

A Study on Customer Awareness and Purchase Behavior on Selected Green Products with Specific Reference to Coimbatore City

By

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Introduction

Consumer behavior is the process that encompasses the various activities of people seeking, selecting, purchasing, using, evaluating and distributing products and services to meet their needs and desires. Consumer research helps businesses and organizations improve their marketing strategies. Green marketing is a phenomenon that has become particularly important in the modern marketplace. This concept allows and facilitates remarketing and packaging of existing products that already comply with these guidelines. Additionally, the evolution of green marketing has opened the door for organizations to co-brand their products in separate lines, honoring some environmental certifications and ignoring others. Such marketing techniques can be directly attributed to the environmental movement on the minds of consumers.

As a result, businesses are turning to environmentally conscious consumers. These consumers have a strong interest in integrating environmental considerations into their purchasing decisions by incorporating them into the processes and content of their desired product marketing strategies. Green (environmental) marketing is becoming one of the most important business strategies of the future. Therefore, it is clear that environmental issues need to be integrated into an organization's strategic marketing plans.

Many organizations have begun to understand that they operate in an environmentally friendly manner. People decided to do business with the goal of making money and meeting environmental goals. Consumer demands are ever-changing, and many companies see changing customer tastes and preferences as an opportunity to gain an edge over companies that bring greener options to market.

The term "green consumer" is used for customers who loosely understood the need to maintain and secure a common living space while looking for environmentally friendly goods. This is because enthusiasm for inexperienced consumption translates into similar data highlighting the need for environmentally friendly combustion. for the customer. Some

marketers can also use demo tricks to make decisions about how to increase customer understanding of plants by linking them to social funds that support greening.

Essentials of the Study

The purpose of this study is to provide information on the effect of green marketing on customer purchasing behaviour. First, I will mention the environment and environmental issues, which is one of the backgrounds of green marketing, and then I will explain the concepts of green marketing and green consumers. Companies cannot succeed by simply highlighting the green side of a particular product. For example, we need to be involved on several levels, such as the production process or our commitment to the environment. Customers are particularly sceptical of many of the green claims. They know that companies strive for profit and are not obsessed with profit. By "greenwashing" your day-to-day business and making it look green when you care less. Marketing managers lead green campaigns and integrate them into the overall business strategy.

Aspects of Green Products

The environmental aspects of products are complex and encompass the environmental impacts of a product's entire life cycle. Products that are manufactured, used, or disposed of in ways that significantly reduce their impact on the environment can be considered environmentally friendly products. Companies are changing their product development, manufacturing, marketing and distribution in targeted ways so as not to pollute the environment. Today, green products don't stop there. Limited to power-saving, water-saving, and recyclable products. Green products also refer to products that are environmentally friendly throughout their life cycle (from cradle to grave), from procurement of raw materials to disposal.

Scope of the Study

This research study explains green product purchasing decisions and what motivates customers to purchase green products. Promote the green side of your corporate brand. Initiate market research and use the results to recommend green product improvements and initiatives. Encourage eco-friendly product packaging, including showing eco-friendly certifications and value claims. Provides recommendations for improving the environmentally friendly aspects of upstream processes (such as resource extraction) and downstream effectiveness (such as reusability and recycling).

Objectives of the Study

- To measure the awareness of customers in Coimbatore City about green products.
- To scrutinize the factors influencing the customer to prefer the usage of green products.
- To observe the customers buying behaviour of green product in Coimbatore City.
- To study the customer satisfaction and the post-purchase attitude of using green products in study area.

Data Collection

Sampling technique: Sampling is a procedure by which the respondents are selected.

Sample size: Here a sample size of 150 respondents were chosen from Coimbatore district.
 Statistical tools: Simple percentage, Analysis of Variance (ANOVA) and Chi-square

Analyses and Interpretation

Analysis of Variance

Table Showing the Respondents of Marital Status and Prefer Of Green Products
 Hypothesis

H₀: There is no significant relationship between marital status and prefers of green products.

Between Groups	0.575	4	0.144	1.095	0.36
Within Groups	23.094	176	0.131		
Total	23.669	180			

Source: Primary Data Significance level of 5%

Interpretation

From the table above we can see that the calculated f-value is 1.095. The table value for df = 4, df = 176, $\alpha = 5$ percent significance level is 0.360. because the calculated value of f is less than its critical value. Therefore, the null hypothesis concluding that there is no significant association between marital status and preference for green products is rejected.

