A Study on Consumer Behaviour towards Green Marketing With Special Reference to Thanjavur District

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Abstract- New changeover towards the green marketing in the twentieth period. This examination essentially learns about the changeover of the marketing conduct toward the consumer conduct. In spite of the fact that the quantity of people willing to buy green products has expanded over the most recent couple of years, there is little proof to propose that buy of green products has expanded; notwithstanding natural concern and uplifting state of mind of clients towards maintainability and green products, piece of the overall industry of green products. This study mainly focuses on the basis of consumer behavior in go-green marketing concentrate on. Because these products are mingle with our day to day activities and never separated from the consumer to avoid those products, consumer use all these things without knowing the harmful and how to use the eco-friendly product which helps both the consumer and environment and least impact upon the natural environment. This study getting the result through SPSS Software. By means of analyzing the consumer behavior through many factors combination of independent and dependent variables from this getting the resulting variable. They need to move towards more awareness about global warming. Encourage the consumer to use organic products which provide useful to both people and the environment.

Keywords: Eco-friendly, go-green, consumer behavior, consumer attitudes, consumer perception, recycles.

I. INTRODUCTION

Over the last decade, consumer consumption of goods and services has increased tremendously across the world, leading to depletion of natural resources and severe damage to the environment (Chen and Chai, 2010). Some of the serious repercussions of environmental damage are global warming, increased environmental pollution, and decline in flora and fauna (Chen and Chai, 2010). Various countries across the globe are beginning to realize this threat and have started working towards minimizing the harmful impact of their business activities on the environment.

This realization and concern towards the environment and society has led to the emergence of ‘sustainable development’ which emphasizes the need to promote sustainability and advocates that form of development which minimizes negative impact on the environment and society. Sustainable development further encourages eco innovation and green consumption. Eco innovation focuses on incorporating environmental sustainability practices at every stage of creation of goods and services (Veleva and Ellenbecker, 2001). ‘Green consumption’ on the other hand, is normally related to environmentally responsible consumption where consumers consider the environmental impact of purchasing, using, and disposing of various products, or using various green services (Moisander, 2007). Environmentally responsible purchasing is vital as unplanned purchasing of goods can severely damage the environment.

Academic literature has used words like “green purchasing”, “adoption of green product” and “green acquisition” to explain consumer environmental purchasing behavior. This literature review serves as a link between future research and existing studies on sustainable consumption. The present study analyses the available empirical literature on green purchasing and attempts to identify prevailing motives and factors influencing consumer attitude, purchase intention and actual purchase behavior toward green products. It informs the reader about various factors (as covered by other studies) influencing consumer attitudes and behavior, and provides a possible explanation for the observed attitude behavior gap. Results show that an individual’s environmental concern and knowledge, and the product’s functional and green attributes are major drivers whereas high price and inconvenience in purchasing the product are major barrier towards consumer green purchase.
behavior. The remainder of the paper is structured as follows: The next section gives a brief review of literature on green purchase behavior and reported attitude-behavior inconsistency.

There are various factors that act as barriers and increase the inconsistency between consumers’ positive attitude and actual green purchase behavior. Higher prices are reported as a significant barrier to purchasing environmentally sustainable products (Vermeir and Verbeke, 2006; Young et al., 2010).

II. GREEN MARKETING

Green marketing isn't just the demonstration of giving lip-administration to adoring the environment, all things considered trying, regardless of whether in outlining items, offering administrations, or building a corporate culture that significantly affects the environment and our general surroundings.

Green marketing efforts focused on the unrivaled ecological assurance in an organization's products and administrations. In sorts more often than not featured incorporate such things as lessened waste in bundling, expanded vitality effectiveness of the item being used, diminished utilization of synthetic concoctions in cultivating, or diminished arrival of dangerous outflows, different toxins underway, and so forth...

**Consumer Behaviour**

Consumer behavior is the investigation of how individuals settle on choices about what they purchase, need or act concerning an item, administration, or organization. It is basic to comprehend consumer behavior to know how potential customers will react to another item or administration. It additionally enables organizations to recognize openings that are not as of now met.

An obligation to save the trustworthiness of the natural environment even as they fulfill buyer needs and wants. So green marketing is very inescapable, basically to make the best utilization of accessible natural and man-made assets.

