A Study on Green Purchasing Behaviour In Coimbatore

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ABSTRACT: This is one of the first study that reviewed articles related to attitude - behavior inconsistencies in the context of green purchasing. This review identified various prevalent motives, facilitators and barriers affecting purchase decision-making towards green products and provides possible explanations for inconsistencies reported in green purchase behavior. All These factors are divided into those unique to the individual decision maker and those considered situational in nature. Consumer's environmental concern and products functional attributes emerged as the two major determinants of consumer green purchase behavior. The paper informs about the main predictors of consumer's green purchase behavior. In this way, it will help policy makers and managers in formulating and implementing strategies to encourage green purchasing.

Keywords: Green purchasing, Attitude - behaviour gap, Green consumption, environmentally sustainable products.

I. INTRODUCTION –

Globalization and economic liberalization are enabling individuals in emerging economies like India to access lifestyles like the resource-intense West. The rapid increase in population, the planet is pressurized with heavy consumption of goods and services;this is leading to degradation of Environment of the Planet. Imbalance is causing due to heavy depletion of natural resources which leading to problems of Climate Change, Global Warming, Disasters like Tsunami and Earthquakes etc, thus there are many issues and problems which areposing problems to all the countries on the earth. This spread of consumerism poses substantialecological challenges, and calls for studies that investigate the environmental values, ethics, and politics of India's new consumers. Green purchasing refers to the purchase of environmentally friendly products and avoiding products that harm the environment. "Green Marketing" refers to holistic marketing concept wherein the production, marketing, consumption and disposal of products and services happen in a manner that is less detrimental to the environment with growing awareness about the implications of global warming, non-biodegradable solid waste, harmful impact of pollutants etc., Both marketers and consumers are becoming increasingly sensitive to the need for switch in to green products and services. Consumer's environmental concern and products functional attributes emerged as the two major determinants of consumergreen purchase behaviour. Due to an increasing awareness in environmental impact, consumersare more sensitive towards green products when making their purchasing decisions. The young generation, who represents the future of our society,seems to have a different attitude and belief which enables them to reflect on their choice of green products. This project= identifies various prevalent motives, facilitators and barriers affecting purchase decision-making towards green products and provides possible explanations for inconsistencies reported in green purchase behaviour the end it explains the Rationale of A Study on Green Purchasing Behaviourin and Around Coimbatore City 2019.

OBJECTIVES OF THE STUDY:

Products in general in a larger Consumer Market for greater adaptability and preference are essential from many fold dimensions and stake holders. Therefore, from the research gap the following objectives are formulated.

- To identify the consumer behavioural pattern towards green marketing.
- To study the awareness towards sustainability.
- To know the behavioural changes towards traditional buying pattern.
- To analyse and know the demographic profile
- To suggest the measures that, would meet consumers expectations and improve adaptability of Green products.

STATEMENT OF PROBLEM

Increasing pollution and environmental damages due to modern production methods have necessitated the marketing of green products. Generally, these products become relatively costly and face low awareness of the consumers. And over the years there is a drastic change in the climate and environment on one side and people's awareness on health is on the rise. Gone are those days when we used plastic covers, bottles, tins, wrappers etc. And the awareness on ill effects of plastic is widely prevalent among the people. People recognize the importance of using green products. So, this gives rise to a question what the level of awareness of green products and the green purchasing behaviour among people in Coimbatore city is. Hence in order to know the level of acceptance of green products in Coimbatore market, it is important to investigate the market of green products.

SCOPE OF THE STUDY

Green marketing is not just setting products based on their environmental benefits, but it is a wider concept. Green marketing involves developing products and packages that are environment friendly or less harmful to the environment. It includes many areas ranging from conservation to control of pollution. Companies should make every possible effort to undertake research and development in order to come up with eco-friendly products in the interest of the consumers wellbeing and that of society's in general. This study covers literatures, research questions and structure, a designed research method, and a questionnaire created and distributed to general regarding green market.

RESEARCH METHEDOLOGY

The method of research title is synonymous to conventional title Research Methodology. The chapter contains the similar discussions but specific to three elements of the context:

(a) Green Marketing Products
(b) Consumers in Coimbatore
(c) Awareness towards Green Products.