Table Showing The Respondent's Of Area And Preference Of Green Products

Hypothesis

H₀: There is significant relationship between area and preference of green products.

Between Groups	0.205	4	0.051	0.219	0.928
Within Groups	41.231	176	0.234		
Total	41.436	180			

Source: Primary Data Significance level of 5%

Interpretation

From the table above we can see that the calculated f-value is 0.219. The table value for df = 4, df = 176, $\alpha = 5$ percent significance level is 0.928. because the calculated value of f is larger than its critical value. Therefore, we accept the null hypothesis and conclude that there is a significant association between region and preference for green products.

Chi Square Analysis

Table Showing Marital Status and Awareness Of Green Products

Hypothesis

H₀: There is a significant association between the marital status and awareness of green product

Statistical	Calculated value	Significance level	Df	Table value	Result of Hypothesis
Chi square	1.286	5%	1	3.841	Accepted

Interpretation

From the table above, the calculated χ^2 value is 1.286. The χ^2 table value for the $df=1$ n $df=5$ percent significance level is 3.841. You conclude that the calculated value is greater than the table value at the 5% significance level. The results show a significant association between marital status and awareness of green products. Hence the accepted null hypothesis. From this it can be concluded that there is a significant correlation between the state of war and the perception of green products.

Table Showing Monthly Income and Type Of Green Products

Hypothesis

H₀: There is a significant association between the monthly income and type of green product

Statistical	Calculated	Significance level	df	Table value	Result of hypothesis
Chi-square	8.085	5%	4	15.507	Hypothesis Is accepted

Interpretation

From the table above, the calculated χ^2 value is 8.085. The χ^2 table value for $df=4$ and $\alpha=5$ percent significance level is 15.507. You conclude that the calculated value is greater than the table value at the 5% 8 significance level. The results showed a significant correlation between monthly income and types of green products. Hence the accepted null hypothesis. From this, it was concluded that there is a significant correlation between monthly income and types of green products.

Finding of the Study

Simple Percentage Analysis

1. Majority of the respondents are female 95 (53%)
2. Majority of the respondents 47(34%) belongs to the age of 31-40 years.
3. Majority of the respondents are urban 150(91%).
4. Majority of respondents 153(82%) are unmarried.
5. Majority of the respondents 54 (63%) are under graduate.
6. Majority of respondents 100(77%) are belongs to nuclear family.
7. Majority of respondents 50(25%) monthly income between Rs.30,001-Rs.45,000.

Analysis of variance (ANOVA)

The null hypothesis and conclude that there is no significant association between occupation and preference for green products.

The null hypothesis is accepted and it is concluded that there is a significant association between family type and preference for green products.

The null hypothesis and conclude that there is no significant relationship between monthly income and preference for green products.

The null hypothesis is accepted and it is concluded that there is a significant association between region and green product preference.

Chi square

The results show that there is a significant association between gender and respondents' awareness of green products. The null hypothesis is accepted.

Results show that there is a significant association between respondents' age and their perception of green products. The null hypothesis is accepted.

Results show that there is a significant association between marital status and respondents' perceptions of green products. The null hypothesis is accepted.

The results show that there is a significant association between family type and the type of green products respondents consume. The null hypothesis is accepted.

Suggestions of the study

- Respondents use eco-friendly products that are highly convenient for a variety of uses including household, baby care, personal care and packaged food. Therefore, fast-moving consumer goods companies must switch to green or eco-friendly products that do no harm to people and society.
- Some believe that eating green products is harmful. This means that companies must assure users of the authenticity of their products.
- Some discounts and offers should be offered to encourage people to use eco-friendly products more often.
- Different tastes and preferences must be reconciled with market trends in order to further develop towards the use of environmentally friendly products in the future.

Conclusion of the Study

Consumers are aware of the benefits of environmentally friendly products. But for the majority it is still a new concept. A new environmental movement needs to reach the masses, and that takes a lot of time and effort. Consumer perceptions of environmentally friendly products are also influenced by other factors such as price, quality and quantity, taste and environment. Consumers who are positive about green products have a strong intention to purchase green products. Consumers' purchase intentions for green products cannot be determined using demographic variables. Coimbatore has already launched a plastic avoidance campaign. Universities and other private companies are trying to use energy sparingly. These actions can be taken jointly by governments, businesses, NGOs and other private companies. On the other hand, if every consumer in Coimbatore becomes a user of natural and eco-friendly products, Coimbatore will undoubtedly become one of the cleanest cities of the future.

Reference of the Study

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