A Study on the Effects of Consumer Environmental Consciousness and Environmental Friendliness on Brand Preference with Special Reference to Automobile Industry in Tamilnadu

1M.Ganeshkumar, 2Dr.S.Sasikumar

1Ph.D Research scholar, 2Asst Professor

1,2Department of Business Administration, Rajah Serfoji Government College, Thanjavur-05

Abstract- Aim: The purpose of the study was to examine whether or not Brand participation, Brand value, Brand involvements, Brand enhancement and Brand service. Quality of brand and Price of brand affect the brand preference of consumers in automobile industry. Methodology: The already developed questionnaire was adapted. The valid questionnaires were collected and data analysis was conducted by using percentage analysis and one sample T test. Data was collected from residents of Tamil Nadu. Findings: The findings show that there was significant impact of Brand participation, Brand value, Brand involvements, Quality of brand and Price of brand affect the brand preference and also Brand enhancement and Brand service. Limitations: The limitation is that the other effects of brand preference like brand image, brand promotion and brand loyalty, furthermore the sample size was also small.

Keywords: Brand Management, Environmental Marketing, Automobile industry.

I. INTRODUCTION

The Indian car industry turned into the fourth biggest on the planet with deals expanding (9.5%) year-on-year to 4.02 million units (barring bikes) in 2017. It was fourth greatest the maker of business vehicles in 2017. The Bikes portion rules the market as far as volume attributable to a developing white collar class and a youthful populace. Also, the developing enthusiasm of the organizations in investigating the provincial markets additionally supported the development of the part. India is additionally a noticeable auto exporter and has solid fare development desires for the not so distant future. Vehicle trades grew (27%) amid April-July 2018. It is required to develop at a CAGR of (3.05%) amid 2016-2026. Likewise, a few activities by the Administration of India and the real vehicle players in the Indian market are relied upon to make India a pioneer in the bike and four wheeler advertise on the planet by 2020.

Market Size

Car generation expanded at 7.08 %CAGR between FY13-18 with 29.07 million vehicles made in the nation in FY18. Amid April-July 2018, car creation expanded 16.69 for each penny year-on-year to achieve 10.88 million vehicle units. By and large household cars deals expanded at 7.01 %CAGR between FY13-18 with 24.97 million vehicles getting sold in FY18. Car deals in July 2018 saw a year-on-year development rate of 7.9 for every penny crosswise over fragments, driven by 46.24 %growth in three-wheeler deals regarding rate. Premium motorbike deals in India crossed one million units in FY18. Two driving extravagance auto producers, BMW and Mercedes-Benz, recorded their best-ever half yearly deals in India amid January-June 2018. Offers of BMW grew 13 for every penny year-on-year to 5,171 units and offers of Mercedes-Benz grew 12.4 %year-on-year to 7,171 units. Offers of electric bikes are assessed to have crossed 55,000 vehicles in 2017-18.

The Job of Car Industry in India Gross domestic product has been marvel. The Vehicle Business is one of the quickest developing divisions in India. The expansion in the interest for autos, and different vehicles, fueled by the expansion in the pay is the essential development driver of the car business in India. The presentation of customized fund plans, simple reimbursement plans has likewise helped the development of the car division.

Automobile Industry in India GDP-Growth, The growth rate of the Passenger Cars in the year 2017 is 13.50%. The growth rate of the Utility Vehicles in the year 2017 is 10.10% and also The growth rate of the Multi Purpose Vehicles in the year 2007 is 24.40% and also The growth rate of the Light Commercial Vehicles in the year 2017 is 16.05%. The growth rate of the Commercial
Vehicles in the year 2017 is 3.43% and The Maruti Udyog Ltd is the largest car manufacturer in the country and the rate of growth in the year 2007 was 20.7% and The Mahindra & Mahindra Ltd’s cumulative sales for the year 2017 was 1,06,094 units and the rate of growth was 35.8%. The Honda Siel Cars India Ltd, the leaders in India pertaining to the manufacturing of premium cars, registered a growth of 16.1% during the year 2017 and sold 41,638 units.