RESEARCH DESIGN

Research is a diligent and systematic inquiry or investigation into a subject in order to discover or revise facts, theories, applications, etc. Methodology is the system of methods followed by discipline

Type of Research is of **Descriptive and Diagnostic** nature and the method selected for the study is corresponding to the type. **Survey Method** is used for the purpose of the study in collection of primary data for consumer respondents.

SAMPLING SIZE AND SAMPLE TECHNIQUES:

In this study convenience sampling is used.

Convenience sampling refers to the collection of information from 100 members of the population who are conveniently available to provide it. A sample is obtained by selecting convenient population elements from the population.

SAMPLE SIZE

The sample size for the survey conducted was 100 respondents.

COLLECTION OF DATA

There are two types of data used. They are primary and secondary data. Primary data is defined as data that is collected from original sources for a specific purpose.

PRIMARY SOURCES

These include the survey or questionnaire method as well as the personal interview methods of data collection. Sources of information are collected from respondents directly.

SECONDARY SOURCES

These include books, the internet, company brochures, product brochures, the company website, competitor's websites etc, newspaper articles etc.

AREA OF THE STUDY

The survey was conducted in Coimbatore city with 100 users of products.

PERIOD OF THE STUDY

The Duration of this study is 3 months

PRODUCT CATEGORIES AND PRODUCTS:

The spirit of the study tends to make an inquiry with a thrust on youth and therefore the products which are selected for the study from the vast domain are from the following categories.

1. Personal Care Products
2. Food Beverages
3. Electrical Products
4. Stationary Products

SEMI-URBAN TYPE:

The intentions behind selection of Semi Urban are discussed already in Introduction Chapter. However, for ready reference the definition of Semi Urban Area as per Government norms is reproduced here. Reserve Bank of India, Banking Regulation Act, 1949, Section 23 – states it as the area having population from 10,000 to 99,999

LIMITATIONS OF THE STUDY:

Main constraints of the study will be a time limitation that is about three months for such a study. Since sample of this study contains mostly from students of U.G and P.G, findings will mostly be able to generalize for students because of education level. Every study has some limitations and the reason is that all the dimensions cannot be embraced in one stroke

The following are the limitations of the study:

- This study is generally conducted in Coimbatore and so it gives an estimation of the survey.
- The study is time consuming and involves high cost
- The number of respondents is constrained to a number which may lead to a biased conclusion.

REVIEW OF LITERATURE –

Review of literature is a process of seeking the information about the context of the study through different sources like books, web sites and research papers etc. It throws light on different dimensions and issues related to the topic of the study. With the above objectives, the researcher has reviewed the literature which has assisted in deciding the objectives of the study and formulation of hypotheses as well as to decide the scope of the study and method of research of the study. Thus, literature study has immensely helped the researcher to determine the context of the study.

Francoise L Simoni, (1995).

The author looks at the Green Marketing from more than the exchange and need satisfaction and insists on ultimate or eternal effect of the consumption. The consumption is not a physical activity like animals but links in delivering quality of life to the human beings. In his opinion the goal of marketing system should be to maximize life quality which means not only quality and quantity of products and services but also quality of environment.

Dr. L.A. Anitha, (December 2008)
The findings of the paper presented by the author are as follows:
(a) Awareness about green products is less and the purchase
(b) Consumer purchasing behaviour about eco-friendly products are positive
(c) Efforts of marketers in bringing Green Brand Awareness is not up to the mark
(d) More efforts required to make consumers aware about the green products
(e) Green Marketing Strategies should be implemented more effectively.
(f) Consumers purchasing is influenced by eco-friendly products

Considering the above facts, the researcher decided to formulate hypothesis no 02 which is related to average awareness and with positive attitude of Consumers the researcher decided to probe whether the market is increasing or not about Green FMCG.

Hemantha Y.2010
Green Marketing an Exploratory Research on Consumers in Bangalore City, Abhinav National (monthly refereed) Journal of Research in Commerce and Management. The author claims that consumer awareness about Green Marketing and Green Branding is high. The results may be received as Bangalore socio economic environment is of more sophisticated nature and the feature is that it is a planned city and residents are from high income group.

Haofu Fan and Lin Zeng June 2011.
The paper studies the factors influencing the Chinese Consumers and finds that cultural, social and psychological factors are influencing consumer behaviour. Product contents are having highest rating. Price is rated at second level. Extreme green strategy is suggested by the author.

