

Relationship between Green Marketing practices and Purchase Decisions in Villupuram District

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Abstract:

Green products are those which during the usage or after the usage does not harm the user as well as the environment. Nowadays there are people who are concerned about their health as well as their near and dear so that they try to adapt to green purchase. The researcher wanted to study the awareness level of green products from the Villupuram district and how they are aware about such products. The researcher wants to know how the various marketing practices influence in the purchase decisions. The marketing practices were influenced by Green awareness, Green commitment and Green companies. In this research the researcher has considered the influence of Green awareness, Green Commitment and Green Companies on purchase decisions made by the consumers. From the mean values, it is observed that the marketing practices factors are buy the green products because of the green awareness (4.65) followed by green commitment (3.79), and green companies (3.61). The relationship of Green awareness on the purchase decisions, Relationship of Green commitment on Purchase decisions and the relationship of Green companies on purchase decisions by the consumer were examined using the person coefficient.

Keywords: Green awareness, Green Commitment, Green Companies.

Introduction

The consumers are turning their attention to Green because of the awareness happening around them due to various after effects of non green products. The Green products are those products which do not pose any after effects because of consumption. Not only that the production or usage do not effect the environment as well. The purchase decisions being made by the consumers have influences due to various factors and in this article factors viz., Green awareness, Green commitment and Green companies are considered and their effect were examined. The researcher wanted to study the awareness level of green products from the Villupuram district and how they are aware about such products. The researcher wants to know how the various marketing practices influence in the purchase decisions. The marketing practices were influenced by Green awareness, Green commitment and Green companies. In this research the researcher has considered the influence of

Green awareness, Green Commitment and Green Companies on purchase decisions made by the consumers. From the mean values, it is observed that the marketing practices factors are buy the green products because of the green awareness (4.65) followed by green commitment (3.79), and green companies (3.61). The relationship of Green awareness on the purchase decisions, Relationship of Green commitment on Purchase decisions and the relationship of Green companies on purchase decisions by the consumer were examined using the person coefficient.

Review of Literature:

Since Review of Literature is a very important aspect for any research work various sources were referred viz., journals, books, doctoral theses, working papers, reports, magazines, internet sites, newspapers, etc.

Sujith (2017) investigated consumers perception and attitude of purchasing eco-friendly products. Secondary and primary data have been collected and analyzed. Secondary data collected through articles, reports and professional information concerning eco-consumer studies and eco-marketing strategies in general using the internet and academic databases. The investigator selected 100 samples in Thrissur District by applying convenience sampling. Mean and standard deviation were calculated. It is conclude that the consumers have awareness about the eco-friendly products. They showed a positive attitude towards green marketing and green products. But, the marketer should try to increase the awareness level into another extent. Because, wide variety of eco-friendly products is available today. But the customers' awareness level limited to organic vegetables and consumable items. Price is the attribute that consumers reflect on when making a green purchasing decision. Consumers are less likely to purchase green products if they are more expensive. So efforts should make to reduce the price of eco-friendly products.

Ursil Makhdoomi and Ulfat Nazir (2016) analysed the variables affecting the consumers buying behavior of green products in Srinagar city. The data were collected for the study through a structured questionnaire. Convenient random sampling technique was adopted to determine the sample size. The data for the study were collected from 80 respondents. It is revealed the demographic factors were not influenced the purchasing behavior of green products. Consumers purchase behavior are depending on the consumers level of satisfaction towards the product. Purchasing behavior and customers satisfaction is mostly influenced by the attributes of the green products.

Objectives:

The objectives for this research article is to examine the relationship between Green marketing practices with reference to Green awareness, Green commitment & Green companies with that of Purchase decisions.

Hypotheses:

1. Green awareness are not having relationship with purchase decision
2. Green commitment are not having relationship with purchase decision
3. Green companies are not having relationship with purchase decision

Data analysis and Interpretation:**Table 1 Green marketing practices**

Green marketing practices	Mean	Std. Deviation
Green awareness	4.65	1.007
Green commitment	3.79	1.010
Green companies	3.61	0.881

Source: Primary data computed

Table 1 shows that the green marketing practices towards green purchase decision. Here, green product purchase decision is analysed with twelve statements in the five point likert scale. Further, mean and standard deviation values are calculated for each statement. The mean values ranged from 4.65 to 3.61. The calculated standard deviation value lies between 1.01 and 0.88. From the mean values, it is observed that the marketing practices factors are buy the green products because of the green awareness (4.65) followed by green commitment (3.79), and green companies (3.61).

It is noted that that the most of consumers make purchase decision of the green products, based on the various factors of the marketing practices.

