

BUYER BEHAVIOUR IN GREEN MARKETING: A STUDY WITH REFERENCE TO THE CUSTOMER OF GREEN PRODUCTS IN CHENNAI CITY

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ABSTRACT

The study 'Buyer behaviour' in green marketing aims to examine the impact of green products on product choice and how green initiatives influence purchase intention of consumers. The study aims to examine the relationship between gender, age, education, and marital status with consumer satisfaction with regard to green purchase. The study is descriptive in nature and focuses on hypothesis testing using structured questionnaire and interview. Structure questionnaire is used to collect primary data from a sample size of 171 respondents. The customers of green products in Chennai city, Tamilnadu, India become the respondents for the study. Likert scale questions with five-scaling were used to do the hypothesis testing. The research revealed that green marketing tools played a significant role in inducing a positive purchase intention and customer satisfaction towards green products.

Keywords: Buyer behaviour, Green marketing, Green products

I. INTROUDCTION

The concept Green marketing is not only the latest and popular trending marketing but also an important ethical marketing as the major climatic changes has threatening the normal life of human beings and other living things on the earth. The major reason for this climate change and global warming is our consumption which leads to the natural resources depletion, deforestation, and eradication of life of other living features on the earth. Knowingly or unknowingly this type of production and consumption continues for decades, but after getting a proper warning and alert, the producer and consumers have started to changing for eco-friendly products as these products more concerned on environment and save human lives. The climate change and the global warming become pushup factors and thus the concept 'Green Market' emerges. In 2012, Rajesh Kumar stated that the green marketing is the most popular trend market which facilitates the environment friendly in Individual, animal and plants. Business Firms have started the green marketing practices in all of their products as and it shows their social concerns (Nagarajan, 2014). Now a days, the organizations uses different kind of green products, green packages and green practices for its promotion. Though the non green product market had shorter periods of market, the influence of non-green marketing had a greater impact in the performance of the business organizations. Hence, it is tough for the marketers and a challenge to the consumers to switch over from non green marketing to green marketing. On the other side, due to more awareness, consumers are more health conscious and environment concerned, thus they ready to buy green product which is harmless to environment otherwise called eco-friendly products even if it cost more. Hence, it is important for the organizations to understand the buyer behvaiour on purchase of green products and their awareness towards environment, understand

the advantages of green marketing to survive in the market and to compete in the business world. But today consumers are more health conscious and they are environment concerned, thus they ready to buy green product which is harmless to environment, otherwise called eco-friendly products even if it cost more. Hence, it is important for the firms to understand the buyer behavior on purchase of green products and the awareness towards environment, understand the advantages of green marketing and to compete in the business world.

GREEN MARKETING

According to Yazdanifard, Green Marketing is marketing of products considering environment safety and producing products, packaging, labeling, advertising along with creating awareness to the consumers. The marketing concept is fulfilling consumer needs, hence the concept of green marketing is meeting the needs of the present without compromising the ability of the future generation to meet their own needs. Here, the sustainable consumption and sustainable development can guaranteed for economic development, ecological advancement and environmental conservation. The sustainable consumption should apply the 6R principles to attain the 3C concept. The consumption should apply these 6R principles namely recycle, reuse, repair, reduce, refuse and rethink so as to prove that it is an economical, ethical and environmental consumption. On the other hand the marketers should guaranteed for sustainable development through providing the goods and services that have the facility of 6R principles. The concept sustainable consumption and sustainable development is more important in green marketing.

The idea and services which helps the consumers to use eco-friendly products to know about the importance of being eco-friendly and to get full knowledge about it will become green marketing practices. For example eco-label, eco brand and the advertisement that implies consumers for environment are become green marketing practices. These practices will help the consumers to have perception about the eco-friendly products and to get awareness about the products that considers environment conservation.

BUYER BEHVAIOUR

Consumer purchasing behavior is defined as: final consumer behavior during the purchase. Consumer behavior perception and “knowing customers” is not so simple. Sometimes customers express their needs and desires, but do so in different ways. They may be unaware of their inner motivations or react to the affecting factors and at the last moment will change their opinion. Nevertheless, members of marketing should survey their customer needs, their receiving subjective, their buying and purchasing behavior. Comprehending this point is of high significance, that consumers can affect the environment as the environment itself can influence consumers. Therefore, changes in the cost of pattern/model or the saving of consumers can affect the economy. All the buyers are not final consumers all the time, however the influence of final consumers will be there in buyer behaviour.

