

## Buying Behaviour of Consumers towards Green Products in Tumkur District

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### Abstract

Now a days, Environmental issues have received great impact on discussion in the field of marketing area. Fast changing environment is now a major concern for the people all over world making them more and more concerned ,the quote "**save the palnet ,not shave the palnet**" is now need of the time .the rapid economic growth in the past years have witnessed increasing consumption worldwide causing environmental deterioration through over-consumption and utilisation of natural resources. public concern for environmental issues has gradually but steadily increased over the past three decades ,since the inception of earth day appealing to preserve nature and biodiversity. The research study took place in tumkur district of Karnataka. The proposed study attempts to examine the buying behaviour of consumers with reference to green products .The study is restricted to only four town municipal councils and three city municipal councils and also there green products like electrical goods ,cosmetics and home appliances. In this study ,the buying pattern awareness of green product, factors influencing consumers to purchase green product and consumers satisfaction towards green product in tumkur district.

**KEYWORDS:** green products, consumer behaviour ,biodiversity, global warming.

### 1.1 Introduction

Owing to increase in global warming and climate change, the public concern for environmental issues is steadily increased over the past decades. Fast changing environment is now a major concern for the people all over world, making them more and more concerned about the environment, the quote “save the planet, not shave the planet” is now need of the time. The rapid economic growth in the past years have witnessed increasing consumers’ consumption worldwide causing environmental deterioration through over-consumption and utilization of natural resources. The consequences of environmental degradation are global warming, depletion of stratospheric ozone layer, pollution of sea and rivers, noise and light pollution, acid rain and desertification. A general deterioration in the physical environment is driving individuals and organizations to implement changes for improving the current state of the environment. Public concern for environmental issues has gradually but steadily increased over the past three decades since the inception of Earth Day appealing to preserve nature and biodiversity. The detrimental consumption behaviour of the human being is a cause of the environmental degradation. Environmental issues like global

warming, depletion of natural resources, changing weather, are most talked issues now a day. This may affect the way one behaves, specifically while making a purchase decision.

With a tidal wave of interest focusing on ways to reduce energy consumption and at the same time to be ecologically and environmentally, green marketing has fast emerged as a worldwide phenomenon which interests both marketers and consumers are becoming increasingly sensitive to the need for a switch into green products and services. People are becoming more concerned about the environmental issues such as energy saving, recycled packages, and buying green products. This increased concern and feeling of responsibility for society has led to remarkable growth in the global market for environmentally friendly products. The customers are demanding eco-friendly products and they pay more attention to the environment, wealth and health. Consumer environmental awareness has increased, and some consumers have translated their resulting environmental concern into actively purchasing green products. Consumers were becoming more concerned about their everyday habits and the impact on the environment. The outcome of this is that some of the consumers translated their environmental concern into actively purchasing green products commitment. Witnessing an increase in demand for green products, many a business firms have turned green and started practicing green marketing strategies. Promotion of these green products attempts to influence green consumer behaviour and stimulate green product purchase. Businesses and consumers have become more concerned with the natural environment and are realizing that their production and consumption purchasing behaviour will have direct impact on the environment. The belief is that the consumer's pro environmental concern is one of the determinants of their "green buying" behaviour i.e., buying and consuming products that are environmentally beneficial. As customer's concern for environmental has become one of the most important issues in every aspect of people's lifestyles, market for environmentally-friendly goods and services are becoming increasingly common. As a consequence, marketers have reacted to consumers' growing environmental consciousness by developing 'environmental friendly' products. A positive change within consumer behaviour towards environmentally related products can be seen due to the increased level of environmental awareness since the 1970s.

## **1.2. Concept of Green Products**

There is no accepted definition of green product. Green products are those that have less impact on the environment or are less detrimental to human health than traditional equivalents. Green products, also known as eco-products, environmentally friendly products or sustainable products, might typically be manufactured in a more energy conservative way, be formed or partially formed from recycled components, or be supplied to the market with less packaging. A green product is defined as any product that uses recycling resources in its design or attributes, and reduces toxic damage and benefits the environment. Green product will not pollute the earth or deplete natural resources, and can be recycled or conserved. Green product has environmentally sound content or packaging in reducing the environmental impact. Green product refers to product that incorporates the strategies in recycling or with recycled content, reduced packaging or using less toxic materials to reduce the impact on the natural environment. The common characteristics of products are: energy efficient, water efficient, low

emitting, safe and healthy, recyclable, durable, biodegradable, renewable, and reused products.

