



A STUDY ON THE IMPACT OF GREEN MARKETING AND GREEN PURCHASING BEHAVIOUR OF CONSUMER IN TRICHY CITY

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ABSTRACT

In recently climate changes have come to the forefront. The climate change has a global challenge in the world. Because the world lead to threat to social and economic stability and sustainable human existence. There is no doubt that climate change affects the fundamental requirement for health – clean air, safe drinking water, sufficient green food and secured shelter. Many measures have to be planned for and taken into account when adapting to climate changes. a present study consumers are very much sensitive in a few factors. These factors are consumer's loyalty about green product, Global warming and environmental safety, quality of product, concern about extra price and Luxury and Environmental awareness. Consumer's loyalty is the most important factor for taking decision for the purchase of green product by the consumer. So it is the t time to generate the concept of green marketing to the young generation. We must find an opportunity to enhance product's performance and strengthen our customer's loyalty to green products.

Keywords: Green Marketing, Green Products, Marketing, Green Purchase, Consumer Behaviour.

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INTRODUCTION

The phrase "herbage is the day" and "green marketing day" as well as "green products" and "green marketing" are the manufacturers' and marketers' of the future. People all throughout the world are becoming increasingly worried about the landscape as a result of its rapid change (Jaya & Gopinath, 2020). It is essential to implement the idea of green marketing in order to have a sustainable, pollution-free environment and to ensure that as many people as possible are aware of this issue. Therefore, it is legitimate to assert that at this time, people are starting to understand their obligations to the environment (Usharani & Gopinath, 2020a). Even while this change isn't going away quickly, it is. Businesses are attempting to repackage their products into ones that are more environmentally friendly in an effort to get an advantage in the competitive green demand market (Usharani & Gopinath, 2020b). In order to make their operations more efficient and environmentally friendly, they are reducing the amount of excess and wasteful clothing. Businesses are also starting to educate the public by increasing the amount of advertising that highlights green products and how beneficial they are for consumers (Karthick *et al.*, 2020a).

OBJECTIVES

- To study the consumer attitude for Eco-friendly products
- To identify the factor that influences consumer to purchase green product.

LITREATURE REVIEW

A.N. Sarkar (2012), this study indicate a Green marketing is a new and evolving concept of marketing green and eco-products with well-defined eco-standards consisting of wide-ranging eco-friendly products, satisfying eco-labelling and eco-foot printing standard norms. And the article mainly focused on green branding and eco- labeling. this article examine how green consumerism is linked with eco-market and what extent this practices can be influenced cross-cultural difference in consumer behaviour. Finally, the article studies, at some length, the desirability of considering the aspects of sustainability factor and eco-innovations which can help promote green consumerism

Ansar, N (2013) the main objectives of this study factors determine consumer intension towards buying of green products. The major finding of this study show that age and years of education have positive relation with Eco- literacy. Socio demographic variables are not significantly related with green purchase intention. Besides this Environmental advertisements, Price and Ecological packaging were found to be positively related with the Green purchase intention. Recommendations are presented for the existing and new companies to exploit the opportunities by investing in corporate social responsibility and advertisement as well as in improving and Greening the marketing program. Further studies are needed to widen the scope of research in other areas of green marketing program and strategy.

G.S. Kushwaha, Anil Kumar (2014) the present study is to find out the impact of green marketing practices on customer satisfaction among the leather industries' customers. The main findings of this study people perceive that high green issue has high promotion. The overall study green marketing practices gave more satisfaction to consumer and this will help to retain the consumers.

Sample Size

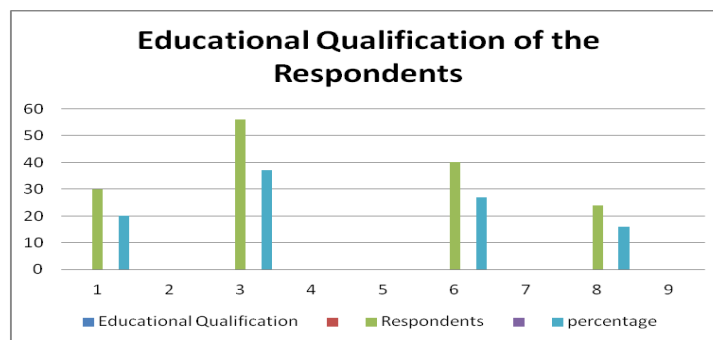
- Thus 150 respondents were chosen for this survey

RESEARCH DESIGN AND METHODOLOGY

The research design is useful for conducting the research work. The research design adopted for this study is empirical. Primary data is the chief source for the research work. In this study, questionnaire method has been used to collect the primary data. Secondary data collected from journals, books, other projects and websites. The sampling design of the study was conducted by convenient sampling method.

