

# GREEN MARKETING AND BEHAVIOUR OF CUSTOMERS TOWARDS ENVIRONMENTAL PURCHASE OF PRODUCT

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## Abstract

The present environmental scenario is concerned with various issues like global warming, disposal of waste, climate change, and alarming pollution. The government has taken various interventions to promote green marketing practices. But, still corporate hesitate to do so, due to increase in cost of production, which reduces their return. The company that successful green marketing reduces cost for example Mc Donald, Tuna Manufactures, Xerox, Indian Railways, WIPRO, Infosys, etc. The green marketing denotes reduce consumption, waste and pollution; reuse what we have; and recycle everything we can. Apart from this, green marketing stresses on conserving energy, water and other natural resources, compliance with environmental regulations, striving to buy, sell and use ecologically friendly products, educate employees, customers and other businesses.

**Key words:** Green marketing, environmental sustainability, green purchase, etc.

## 1. Introduction

Green marketing brings environmental awareness to the consumers. Companies started to use the strategy in making their products and services towards green marketing. The green marketing consists of all activities designed to produce and develop the idea to satisfy human needs or wants, which minimize the environmental impact. Green marketing companies intends to develop the idea by promoting environmental products by mixing the traditional marketing to bring the products which are environmental friendly. This strategy helps the promotion of sustainable products.

## 2. Green marketing strategy used by various companies

- ✓ Digital tickets by Indian Railways have allowed its customers to carry PNR number of e-tickets on their laptop and mobiles.
- ✓ Tuna Manufactures modifies their fishing techniques because of the increased concern over driftnet fishing, and the resulting death of dolphins.
- ✓ Banks develops eco friendly equipment in new ATM for power saving and earn carbon credit.
- ✓ Forest & Environment Ministry of India has ordered to retail outlets that they could provide polythene carry bags to customers only if customers are ready for pay for it

- ✓ Berger Paints and Kansai Nerolac have started removing hazardous heavy metals like lead, mercury, chromium and arsenic to avoid adverse effects on humans.

### 3. Statement of the problem

The resources are limited and human wants are unlimited. Over the exploitation of resources, global warming, greenhouse gas emission, pollution, soil erosion, deforestation and energy crisis in the world today are posing severe threat to nature and human life. It may reflect in consumers' pre-purchase, purchase and post-purchase behaviours. Therefore, an attempt was made to know whether the increasing awareness and literacy rate has been transformed into the attitudes of customers towards the responsibility of green marketing.

### 4. Objectives of the study

1. To find out the behavioral changes in consumers towards environmental purchase of product.
2. To find out the significant parameters of green marketing.

### 5. Research methodology

The research is both descriptive and analytical. The study was conducted among 250 consumers based on judgmental sampling in Puducherry. The primary data were collected with the help of questionnaire. At the time of identifying sample, extreme care was taken to get a logical representation of various elements of demographic profile. The data gathered were evaluated by entering them into Microsoft Excel spreadsheet and used SPSS software for analysis.

### 6. Results and discussion

The questionnaire comprised of questions to cover the cross-section areas of the behavioural changes in consumers towards green purchase of product. Eighteen potential variables were identified and were presented for factor analysis. In the factor analysis, these 18 variables are grouped under five factors.

**TABLE 1**  
**Rotated Component Matrix**

| Variables   | Component |   |   |   |   |
|---|-----------|---|---|---|---|
|   | 1         | 2 | 3 | 4 | 5 |
| I use to read label of product and Eco-mark on product before buying                | .773      |   |   |   |   |
| I support and buy products that are organic, nontoxic, water-based and natural      | .637      |   |   |   |   |
| I take useful time for watching green advertisement which supports green marketing. | .591      |   |   |   |   |
| It is my duty too to conduct environmental  | .554      |   |   |   |   |

|  |  |      |      |      |      |
|--|--|------|------|------|------|
| campaigns  |  |      |      |      |      |
| I buy only Eco-friendly items  |  | .710 |      |      |      |
| Now I don't have time and energy for Environmental activities  |  | .637 |      |      |      |
| I take extra effort to buy cruelty free products (cosmetics)   |  | .626 |      |      |      |
| It is important to me that the products I use should not harm the environment                        |  |      | .794 |      |      |
| I prefer to buy pesticide free food products   |  |      | .772 |      |      |
| I think green merchandise which is high quality for environment                                      |  |      |      | .757 |      |
| I use to carry own bag to supermarket to buy products  |  |      |      | .621 |      |
| I believe that local Municipal Corporation can do a lot to improve Environmental issues of the place |  |      |      |      | .717 |
| I think individuals can do a lot to improve the Environment through their activities.                |  |      |      |      | .647 |
| I would like to create environmental awareness   |  |      |      |      | .503 |

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

Rotation converged in 10 iterations. Source: Primary data.