GREEN MARKETING TOOLS

The idea and services which helps the consumers to use eco-friendly products to know about the importance of being eco friendly and to get full knowledge about it will become green marketing tools. For example eco-label, eco-brand and the advertisement that implies care for environment are become green marketing tools. These tools will help the consumers to have positive perception about the eco-friendly products and to get awareness about the products that considers environment conservation.

Eco-Label

Labeling is the description of the product from which the consumer can understand how the product is manufactured and packed. Eco labeling is one of the important tool in green marketing that facilitates the consumers to understand the green practices followed in the manufacturing process. More over these eco lable practices plays a vital role in the buyer behavior towards green products and makes the buyer bring green buyers. Labels made up of a series of small pieces of paper that include merely the brand productions of services of mixed information. Sometimes the law obliges the seller to reveal more information on the label, especially the product that becomes remedy for environmental issues, so as to educate the consumers. Environmental labels facilities consumers to easily distinguish the products and services that safeguard the environment to others.

Eco-packaging

It is not only important to produce green products but also to packaging the same. Sometimes the product may be a green product, but the material used for packing is dangerous to environment. The manufacturers of packing material should also be environment cautious. The consumers who decide for green products should have complete concentration over the products, labeling, packaging, promotion strategy and its branding, so as to turn into green consumers.

Eco-branding

Eco brand is a name, symbol or image of products that are harmless to the environment. Practicing eco branding can help consumers to indentify the eco friendly products and to become loyal customers for the green products. The eco brand remind the consumers every time to pursue to purchase green products that produced high level of environmental impact. The eco branding helps the consumers to identify the eco friendly products out of many choices, especially in FMCG that consumers will react positively to products with environmental aspects known as eco branded products. Eco brand plays a vital role in buyer behavior while they purchase and consume the eco friendly products.

Environmental Advertisement

To grab the public attention towards green products and to create awareness against environmental issues, many industries prefer environmental advertisement through media or newspapers as green techniques for introducing promoting goods and services to their consumers who are much responsible towards environmental issues. The major elements of environmental advertisement are promoting green products, advertisement that ensures ecological balance and the environment action that guarantees for environmental safeguards, etc. The advertisement should guaranteed for environment conservation and presentation of environment action that taken by the organization should be there in the advertisement.

II. REVIEW OF LITERATURE

In the study taken by Chatterjee (2009), the brand extension evaluation, purchase intent, and parent brand evaluation were measured. The study concluded that consumers are more likely to purchase green extensions of products with high perceived environmental impact and that current consumers prefer green line extensions to green category extensions.

Saleem&Abideen (2011), revealed that positive relationship between emotional response, attitudinal response and consumer buying behavior resulted in the purchase of those products that the consumers are emotionally attached to.

Mourad & Ahmed (2012) researched to study the main factors affecting the green brand reference in the telecom industry in Egypt. A four-dimension construct of green brand preference was developed: green brand image, green satisfaction, green trust, and green awareness. It was found that consumers tend to disagree that they are aware of environmental promotions or that they recognize the meaning of environmental slogans and labels for their preferred brand.

Richards (2013) The results showed that there is evidence linking environmental enthusiasm with consumer scepticism of both general and green advertising. It indicated that environmental enthusiasts are often more sceptical of both forms of advertising, with non-enthusiasts remaining more neutral. Consumers value green products and brands that are trustworthy, affordable, healthy and environmentally beneficial and identified the impact of green advertising through evaluating consumer's connection to the environment and the factors that indicate the trust in advertising and willingness to purchase green products.

III. RESEARCH METHODOLOGY

A. Objectives of the study

The purpose of this research work is to identify the perception and satisfaction of the customers who are buying green products. The research work made an attempts to find how the customers are identifying the green products and how age is influencing in identification of green products. Further the study wants to identify whether marital status is an influencing factor in customer satisfaction.

