

Relationship between Green marketing practices and Age Groups in Villupuram District

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Abstract:

The development of products and services that conserve energy and other natural resources, offerings that consider consumer sensitivity to cost and their willingness to pay for environmental safety are examples of green marketing practice (Porter 1991). Here, 31 to 35 age group of customers are have perceived more green awareness, green commitment, green experience, green labelling, green packaging, green advertisement, green pricing and green belief than the other age groups. One way anova was applied and further t test was applied to find whether age groups have any difference in the Green marketing practices.

Keywords: green awareness, green commitment, green experience, green labelling, green packaging, green advertisement, green pricing, green belief

Introduction:

It was cited to confirm perceptions that there was a heightened environmental awareness and a growing consumer interest in green products, as well as a willingness to pay for green features (Worcester, 1993). Elkington and Hailes (1988) argued that there was a burst of corporate activity in the area of green marketing and an upgrade in research and writing among the academics about green business. Green marketing has been variously described. Polonsky (1994) stated that green marketing incorporates a broad range of activities which includes product modification and changes to the production process. It also involves packaging changes, as well as modifying advertising. Wiener and Doeshel (1991) observed that green consumerism is often discussed as a form of pro-social consumers behavior. Green consumerism may be viewed as a specific type of socially conscious or socially responsible consumer behaviors involving an environmentalist perspective.

Hence, it is referred to as an environmentally concerned consumption (Antil, 1984), Henion (1976) described green consumers as environmentally concerned consumers. argued that some people seen the green marketing as the promotion of products with environmental characteristics and maintains that consumers usually associate green marketing with terms like recyclable, ozone friendly and environmentally friendly. Grove et al., (1996) argued that there is a huge array of activities that organizations that choose to practice green marketing can pursue. When the efforts an organization puts in the production, pricing, promotion and distribution of its offerings to the market is done in such a way as not to be harmful to the environment, such efforts can be described as green marketing (Pride and Ferrel, 1993). The development of products and services that conserve energy and other natural resources, offerings that consider consumer sensitivity to cost and their willingness to pay for environmental safety are examples of green marketing practice (Porter 1991).

Review of Literature:

Mohd Nazri Mohd Noor et. al., (2016) explored the consumers decision to purchase green products in Malaysia. Self-administered questionnaires were conducted to obtain meaningful data from 230 consumers at major shopping malls in Melaka, Malaysia. Based on the analysis of SEM-PLS, the proposed model explained 92 percent of the variance of green product purchase decision. It is found that positive significant effects between green awareness, green commitment, green companies and green product purchase decision. However, green experience and green circle produced insignificant results. It is confirmed that the proposed model concisely explained the consumers decision to purchase green products in Malaysia. This study adds another literature to the area of green marketing. The model combined the past consumer behavioural theories and models to identify the key factors that stimulate the consumers purchase behaviour. This study brings into light the perception of Malaysian consumers about green products and readiness to accept green products as their future way of life.

Vasanthi and Kavitha (2016) conducted to explore the extent of the impact of consumers buying behavior towards the marketing of green products in Tirupur city. Convenience sampling method was used to select 100 respondents living in the city and who make purchases for the products. It is found that there is significant relationship between the variables which affects consumers buying behaviour for green products. The factors affecting the consumers buying behavior have major implications on purchasing decisions.

Objectives:

To find out whether opinion towards green marketing practices varies based on the age group of customers

Hypotheses:

Customers opinion towards green marketing practices is not varied based on their age groups

Data Analysis and Interpretation:

Table 1 Green marketing practices and age groups

Marketing practices	Age groups	Mean	Std. Deviation	F-values	P-values
Green awareness	Less than 30 years	3.90	0.921	21.088	0.001*
	31 – 35 years	4.14	0.481		
	36-40 years	3.27	0.903		
	Above 40 years	3.67	1.226		
Green commitment	Less than 30 years	4.15	0.230	41.783	0.001*
	31 – 35 years	4.32	0.240		
	36-40 years	3.88	0.918		
	Above 40 years	3.14	1.337		
Green companies	Less than 30 years	3.96	0.694	49.075	0.001*
	31 – 35 years	3.84	0.414		
	36-40 years	3.07	0.836		
	Above 40 years	3.94	0.926		
Green experience	Less than 30 years	3.70	0.246	1.082	0.356**
	31 – 35 years	3.81	0.652		
	36-40 years	3.65	0.776		
	Above 40 years	3.70	0.751		
Green circle	Less than 30 years	4.13	0.164	11.160	0.001*
	31 – 35 years	3.81	0.299		
	36-40 years	3.66	0.760		
	Above 40 years	3.47	1.396		
Green labelling	Less than 30 years	3.88	0.491	19.788	0.001*
	31 – 35 years	4.07	0.271		
	36-40 years	3.46	0.710		