Jacqueline Ottoman June, 2011.
In this paper speaks about the scope for marketing the green products and the author

mentions about an encouraging fact for Green Marketer is that – Till 2009, 84 % have bought at least one green product and high number of them are talking about recycling. This focused on sale of greenproducts shall become the wave of tomorrow and environmentalists are indirectly supporting the demand creation for Green Marketing She refers to Green Guide Concept and rules to followwhichtalk about to innovate new products, packages and business models which show that thegap in tuning marketing efforts to Green Marketing.

Vernekar Sachin and Preeti Vadhava December, 2012.
The authors speak about the scope of environmentally friendly products and packaging and its significance from influencing the consumers in their buying decision.

Yogita Sharma, August, 2012.
The paper is about consumer durables and retailing, It suggest that communication has to be stronger from corporate as according the study the claim is made that consumers are willing to payas the basic like of the consumers is to prefer the clean environment.

Anirbon Sarkar (September, 2013).
The paper explains the responsibility of, marketers in terms of making the consumers aware about the need and benefits of green products. It is also suggested that consumers, suppliers andindustrial buyers should use their ability to pressurize organizations to behave more environmentfriendly.

Aysel Boztepe, 2014.
The author contributes to different dimension i.e. demographic factors in buying behaviour of consumers of European Union. The following table shows the influence as regards green products. This paper provided an insight to the researcher to pour in this dimension of demographic factors like age group and marital status into enquiry. As a result, the respondentsare divided into age group of 18 to 35 and above 35 for Urban Consumers.
Anupama Jain and Minakshi Sharma 2015.
Authors findings are related to market growth and estimate based on present demand of 5

3 % amounting to Rs 1300 billion and by 2020 it is expected around 4000 to 6000 billion. This shows that in 08 years the growth shall be around three to four times.
Secondly, they find that Urban and Rural population shall give the opportunity to grow the market on a huge scale for FMCG Market. Brand means assurance of quality is the perception ofRural and Semi Urban Consumers.

Laxminarayanan Das, March 2018.
The author speaks about the gaps in terms of awareness of consumers, concern, and promotion.He prescribes social media spread, financial assistance, tax concessions, financial supports and otherkind of support to manufactures. In nutshell the author concludes about the need for motivation for bringing environmental products and environmental or green marketing in to reality.

Manpreet Kaur, June 2018.
The author brings for the points that rural and Urban market is demanding more products like financial services, FMCG, Health Care and Telecommunication. FMCG growth is considered as one of the products. Secondly the author links the growth to reason like Competition in Urban Market, Changing consumption pattern, improved life style and huge population base.

Surendra Verru, January 2019.
The finding of the author are not very different but support that awareness is low and communication by companies should be strengthened and states that unless consumers understandthe benefits and uses they would not be ready to pay the premium price.

PERCENTAGE METHOD:
Simple Percentage analysis is applied to create a contingency table from the frequency distribution and represent the collected data for better understanding.
It is the expression of data in terms of percentage is one of the simplest statistical devices used in the interpretation of business and economic statistics. Percentage are mainly used for the purpose of aiding comparison.

No. of Respondents * 100Total no. of respondents

Table and pie chart 4.1.1 are showing the age group of the respondents

PARTICULARS	NO. OF RESPONDANTS	PERCENTAGE
Below 20 years	36	32.50%
20-30 years	43	47.50%
Above 30 years	21	20%

INTERPRETATION:
From the above table 47.50% of respondents belongs to the age group 20-30 years, 32.50% ofrespondents belongs to the age group of Below 20 years, 20% of respondents belong to the age groupof Above 30 years.

INFERENCE:
Majority 47.50% of the respondents are belonging to the age group of 20-30 years Table and pie chart 4.1.2 are showing the marital status of the respondents

MARITAL STATUS	NO. OF RESPONDANTS	PERCENTAGE
Married	23	23%
Unmarried	77	77%

INTERPRETATION:
From the above table shows that 77% of respondents are Single, 23% of respondents areMarried.

INFERENCE:
Majority 77% of the respondents are Single.