B. Research Hypothesis

H1: There is a significant difference in customer satisfaction of green products and green marketing among the male and female customers

H2: There is a significant difference in customer satisfaction of green products and green marketing among the different age group of customers

H3: There is a significant difference in customer satisfaction of green products and green marketing among customers with different education qualification

H4: There is a significant difference in customer satisfaction of green products and green marketing among customers in different marital status

C. Sample and Questionnaire design

The population in the research work comprises of the customers who are buying green products in the Chennai region. The sample size of the study is 171. The customers of the green products becomes the respondents. The data were collected through structured questionnaire comprising of three parts, the first is of personal details, second part is consisting of the statement to find out the ways of identifying the green products, third part is consisting the statement to measure the customer satisfaction. The responses were fetched on a five-point Likert scale ranging from '1-strongly disagree' to '5-strongly agree'.

IV. DATA ANALYSIS AND INTERPRETATION

The data accumulated from the primary source was subject to various statistical tools for verification and interpretations. SPSS was primarily used for data analysis. The Chi Square, t-test and ANOVA were carried out to draw the inferences from the collected responses. Correlation was used to understand the relationship amongst variables representing green marketing elements.

A. General Profile of Respondents

The respondents represent people who are employed, pursuing higher education and homemakers as they represent the largest demographics in Kathmandu. The general profile of respondents is mentioned in the table below:

Table 1: Summary of Demographic variables

Demographic variables		Frequency	Percentage (%)
Gender	Male	86	50.3
	Female	85	49.7
	Total	171	100.0
Age	Below 20 years	35	20.5
	Between 20-40 years	78	45.6
	Above 40 years	58	33.9
	Total	171	100.0
Qualification	Upto 12th standard	22	12.9
	One degree	103	60.2
	More than one degree	46	26.9
	Total	171	100.0
Marital Status	Single	78	45.6
	Married	93	54.4
	Total	171	100.0

Source: Primary Data

The customers who are showing their interest towards green products have observed and requested to be the respondents. Out of total sample 171 respondents, male and female are almost equally distributed. Majority around 46% of the respondents are aged between 20 and 40

years. With regard to qualification of the respondents, around 60% of them are with one degree. Around 54% of the respondents are married.

B. Anova test is applied to analyse how the green products is being identified by consumers. The results are as follows:

ANOVA: AGE OF THE RESPONDENTS AND ITS IMPACT ON IDENTIFICATION OF GREEN PRODUCTS

Table 2: Age and identification of Green products

		Sum of Squares	df	Mean Square	F	Sig.
STANDARIZATION	Between Groups	9.084	2	4.542	5.078	.007
	Within Groups	150.261	168	.894		
	Total	159.345	170			
PROOF OF MEDICAL TEST	Between Groups	107.666	2	53.833	35.311	.000
	Within Groups	256.124	168	1.525		
	Total	363.789	170			
REFERED BY AUTHENTIC AGENCY	Between Groups	7.748	2	3.874	3.638	.028
	Within Groups	178.884	168	1.065		
	Total	186.632	170			
INGREDIENTS	Between Groups	31.327	2	15.664	13.650	.000
	Within Groups	192.778	168	1.147		
	Total	224.105	170			
OWN/OTHERS EXPERIENCE	Between Groups	24.178	2	12.089	24.663	.000
	Within Groups	82.348	168	.490		
	Total	106.526	170			

Source: Primary data

There is a statistically significant difference between the means of the different age group of the respondents and the green product identification.

ANOVA: MARITAL STATUS OF THE RESPONDENTS AND ITS IMPACT ON CUSTOMER SATISFACTION

Table 3: Marital Status and customer satisfaction

		Sum of Squares	df	Mean Square	F	Sig.
FEELING PROUD TO BE A PART OF ENVIRONMENTAL CARE	Between Groups	.020	1	.020	.029	.866
	Within Groups	119.991	169	.710		
	Total	120.012	170			