III. REVIEW OF LITERATURE

*1. Factors Affecting Green Purchase Behavior and Future Research Directions*  
Author links open overlay panel YatishJoshiaZillurRahmanb

Yatish Joshua Zillur Rahmanb said that.” This investigation surveyed 53 experimental articles on green buy conduct from 2000 to 2014. This is one of the primary investigations that surveyed articles identified with disposition - conduct irregularities with regard to green acquiring. This audit distinguished different common thought processes, facilitators and boundaries influencing buy basic leadership towards green products and gives conceivable clarifications to irregularities detailed in green buy conduct. Every one of these variables is partitioned into those extraordinary to the individual chief and those thought about situational in nature. Consumer's ecological concern and products utilitarian characteristics rose as the two noteworthy determinants of consumer green buy conduct. The paper advises about the fundamental indicators of consumer's green buy conduct. Along these lines, it will help arrangement creators and administrators in defining and executing systems to support green buying.”

*2. The influence of green marketing on consumer purchase behavior*  
Jeevaratham P. Govender (South Africa), Tushya L. Govender (South Africa)

Jeevaratham P. Govender (South Africa), Tushya L. Govender (South Africa) said that,” Global warming, pollution and climate change are a portion of the problems that have turned into an increasingly concerning issue internationally”. Environmental decay has led to organizations changing the manner by which they direct them-selves, leading to the rise of green marketing. A considerable measure of research has been directed on green marketing and consumer conduct, mainly, in developed nations. There is, be that as it may, a noticeable shortage of know-ledge pertaining to consumers in South Africa. Along these lines, the point of this paper is to look at, at an exploratory level, the influence of green marketing on the purchasing conduct of South African consumers. An overview was directed on a sample of 100 consumers utilizing a quantitative, exploratory and descriptive outline. A large proportion of respondents preferred to patronize socially responsible retailers. Besides, respondents preferred green products over standard alternatives. Be that as it may, they were price touchy which influenced their purchasing choices. It rose that there was no critical distinction among low and high wage workers as far as price affectability, and no huge contrast among lower and higher qualified respondents regarding knowledge and familiarity with environmental debasement and green marketing.”

*3. Green Marketing: A Study of Consumers’ Buying Behavior in Relation to Green Products by Wong FuiYeng & Rashad Yazdanifard*

Wong FuiYeng and Rashad Yazdanifard said that,” Environmental issue is a sizzling point these days as relatively every nation's legislature and society has begun to be more mindful about these issues. This prompts a pattern of green marketing
utilized by the firm as one of the methodologies so as to pick up benefit and secure nature. This paper will talk about the green marketing and its manageability and additionally the instruments and marketing blend of green marketing. Other than that, the green consumer and marking will be talked about in further in this paper as this will draw in more consumers. Ultimately, firm will be profited once green marketing methodology is connected''.

4. Green marketing and its impact on consumer buying behavior Babita Saini India, Research Scholar

Babita Saini said that "green marketing will be proactive point with it ventures into the universe of the consumers where consumers are not just mindful for the different brands and their apparent quality yet in addition they have begun to give careful consideration to nature and along these lines ending up more eco agreeable. Hence the organizations are additionally investigating the different courses for speaking with the clients so clients can be held as faithful for long by embracing green administration. The point of the examination is the means by which consumer purchasing conduct is influenced by the green marketing and how organizations can get the focused edge by embracing it. How request could be upgraded by seeking after the green techniques and what difficulties would be looked by the organizations in practicing environmental awareness. The outcomes from this shows organizations need to expand their correspondence with the clients for becoming environmentally friendly, and that characteristics like cost and quality could really compare to "natural obligation". The examination consider occurred in Rohini area of Delhi. The information must be gathered from different wellsprings of proof to comprehend the significance of green and supportability administration, notwithstanding books, diaries, and sites."


As far back as the resurgence of environmentalism in 1990, consumer surveys have endeavored to quantify mindfulness, states of mind and conduct towards natural issues and products. Many polls has observed that consumers guarantee to be worried about the issues. They report large amounts of green item buy, and even case eagerness to pay a premium for greener products and bundles. Be that as it may, observational proof doesn't appear to correspond with the exploration. In a few markets, green products scarcely squeeze out 3% share, as opposed to the close larger parts of consumers who express to surveyors enthusiasm for everything green. Furthermore, in spite of consumer proclamations generally, premium-estimated green brands frequently accumulate dust on racks.