	Above 40 years	3.58	0.961		
Green packaging	Less than 30 years	3.76	0.153	12.701	0.001*
	31 – 35 years	3.96	0.266		
	36-40 years	3.42	0.983		
	Above 40 years	3.70	0.834		
Green brand	Less than 30 years	4.40	0.628	125.904	0.001*
	31 – 35 years	3.54	0.997		
	36-40 years	2.75	1.079		
	Above 40 years	4.38	0.609		
Green advertisement	Less than 30 years	3.97	0.441	17.852	0.001*
	31 – 35 years	4.22	0.200		
	36-40 years	3.60	0.972		
	Above 40 years	3.54	1.057		
Green pricing	Less than 30 years	3.93	0.418	23.909	0.001*
	31 – 35 years	3.96	0.266		
	36-40 years	3.36	0.792		
	Above 40 years	3.70	0.834		
Green image	Less than 30 years	4.30	0.246	21.404	0.001*
	31 – 35 years	4.00	0.427		
	36-40 years	3.97	1.013		
	Above 40 years	3.32	1.450		
Green beliefs	Less than 30 years	3.96	0.501	19.792	0.001*
	31 – 35 years	4.14	0.163		
	36-40 years	3.55	0.832		
	Above 40 years	3.47	1.071		

Source: Primary data computed * Significant at one percent level ** Significant at five percent level, NS= Non-significant.

Ho: Customers opinion towards green marketing practices is not varied based on their age groups.

In order to test the above stated hypothesis, one way analysis of variance is applied. The results are shown in the table 1. Here, age group is classified in to four group namely as less than 30 years, 31 to 35 years, 36 to 40 years and above 40 years old. Here, age groups are treated as independent variables and green marketing practices are taken as dependent variables. Further, t-test is applied. The P- values of green marketing practices are found to be 0.001, which are significant at one percent level. Hence, the stated hypothesis is rejected. It is inferred that consumer opinion towards green marketing practices are varied based on their age groups.

In the case of green awareness, 31 to 35 years age group of customer have perceived higher level of green awareness (4.14) followed by less than 30 years age group of customers (3.90), more than 40 years age group of customers (3.67) and 36 to 40 years age group of customers (3.27). With

regard to green commitment, 31 to 35 years age group of customer have perceived higher level of green commitment (4.32) followed by less than 30 years age group of customers (4.15), 36 to 40 years age group of customers (3.88) and more than 40 years age group of customers (3.14).

For green companies, less than 30 years age group of customer have perceived higher level of green companies (3.96) followed by more than 40 years age group of customers (3.94), 31 to 35 years age group of customers (3.84) and 36 to 40 years age group of customers (3.07). In the case of green experience, 31 to 35 years age group of customer have perceived higher level of green experience (3.81) followed by less than 30 years and more than 40 years age groups of customers (3.70) and 36 to 40 years age group of customers (3.65).

For green circle, less than 30 years age group of customer have perceived higher level of green circle (4.13) followed by 31 to 35 years age group of customers (3.81), 36 to 40 years age group of customers (3.65) and more than 40 years age group of customers (3.47). In the case of green eco-labelling, 31 to 35 years age group of customer have perceived higher level of green eco-labelling (4.07) followed by less than 30 years age group of customers (3.88), more than 40 years age group of customers (3.58) and 36 to 40 years age group of customers (3.46).

For green packaging, 31 to 35 years age group of customer have perceived higher level of green packaging (3.96) followed by less than 30 years age group of customers (3.76), more than 40 years age group of customers (3.70) and 36 to 40 years age group of customers (3.42). With regard to green brand, less than 30 years age group of customer have perceived higher level of green brand (4.40) followed by more than 30 years age group of customers (4.38), 31 to 35 years age group of customers (3.54) and 36 to 40 years age group of customers (2.75).

In the case of green advertisement, 31 to 35 years age group of customer have perceived higher level of green advertisement (4.22) followed by less than 30 years age group of customers (3.97), 36 to 40 years age group of customers (3.60) and more than 40 years age group of customers (3.54). In the case of green pricing, 31 to 35 years age group of customer have perceived higher level

of green pricing (3.96) followed by less than 30 years age group of customers (3.93), more than 40 years age group of customers (3.70) and 36 to 40 years age group of customers (3.36).

For green image, less than 30 years age group of customer have perceived higher level of green image (4.30) followed by 31 to 35 years age group of customers (4.00), 36 to 40 years age group of customers (3.97) and more than 40 years age group of customers (3.32). In the case of green beliefs, 31 to 35 years age group of customer have perceived higher level of green beliefs (4.14) followed by less than 30 years age group of customers (3.96), 36 to 40 years age group of customers (3.55) and more than 40 years age group of customers (3.47)

It is noted that the customers opinion towards green marketing practices are significantly varied based on their age groups. Here, 31 to 35 age group of customers are have perceived more green awareness, green commitment, green experience, green labelling, green packaging, green advertisement, green pricing and green belief than the other age groups.

Findings:

It is inferred that consumer opinion towards green marketing practices are varied based on their age groups. It is noted that the customers opinion towards green marketing practices are significantly varied based on their age groups. Here, 31 to 35 age group of customers are have perceived more green awareness, green commitment, green experience, green labelling, green packaging, green advertisement, green pricing and green belief than the other age groups.

Conclusion:

The consumers in the age group of 31 to 35 years are having high perceive towards green awareness, green commitment, green experience, greenlabelling, green packaging, green advertisement, green pricing and green belief than the consumers in the other age group. Also, it is the prime age where they would have started with their family life and would be interested in upkeep of health. This could be adapted as strategy to at least making them the user of Green products so that they age to later stages also they will be longer customer. This will also pave way for the younger generation to be concerned with.

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