Role of Automobile Industry in India GDP
- India has turned out to be one of the universal players in the vehicle showcase
- In the year 2006-07, the Indian Car Industry delivered 2.06 million four wheelers and 9 million two and three wheelers
- The four wheelers incorporate traveler autos, multi-utility vehicles, sports utility vehicles, light, medium and substantial business vehicles, and so on
- The three wheelers incorporate mopeds, engine cycles, bikes, and three wheelers
- India positions second in the worldwide bike showcase
- India is the fourth greatest business vehicle advertise on the planet

Objectives
- To decide brand impression of car industry in the psyches of the normal Indian Purchaser.
- To create awareness about the environmental, sustainable, eco marketing process.
- To decide the nature of brand of towards Vehicle industry
- To bring out the environmental marketing strategies.
- To determine that brand improvement customers search for in a Vehicle industry
- To decide the administration of brand towards Car industry

Limitations
- Due to small size and cost requirements little example was utilized in the examination.
- The consequences of substantial example size may vary from the smaller size.
- Because of little example measure the consequences of legitimacy, dependability & generalizability are little.

The other constraint of the examination explored just five result of variable: mark inclusion, mark support, mark interest, quality, and cost. Additionally, different factors identified with customer inclination can likewise be researched. For example, execution, promotion bundle, show, and brand mindfulness are not examined. Study survey was utilized in the investigation to gather information from respondents.

Some other technique can be utilized to get more bona fide data like direct meetings. Another confinement of the investigation was heterogeneity found in sexual orientation of respondents in light of the fact that the male respondents (84.7%) are more than female respondent (15.3%).

II. SCOPE OF RESEARCH
- The current research study focused only consumer brand preferences in automobile industry. Selecting criteria of consumer and discussed the factors that are relating to consumer preference while the other perspective of manufacturer ignored in the study area.
- The government should give subsidies on taxation for purchase of green cars, subsidies in toll collection from green car users, and the infrastructure facilities like electronic points at petrol pumps and key areas should be provided by the government at subsidized rates till the demand develops for cars.
- Promotional Events like test drive tours can be conducted at Corporate parks or areas where corporate parks are located, popular malls etc. Companies can conduct events like Speed, Time Distance Rally where participants can use cars for the rally.
- Reseaches that explained the only consumer buying strategy or planning and other expects of variables excluded from this research work.

III. LITERATURE REVIEW
(Ghose & Lowengart, 2013). “A Brand may have several components including brand name, brand image, logo, design, packaging and promotion. Brands of vehicle industry imported in India especially Tamilnadu are prioritized for its quality, price, comfort level, fuel efficiency, design, colors, interior and exterior looks. Brand choice or brand behavior is the word which is used
interchangeably for brand preference which means that to identify the consumer choice among different brands. Consumer brand preference is linked with brand loyalty, which means repurchase again and again by long period of time” (Rijnssoever, Farla, & Dijst, 2009) “Brand contribution is the level of interested by the buyer to buy a particular brand and faithful with this brand. The vast majority of the buyers include those items which have staggering expense and gigantic effect on shopper life Brand promotion is that to prescribe the most loved brand to other with no expense and this backing is just doing who are completely placated with particular item mark.”

(Katz, 1994)"Brand investment is that, shoppers seriously partake, offers possibility to organization about product (Casaló, Flavián, and Guinalíu, 2010). Nature of the item has typically high cost because of his prominence of item configuration, capacities and innovation use to construct that item’.

(Loureiro, Sardinha, and Reijnders, 2012) “Quality of the item affect on organization EPS, investor riches and pull in to new financial specialist toward speculation. Cost of the item is that to charge an incentive against offering of item which depends on item quality and its execution. Brand dependability demonstrates that a buyer picks a brand among contending brands and not acknowledges some other as substitute (Kotler and Keller, 2003). Clients favor the auto brands as per their wage level. Item picture is the segment which assumes a dynamic job in the brand inclination and that picture in light of shopper's mindfulness and related data about autos. The general populations having a place with white collar class jump at the chance to favor cost as driving component to choose the vehicle then again the quality, execution or bundle of an item mark are fundamentally considered by exclusive class individuals. That is the reason the cost is the component which is right off the bat thought about among various brands of autos by the customers. Individuals for the most part want to buy autos which gave incredible quality with low value (Kwok, Uncles, and Huang, 2006). The five components of settling on the choice about picking the autos, for example, esteem or value, nature of the item, mark cooperation, mark promotion and brand association.