Table and pie chart 4.1.13 are showing the preference of the respondents

PARTICULARS	VERY IMPORTANT	IMPORTANT	NEUTRAL	NOT IMPORTANT
Good for Health	58	12	6	4
Percentage	72.50%	15%	7.50%	5%
No side effects	36	25	12	7
Percentage	45%	31.25%	15%	8.75%
Herbal Content	36	25	12	7
Percentage	45%	31.25%	15%	8.75%
Recyclable Packaging	22	33	18	7
Percentage	27.50%	41.25%	22.50%	8.75%
Brand Name	26	27	19	8
Percentage	32.50%	33.75%	23.75%	10%
Less Polluting	30	32	13	5
Percentage	37.50%	40%	16.25%	6.25%
Price of product	29	24	18	9
Percentage	36.25%	30%	22.50%	11.25%
Easily Available	23	32	20	5
Percentage	28.75%	40%	25%	6.25%
After sales Services	26	26	22	6
Percentage	32.50%	32.50%	27.50%	7.50%
Advertisements	24	27	15	14
Percentage	30%	33.75%	18.75%	17.50%
Good for Society	36	28	8	8
Percentage	45%	35%	10%	10%
Recommendations	22	33	18	7
Percentage	27.50%	41.25%	22.50%	8.75%
New Trend	29	26	16	9
Percentage	36.25%	32.50%	20%	11.25%
Decision by Head of family	19	29	19	13
Percentage	23.75%	36.25%	23.75%	16.25%
Family Patterns	24	23	20	13
Percentage	30%	28.75%	25%	16.25%

INTERPRETATION

From the above table, For Good Health 72.5% of respondents thinks it is Important, 15% respondents think it is Important, 7.5% of respondents are being Neutral and 5% of respondents are thinking it is Not Important. For no side Effects 45% of respondents' thinks it is Important, 31.25% respondents thinks it is Important, 15% of respondents are being Neutral and 8.75% of respondents are thinking it is Not Important. For Herbal Content 45% of respondents' thinks it is Important, 31.25% respondents thinks it is Important, 15% of respondents are being Neutral and 8.75% of respondents are thinking it is Not Important. For Recyclable Packaging 27.5% of respondents' thinks it is Important, 51.25% respondents thinks it is Important, 22.25% of respondents are being Neutral and 8.75% of respondents are thinking it is Not Important. For Brand Name 32.5% of respondents' thinks it is

Important, 33.75% respondents thinks it is Important, 23.75% of respondents are being Neutral and 10% of respondents are thinking it is Not Important. For Less polluting 37.5% of respondents thinks it is Important, 40% respondents thinks it is Important, 16.25% of respondents are being Neutral and 6.25% of respondents are thinking it is Not Important. For Price of the product 36.25% of respondents thinks it is Important, 30% respondents thinks it is Important, 22.5% of respondents are being Neutral and 11.25% of respondents are thinking it is Not Important. For Easy Availability 28.75% of respondents thinks it is Important, 40% respondents thinks it is Important, 25% of respondents are being Neutral and 6.25% of respondents are thinking it is Not Important. For After sale services 32.25% of respondents thinks it is Important, 32.5% respondents thinks it is Important, 27.5% of respondents are being Neutral and 7.5% of respondents are thinking it is Not Important. For Advertisements 30% of respondents thinks it is Important, 33.75% respondents thinks it is Important,18.75% of respondents are being Neutral

and 17.5% of respondents are thinking it is Not Important. For Good for society 45% of respondents thinks it is Important, 35% respondents thinks it is Important, 10% of respondents are being Neutral and 10% of respondents are thinking it is Not Important. For Recommendations 27.5% of respondents thinks it is Important, 41.25% respondents thinks it is Important, 22.5% of respondents are being Neutral and 8.75% of respondents are thinking it is Not Important. For New Trend 36.25% of respondents thinks it is Important, 32.5% respondents thinks it is Important, 20% of respondents are being Neutral and 11.25% of respondents are thinking it is Not Important. For Decision by the Head of the family 23.75% of respondents thinks it is Important, 36.25% respondents thinks it is Important, 23.75% of respondents are being Neutral and 16.25% of respondents are thinking it is Not Important. For Family Patterns 30% of respondents thinks it is Important, 28.75% respondents thinks it is Important, 25% of respondents are being Neutral and 16.5% of respondents are thinking it is Not Important.

