

A Study on Consumer Preference towards Green Marketing Products



Management

KEYWORDS : Environment marketing, Ecological marketing, Eco-friendly, Consumer Awareness, Consumer Satisfaction

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ABSTRACT

This research paper brings an edge to introduce term and concept of Environment marketing and Ecological marketing. The study aims to give information why the green marketing is been emerged, and through with media it has been emerged. According to research consumer demographic and socio-economic characters respond positive in purchasing green products moreover, respondents suggested that green products are low priced and eco-friendly. Green products generally use eco-friendly materials and energy-efficient means of production, thereby causing less or no detrimental impact on the environment. The consumers are satisfied by the Eco-friendly products and they suggested that they do not contain harmful elements that might pollute the ecosystem and the production process of which does not result to any toxic by-products or negative externalities. Moreover, they suggested the public to use green products which are usually biodegradable and made from recyclable materials.

1. INTRODUCTION

Green marketing is the marketing of products that are presumed to be environmentally safe. The green marketing incorporates a broad range of activities, including product modification, changes to the production process, packaging changes, as well as modifying advertising. This marketing is not a simple task where several meanings intersect and contradict each other. Other similar terms used are Environmental Marketing and Ecological Marketing.

Green, environmental and eco-marketing are part of the new marketing approaches which do not just refocus, adjust or enhance existing marketing thinking and practice, but seek to challenge those approaches and provide a substantially different perspective.

The need for production and consumption of Green Products

The long-term impact of climate change and global warming, the call for the production and consumption of green products becomes even more urgent and necessary. The growing momentum to promote the use of green products only proves that people are already accepting the fact that climate change is no fad. We are more aware about it now than in the past because the effects are more apparent today. This trend creates a huge niche for both environmentalists and entrepreneurs to come up with innovative solutions that would change people's mindset toward the environment by introducing new eco-friendly products in the market.

2 STATEMENT OF THE PROBLEM

Marketing effort aimed at generating customer satisfaction which in turn is key to achieve the organizational goals. For most people, purchasing a Eco-friendly products is the second most important and expensive next to purchase of regular products. The Indian eco- accessories ahead with the price, durability, Unpolluted Environment and Quality. People wanted some changes and protect health through eco-friendly products, customer attention drawn towards eco-friendly products neither low-priced or high priced, most of the manufacturer produce eco-friendly products (Accessories) with confidence and winning the customers.

3. OBJECTIVES OF THE STUDY

- The main objective of the study is to study the Consumer awareness about the various Eco-friendly products.
- To study the customer ideas and opinion towards Eco-friendly products.
- To study the customer satisfaction towards Eco-friendly products.

4. SCOPE OF STUDY

The purpose of this study is to identify and analyze the factors which can influence consumers' green purchasing intention. More specifically, it aims to find and analyze the factors that

can influence consumers' green purchasing intention towards buying an Eco printer in the Swedish market. Additionally, this study provides recommendations that can be taken into consideration by target audience of this research when increasing and reinforcing the green behavior towards Eco products. Hereby, the recommendations derive from the relevant academic findings, theories and the results of this research.

5. METHODOLOGY:

Area of the study:

- This study is done in the city of Coimbatore.

Sources of data:

The study uses primary data and secondary data. The data is collected through Questionnaire. A Sample of 100 respondents was selected at convenience.

Sampling Method:

Convenient Data Sampling method is used for Data collection.

Tools for analysis:

The data collected from the questionnaire are entered into the sub-tables by using

- The percentage analysis.
- The Average Rank analysis.

Limitations of the study:

- ❖ Only 100 responders are taken for the Data Collection.
- ❖ The findings are based entirely upon the research conducted in Coimbatore.

6. REVIEW OF LITERATURE

Nestoras, Bessie(2007): In this study, the market trend of purchasing decorative accessories with a mixture of styles, colors and eras in the U.S. retail trade industry. The manufacturers have produced designs depicting opulence featuring crystal, glass and mirrored accents to create an old Hollywood look modernized with color and texture. The producers have created sections of high-lighting earth-friendly products while manufacturers have looked for ways to become more eco-conscious to products and shipment.

STRUGATZ, RACHEL (2011): This study says that new eco-conscious brand Sprout Watches is using fish skin as an alternative to leather to construct its environmentally friendly timepieces. The company introduced its first line for spring 2011, and the watches comprised of organic cotton, corn resin, bamboo, mineral crystal, conflict-free diamonds and mother of pearl are currently available at the brand's So Ho pop-up shop.

7. DATA ANALYSIS AND INTERPRETATION

Table 1 Demographic and socioeconomic characteristic of

respondents.