Consumer Brand Preference

The cooperation of the customer in marked items has accomplished the organization goal. The brand inclination expanded when purchaser partook in item advancement. The brand inclination expanded because of support by customer in brand or organization activities (Bagozzi and Dholakia, 2006). A few customers don't append with any item mark and don't take part in brand advancement exercises (Blanchard and Markus, 2004).

Brand Participation

Brand backing is ID, backings and advancement of the brand to other individuals, client or shoppers who are the client of same or different brands” (Bhattacharya and Sen, 2003). Advancement of the brand item to alternate clients demonstrates the brand backing and brand steadfastness. Brand promotion demonstrates the shopper observation, considering, premium and employments of the item just which conveyed to other individuals to advocate this brand which is utilized his own and separate from different brands (Dutton and Dukerich, 1991; Scott and Path, 2000).

Brand Contribution

Brand contribution demonstrates the how much client has data, intrigue and worry about marked autos to pick in particular wage level. Brand association was the main fundamental and essential criteria to clarify the customer conduct about your item and its sentiments (Chakravarti and Janiszewski, 2003). Brand inclusion demonstrates the association with buyer fulfillment that the amount he was fulfilled by the execution of brand (McColl-Kennedy and Shackie Jr, 2001; Mudie, Cottam, and Raeside, 2003). The utilization of the brand demonstrates the experience and past learning of the consumer (Zaichkowsky, 1987). In prior inquires about numerous specialists briefly depicted three components of the brand contribution as close to home, physically and situational. Printed media, radio and TV are distinctive sources to convey the message or publicizing the brand which have changed the inclination of the shopper and its contribution towards the brand (Wright, 1973)

Price of Brand

(Aghdaie and Yousefi, 2011) The customer expected at the season of take buy choice from the determination of auto model to meet their quality, image pictures, execution, charge suitable cost, deals and after deals quality criteria at any rate. Generally customer favor just item cost. The cost of the item has what is required to pay by obtaining of item. There are two kinds of cost of item that win in the market. The brand picture is the key component of the item when a few items have high cost in the market. A few items have low brand value which is helpful strategy by brand and shopper depend on the past value an incentive for the brand (Swani and Yoo, 2010). Distinctive costs level of various items have affect on buyer conduct.
association in light of the fact that the brand value make the brand picture according to purchaser.

Nature of Brand

The item quality just checked by contrast it and other focused brand item. At the season of pre-obtaining the buyer checked the item and contrast it and another equivalent item and settle on choice on the base of the outcomes which item is better or not. The item quality has incredible effect on customer conduct and their preference for choice the item with exceptionally association of item quality. The shopper conduct can change just based on the breaking down the nature of the item and administrations that give by the brand organization (Taylor, Seeker, and Lindberg, 2007). We get the item quality data by outer and inside assets. The outside assets are straightforwardly exchange the message from organization to customer. The item quality assume a critical job between ingenuity and new item which is as of late presented (Chevalier and Mayzlin, 2006). Before utilizing the item we can't pass judgment on the nature of item. The reasoning about the item exchanged to other are not right data on the grounds that at the season of propelling the item in the market no one can't got to the nature of brand item and said anything.

Theoretical Framework

IV. METHODOLOGY

Population and Sample Size Among different areas in tamilnadu, Thanjavur has been selected for the study of the factors effecting consumer brand preference. 85 consumers of cars were provided all information.

Sampling Technique

Simple Random Sampling technique was used for collection of data.

Tools

Frequency analysis and One way t test

Scaling technique

Responses were judged by using 5 point Likert scale where 1=strongly disagree, 2= disagree, 3=Indifference, 4=Agree and 5=strongly agree.