Objective of the Study

1. To identify the awareness of green marketing
2. To change their cost issues in their monthly budget of individual house-holds.
3. To be aware of consumer organics products regards to green marketing
4. To be modified into consumer attitude towards the go-green products and practices
5. To analysis the consumer behavior progress towards go-green products and their perception.

Need of the Study

This analysis on individual consumer’s behavior is an attempt to know the go green products and practices of the individuals and also know the consumer’s behavior so as to know their preference with respect to their the announcement of government norms regarding the go green products and practices. Customer need to understand the implications of green marketing. The study also tries to unravel the impact factors like consumer perception, consumer attitudes Government norms, cost issues which influence on the demographic factors like age, prestige, risk, eco-friendly, etc....

IV. STATEMENT OF THE PROBLEM

The behavior, attitudes and perception moved towards the implement go-green in the product which mainly focus on the organic products, renewable, recyclable material, cost issues, change in advertisement to reach the mass population, many consumers are not willing to pay a premium for green products and to educate the consumer about the advantages of green marketing and consumer to exposes the environmental consciousness by altering some of business and consumption behavior by modifying in to go green products and practices. These factors are mainly taken in to this study and how to overcome out-of these situation in a proper way of implementing towards in go-green marketing.
Research methodology is a method for efficiently take care of the research issue. It clarifies different advances that are for the most part embraced by the research in concentrate the research issues alongside rationale behind them. Research is basically a methodical enquiry looking for actualities through objective unquestionable techniques keeping in mind the end goal to find the relationship among them and to reason from the board principals or laws it is extremely a technique for basic reasoning, it include characterizing and reclassifying issues, recommendation arrangement, gathering, sorting out and assessing information making finding and making end.

Source of Data Collection

Data collection is from various perspectives and chiefly a greater amount of a craftsmanship than a science. The data are accessible promptly in one frame or the other and some of the time they are to be gathered a new generally the analysts utilized the two sources to characterize their examination in their perspective how the investigation is directing and demonstrating the outcomes in this.

The two important external source of data collection method for research are,
• Primary source of data
• Secondary source of data

The primary data is collected through the questionnaire. The initial contacts with the custumers about go-green products ,eco-friendly in process of purchasing done by doing direct data collection to their respective customer who ware located various area in Thanjavur District.

VI. RESEARCH DESIGN

Research design is an end-all strategy determining the techniques and systems controlling analyst to gather their data and examination for their exploration. The most widely recognized research designs that the specialists dependably utilizes is exploratory, descriptive and causal. In the present investigation, exploratory and descriptive examination is utilized as a reason for the investigation to get and dissect the data.

In this article a investigation of the gathered data has been endeavored according to the goals expressed before. Hypotheses are likewise tried in light of the discoveries of the examination, translations and ends are drawn. In this article the accompanying factual systems for the investigation of the data accumulated for the present examination viz., Descriptive investigation and inferential insights and so on.

Primary Source

Data collect from the general public through a questionnaire in Thanjavur district.

Secondary Source

✓ Government announcement on amendment and laws.
✓ News papers views
✓ All Media views
✓ Internet source

Sampling Design and Method
Sample size = 200 numbers/people, Sample area = Thanjavur district
Sample design = simple random samplings received in this investigation. The whole population in Thanjavur apportioned random numbers and through lottery method 200 samples were drawn from the whole population to whomever the random numbers are distributed they were chosen for this investigation.

Simple Random Sampling
A simple random sample is a subset of an accurate mass in which each person from the subset has a proportional probability of being picked. In this investigation simple random sample would be the names of whole population in Thanjavur being picked out of designated random numbers and through lottery method 200 samples were drawn.

Analytical Tools Used
The data has been mainly analyzed by using the following methods and tests. The Statistical tools like FACTOR ANALYSIS tables are used to find the significant of the given data. For the assessment and examination of essential information of this, examine was produced through a survey, the Statistical Package for Social Sciences.20(SPSS) precise PC programming was utilized in and it gave exact outcomes concerning information.

