

## **A STUDY ON CONSTRAINTS AND PRACTICES ON GREEN PRODUCT PURCHASE IN ERODE DISTRICT**

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### **Abstract**

Green marketing is highly challengeable for implementing strategies on procuring products and sales. Because of, heterogeneous type of consumers who have been utilised the green products where demand driven approach. At the same time, some of the affecting factors and determinant factors have involved vigorously in nature, i.e., market structure, economic viability of producers, pricing factors for buyers. In this respect, Coimbatore district has certain features for dwelling various kinds of marketers. Therefore, how for it levels of practical procedures, process and assumption are determined in order to buying and selling functions from green market.

### **Introduction:**

At the threshold of civilised society, people who belonged to local resources where pertains to independent economic in nature i.e., whatever availed in local, that can be used for consumption. Later period, modernisation has been influenced among their consuming practices as well as habits of purchase. The consuming goods from natural and indigenous products were gradually reduced instead of domestic market (mostly agricultural goods and services). After certain decades, its effects and results had been harmful in nature of health aspects in entire parts of the country. Most of the medical advisory has declared that “fast food” and artificial method of cultivation has resulted injurious to health. In this context, most of the middle class people who preferred organic products where availed various marketers, such as; selected shopping malls, cooperative sector, NGO, specific organic stores. Obviously says, the (organic) green product marketing is “anachronism” of product and pricing strategies in 21<sup>st</sup> century. The reason could behind that availability of green product which in pertain to food items are rare and price is higher than normal products.

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**Statement of the problem:**

Generally, normal product's sales parameter and techniques have already been certain tools and structures availed. This can be designed by advertising strategies and people's inducement from the demand. But, the health factors and environmental preservation, most of the consumers who preferred organic (Green Products). The thrust areas to be covered in this study is, how the product have been familiar. In what way, consumers who preferred the choice on green product. The producers and cultivators who carried out their functions for fulfilment of requirement. But, how the procurement was done from the producer? How many marketers where belonged to peculiar supply of green products. If there any competitive attitude where what seems among the sellers (Green Product) are the strategies would synchronized for selling practices to the consumers who pertain to green product in the study area. Hence, this paper maker an attempt to find the solution for green marketing practices and strategies to the consumers.

**Scope of the study:**

Pricing factor and brand image have accelerated for sales promotion of manufactures and buying habits and preference from the consumers. Sometimes, the availability of the Green products have familiar in the shopping malls in the cities. Consumer who prefer and gradually adapted to purchase. But, in small areas of urban or rural areas people who shown such hesitate to purchase on it: Therefore, place of market and nature of marketers where differ in their perspective. In which marketer's category is most suitable for marketing among the consumers. Hence, this study result will reached out the marketing strategies are going to adopt in this field.

**Methodology:**

This study is basically from descriptive in nature with empirical evidence. The primary data have been comprises of gathered information and subsequent process of data analysis were carried out by SPSS. The suitable tools for statistical analysis, i.e., Factor Analysis and chi – square test.

**Sampling Design:**

This study has been adopted for simple random sampling. The selection of the respondents was identified randomly from Erode West, Erode East, Perundurai, Gobichettipalayam, Sathiyamangalam and Bhavani. Quantitative and Qualitative primary data were collected through interview schedule. The total number of respondents is 60. The well-known classified technique, Chi – Square Analysis has been performed to find

the factors of market strategies among the sellers and buying habits from the consumers on Green Product.

### Results and Discussion:

The results were drawn from the data had been classified and analyzed with suitable statistical tools i.e., Chi square. Besides, the generalization and observation results also drawn from the field experience and existing data.

**Table 1**  
**Income by Respondents with Nature of Marketer**

<b>Income Nature of Market / seller</b>	<b>Bellow 15000</b>	<b>15000 -25000</b>	<b>25000 -35000</b>	<b>Above 35000</b>	<b>Total</b>
<b>PBOs large size</b>	0 0.0%	12 66.7%	3 16.7%	3 16.7%	18 100.0%
<b>NPSs</b>	0 0.0%	14 42.4%	16 48.5%	3 9.1%	33 100.0%
<b>COOPs</b>	4 36.4%	3 27.3%	4 36.4%	0 0.0%	11 100.0%
<b>PBO small size</b>	4 50.0%	0 0.0%	0 0.0%	4 50.0%	8 100.0%
<b>Total</b>	<b>8 11.4%</b>	<b>29 41.4%</b>	<b>23 32.9%</b>	<b>10 14.3%</b>	<b>70 100.0%</b>

Source: primary data

There is significant associate between Incomes by Respondents with Nature of Marketer at 0.01 percent level.chi – square value in 44.817.

