

Impact of Consumer's Attitude towards Green Marketing with special reference to FMCG in Chennai City

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ABSTRACT

Last few decades have seen growing importance on the perception of green marketing. Green marketing is important impact of consumer purchasing behaviour. This research paper is an effort to study the customer purchasing performance near the green market products in Chennai city. The leading detached of this research is to study the approach and behaviour of purchasers near green goods in FMCG The information was composed from 100 respondents. Secondary data was composed from the obtainable literature bases. Therefore green marketing goals to offer high data to people and also provides customers high decisions to change over to green lifestyle.

Keywords: Green Marketing, Consumer Awareness, Consumer Purchasing Behaviour

I. INTRODUCTION

The word "sustainability" has become the key word of this good era. As incomes are restricted and human needs are infinite, this broaden gap has augmented the interest among the customers all over the world concerning strengthening of surroundings. This escalating consciousness between the worlds regarding ecological balance has delivered high environmental realization between them. Currently there is a time of eco-friendly, non-toxic and surroundings receptive green goods. In the entire world, the customers are now conscious concerning consolidation of the surroundings in which they live. Most of them consider that eco-friendly goods are safer to use. As a importance, there is a move backward and forward in performs of promoters and also that has assumed birth to the perception of 'Think Green'. It covers a extensive variety for responsibilities such as produce modification, converting the manufacture procedure, altered promotion, changes in packaging, etc., that goals at decreasing the destructive influence of goods and their consumption and removal on the atmosphere. Hence the business organisations and the dealers are attractive the indication and are going green for the improvement of the whole society.

II. REVIEW OF LITERATURE

Dr. Shruti P Maheshwari (2014) identified that customers are not unprotected sufficient to green creation advertising announcement and proposes the higher usage of advertising and makes to endorse and sell goods that is biologically approachable and function competently. The author proposes that the Indian market of greener products can be abused high within customer collections that had pro ecological prices.

Joseph & Rupalikorlekar (2012) found that there is a possibility for readings on green advertising to be lead in increasing nations like India, not only on accepting customers 'awareness but also learning the full outline of such customers who had high optimistic approach among green marketing and Green Products.

III. OBJECTIVES OF THE STUDY

- To measure the consciousness of consumers concerning Green goods
- To assess the approach and presentation of the customers near Green Products.

IV. RESEARCH METHODOLOGY

Research tools to gather the information followed through the systems of assessing the information are need to give meaning to the study. The primary data was gathered by using convenience sampling method from respondents in Chennai city by a questionnaire. The questionnaire proposed for a sample of 100 defendants, samples from Chennai city signifying, each genders, various age categories, and employment and monthly income. The data composed from the defendants are tabulated and examined using percentage, Karl Pearson's correlation, Friedman's rank correlation and Factor study. Secondary data were composed from the obtainable literature, journals and net search.

Analysis and Interpretation of Data

The demographic variables is attention for the analysis of consumers are age, gender, educational level, job and monthly salary.

Table 1
Demographic Profile of the Respondents

Variables	No of Respondents						Total
	Age	less than 20 =27%	20-30 = 28%	30-40 = 16%	40-50 = 14%	50-60 = 15%	
Gender	Male = 31%			Female = 69%			100
Educational Qualification	No education = 6%	Schooling = 8%	UG =51%	PG =27%	Diploma = 5%	Others = 3%	100
Occupation	Student = 46%	Salaried = 24%	Business = 6%	Profession = 16%	Homemaker = 8%		100
Income	Rs.10000 – 20000 = 22%	Rs.20000 – 50000 = 21%	Rs.50000 – 100000 = 3%	More than Rs.100000 = 2%	Nil = 52%		100

The above table reveals that among the 100 respondents demographic profile, Majority of the defendants are Female 69%. 28% of the defendants under the age category of 20-30, 51% of the defendants are Graduates, 46% of the defendants are Students, 52% of the defendants monthly Income Nil.

Table 2
Correlation Between age and Awareness on Green Products

Correlation Between age and Awareness on Green Products	Pearson Correlation	0.289(**)
	Sig. (2-tailed)	0.003
	N	100
Correlation is significant at the 0.01 level (2-tailed).		