<table>
<thead>
<tr>
<th>GENDER</th>
<th>FREQUENCY</th>
<th>PERCENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>MALE</td>
<td>72</td>
<td>84.7</td>
</tr>
<tr>
<td>FEMALE</td>
<td>13</td>
<td>15.3</td>
</tr>
<tr>
<td>TOTAL</td>
<td>85</td>
<td>100.0</td>
</tr>
</tbody>
</table>

GENDER

![Gender Chart]

IJSRCAMS

Volume 7, Issue 5 (September 2018)
Out of the respondents surveyed 84.7% were males while 15.3% respondents were females. Thus it can be inferred that there is a balance in the sex of the number of respondents surveyed.

**Table II. Age of the Respondents**

<table>
<thead>
<tr>
<th>AGE</th>
<th>FREQUENCY</th>
<th>PERCENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>20-30</td>
<td>15</td>
<td>17.6</td>
</tr>
<tr>
<td>30-40</td>
<td>25</td>
<td>29.4</td>
</tr>
<tr>
<td>40-50</td>
<td>26</td>
<td>30.6</td>
</tr>
<tr>
<td>50-ABOVE</td>
<td>19</td>
<td>22.4</td>
</tr>
<tr>
<td>TOTAL</td>
<td>85</td>
<td>100.0</td>
</tr>
</tbody>
</table>

A total of 85 respondents were surveyed for the consumer brand preferences in automobile industry in Tamil Nadu. Out of the respondents surveyed 30.6% were in the age group of 40 – 50 years, 29.4% respondents were in the age group of 30 – 40 years and respondents 17.6% were in the age group of 20 – 30 years. Thus it can be inferred that collectively 22% of the respondents were in the age group of above 50 years, indicating most respondents were old age.

**Table III. Annual Income of the Family**

<table>
<thead>
<tr>
<th>INCOME</th>
<th>FREQUENCY</th>
<th>PERCENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>20000-30000</td>
<td>15</td>
<td>17.6</td>
</tr>
<tr>
<td>30000-40000</td>
<td>23</td>
<td>27.1</td>
</tr>
<tr>
<td>40000-50000</td>
<td>25</td>
<td>29.4</td>
</tr>
<tr>
<td>50000ABOVE</td>
<td>22</td>
<td>25.9</td>
</tr>
<tr>
<td>TOTAL</td>
<td>85</td>
<td>100.0</td>
</tr>
</tbody>
</table>

Out of the respondents surveyed 17% had an annual income Rs. 20000 to 30000. 27.1% respondents had an annual income of Rs.30000 to 40000. 29.4% respondents had an annual income of Rs. 40000 –50000. 25.9% respondents had an annual income of Rs. 50000 above.

**Table IV: One-Sample t Test**

<table>
<thead>
<tr>
<th>Variable</th>
<th>T</th>
<th>DF</th>
<th>Sig. (2-tailed)</th>
<th>Mean Difference</th>
<th>95% Confidence Interval of the Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td>BRAND PREFERENCE</td>
<td>21.378</td>
<td>84</td>
<td>.000</td>
<td>2.32941</td>
<td>2.1127 - 2.5461</td>
</tr>
<tr>
<td>QUALITY OF BRAND</td>
<td>19.944</td>
<td>84</td>
<td>.000</td>
<td>2.31765</td>
<td>2.0866 - 2.5487</td>
</tr>
<tr>
<td>BRAND ENHANCEMENT</td>
<td>17.804</td>
<td>84</td>
<td>.000</td>
<td>2.21176</td>
<td>1.9647 - 2.4588</td>
</tr>
<tr>
<td>PRICE OF BRAND</td>
<td>23.138</td>
<td>84</td>
<td>.000</td>
<td>2.70588</td>
<td>2.4733 - 2.9384</td>
</tr>
<tr>
<td>BRAND PARTICIPATION</td>
<td>22.026</td>
<td>84</td>
<td>.000</td>
<td>2.58824</td>
<td>2.3546 - 2.8219</td>
</tr>
<tr>
<td>BRAND ADVOCACY</td>
<td>20.331</td>
<td>84</td>
<td>.000</td>
<td>2.20000</td>
<td>1.9848 - 2.4152</td>
</tr>
<tr>
<td>BRAND INVOLVEMENT</td>
<td>20.202</td>
<td>84</td>
<td>.000</td>
<td>2.42353</td>
<td>2.1850 - 2.6621</td>
</tr>
<tr>
<td>BRAND SERVICE</td>
<td>22.016</td>
<td>84</td>
<td>.000</td>
<td>2.56471</td>
<td>2.3330 - 2.7964</td>
</tr>
</tbody>
</table>
Since the p value 0.000 is less than 0.05 (p<0.05), there is a significant difference between the brand preference and brand participation, brand advocacy, brand involvement, brand enhancement and brand service, quality of brand and price of brand the number of cars sold by the automobile dealers.