The monthly income has been determined factor where preference of purchase by the consumers for green products. Despite of, the larger number of benefits in order to health, the constraints of economic viability where depends on their current income. The process and habits of products usage where modernise and ultra model facility function of various product are influenced with pull factor of purchase on green products. The income range is lower category of people who purchased in cooperative

sector (36 %) . about 50 per cent of each respondents who earned Rs 15,000 and higher Rs 3500 are purchased from small type of private business organisation.

**Table – 2**  
**Preference for green product with nature of marketer**

<b>Preference for green product / Nature of marketer / seller</b>	<b>Self aspiration for organic</b>	<b>Medical advice</b>	<b>Protect Environment</b>	<b>Recommended by relatives</b>	<b>Total</b>
<b>PBOs large size</b>	7 63.6%	4 36.4%	0 0.0%	0 0.0%	11 100.0%
<b>NPOs</b>	0 0.0%	10 47.6%	3 14.3%	8 38.1%	21 100.0%
<b>COOPs</b>	4 25.0%	8 50.0%	4 25.0%	0 0.0%	16 100.0%
<b>PBO Small size</b>	7 31.8%	11 50.0%	4 18.2%	0 0.0%	22 100.0%
<b>Total</b>	<b>18</b> <b>25.7%</b>	<b>33</b> <b>47.1%</b>	<b>11</b> <b>15.7%</b>	<b>8</b> <b>11.4%</b>	<b>70</b> <b>100.0%</b>

Source: primary data

There is significant associate between Preferences for green product with nature of marketer at 0.01 percent level.chi – square value in 44.817.

The reason could behind that preference of purchase of green product is pertaining to the health aspects and elimination of environmental degradation. At the same time, the place for prefers to purchase the organic product is one of the influencing factor. The advice on medical related factors in this study area, each category of sellers who belongs to cooperative and PBO small have associated with the choice of purchase on green product by consumers up to 50%.The social concern for environmental preservation is 25 per cent from cooperative stores and 18 per cent from Small Private Business Organisation.

## FACTOR ANALYSIS

### Determinants for Preference of Green Product Purchase

Variable code	Variables	Factor Loading
03	Age	.624
06	Monthly income	.402
11	Mode of purchase	.718
18	Self aspiration	.804
22	Environmental preservation	.770
23	Medical advice	.636
34	Nature of Marketers	.916
36	Advertisement impact	.782
	Eigen value	14.78
	% of variance	12.98
	Cumulative %	42.65

**Source: Primary Data**

Independent variable: Monthly income    Constant : Nature of Marketers

The buying behaviour and intuition of purchase on green product is associated with the consumer's occupational status and income on exposure where they involved in order to their demand. Otherwise, just listened the advertisement and purchase such goods and service are rarely means, the aggressive of green product purchase is not considered. Thus, the factor analysis explains about the purchase mode of organic product (Green products) which is associated with influence of demand driven approach. The buyer's approach on purchase intuition from the nature of market source and exposure where highlighted. The purchase mode of organic products are preferred and ensured for its availability is nearest nature of market is dominant factor which is influenced with its dependent variable( factor loading .916) ,self aspiration, Medical advice, Impact on advertisement are the supporting factor for purchase on Green product with irrespective characteristics from income and occupation , residential areas.

## Conclusion

The nature of providers where belonged to the size and range of organisational set up of wider and modernised approach is not meant for huge turn over or a larger number of consumers who searched and bought goods for Green product only. The demand where aroused that their personal fitness of internal purpose and external force and pull factors. They are follows advice on medical and maintained surroundings which will be pure from the polluted areas. Whereas advertising strategy is not a parameter of promotional strategy of green products. It has concluded that, pricing strategy of organic goods and the range of income earning by the consumers are mismatched from the view and observation of nature of market structure and availability of green products where fulfilled supply and demand in the market.

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