It was found from the overhead table that were Positive Correlation among Age of the Defendants and the Awareness on Green Products. Correlation coefficient at 99% significant level was 0.289. Significant level at 2 tailed test was 0.003.

Table 3
Friedman Test

Factors	Mean rank	Rank
Price	2.955	Vi
Reliability	3.875	Ii
Availability	3.895	I
Brand Awareness	3.635	Iii
Product Awareness	3.29	V
Interest	3.35	Iv

The above table showed that Availability is Ranked 1(3.895), Reliability is Ranked 2 (3.875), Brand Awareness is Ranked 3(3.635), Interest is Ranked 4(3.35), Product Awareness is Ranked 5(3.29) and Price is Ranked 6(2.995).

Factor Analysis

After reviewing the literature, the researcher identified several variables as regards with green marketing and views of the respondents on Green Products and marketing. These variables are responded by the respondents in Likert 5-point scale which ranges from strongly agree to powerfully disagree. It consists of 11 variables. These variables have to be reduced into predominant factors with variable loadings.

KMO And Bartlett’s Test

Table 4

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	0.574	
Bartlett's Test of Sphericity	Approx. Chi-Square	271.328
	Df	55
	Sig.	.000

From the above table it was initiate that KMO portion of sampling competence is 0.574, Bartlett’s test of sphericity showed a importance of 0.000. Hence it may be determined that the variables of regarding green marketing and views of the respondents on Green Products and marketing were normally distributed and they have the potentiality to form the factors. The individual variances of entirely the 11 variables are listed in the communalities and these factors can be named as **‘Consumer Awareness’** Customer Consciousness is about creating the customer conscious of his/her rights. It is a marketing term which means those customers are conscious of products is facilities, its features and the other marketing P’s.

The second factor consists of 4 variables as follows

- Green Marketing acts an significant role in creating value, understand your requirements and desires and resolve environmental problems (0.765)
- Preferring Green Products (0.747)
- Green marketing is very much essential in the present society (0.721)
- Green Products are capable to accomplish your varying needs and requirements as per change in social environment (0.288)

And these factors are named as '**Brand Preference**'

Brand partiality is when the consumer chooses a detailed business's product or service when he has other, similarly priced and obtainable options. Brand preference is a consideration of purchaser constancy, effective marketing strategies, and brand strengths.

The third factor consist of the statement "Affects purchase decision (0.748)" and this factor is named as '**Purchase Decision**'

Purchase decision is the assumed procedure that leads a customer from recognizing a essential, making choices and selecting a detailed product and brand.

The fourth factor contains 1 variable as follows

1. Pays an extra price (0.919).

And this factor is named as '**Pricing**'.

Pricing is the procedure whereby a commercial arrays the price at which it will sell its goods and facilities, and can be a role of the business's advertising strategy.

Major Finding of the Study

The study resulted that person in common have portion of fear and strong need to do rather near atmosphere but they did not recognize how they may present. Therefore the marketers and Government cannot be alone detained answerable for this issue. The environmental protection agencies and media also held responsible and it is must to create knowledge about Green goods as a mean to protect the surroundings. Marketers must take advantage that customer are apprehensive and prepared while near atmosphere safety. Marketers through rewarding this urge and want of customer near surroundings by actual advertising plans to teach them about the Green products uses and subsequent influence on the surroundings defence will in long run help increase their concern and making valuable brand name in the views of customers. The research point outs among the requirement for a vital part on the role for administration and numerous stakeholders in enlightening the customers among a green customer.

V. CONCLUSION

The important determination of the study was to assess the link among variables exact to ecological awareness and pro-ecological consumption and maintenance actions. The consequences specified that this sample's complete ecological consciousness has a positive impact on green buying choices. It was also observed that changed ecological awareness procedures to be significant instructive variables for together the common buying as well as the preservation behaviour. The demographic study of the sample information established that, a respondent was likely to be female of young age, belonging to middle income group, having under graduate degree. One of the purposes of the research was to study the approach and behaviour of purchasers among Green Products which was satisfied through the research. Through the current study recognized that, persons were had optimistic approach among the ecology and were also behaving in eco-friendly manner, but the behavior were not portray the

same concentration as it was represented for attitude. For numerous customers, engaging in pro-environmental purchasing behavior was their method of creating eco- friendly declarations and causal to the surroundings positively.

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