IT TOOK CARES OF MY HEALTH	Between Groups	.057	1	.057	.066	.798
	Within Groups	148.024	169	.876		
	Total	148.082	170			
GIVES PLEASURE OF SOCIALLY RESPONSIBLE PERSON	Between Groups	4.114	1	4.114	5.432	.021
	Within Groups	127.991	169	.757		
	Total	132.105	170			
I AM SAVING EARTH	Between Groups	.529	1	.529	.393	.531
	Within Groups	227.261	169	1.345		
	Total	227.789	170			
I AM SAVING MY NEXT GENERATION FROM ENVIRONMENT	Between Groups	.205	1	.205	.261	.610
	Within Groups	132.427	169	.784		
	Total	132.632	170			
ENJOYING THE PLEASURE OF MY GRAND PARENTS LIFE STYLE	Between Groups	3.930	1	3.930	3.377	.068
	Within Groups	196.713	169	1.164		
	Total	200.643	170			

There is no statistically significant difference between the single and married in satisfaction of buying and using green products.

C. HYPOTHESIS TESTING

CHI SQUARE TEST & CORRELATION: IMPACT OF DEMOGRAPHIC PROFILE OF CUSTOMERS ON CUSTOMER SATISFACTION OF GREEN PRODUCTS AND GREEN MARKETING

TABLE 4: Demographic factor and customer satisfaction

	Value	df	Asymp. Sig. (2-sided)
GENDER * CUSTOMER SATISFACTION			
Pearson Chi-Square	15.124 ^a	4	.004
Pearson's R	.018		.692 ^c
AGE * CUSTOMER SATISFACTION			
Pearson Chi-Square	7.154 ^a	4	.128
Pearson's R	-.081		.068 ^c
EDUCATION QUALIFICATION * CUSTOMER SATISFACTION			
Pearson Chi-Square	3.502 ^a	4	.478

Pearson's R	-.060		.174 ^c
MARITAL STATUS * CUSTOMER SATISFACTION			
Pearson Chi-Square	31.092 ^a	4	.000
Pearson's R	-.184		.000 ^c

The above table shows the results of Chi-square test for whether there is any association between the demographic profile of the respondents and the satisfaction towards green products.

The chi square value is 15.124 and the significant value is 0.004 which is less than 0.05 and hence the gender is significant to customer satisfaction of green products and green marketing. Hence the alternate hypothesis is accepted and null hypothesis is rejected. It can be concluded that there is association between gender and customer satisfaction of green products and green marketing. The correlation value (R) is 0.018 shows that there is a positive correlation between gender and customer satisfaction towards green products.

While testing the marital status and customer satisfaction, the table shows that the chi square value is 15.124 and the significant value is 0.000 which is less than 0.05 and hence the marital status is significant to customer satisfaction of green products and green marketing. Hence the alternate hypothesis is accepted and null hypothesis is rejected. It can be concluded that there is association between marital status and customer satisfaction of green products and green marketing.

V. FINDINGS

- From this study, it is identified both male and female are equally contributing for green marketing.
- From the one-way Anova test, it is identified that age is an influencing factor in the green product identification.
- It is also found that marital status is an influencing factor in the customer satisfaction towards green products and green marketing.
- From the correlation test, it is understood that there is a positive correlation between age, gender, education qualification and marital status & the customer satisfaction of green products

VI. SUGGESTIONS

- ✓ The general profile such as age, marital status, education qualification and the age of the customers are an influencing factor in customers' satisfaction of green products in Chennai city hence it is advised the marketer of the green products to select the mode of communication that improves the customers' understanding and perception considering the heterogeneous group.
- ✓ The availability of green products must be ensured by the marketers

- ✓ The price of green products is to reduced as it is costlier compared to non green products
- ✓ The innovation is to be applied in green products
- ✓ Environment care among customer is the primary factor which influence buyer behaviour towards green products and hence it is the duty of the marketers to create awareness.
- ✓ There is a correlation between satisfaction and demographic factors hence the changing needs and requirements of all the customers are to be analysed often.

VII. CONCLUSION

While environmental issues continue to affect human activities, they are now regarded with great concern by society. Most companies have started using the environmentally friendly sustainable development framework known as green marketing and most organizations have recognized green products. Marketing managers will benefit from green marketing. Consequently, green marketing is a tool that many companies are now using to increase their competitive advantage as people who are currently very concerned about environmental issues. In the time that green marketing is applied, the companies must meet the needs and desires of the consumers. Consumers want to consider themselves as green-compliant businesses and are willing to pay more for a greener way of life

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