Research Determinants
The determinants are renewable, recyclable material, cost issues, change in advertisement, educating customers go-green, eco-friendly, etc....

Limitation
1. Research was carried in Thanjavur district only.
2. The analysis has been limited to only 200 sampling is taken for this study.

TABLE – 1: KMO AND BARTLETT’S TEST OF CONSUMER BEHAVIOR TOWARDS GREEN MARKETING

| Kaiser-Meyer-Olkin Measure of Sampling Adequacy | 0.844 |
| Bartlett’s Test of Sphericity | Approx. Chi-Square | 2531.891 |
| | Degree of freedom | 120 |
| | Significant | 0.000 |

Source: Output generated from SPSS 20

High value of KMO (0.844 > .05) of indicates that factor analysis is useful for the present data. The significant value for Bartlett’s test of Sphericity is 0.000 and is less than 0.05 which indicates that there exists significant relationships among the variables. The resultant value of KMO test and Bartlett’s test indicates that the present data is useful for factor analysis.
**Table – 2: Total Variance Explained for Consumer Behavior Towards Green Marketing**

<table>
<thead>
<tr>
<th>Component</th>
<th>Initial Eigenvalues</th>
<th>Extraction Sums of Squared Loadings</th>
<th>Rotation Sums of Squared Loadings</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total</td>
<td>% of Variance</td>
<td>Cumulative %</td>
</tr>
<tr>
<td>1</td>
<td>6.906</td>
<td>43.163</td>
<td>43.163</td>
</tr>
<tr>
<td>2</td>
<td>2.071</td>
<td>12.941</td>
<td>56.104</td>
</tr>
<tr>
<td>4</td>
<td>0.959</td>
<td>5.992</td>
<td>72.168</td>
</tr>
<tr>
<td>5</td>
<td>0.922</td>
<td>5.765</td>
<td>77.933</td>
</tr>
<tr>
<td>6</td>
<td>0.688</td>
<td>4.299</td>
<td>82.232</td>
</tr>
<tr>
<td>7</td>
<td>0.589</td>
<td>3.679</td>
<td>85.911</td>
</tr>
<tr>
<td>8</td>
<td>0.510</td>
<td>3.188</td>
<td>89.099</td>
</tr>
<tr>
<td>9</td>
<td>0.382</td>
<td>2.388</td>
<td>91.487</td>
</tr>
<tr>
<td>10</td>
<td>0.341</td>
<td>2.128</td>
<td>93.616</td>
</tr>
<tr>
<td>11</td>
<td>0.302</td>
<td>1.889</td>
<td>95.505</td>
</tr>
<tr>
<td>12</td>
<td>0.247</td>
<td>1.542</td>
<td>97.047</td>
</tr>
<tr>
<td>13</td>
<td>0.232</td>
<td>1.450</td>
<td>98.497</td>
</tr>
<tr>
<td>14</td>
<td>0.152</td>
<td>0.951</td>
<td>99.448</td>
</tr>
<tr>
<td>15</td>
<td>0.068</td>
<td>0.426</td>
<td>99.874</td>
</tr>
<tr>
<td>16</td>
<td>0.020</td>
<td>0.126</td>
<td>100.000</td>
</tr>
</tbody>
</table>

Extraction Method: Principal Component Analysis.  
Source: Output generated from SPSS 20  

All the statements of the Consumer Behavior towards Green Marketing are loaded on the sixteen factors. The total variance accounted for, by all the three factors with sixteen values greater than 1 is 66.176 percent and the remaining variance is explained by other variables. Among the two factors, the first factor accounts for around 35.523 percent of variance which is the prime criteria considered in Consumer Behavior towards Green Marketing.