Table 4.2.1

PARTICULARS	YEARS			TOTAL
	BELOW 20 YEARS	20 TO 30 YEARS	ABOVE30 YEARS	
CASH	19	22	9	50
CREDIT CARD	3	8	5	16
DEBIT CARD	3	6	2	11
OTHERS	1	2	0	3
TOTAL	26	38	16	80

Table 4.2.2

O	E	O-E	$(O-E)^2$	$(O-E)^2/E$
19	16.25	2.75	7.56	0.47
3	5.2	-2.2	4.84	0.9
3	3.58	-0.58	0.34	0.95
1	0.98	0.02	0.0004	0.0004

22	23.75	-1.75	3.06	0.13
8	7.6	0.4	0.16	0.02
6	5.22	0.78	0.61	0.12
2	1.43	0.57	0.33	0.23
9	10	-1	1	0.1
5	3.2	1.8	3.24	1.01
2	2.2	-0.2	0.4	0.18
0	0.6	-0.6	0.36	0.6
CALCULATED VALUE				**4.7104**

The calculated value of Chi Square = 4.71 Degree of freedom =(R-1)(C-1)
=(4-1)*(3-1)
= 3*2
=**6**
Level of Significance = 5% (0.05) Thus, Table Value = 12.59
Thus, CAV < TV
4.71 < 12.59

INTERPRETATION:
The above table depicts the chi-square value after analysis the observed and expected variable. The calculated value is Lower than the table value, therefore **Ho** is accepted. Therefore there is no **significant** relationship between age of the respondent and Mode of payment while purchasing Green Products.

II. FINDINGS AND SUGGESTIONS.
In this chapter, the findings, and suggestions of "A study on Green purchasing behaviour in Coimbatore City" based on the sample respondents selected from Coimbatore city are enumerated.

FINDINGS
The following are the important findings of the study:
* 48% of the respondents are belonging to the age group of 20-30 years
* Majority 77% of the respondents are Single.
* Majority 59% of the respondents are Undergraduates.
* Majority 53% of the respondents are Students.
* Majority 37% of the respondents belongs to group Rs.20,000- Rs. 30,000 of income per month.
* Majority 55% of the respondents have Average Awareness level.
* Majority 55% of the respondents have found increase their buying rate of Green Products.
* Majority 62% of respondents use cash to buy Green Products.
* Majority 50% of respondents think present advertisement efforts of Green Products are Efficient.
* Majority 62% of respondents use Green Products Weekly.
* 40% of respondents prefer buying Green Products in Departmental stores.
* Majority 59% of respondents had done higher purchase of Green Products in Year.
* Majority 61% of respondents thinks adverting through Television influences more
* Majority 59% of respondents prefer buying Green products again.
* Majority 68% of respondents are satisfied in using Green products
* Majority that 45% of the respondents thinks present availability of Green Products are Sufficient.
* Majority that 61% of the respondents will recommend Green Products to their friends and families.
* Majority that 65% of the respondents will consider using Green Products in the future.

SUGGESTIONS

The study has found the gaps about green products are

- Companies producing green products have **moderately reached** the consumers. Better reach is needed

- **Specific Positioning** is necessary for Green Products. More POS should beneeded.

- Consumers and their **preferences have not been objectively considered** despite growing market potential. Proper pricing must be adopted.

These points have come to the surface from the survey and the following suggestions are made to improve the overall situation as regards.

- Awareness
- Reach
- Promotional Efforts
- Physical Distribution

III. CONCLUSION

In the competitive era, where people are very much health conscious the significance of green products assumes greater importance. Though consumers are willing to purchase green products, many business organizations still in behind the need of the eco-friendly society. The authors suggest business organizations to follow strategies in order to get benefits from the environmentally friendly approach as green marketing offers business incentives and growth opportunities while it may involve start-up costs, it will save money in the long term. Therefore, in the product strategy, marketers can identify customers' environmental needs and develop products to address this issue, produce more environmentally responsible packages. (Recycle, biodegradable, reuse), and ensure that products meet or exceed the quality expectations of customers. In spite of the high cost, people give more importance to their health and this study is the need of the hour. This market may have a great significance in the years to come. However timely availability of the products and a competitive price will enhance these products