes to poor government intervention and sixth rank goes to poor implementation

**Here mostly first rank is given to high price by Respondents**

### IX. SUGGESTION

- Manufacturers and marketers improve the quality of their brand, such as performance and better service, brand reliability and the validity of their efforts, as well as increase brand credibility among consumers and create a positive green image of the brand in their minds.
- The research and development expenses should be increased as it will bring some new innovative and better ways to generate, communicate and deliver green products and services.
- The marketing companies need to conduct workshop, distribute literature and use their websites to try to change consumer behaviour towards environmental friendly rather than shifting the responsibility to government or to them.
- Consumers, industrial buyers and suppliers need to pressurize effects on minimizing the negative effects on the environment-friendly. Green marketing assumes even more importance and relevance in developing countries like India.

### X. CONCLUSION

To conclude green marketing is need of the hour and necessary and beneficial for the individual and world both. From the business point of view a marketers need not only to aware and convince the consumer, but also involves them in marketing their product. Due to global warming, green marketing becomes the necessity rather than an exception. Green marketing is a tool for protecting the environment for the future generation. Much work and efforts are required on part of the government and industry for proper planning and implementation of green marketing.