

GREEN MARKETING: AN ATTITUDINAL AND BEHAVIORAL ANALYSIS OF CONSUMERS IN COIMBATORE DISTRICT

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Abstract: *The today's innovative business world of high technology due to growing community and consumer interests in green and socially responsible products, increased community pressure on companies to internalize externalities, such as health issues, neighborhood amenity, climate change; environmental and governmental legalizations and initiatives; innovative technologies and approaches of dealing with pollution, improved resource and energy efficiency, and to retain old loyal and profitable customers and consumers, it is very much urgent to implement green marketing. Further green management produces new environment friendly customers which lead to increase in sales and profits of an organization that leads to growth and development of business; it also leads to good public image of the organization. The present study is in descriptive in nature. It covers Coimbatore District as an area of study. It is calculated from the sample calculator in online and get answered as more than 150 to be as sample size.*

Key Words: *Attitude, Behaviors, Consumers, Green Marketing,*

1. INTRODUCTION:

As society become more concerned with the natural environment, businesses have begun to modify their behavior in an effort to address society's "new" concerns. Some businesses have been quick to accept concepts like environmental management systems and waste minimization, and have incorporated environmental issues into all executive activities. One business area where environmental issues have received a great deal of conversation in the popular and professional press is "Green Marketing" refers to holistic marketing concept wherein the production, marketing consumption and disposal of products and services happen in a way that is less beneficial to the environment with growing knowledge about the implication of global warming. While the shift to "green" may appear to be expensive in the short term, it will definitely prove to be indispensable and beneficial, cost wise too, in the long run. Green marketing consists of all activities designed to generate and facilitate any exchanges proposed to satisfy human needs or wants, such that the satisfaction of these needs and wants. It is sorry to say, a greater part of people believe that green marketing refers solely to the promotion or advertising of products with environmental personality. Conditions like Phosphate at no cost, Recyclable, Refillable, Ozone responsive, and environmentally responsive are some of the things consumers most often associate with green marketing.

2. REVIEW OF THE LITERATURE:

Oyewole, P. (2001)¹. In his paper presents a conceptual link among green marketing, environmental justice, and industrial ecology. It argues for greater awareness of environmental justice in the practice for green marketing. A research agenda is finally suggested to determine consumers' awareness of environmental justice, and their willingness to bear the costs associated with it. Sanjay K. Jain & Gurmeet Kaur (2004)² in their study environmentalism has fast emerged as a worldwide phenomenon. Green consumerism has played a catalytic role in ushering corporate environmentalism and making business firms green marketing oriented. Donaldson (2005)³ in his study realized in the Great Britain initially concluded that in general the ecological attitude of consumers changed positively. This study reported the strong faith of consumers in the known commercial brands and in the feeble behavior referring to the "green" claims, which was the main cause behind the consuming failure to interpret their concern.

3. OBJECTIVES THE STUDY:

- To analysis of the demography factors in green marketing.

¹ Oyewole, P. (2001). Social Costs of Environmental Justice Associated with the Practice of Green Marketing. Journal of Business Ethics, 29(3), Feb, pp. 239-252.

² Sanjay K. Jain & Gurmeet kaur (2004), Green Marketing: An Attitudinal and Behavioral Analysis of Indian Consumers, Global Business Review, Vol.5 no. 2 187-205.

³ Donaldson, R. H. (2005), —Green brands, NZ Marketing Magazine, 24(8), 14–17.

- To study the Purchasing behaviour of Green marketers in Coimbatore.
- To give suitable suggestions to improve sales volume of the green products

4. RESEARCH METHODOLOGY:

1. SOURCES OF DATA

- ✓ **Primary data:** The primary data was collected from 150 respondents.
- ✓ **Secondary data:** Secondary data were collected from various websites, journals and books. Sampling method Data were collected from 150 respondents by scheduled interview method with structured questionnaire. Convenient sampling method is used for data collection
- ✓ **Period of study:** The study is undertaken for a period of 6 months years from May 2018 to November 2018. Area of study for in Coimbatore district.

5. DATA ANALYSIS AND INTERPRETATION:

Table: 1

VARIABLE		NO.OF RESPONDENTS	PERCENTAGE
Gender	Male	82	54.67
	female	68	45.33
Education	Primary	12	08
	Higher secondary	26	17.33
	Graduate	68	45.33
	Post Graduate	44	29.33
Occupation	Services	40	26.67
	Business	20	13.33
	Home – Maker	43	28.67
	Student	36	24
	Unemployed	11	7.33
Monthly family income (in Rs)	Below 10,000 – 20,000	34	22.67
	20,000 – 30,000	68	45.33
	30,000 & above	30	20
		18	12

INTERPRETATION:

It is understand from Table -1 that Male Respondents amount to 54.67 percent and Remaining 45.33 percent ware females. As for as Occupation is concerned, 26.67 percent Respondents are services holders, 13.33 percent are business men, 28.67 percent are home makers, 24 percent are students and only 7.33 percent of the Respondents are unemployed. About 22.67percent of Respondents have a monthly family income below above Rs, 30,000, 45.33 percent of Respondents?

DISTRIBUTION OF RESPONDENTS BASED ON PURCHASE BEHAVIOR

Table: 2

VARIABLE		NO. OF RESPONDENTS	PERCENTAGE
constant buy the green products	Yes	84	56
	No	66	44
Purchase green product over conventional products	May purchase in opportunity	60	75
	all the time	42	28
	frequently	30	20
	sometimes	12	08
	Never	66	44
Familiarity through	TV	06	6.67
	Radio	10	11.11
	Magazine	22	24.44
	News paper	20	22.22
	Inter net	14	15.56

	Friends/ Relatives/ associate	07	7.78
Recommending green products to other	On use	75	89.29
	Without use	06	9.09
	Never	69	46

(Source: primary data)

Table: 3

VARIABLE	NO. OF RESPONDENTS IN GOODWILL	PERCENTAGE	PROBABILITY	RANK OF VARIABLES
Product	70	46.66	0.47	1
Price	50	33.33	0.33	2
Place	20	13.33	0.13	3
Promotion	10	6.67	0.067	4

INTERPRETATION:

From the above Table it is inferred that the quality of the product is the top most priority factors, then price, place and promotion respectively the probability of quality of product its 0.47, which is much higher than other there variable.

DEGREE OF RELATIONSHIP BETWEEN THE TABLES

Table: 4

VARIABLE -1	VARIABLE 0 -2	PEARSONS CORRELATION CO - EFFICIENT
Product	Purchase Decision	.612
Price	Purchase Decision	.510
Place	Purchase Decision	.212
promotion	Purchase Decision	.428

(Source: Primary data)

As per the above table variable are classified as variable 1 category depends variable purchase decision. Variable -2 the above analysis clearly shows that environment friendly products and price make the significant impact on consumer buying decision.

6. CONCLUSION:

Green marketing affects confidently the health of people and the ecological environment. People are aware of pure products and pure method of produce, use, and disposing the products. It encourages included efforts for clarity in production and consumption as well. This study is an effort to know the consumer attitudes and behavior of the green products. And consumer Attitudinal and behavioral plays a Major role in the choice of green products need to be the marketers of green product need to be innovative and active in order to participate with the changing purchasing behavior among customers, the importance of disregarded for reasonably a long period. As a result of environmental sustainability to attract more customers is on importance element towards green products, availability currently volume and actuality is also playing on in orders to be become doing well. It is been that green marketing offers business incentives and growth opportunities in the long terms through it may worthless start up cost.

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