

BUYING BEHAVIOURAL PATTERN OF GREEN PRODUCTS; PERSPECTIVES AND IMPERATIVES FOR STUDENTS OF TIRUPPUR CITY

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Key words: Green products, buying behavior, student's awareness, factors, statistical tools

ABSTRACT

As society becomes more concerned with the natural environment, businesses have begun to modify their behavior in an attempt to address society's "new" concerns. The green marketing concept dictates, amongst other things, less use, recycling and avoiding waste, just some of the ways society reacts at times of recession. Environment is created by god for the comfortable life of the human being but this environment is destroyed by the human being for their luxurious life. Attitude reflects the consumer values, self-image, and outlook, particularly in a high involvement product. If a consumer have positive towards being in environmentalist, then their attitude are likely to be reflected in this view point. Attitude reflects the consumer values, self-image, and outlook, particularly in a high involvement product. If a consumer have positive towards being in environmentalist, then their attitude are likely to be reflected in this view point. Marketers try to change the attitude of the consumers towards their company product. But changing the attitude of the consumers depends on the number of factors. Student consumers are modifying their buying behavior and think that development of the economy is a needed one but the sustainability of the environment is the necessary one for the everlasting life of the human being. This research is focused with the problem of people conservative environmental behavior, and environmental factors considered while purchasing the products.

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Introduction

One business area where environmental issues have received a great deal of discussion in the popular and professional press is marketing. Terms like "Green Marketing" and "Environmental Marketing" appear frequently in the popular press. Many governments around the world have become so concerned about green marketing activities that they have attempted to regulate them. The first wave of Green Marketing occurred in the 1980s. Corporate Social Responsibility (CSR) Reports started with the ice cream seller Ben & Jerry's where the financial report was supplemented by a greater view on the company's environmental impact.

In 1987 a document prepared by the World Commission on Environment and Development defined sustainable development as meeting "the needs of the present without compromising the ability of future generations to meet their own need", this became known as the Brundtland Report and was another step towards widespread thinking on sustainability in everyday activity. Two tangible milestones for wave 1 of green marketing came in the form of published books, both of which were called Green Marketing. They were by Ken Peattie (1992) in the United Kingdom and by Jacquelyn Ottman (1993) in the United States of America.

In the years after 2000 a second wave of Green marketing emerged. By now CSR and the Triple Bottom Line (TBL) were widespread. Such publications as a 2005 United Nations Report, then in 2006 a book by Al Gore and the UK Stern Report brought scientific-environmental arguments to a wide public in an easy to understand way. This knowledge assessed the implications of moving to a low-carbon global economy and the potential of different approaches. This new wave of Green Marketing differed from the first wave in many respects.

Despite these challenges, green marketing has continued to gain adherents, particularly in light of growing global concern about climate change. This concern has led more companies to advertise their commitment to reduce their climate impacts, and the effect this is having on their products and services.

What Is Green Marketing?

Unfortunately, a majority of people believe that green marketing refers solely to the promotion or advertising of products with environmental characteristics.

Figure.1 Illustrating the Symbol Used To Denote Recyclable Items



Terms like Phosphate Free, Recyclable, Refillable, Ozone Friendly, and Environmentally Friendly are some of the things consumers most often associate with green marketing. Thus green marketing incorporates a broad range of activities, including product modification, changes to the production process, packaging changes, as well as modifying advertising. Yet defining green marketing is not a simple task. Indeed the terminology used in this area has varied, it includes: Green Marketing, Environmental Marketing and Ecological Marketing.

Definition of Green Marketing

The AMA workshop on Ecological marketing(1975) attempted to bring together academics, practitioners, and public policy makers to examine marketing's impact on the natural environment. At this workshop,

“Ecological marketing was defined as the study of the positive and negative aspects of marketing activities on pollution, energy depletion and non-energy resource depletion.”

This early definition has three key components:

- It is a subset of the overall marketing activity;
- It examines both the positive and negative activities; and
- A narrow range of environmental issues are examined.

Why Are Firms Using Green Marketing?

When looking through the literature there are several suggested reasons for firms increased use of Green Marketing. Three possible reasons cited are:

- ✦ Organizations perceive environmental marketing to be an opportunity that can be used to achieve its objectives;
- ✦ Organizations believe they have a moral obligation to be more socially responsible and
- ✦ Governmental bodies are forcing firms to become more responsible;

Social Responsibility

Many firms are beginning to realize that they are members of the wider community and therefore must behave in an environmentally responsible fashion. This translates into firms that believe they must achieve environmental objectives as well as profit related objectives. This results in environmental issues being integrated into the firm's corporate culture. Firms in this situation can take two perspectives;

- ✓ They can use the fact that they are environmentally responsible as a marketing tool; or
- ✓ They can become responsible without promoting this fact.

