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A STUDY ON CONSUMERS BUYING BEHAVIOR TOWARDS ECO-FRIENDLY PRODUCT

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Abstract

The current environmental awful conditions are ever more threatening consumer health and wellbeing at both globally and nationally. Therefore, consumers are becoming more sensitive in their environmental attitudes, perceptions, preferences and purchases. The apprehension for environmental degradation has resulted in a new segment of consumers and these consumers have been identified as one who avoids products which are possible danger for health, damage the environment during production, use materials derived from threatened species or environment and cause unnecessary waste. The objective of the study is To examine the consumer demographic profile of towards eco-friendly products and To analyse the consumers buying behaviour towards eco-friendly product. Convenience sampling technique has been adopted to collect data from 275 consumers only from using green product in kanyakumari District. It is suggested to increase the satisfaction of the green products among respondents by taking several measures. The promoters must meet the respondents' expectations for purchasing green products and increase their level of satisfaction.

Keywords: Environmental attitudes, Perceptions, Preferences, Satisfaction.

INTRODUCTION

The current environmental awful conditions are ever more threatening consumer health and wellbeing at both globally and nationally. Therefore, consumers are becoming more sensitive in their environmental attitudes, perceptions, preferences and purchases. The apprehension for environmental degradation has resulted in a new segment of consumers and these consumers have been identified as one who avoids products which are possible danger for health, damage the environment during production, use materials derived from threatened species or environment and cause unnecessary waste.

Thus, eco-friendly marketing is used to satisfy the wants and needs of consumers and protect the environment and benefits to the society in a more environmental friendly way. Companies should apply eco-friendly marketing strategies to increase perceived value of their eco-friendly products and reduce perceived risk of their products with respect to environmental consideration to enhance their competitive advantage.

At present, consumers are becoming fairly educated about their environmental responsibility and gravity of environmental problems and are willingly to choose eco-friendly products over traditional products. At the same time, the companies which apply eco-friendly marketing face numerous problems that include variation in demand, unawareness of consumers about eco-friendly products and their utilities, unfavorable attitude and perception of consumers towards eco-friendly products, dynamics in buying behaviour, dissatisfaction of consumers with eco-friendly products, heavy investment in product development and not ready to pay premium by consumers for eco-friendly products.

IMPORTANCE OF ECO-FRIENDLY PRODUCTS

The eco-friendly initiatives that are largely accepted across the world do have positive impact on lives across species, this shows that the initiative have confirmed to be imperative to people in many ways. The largest effect of the tendency of selling eco-friendly products is that the products assist in saving a lot of energy, which means that the carbon footprint that is generated by the people is cut down to a great extent.

CONSUMERS BEHAVIOUR OF TOWARDS ECO-FRIENDLY PRODUCTS

The past decades bear witness to the rapid economic growth through increasing consumers' consumption worldwide. This, in turn, causes environmental deterioration through over-consumption and utilization of natural resources. The consequences of environmental degradation are global warming, depletion of stratospheric ozone layer, pollution of sea and rivers, noise and light pollution, acid rain and desertification reported that about 40 per cent of environmental degradation has been brought about by the consumption activities of private households.

Pollution is another vital environmental problem as a result of economic growth. Waste from industrial units and untreated sewage gas and diesel powered vehicles and coal fired power plants are the primary causes of this pollution. Those environmental problems have gained prevalence and have consistently become of more interest to the mainstream received attention worldwide

REVIEW OF LECTURERE

Trivedi and Sharma (2018) Focused on identifying the green product quality and green consumer satisfaction are found to be the main factors for future green product purchases. Moreover, consumers are environmentally conscious so marketers should display environmental concern in their marketing tactics. While doing advertising and promotions, more focus should be given to the environment and its health. Moreover, it is seen that there is no significant relationship between willingness to pay more and gender, age, education and income which means a consistent strategy can be applied to all genders, groups of ages, income, and education. Marketers can save a lot of money and resources by developing a single strategy for all.

Sujith TS(2017) in his study “Awareness of green Marketing and its Influence on Buying Behaviour of Consumers in Kerala” stated that, Green marketing is a modern concept which evolves in recent years. But Marketing is the holistic approach towards identifying and satisfying need and wants of consumer and potential consumer. Green Marketing means manufacturing and marketing of products and services which are manufactured through green processes. According to the American Marketing Association, “green marketing is the marketing of products that are presumed to be environmentally safe”. Thus green marketing incorporates a wide range of activities such as modification of product, changes to the production process, packaging changes, as well as modifying advertising etc. Green Marketing is also known as Environmental Marketing and Ecological Marketing. Thus Green Marketing is a holistic marketing concept wherein the production, marketing consumption and disposal of products and services happen in a manner that is less detrimental to the environment with growing awareness.

P. Govender & L. Govender, (2016) Results show that South African citizens have tremendous knowledge levels on the issues confronting the environment. The components of the green marketing mix, especially, promotion of green, were determined to raise the awareness and foster positive change in consumer behaviour. A tremendous balance of respondents preferred patronizing socially accountable retailers. Moreover, the respondents favoured green products over standard options.

Vasanthi, (2016) Found that the most of the consumers in Tirupur city are well aware of the environmental problems and green products in the market. The consumers have the positive attitude and behaviour towards green products. The green consumerism gains momentum in Tirupur city.