Table 2 Relationship between green awareness and purchase decision

Green awareness	Purchase decision	
	r-Values	P-Values
Ingredients of Green products are not harmful to the environment	0.799	0.001*
Green products produce the least amount of pollution in its usage	0.796	0.001*

Source: Primary data computed * Significant at one percent level

Table 2 explains the relationship between green awareness and purchase decision. The green awareness factors are treated as independent variables. Purchase decision is treated as dependent variable.

Ho: Green awareness are not having relationship with purchase decision

In order to examine the above stated hypothesis, Pearson correlation is applied. The calculated p-values are found to be significant for all the factors of green awareness and purchase decision of the green product. Hence, the stated hypothesis is rejected. It is found that the green awareness factors are having relationship with purchase decision. From the r-value, it is noted that ingredients of green products are not harmful to the environment secured the highest-values (0.799) and green products produce the least amount of pollution when it usage(0.796). It is found that the green awareness factors are related with purchase decision of green product. Ingredients of green products are not harmful to the environment factor is highly related with purchase decision among the green product.

Table 3 Relationship between green commitments and purchase decision

Green commitments	Purchase decision	
	r- Values	P-values
Environmental protection starts with me	0.743	0.001*
I practice reduce, reuse and recycle in my daily activities	0.695	0.001*

Source: Primary data computed * Significant at one percent level

Table 3 shows the relationship between green commitments and purchase decision. The green commitment factors are treated as independent variables. Purchase decision is treated as dependent variable.

Ho: Green commitment are not having relationship with purchase decision

In order to examine the above stated hypothesis, Pearson correlation is applied. The calculated p-values are found to be significant for all the factors of green commitment and purchase decision of the green product. Hence, the stated hypothesis is rejected. It is found that the green commitment factors are having relationship with purchase decision. From the r-values, it is noted that the environmental protection starts with customers is secured the highest r-value (0.743) and customers are practiced reduce, reuse and recycle in their daily activities(0.695). It is found that the green commitment factors are related with purchase decision of green product. Environmental protection is highly related with purchase of the green product.

Table 4 Relationship between green companies and purchase decision

Green companies	Purchase decision	
	r- Values	P-values
I refuse to purchase products from companies accused of being polluters	0.643	0.001*
I avoid companies who produced harmful products	0.770	0.001*
I support products from a company that consistently protect the environment	0.258	0.001*

Source: Primary data computed * Significant at one percent level

Table 4 explains the relationship between green companies and purchase decision. The green companies factors are treated as independent variables. Purchase decision is treated as dependent variable.

Ho: Green companies are not having relationship with purchase decision

In order to examine the above stated hypothesis, Pearson correlation is applied. The calculated p-values are found to be significant for all the factors of green companies and purchase decision of the green product. Hence, the stated hypothesis is rejected. It is found that the green companies factors are having relationship with purchase decision. From the r-values, it is noted that customers are avoiding companies who produce harmful products has secured the highest-value (0.770) with purchase decision followed by customer refusing to purchase products from companies accused of being polluters(0.643) and customers are supporting products from a company that consistently protect the environment (0.258). It is found that the green companies factors are related with purchase decision of green product. Customers are avoiding the companies who produced harmful products and refuse to purchase products from companies accused of being pollution.

Findings:

The marketing practices factors are buy the green products because of the green awareness, followed by green commitment, and green companies. It is noted that that the most of consumers make purchase decision of the green products, based on the various factors of the marketing practices. It is found that the green awareness factors are having relationship with purchase decision. From the r-value, it is noted that ingredients of green products are not harmful to the environment has secured the highest-values and green products produce the least amount of pollution when it usage. It is found that the green awareness factors are related with purchase decision of green product. Ingredients of green products are not harmful to the environment factor is highly related with purchase decision among the green product. It is found that the green commitment factors are having relationship with

purchase decision. From the r-values, it is noted that the environmental protection starts with customers is secured the highest r-value and customers are practiced reduce, reuse and recycle in their daily activities. It is found that the green commitment factors are related with purchase decision of green product. Environmental protection is highly related with purchase of the green product. It is found that the green companies factors are related with purchase decision of green product. Customers are avoiding the companies who produced harmful products and refuse to purchase products from companies accused of being pollution.

Conclusion:

The consumers who make purchase decisions are having awareness about the Green products, and then they have a commitment to make a purchase towards Green products. The consumers who have knowledge regarding Green Companies that is the companies whose production or distribution process do not harm the environment also plays a crucial role in making the purchase decisions. The companies who are involved in the production and marketing of Green products have to play a role in making the consumers aware about the availability of Green products and then make them committed to buying them in a consistently long term. Also, the Companies need to make the consumers aware about the processes involved in the making of Green products that is eco friendly manufacturing process. This will pave the way for the consumers to making the effective purchases of Green products and also helps in the long term survivalist for the companies to involve in this effort.

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