	S.NO	PARTICULAR	NO OF RESPONDENTS	PERCENTAGE
GENDER	1	MALE	35	35
	2	FEMALE	65	65
AGE	1	BELOW 20 YEARS	2	2
	2	21-40 YEARS	75	75
	3	41-60 YEARS	9	9
	4	ABOVE 60 YEARS	4	4
MARITAL STATUS	1	MARRIED	35	35
	2	SINGLE	65	65
EDUCATION	1	SCHOOL LEVEL	5	5
	2	GRADUATE	54	54
	3	POST GRADUATE	36	36
	4	OTHERS	5	5
OCCUPATION	1	BUSINESS PEOPLE	37	37
	2	EMPLOYEE	24	24
	3	PROFESSIONAL	15	15
	4	STUDENT	14	14
	5	HOME MAKER	10	10
FAMILY MONTHLY INCOME	1	UPTO RS.10000	6	6
	2	10001-20000	16	16
	3	40001-60000	30	30
	4	ABOVE 60000	48	48
TYPE OF FAMILY	1	NUCLER FAMILY	69	69
	2	JOINT FAMILY	31	31

Table 3 The Type Of Media

SR. NO	TYPE OF MEDIA	NO OF RESPONDENTS	PERCENTAGE
1	NEWSPAPERS & MAGAZINES	22	22
2	RADIO	7	7
3	POSTERS & BANNERS	2	2
4	TELEVISION	14	14
	TOTAL	100	100

Table 5 The Average Rank Analysis

S.NO	FACTORS	VALUE	RANK (VALUE)					Total	Mean	Rank
			I	II	III	IV	V			
A	RECYCLABLE SCORE	NO	20	36	44	100	176	58.67	III	
		NO	41	29	30	100				
B	SAFE HEALTH SCORE	SCORE	123	58	30	211	70.33	II		

C	SAFETY ENVIRONMENT	NO SCORE	39 117	36 72	25 25	100 214	71.33	I
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8. FINDINGS

Following are the findings of the study

- Majority of the respondents (65%) are females, (75%) are in the age group of 20-35 years and (54%) have completed their Graduation (37%) are doing Business, (57%) are married and (69%) belong to nuclear family.
- Majority of the respondents (53%) know about Eco-friendly products (Accessories) through friends and relatives, (34%) are buying all the eco-jewels, slippers and watches and (35%) are purchasing eco-accessories frequently.
- Majority of the respondents (83%) are getting from Super Market, (72%) stated that the products are changing the present environment and (50%) feel that others are not aware about the eco friendly products. On the basis average rank analysis safety environment as the first rank, safe health as the second rank and recyclable as the third rank.
- Majority of the respondents (51%) stated that usage of these products it will change the present Environment

9. SUGGESTIONS

Lack of awareness

The customers are aware about eco friendly products through friends and relatives. Though there are powerful media like TV, internet etc., friends and relatives play a prominent role in creating awareness about the eco friendly products to the customers. It is important information to the manufacturers to decide upon the valid media to advertise for eco friendly products.

Brand loyalty

The study brought out the opinion of customers. Prefer to shift from one brand to another because the brand of eco friendly products they use is not superior of other brands. This reveals that brand loyalty is found with the customers though they feel that their brand of eco friendly products is not superior to other brands. Hence necessary actions need to be taken by the manufacturer in right time and in right way so as to establish the superiority of brand.

Research and development

The rising price of raw materials, demand of gold is posing the heavy threat to the manufacturer, so proper research should be done to introduce reasonable price eco friendly products, which will in turn help to increase the turnover and satisfy the customer needs.

Government regulations

The Indian manufacturers are still competitive with the existing level of regulations. Reduction in excise duty and rationalizing the cost of raw materials are the few steps that the government should take to improve the growth rates.

10. CONCLUSION

In our modern life, using an eco friendly products have become necessary for all group of people whether it is used for personal need, family needs or business purpose. There are number of brands available in the market for this eco friendly products but the market for the same depend on customer preference and customer satisfaction towards the same. The design, price, quality, quantity, durability, unpolluted environment, availability are the aspects of eco friendly products will have influence on the choice and preferences of customers. The brand of eco friendly products which fulfills all the requirements establishes a better image among customers and sells more in the market.

The manufacturers of eco friendly products have different styles and strategies to market their products due to changing customer expectations. The manufacturers must be able to differentiate between customers of these eco friendly products. This will facilitate them to have a better planning both in production as well as marketing so that their products remain suitable to their customers, however, the success of market, of eco friendly products depend more on customers and hence the manufacturers

need to be customer center and not merely product focused.

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