### **1.3. Green Marketing**

Today, green marketing is a recent focus in business endeavours. The American Marketing Association held the first workshop on “Ecological Marketing” in 1975. The proceedings of this workshop resulted in one of the first books on green marketing entitled “Ecological Marketing”. The impact of marketing on natural environment was analyzed in this workshop. American Marketing Association defined green marketing as adverse or positive impacts on environmental pollution, energy consumption and consumption of other resources as result of marketing. Green marketing also alternatively known as environmental marketing and sustainable marketing refers to an organization’s efforts at designing, promoting, pricing and distributing products that will not harm environment. It is a 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. Green marketing incorporates not only marketing of eco-friendly products but also various activities such as product modification, changes to the production process, packaging changes, as well as modifying advertising to preserve natural environment.

Green marketing is defined as all activities designed to generate and facilitate any exchanges intended to satisfy human needs or wants, such that the satisfaction of these needs and wants occurs, with minimal detrimental impact on the natural environment. Green marketing is the holistic management process responsible for identifying, anticipating and satisfying the requirements of customers and society, in a profitable and sustainable way. Green marketing are the activities taken by firms that are concern about the environment or green problems by delivering the environmentally sound goods or services to create consumers and society’s satisfaction.

The evolution phases of green marketing can be ecological, environmental and sustainable. First phase is termed as "Ecological" green marketing, and during this period, all marketing activities were concerned to help environment problems and provide remedies for environmental problems. Second phase is "Environmental" green marketing and the focus shifted on clean technology that involved designing of innovative new products, which take care of pollution and waste issues. Third phase was "Sustainable" green marketing came into prominence in the late 1990s and early 2000. Further, green marketing serves two purposes: So as to develop goods that can appeal to the consumer, reasonably affordable prices and environment-friendly products causing minimal damage are required. To reflect an image of high quality, environmental sensitivity and hence production of products compatible with environment are required.

### **1.4. Statement of the Problem**

As the environment continues to worsen, it has become a persistent public concern to the green movement. The manufacturing, processing and consumption of

goods involve the usage and damage of natural resources such as air, timber, fossil fuels ore and water. High consumption and exploitation of the nature have caused environmental deterioration. The use of goods themselves creates toxic waste which becomes the pollutant to the land. Increasing pollution and environmental damages due to conventional production methods have necessitated the marketing of green products. Green marketing has now evolved as one of the major areas of interest for marketers as it provides competitive advantages. Many of the companies in India have now started marketing themselves as green organizations due to certain government regulations and shift in the preference of the consumers worldwide.

However, the rapid growth in the economy and the patterns of consumption and behaviour of consumers worldwide are the main cause of environmental deterioration. Generally, green products become relatively costly and also face low awareness of the consumers. Though, business firms have also started responding to environmental challenges by adopting green marketing strategies, it is ultimately the consumer who has to co-operate for the sustainability of green marketing practices. The attitude of Indian consumers towards green products and the relationship between the attitude and behaviour is also questionable. The customers may not believe in the firm's strategy of green marketing due to misleading advertisements, false promises, unclear labels, and irregular performance has increased the confusion among consumers, which cause a decreasing number of green products launched. Many customers may not be willing to pay a higher price for green products which may affect the sales of the company. Convincing the Indian customer's is a great challenge.

In addition, implementing green marketing is not going to be an easy job. The firm has to face many problems while treading the way of green marketing. Green marketing requires investment in terms of technology enhancement, process modification, communicating benefits to customers, etc. Thus, practicing green marketing initially will be a costly affair. As green marketing is different from conventional marketing, marketers need to know the factors that persuade the consumer to buy the green products. The firm may be forced to practice unfair means to cut cost to sustain in the competition and thus the entire idea of going green will be a farce. Moreover, the firms practicing green marketing have to strive hard in convincing the stakeholders and many a times there may be some who simply may not believe and co-operate. Further, the profits will be very low since renewable and recyclable products and green technologies are more expensive. Green marketing will be successful only in long run. In this backdrop, the researcher is proposed to examine consumers' perception towards green products to find answers to following questions: What is the awareness level of consumers about green products? How do they make purchase decisions? What factors are persuading consumers to purchase green products? And what is the perception level of consumers towards green products?