The objective of the study

- ✦ Introduce the terms and concepts of green marketing
- ✦ To study the awareness of the college students towards the characteristics of green products and degradation of the environment.
- ✦ To study the factors to be considered by the students while purchasing the products and their satisfaction towards the green product attributes.

Review Literature

Literature Review of this research is mainly focused on the consumer behavior, customer attractiveness, consumer awareness, consumer attitude, green customer segmentation towards the green products. These reviews are arranged in chronological order. Clare D'Souza et.al., (2007) in their article titled with "Examination of environmental belief and its impact on the influence of price, quality and demographic characteristics with respect to green purchase intention" the study focus on price, quality and demographic characteristics influence in the purchase of green products. From the study they found that companies produce environmental friendly products with high quality and premium prices for commensurate their production expenses.

Arminda do paco and Mario Raposo (2009) made their research in "Green segmentation an application to the Portuguese market" the study focus on the demographic characteristics and environmental dimension of the customers. Questionnaire was used to collect the data. This concluded

that Portuguese consumers are aware of the existing environmental problems and concern towards the environment not to be translated into environmentally buying behavior.

RavindraSexana and pradeepKhandelwal (2010) made a research in titled with “can green marketing be used as a tool for sustainable growth: A study performed on consumers in India, An emerging economy” with the objective of studying demographic profile and environmental concern of the consumers and their positive attitude towards green brands. Finally they conclude that in India consumers are prefer the green products they are not bothered about to pay a little extra price for green products.

ElhamRahbar and Nabsiah Abdul Wahid (2011) in their paper entitled with “Investigation of green marketing tools’ effects on consumer purchase behavior” objective of the study was to find out the relationship between consumer actual purchase behavior and green marketing tools. Questionnaire was distributed and collected from the 250 respondents. It is found that consumers are Agree with the eco brand and environmental advertisements are enhancing their information about the environmental friendly products and also influence their actual purchase behavior.

Ramanakumar et.al, (2012) they made a research entitled with “Consumer attitude towards green products of FMCG sector: An empirical study”. This study focuses on consumer attractiveness, perception, attitude towards green products and its impact on purchase behavior of green products. Questionnaire method was used to collect the data, personal interview and observation was also made to collect the reliable information. Finally the study conclude that consumers are expect the high quality and less polluted product to the environment, so companies focus on green features in the products.

Area of the Study

This study covers the Tiruppur city only. Tiruppur is the southern Textile city of India. Literacy rate of Tirunelveli were comparatively low. In Tiruppur city was surrounded by various government colleges, private colleges offer the various arts, sciences, engineering and courses to satisfy the educational need of the students.

Students also come from various places for educational purpose. In nowadays Tiruppur climate was changed due to highly polluted environment, dyeing factories, climate change, real estate, and low rain. Tiruppur is surrounded by many villages and high population polluted and destruct the environment.

RESULTS AND DISCUSSION

Figure.2 illustrating the basic of reducing wastes



While the terms are green marketing claims, in general green marketing is a much broader concept, one that can be applied to consumer goods, industrial goods and even services. For example, around the world there are resorts that are beginning to promote themselves as "Eco tourist" facilities, i.e., facilities that "specialize" in experiencing nature or operating in a fashion that minimizes their environmental impact.

Table.1 Respondent’s opinion on characteristic Green Products

(D-Definitely, P-Probably, PS-Possibly, PN-Probably Not, DN-DefinitelyNot)

Green product characteristics	D	P	PS	PN	DN	TOTAL	WA
Reusable	450	440	61	22	10	293	3.85
	76	90	183	44	10	1127	
Energy conservation	103	89	55	32	14	293	3.80
	515	356	165	64	14	1114	
Recyclable	146	88	35	21	3	293	4.20
	730	352	105	42	3	1232	
Bio degradable	62	92	99	27	13	293	3.55
	310	368	297	54	13	1042	

Costly	101	84	76	21	11	293	3.83
	505	336	228	42	11	1122	
Safety	102	89	61	31	10	293	3.83
	510	356	183	62	10	1121	
Water conservation	93	103	53	24	20	293	3.76
	495	412	159	48	20	1104	

Table.2 showing the details of Factor and % of respondents in each category

Factors		Frequency	Percent
Gender	Male	180	61.4
	Female	113	38.6
Age	Up to 18 years	150	51.2
	18 to 23 years	106	36.2
	Above 23 years	37	12.6
Course studying	UG	190	64.85
	PG	103	35.15
Family income	Below 10,000	172	58.7
	10,001 to 20,000	80	27.3
	20,001 to 30,000	22	7.5
	30,001 to 40,000	13	4.4
	Above 40,000	6	2.0
Residence	Urban	125	42.7
	Rural	168	57.3