STATEMENT OF THE PROBLEM

The successfulness of legislative measures and business strategies of companies aiming sustainability are eventually depending on the adoption of same by the consumers. Consumers are the key player in marketing of any product and they play a major role in the process of marketing. The success or failure of any business is highly depending on buying behaviour of consumers and understanding their preference and behaviour will ultimately lead to the maximization of efficiency of marketing strategies.

OBJECTIVES

1. To examine the consumer demographic profile of towards eco-friendly products.
2. To analyse the consumers buying behavior towards eco-friendly product.

RESRARCH DESIGN

The study is based on primary and secondary data. Primary data has been collected mainly through structured questionnaire. Convenience sampling technique has been adopted to collect data from 275 consumers only from using green product in kanyakumari District. Secondary data related to previous studies has been obtained from authentic source like books, magazines, websites etc. Percentage, t-test are used in this study for analysis.

TABLE 1
DEMOGRAPHIC PROFILE OF THE RESPONDENTS

Demographic		No of respondents	Percentage
Age	21-30	46	17
	31-40	77	28
	41-50	84	30
	Above	68	25
Total		275	100
Gender	Male	127	46
	Female	148	54
Total		275	100
Educational Qualification	Under Graduate	37	13
	Post Graduate	115	42
	Professional	93	34
	Others	30	11
Total		275	100

Source: Primary data

The above table shows that, in Consumers buying behavior towards green product 46 (17 Percentage) respondents are in the age group of 21-30, 77(28 percentage) respondents are in the age group of 31-40,84 (30 percentage) respondents are in the age group of 41-50 and the reaming 68(25 percentage) respondents are in the age group of above 51. Consumers Buying Beehaviour towards green product 127(46 percentage) respondents are Male employees and the 148(54 Percentage) respondents are Female employees. Consumers buying behavior towards green product 37(13percentage) respondents have studied up to U.G level, 115(42 percentage) Respondents studied up to P.G level,93(34 Percentage) Respondents studied up to professional and the remaing30(11 Percentage) respondents studied others.

TABLE 2

PURCHASE CONSIDERATION

Sl.No	Purchase Behavior	Categories		t- Statistics	P- Value
		Male	Female		
1.	I am using to hazardous to health and no ecological problem low phosphate detergent or soap for my laundry.	4.4219	4.2118	9.046*	.003
2	Energy efficient electronics/electrical appliances are used because it consumes less electricity than other brands	3.8594	4.3412	1.809	.181
3	One use products are always purchased because they are free of harmful toxins which prevents from health and environmental issues.	4.1563	4.3529	8.941*	.003
4	Fruits and vegetables which are organic free of carbonate are always purchased because it keeps us nutritious and protects from damages occurs by pesticides in food.	3.9375	3.8824	.092	.762
5	Cosmetic products free from bleach and par bean are consumed because narration is created on skin by them.	3.4375	3.7176	.398	.529
6	Herbal extracts and bets gluon shampoos and soaps are free of allergic reaction on body	3.6875	3.8353	1.618	.205
7	Medicinal products made off herbal/ Ayurveda are free of side effects	3.5313	3.8353	25.545*	.000
8	Use less polluted automobiles.	3.7969	3.7765	.157	.692
9	Deforestation will be reduced by the use of stationeries made of recycle materials results protection of environment.	3.9063	3.9412	.817	.367
	Overall Purchase Consideration	3. 8594	3. 9882		

Source: Primary Data

*Significant at five percent level

From the above table, it is seen that male consumer Buying behavior towards Eco friendly product Purchase Consideration is high for the variables “I am using to hazardous to health and no ecological problem low phosphate detergent or soap for my laundry”, Since they have the highest mean score of 4.4219. They have the lowest Buying behavior towards Eco friendly product Purchase Consideration is “Cosmetic products free from bleach and par bean are consumed because narration is created on skin by them”, since they have the lowest mean score 3.4375. For female consumer buying behavior towards Eco friendly product Purchase Consideration is high for the variables “One use products are always purchased because they are free of harmful toxins which prevents from health and environmental issues”, Since they have the highest mean score of 4.3529. They have the lowest Buying behavior towards Eco friendly product Purchase Consideration is “Cosmetic products free from bleach and par bean are consumed because narration is created on skin by them”, since they have the lowest mean score 3.717. Overall Purchase Consideration of consumer Buying behavior towards Eco friendly product is high among the male consumers with the mean score 3.8594 when compared to female consumers with the mean score of 3.9882.

Regarding consumer Buying behavior towards Eco friendly product, the significant difference among male and female consumers were identified in the case of Purchase Consideration, I am using to hazardous to health and no ecological problem low phosphate detergent or soap for my laundry, One use products are always purchased because they are free of harmful toxins which prevents from health and environmental issues and Medicinal products made off herbal/ Ayurveda are free of side effects since their respective ‘t’ Statistics were significant at five percent level.

SUGGESTIONS

It is suggested to increase the satisfaction of the green products among respondents by taking several measures. The promoters must meet the respondents' expectations for purchasing green products and increase their level of satisfaction.

CONCLUSION

The modern customer is well aware of his or her social, economic, and environmental responsibilities. Green products are those that are both environmentally friendly and safe for customers to use. One thing that has been repeatedly stated is that current consumption levels are excessive and unsustainable. According to the study, educational background has no significant influence on the purchasing decision of green products, and the main limiting factor for purchasing eco-friendly products is a lack of access to green products. As a result, the marketer should make these products available in locality stores. It will almost certainly increase the demand for the products.

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