**Table – 4.13: Rotated Component Matrix of Consumer Behavior Towards Green Marketing**

<table>
<thead>
<tr>
<th>Rotated Component Matrix</th>
<th>Component</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1</td>
</tr>
<tr>
<td>Personal Norms</td>
<td>.941</td>
</tr>
<tr>
<td>Personal Values</td>
<td>.925</td>
</tr>
<tr>
<td>Knowledge</td>
<td>.891</td>
</tr>
<tr>
<td>Trust</td>
<td>.861</td>
</tr>
<tr>
<td>Habit</td>
<td>.780</td>
</tr>
<tr>
<td>Price</td>
<td>.701</td>
</tr>
<tr>
<td>Reference Group</td>
<td>.620</td>
</tr>
<tr>
<td>Behavioral Control</td>
<td>.588</td>
</tr>
<tr>
<td>Product Quality</td>
<td>.484</td>
</tr>
<tr>
<td>Emotion</td>
<td>.366</td>
</tr>
<tr>
<td>Brand Image</td>
<td>.174</td>
</tr>
<tr>
<td>Eco-Labeling</td>
<td>.209</td>
</tr>
<tr>
<td>Availability of Organic Product</td>
<td>.164</td>
</tr>
</tbody>
</table>
The statements are converted into 3 factors using factor analysis.

The following Ten aspects related to Consumer Behavior towards Green Marketing are converted into a single factor.
1. Personal Norms
2. Personal Values
3. Knowledge
4. Trust
5. Habit
6. Price
7. Reference Group
8. Behavioral Control
9. Product Quality
10. Emotion

The following three aspects related to Consumer Behavior towards Green Marketing are converted into a single factor.
1. Brand Image
2. Eco-Labeling
3. Availability of Organic Product

The following three aspects related to Consumer Behavior towards Green Marketing are converted into a single factor.
1. Lack of convince
2. Lack of trust in Organic product
3. Health concern

Apart from that, the dimension “Consumer Behavior towards Green Marketing” from 16 statements. Out of sixteen statements, three statements contribute more Consumer Behavior towards Green Marketing. The statements are (1) Personal Norms, (2) Brand Image,(3) Lack of convince. The result determines the fact that almost all the attributes under customer Behavior towards Green Marketing are the most influencing factors are identified as ‘Personal Norms, Brand Image and Lack of convince’ of the respondents. The customer opinion on Consumer Behavior towards Green Marketing is considered obligatory. These factors are interpreted more indicative to create drastic move towards green marketing among all other statements of opinion. Hence among all other attributes under Consumer Behavior towards Green Marketing influence of internal and external factors, the above said statements are statistically significant and thus identified as the most influencing variable.

VIII. FINDINGS

KMO and Bartlett’s Test of Consumer Behaviour towards Green Marketing

High value of KMO (0.844> .05) of indicates that factor analysis is useful for the present data. The significant value for Bartlett’s test of Sphericity is 0.000 and is less than 0.05 which indicates that there exists significant relationships among the variables. The resultant value of KMO test and Bartlett’s test indicates that the present data is useful for factor analysis.

Total variance explained for Consumer Behavior towards Green Marketing

All the statements of the Consumer Behavior towards Green Marketing are loaded on the sixteen factors. The total variance accounted for, by all the three factors with sixteen values greater than 1 is 66.176 percent and the remaining variance is explained by other variables. Among the two factors, the first factor accounts for around 35.523percent of variance which is the prime criteria considered in Consumer Behavior towards Green Marketing.

Rotated Component Matrix of Consumer Behavior towards Green Marketing

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IX. SUGGESTION

Mainly having the knowledge of upgrading areas like to concentrate on eliminate the concept of waste by using decomposing material. To focuses on reinvent the concept of product with the help of go-green. Make environmentalism profitable in cost issue of consumer.

Especially innovative on comes out of product modification, easily. Changing in hazards of global warming, recycle, organic product. Modifying in advertising reach to the consumer. Make the people who are not aware of green products and their uses. Educating customers about the advantages of green marketing. Green labeling, green pricing and green consumer are to be motivated.

X. CONCLUSION

The variables identified may have different impacts on individuals from different cultural and social backgrounds. Further, the impact of demographic factors was not considered in this study. Future studies may explore this dimension. It is clear from the discussion above that various factors motivate or hinder green purchase behavior and influence the translation of positive attitude into actual buying actions. However, further research is needed in some areas to determine the role of these factors and the extent to which they influence green purchase behavior.

Simply people are more aware about health conscious. They need to move towards more awareness about global warming. Encourage the consumer to use organic products which provide useful to both people and the environment.

The mobility of products and availability in and around the surroundings of the general consumer who are willing to use of green products. Good ahead on improving the environment keep safe by using the “GREEN PRODUCTS”

REFERENCE