V. FINDINGS

- (84.7%) of respondent belong to male category and (15.3%). of respondent belong to female category.
- 30.6% were in the age group of 40 – 50 years,
- 29.4% respondents were in the age group of 30 – 40 years
- 17.6% respondents were in the age group of 20 – 30 years.
- 22% of the respondents were in the age group of above 50 years,
- Since the p value 0.000 is less than 0.05 (p<0.05), there is a significant difference between the brand preference and brand participation, brand advocacy, brand involvement, brand enhancement and brand service, quality of brand and price of brand the number of cars sold by the automobile dealers.
- Here mean of value 0.000 is less than 0.05 (p<0.05), there is a significant difference between the brand preference and brand participation, brand advocacy, brand involvement, brand enhancement and brand service, quality of brand and price of brand the number of cars sold by the automobile dealers.
- If the sig (2 tailed) value is less than or equal to 0.05
- You can there is a statistically significant difference between your two conditions you can conclude that the differences between condition mean are not likely due to change and are probably due to the brand preparation.

VI. CONCLUSION

On the basis of above research we can say that the manufacturer and marketer also have to more responsibility to make the consumers or users understand the need for and uses of eco-friendly products as compared to non-eco-friendly ones. In environmental marketing, consumers are willing to pay more to maintain a cleaner and greener environment. The analysis was done keeping parameters like Age, Sex, Annual Family Income and automobile usage.

1. Age of the Respondent: A total of 85 respondents were surveyed for the consumer brand preferences in automobile industry in Tamil Nadu. Out of the respondents surveyed 30.6% were in the age group of 40 – 50 years, 29.4% respondents were in the age group of 30 – 40 years and respondents 17.6% were in the age group of 20 – 30 years. Thus it can be inferred that collectively 22% of the respondents were in the age group of above 50 years, indicating most respondents were old age. Age was also an important criterion for the understanding of brand preference of automobile industry.

2. Sex of the Respondent:
The parameter of Out of the respondents surveyed 84.7% were males while 15.3% respondents were females. Thus it can be inferred that there is a balance in the sex of the number of respondents surveyed.

4. Annual income of the family: The parameter of Annual income of the family was assessed against future consideration to Out of the respondents surveyed 17% had an annual income Rs. 20000 to 30000. 27.1% respondents had an annual income of Rs.30000 to 40000. 29.4% respondents had an annual income of Rs. 40000 – 50000. 25.9% respondents had an annual income of Rs. 50000 above. The parameter of car usage was compared against brand preference about automobile industry. The numbers of respondents whose prepare for daily commutation agree that they have better understanding of automobile industry.

5. Here mean of value 0.000 is less than 0.05 (p<0.05), there is a significant difference between the brand preference and brand participation, brand advocacy, brand involvement, brand enhancement and brand service, quality of brand and price of brand the number of cars sold by the automobile dealers.

REFERENCES

[6]. The Experienced Sense of a Virtual Community: Characteristics And Processes. ACM Sigmns Database, 35(1), 64-79.
[8]. Determinants Of The Intention To Participate In Firm-Hosted Online Travel Communities And Effects On Consumer Behavioral Intentions.
[7]. Andersen (2009), Green Marketing Precautions, Green Marketing Pdf, Pg 1-6
[8]. Blanco S (2009), Frankfurt 2009: Reva NXG looks ready to stomp & NXR is ready for order,
[12]. BNET (2007), Understanding Green-Marketing, BNET Published, Pg 1-5
[13]. Bruno and David(2010), Green operations initiatives in Automotive industry
[14]. Chapa J (2009), McDonald’s tries to Go Green with EV Charging Stations, Inhabitat.com
[15]. Calin and Ashok (2005), International green marketing a study of British and Romanian firms.