Table 1: Educational Qualification of the Respondents

Educational Qualification	Respondents	Percentage
School Level	30	20
UG Degree	56	37
PG Degree	40	27
Others	24	16
Total	150	100

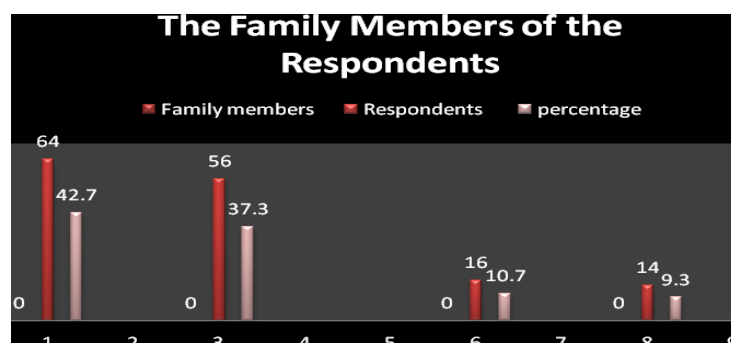


Interpretation

The above table focuses on educational qualification of respondent. out of 150 respondents 16% of the respondents are other qualification. And 37% of the respondents are UG degree. The 27% of the respondents belongs to Pg degree. The 20% of the respondents are school level educations

Table 2: The Family Members of the Respondents

Family members	Respondents	percentage
1 to 2 member	64	42.7
3 to 4 member	56	37.3
4 to 6 members	16	10.7
Above 6 membe	14	9.3
Total	150	100



Interpretation

The above table focuses on family members of respondents. Out of 150 respondents 9.3% of the respondent's family members are above 6. And 42.7% of the respondent's family members are 1 to 2 members. The 37.3% of the respondent's family members are 3 to 4 members. The 10.7% of the respondent's family members are 4 to 6 members.

Table: 3. Reason for Selecting the Particular Brand by the Respondents

Level of awareness	Respondents	percentage
Very High	35	23
High	45	30
Moderate	40	27
Low	30	20
Total	150	100

Interpretation

The above table shows that awareness level of a consumer, out of 150 respondents 23% of the respondent's awareness level is very high, 30% of the respondent's awareness level is high, 27% of the respondent's awareness level is moderate and 20% of the respondent's awareness level was low.

Table 4: Influencing Media by the Respondents

Media of awareness	Respondents	Percentage
Television	70	47
Radio	35	23
Newspaper	25	17
Trade Fair/Exhibitions	20	13
Total	150	100

Interpretation

It is inferred from the above table that, out of 150 respondents, 47% of the people are influenced by the media of Television. 23% of the respondents are influenced by the media of Radio. 17% of the respondents are influenced by the media of Newspaper and 13% of the respondents are influenced by the media of Trade fair and exhibitions.

Correlation: Cross Table between the Occupations with Opinion about Reason for Purchasing Eco-Friendly Products

X	Y	x	y	xy	x ²	y ²
70	36	40	6	240	1600	36
15	50	-15	20	-300	225	400
25	24	-5	-6	30	25	36
30	25	0	-5	0	0	25
10	15	-20	-15	300	400	225
150	150	0	0	270	2250	722

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$$\begin{aligned}
 r &= \frac{\sum xy}{\sqrt{\sum x^2 \sum y^2}} \\
 &= \frac{270}{\sqrt{2250 \times 722}} \\
 &= \frac{270}{1275} \\
 &= 0.212
 \end{aligned}$$

Interpretation

From the above table, it could be clearly observed that the 0.212% of the respondents between the occupation and opinion on about the reason for purchasing eco-friendly products.

CONCLUSION AND RECOMMENDATIONS

This exploration has heeded the comment that crowd- pleasing population thinks theatre-friendly outgrowths are good for the atmosphere and are also healthy for them. Eco-friendly products are good quality and the performance of these is better than conventional products (Karthick et al.,2020b). The study was conducted in a Trichy city. The majority of consumers are not concerned about the green marketing of products and its impact. Consumer's adhesion is the most important factor used to make decisions about buying green products (Gopinath, 2019a). Though it is not clear in general what kind of benefits are involved in environmentally friendly products, the study reveals that due to global warming, consumers are interested in Bobby green products. The other factors are quality of product, redundant price, use as luxury or showing off nature and environmental observance etc.

We can motivate our consumers towards green marketing through different awareness programs. For green marketing to be effective, we have to maintain three goods; be genuine, educate our guests and give them occasion to exercise. Marketers need to understand the allegations of green marketing (Gopinath, 2019b). However, suppose again, if we suppose guests are not concerned about environmental issues or will not pay for decorations for products that are more eco-responsible. We must find an opportunity to enhance product's performance and strengthen our customer's fidelity. This exploration has heeded the comment that crowd-pleasing population thinks theatre-friendly outgrowths are good for the atmosphere and are also healthy for them (Gopinath, 2019c). Eco-friendly products are good quality and the performance of these is better than conventional products.

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