### **Objectives of the Study**

The foremost objective of the proposed work is to study the buying behaviour of consumers towards green products in Tumkur district. In addition, the following are specific objectives of the proposed study:

- To study the awareness level of consumers towards green products in Tumkur district.
- To study the buying pattern on green consumers in Tumkur district.
- To find out the factors influencing consumers to purchase green products in Tumkur district.
- To study the perception of consumers towards green products in Tumkur district.
- To offer suitable suggestions for the effective purchase of green products by consumers based on the findings of the study.

### Testing of Hypotheses

In order to examine the consumers' perception towards green products, the following null hypotheses will be formulated and tested.

**H<sub>01</sub>:** There socio-economic profiles of consumers will not have any influence on their level of awareness towards green products.

**H<sub>02</sub>:** The demographic profiles of consumers will not have influence on their level perception towards green products.

**H<sub>03</sub>:** There is no significant relationship among the acceptance level of consumers belonging to different demographic profiles towards green products.

### Scope of the Study

The proposed study attempts to examine the buying behaviour of consumers with reference to green products in Tumkur district. The study is restricted to only four Town Municipal Councils and three City Municipal Councils. This study is confined to three green products viz. electrical goods, cosmetics, and home appliances. In the present work, the buying pattern, awareness of green products, factors influencing consumers to purchase green products and consumers' satisfaction towards green products are mainly emphasized.

### Sampling Design

The study is confined to consumers' perception towards green products in Cuddalore district. There are **4 Town Municipal Councils** and **3 City Municipal Councils** in Tumkur district as on APRIL 30, 2019. In order to collect primary data, multi-stage sampling technique will be adopted. **At the first stage**, all the 4 Town Municipal Councils and 3 City Municipal Councils will be selected using census method. The researcher will confine the sample size into 600 consumers. Therefore, **in the second stage**, by adopting proportionate random sampling, consumers of green products will be selected. While selecting consumers, only those use all the three green products will be included in the sample. The following table shows the tentative sampling distribution of the study.

**TABLE 1****Sampling Distribution**

S.No.	Municipal Council	Population	Samples
Town Municipal Council:			
1.	Chiknayakanhalli	23206	26
2.	Kunigal	34155	38
3.	Madhugiri	29159	33
4.	Pavagada	28486	32
City Municipal Council:			
5.	Sira	57554	65
6.	Tiptur	59543	67
7.	Tumkur	302143	339
Total		534246	600

**Tools for Data Collection**

This study is empirical in character, based on survey method. The primary data will be collected from 600 consumers with the help of schedule. Taking into consideration the objectives of the study, a schedule will be constructed based on Likert scaling technique. Pre-testing of schedule will be done to know the relevance of the questions. In the light of pre-testing, necessary changes will be incorporated in the revised schedule. The secondary data will be collected mainly from journals, magazines, books and unpublished dissertations.

**Framework of Analysis**

In analyzing data, statistical tools such as student t test, analysis of one-way variance, analysis of co-efficient of variation, discriminant function analysis, multiple discriminant function analysis, path analysis, multiple regression analysis and percentage analysis will be employed.

**Limitations of the Study**

The proposed study is concerned with the consumers' perception towards green products, rather than how it is reported by the manufacturers and intermediaries. During the course of the proposed study, the researcher will come across several problems which will be resolved to the desired level. But, these will very cumbersome and time consuming. The following will be the limitations of the proposed study:

- In any study bearing on attitude of the respondents, incomplete and non-responses to some questions could not be avoided. However, considerable care will be taken in making the study as objective and systematic as possible.
- The proposed study will have the limitation of time and resources, usually faced by the researchers. The proposed study will be confined to only 3 green products and 600 consumers in a particular district. Therefore, the findings cannot be treated as representative of the entire universe.

### **Findings**

The study was aimed to know the consumer behaviour on green products with reference to tumkur district on the basis of data collected using survey method of 600 respondents.

- a) Female consumers is higher in green products consumption.
- b) Respondents have higher education and they have to spend more amount on green products.
- c) The majority of the respondents had the opinion that green products are more costly.

### **Suggestions**

- a) Environmental awareness and attitudes should be created in the minds of consumers.
- b) Conduct consumer awareness about green product by creating effective green marketing campaigns.
- c) Consumers are purchasing less green products because green product are more expensive .therefore price should be reduced for the green products.

### **Conclusion**

Consumer behaviour plays a very important role in the survival and growth of green products.the consumers decide the success or failure of products in the modern markets of green products or services need o be more innovative and creative to compete with the dynamic nature of consumers.

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