### Determinants of Green Marketing

Nine variables have been identified to examine their impact on the buying decision of only those products which protect the human and environment (PPHE). It needs to explain the binary dependent variable in terms of metric independent variables. The opinion of respondents to purchase only products which protect human and environment (PPHE) investigated dichotomously. If the presence of the attitudes of consumers to buy products that protect the human as well as environment has been coded as "1" and if it is not in that parameter, then the responses have been coded as "0". The nine variables identified as follows:

- **GMHQ:** I prefer green merchandise which is high quality for environment.
- **WGAGM:** I take useful time for watching advertisement which supports green marketing.
- **PCRR:** I buy products in which package can be reused or recycled.
- **ECM:** Environmental certification of product is mandatory.
- **PAER:** It is important to be promoted alternative energy resources like geothermal energy, wind energy, solar energy, hydropower, etc.
- **AUP:** Possible to avoid the habit of using plastic.
- **WBMG:** Willing to buy more for green products.
- **PGP:** The procurable of green products has to be increased.

- **EPPA:** Excessive packing of products have to be avoided

**TABLE 2****Variables in the Equation**

|                 | <b>B</b> | <b>S.E.</b> | <b>Wald</b> | <b>df</b> | <b>Sig.</b> | <b>Exp (B)</b> |
|-----------------|----------|-------------|-------------|-----------|-------------|----------------|
| Step 0 constant | .541     | .131        | 17.005      | 1         | .000        | 1.717          |

Source: Primary Data

Table 2 shows that out of the nine independent variables considered, only one of them have high significant impact on PPHE, because it's total Value <.050 in the table.

**TABLE 3****Variables in the Equation**

|         |          | <b>B</b> | <b>S.E.</b> | <b>Wald</b> | <b>df</b> | <b>Sig.</b> | <b>Exp(B)</b> |
|---------|----------|----------|-------------|-------------|-----------|-------------|---------------|
| Step 1* | GMHQ     | .318     | .181        | 3.078       | 1         | .079        | 1.374         |
|         | WGAGM    | .542     | .161        | 11.282      | 1         | <b>.001</b> | 1.719         |
|         | PCRR     | .135     | .156        | .759        | 1         | .387        | 1.144         |
|         | ECM      | -.052    | .225        | .053        | 1         | .818        | .950          |
|         | PAER     | .202     | .206        | .964        | 1         | .326        | 1.224         |
|         | AUP      | .229     | .174        | 1.724       | 1         | .189        | 1.257         |
|         | WBMG     | -.094    | .204        | .213        | 1         | .644        | .910          |
|         | PGP      | .380     | .216        | 3.108       | 1         | <b>.078</b> | 1.462         |
|         | EPPA     | .169     | .184        | .845        | 1         | .358        | 1.184         |
|         | Constant | -6.305   | 1.564       | 16.255      | 1         | .000        | .002          |

Variable(s) entered on step 1: GMHQ, WGAGM, PCRR, ECM, PAER, AUP, WBMG, PGP, and EPPA.

It is evident from the above analysis that the significant determinant was: WGAGM: "I take useful time for watching advertisement which supports green marketing" (Sig. .001) and it has the major determinants which enable to buy only product which protect the human and environment (PPHE). The second significant determinant was PGP: "The procurable of green products has to be increased", but its p-Value (Sig .078) which is slighter higher than .05. Accordingly, consumers were looking to increase the network of green products. Hence, in terms of consumers, the availability of green products is a determinant in green marketing.

## 7. Suggestions

1. Encourage responsibility of organizations to minimize the waste and start to reuse.
2. The organization objectives should be framed towards policy.
3. The awareness campaign should be conducted in zone of industries.
4. There should be an effective and transparent communication.
5. Constant re-design the product and processes.

## 8. Conclusion

The green marketing has gained its movement which appealing to personal values of consumer empowerment, the company uses the strategy of considering the ecosystem and the health issues of the consumers. The green marketing strategy is highly effective and the output in the study shows the variables found to be relevant and enhance the tool for the strategy of green marketing.

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