Table 1&.2 clearly revealsthat 180 respondents are male, 113respondents are female, under the age category majority of the respondents arecomes under the age group of 17 to 20 years, 106 respondents are under the agecategory of 21 to 23 years, minimum 37 respondents only comes under the agecategory of above 23 years, on the basis of course of study 190

respondents are studying in the UG Level, 103 respondents are studying in PG Level, on the basis of parents monthly income of the respondents 172 respondents parents monthly income are below 10000, and 80 respondents parents monthly income are 10001 to 20000 and 22 respondents parents monthly income are 20001 to 30000 and 13 respondents parents monthly income are 30001 to 40000 and only 6 respondents parents monthly income are above 40000. On the basis of place of residence 168 respondents are living in rural area, other 125 respondents are living in urban area.

Profile factors influencing the purchase of green products

Every customer is considered various factors while purchasing the products. This table explains how the factors considered by the respondents are varied with the profile of the respondents.

Table.3 Depicting the profile factors influencing the consumer purchase behavior on Green Products

Factors	Impact	Sum of squares	Df	Mean square	F	Significance
Gender	Between groups	2465.601	1	2465.601	13.065	0.000
	Within Groups	54791.866	291	188.28		
	Total	57257.468	292			
Age	Between groups	368.622	2	184.313	0.940	0.392
	Within Groups	56888.841	290	196.168		
	Total	57257.468	292			
Course studying	Between groups	788.046	1	788.046	4.061	0.045
	Within	56469.422	291	194.053		

	Groups					
	Total	57257.468	292			
Family income	Between groups	3902.067	4	975.517	5.266	0.000
	Within Groups	53355.400	288	185.262		
	Total	57257.468	292			
Residence	Between groups	468.943	1	468.943	2.403	0.122
	Within Groups	56788.524	291	195.150		
	Total	57257.468	292			

Inference

➤ Gender and buying behavior of the respondents

Null hypothesis: There is no significant variation between the gender and factor to be considered while purchasing the products. Significance is greater than 0.05 accept HypothesisAt 95% of significance level, significant value is .000 it meanssignificant value is less than 0.05 so, hypothesis rejected. It means factors to beconsidered by the respondents while purchasing the products is varied between gendersof the respondents.

➤ Age and buying behavior of the respondents

Null hypothesis: There is no significant variation between age and factor to beconsidered by the respondents while purchasing the products.Significance is greater than 0.05 accept HypothesisAt 95% of significance level, significant value is .392 it meanssignificant value is higher than 0.05 so, hypothesis accepted , it means factorsto be considered by the respondents while purchasing the products are not varywith the Age of the respondents.

➤ **Course of study and buying behavior of the respondents**

Null hypothesis: There is no significant variation between Course of study and factor to be considered respondents while purchasing the products. Significance is greater than 0.05 accept Hypothesis. At 95% of significance level, significant value is .045 it means significant value is less than 0.05 So, hypothesis rejected, it means factor to be considered by the respondents while purchasing the product is varied according to the course that are to be studied by the respondents.

➤ **Parents' monthly income and buying behavior of the respondents**

Null hypothesis: There is no significant variation between parents' monthly income of the respondents and factor to be considered while purchasing the products. Significance is greater than 0.05 accept Hypothesis. At 95% of significance level, significant value is .000 it means significant value is less than 0.05 So, hypothesis rejected, it means factors to be considered by the respondents are varied with the parents' monthly income of the respondents.

➤ **Place of residence and buying behavior of the respondents**

Null hypothesis: There is no significant variation between place of residence of the respondents and factor to be considered while purchasing the products. Significance is greater than 0.05 accept Hypothesis. At 95% of significance level, significant value is .122 it means significant value is greater than 0.05 So, hypothesis accepted, it means factors to be considered by the respondents while purchasing the product are not varied with the place of residence of the respondents.

SUGGESTIONS

- ❖ Awareness about the green product among the students are not in the high level so it may be improved through advertisement in the newspaper and internet because majority of the respondents in the research is known about the green product through newspaper and internet.

- ❖ Price of the green product may be reduced by the green companies because students are considering price and affordability and also depend on the parents for their financial resources for purchasing the product.
- ❖ Students are considering brand and Quality of the product so branded companies may give more importance to the Quality of the products.
- ❖ Students are purchasing the product without understanding the green claims in the product so they may be educated through compulsory subject in environment and green marketing.
- ❖ **Directions for future research:** Sample size of this research is 293 it may be also extended for the further research. In future research may be mention any one known green product to the students and extend the research regarding the particular green product.

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