

Customer Perception towards Green Consumer Durables

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Abstract

Green marketing is developing and selling environmental friendly products or services. As consumers become more conscious about the environment, therefore the increase in demand to brand is also converted to eco-friendly. As society becomes more concerned with the natural environment, both consumers and companies have started to pay more attention in behaviour modification and in thinking about the consequences of their actions or activities which would have an adverse effect on the environment. So most of the companies have taken green marketing as a business strategy.

Key words: Green Marketing, Green marketing strategies, consumer behaviour, sustainable environment.

Introduction

Green marketing refers to the practices of developing and advertising products based on their real or perceived environmental sustainability. Today, consumers are concerned and aware about protecting the environment and demand that leads a key part of a brand's values. The concept of green marketing concern is to protect the ecological environment. Green marketing is the practice of marketing the products or services in eco-friendly.

The green marketing concept was first presented in 1975 in a seminar on Ecological Marketing in the literature held by the American Marketing Association (AMA). In the late 1980s and early 1990s, the term green marketing became prominent. In the 1980s, the first green marketing have took place. The tangible milestone for the first green marketing wave was released in the form of books labelled Green Marketing. The first phase was known as "ecological" green marketing, the second phase was green marketing "environmentally,"

The third phase was green marketing "sustainable." In the late 1990s and early 2000, it came to prominence.

Green marketing is about changing the habits or attitude of the society about purchasing environmental friendly products or services.

Statement of the problem

The technological advancement and rapid industrialization makes growth and development in the economy. It brings several environmental issues. Due to pressure from political and social factors, several corporates started their business in the way of eco- friendly nature and adopted green marketing strategies. The success of every business depends on the behaviour of the consumers. For successful implementation of marketing strategy, the retailers should assess the awareness, attitude, and behaviour of consumers. Consumers are tend to buy green product for health reasons due to eco-friendly. Therefore an attempt made by the researcher to understand the customer perception towards green consumer durables.

Review of literature

Vermillion, Leslie.J, peart, Justin (2010), Provides information on various strands of the green marketing area. The researcher discussed on some of the many unresolved issues that seem to make the marketing of green products less successful despite the contention that the world is becoming more concerned about the environment and man's impact on it and also the researcher pointed the four interrelated issues of importance to the green marketing area, expense of green products, a concern about the perceived quality level of many green products, perceived benefits and deceptive green advertising.

Mayank Bhatia & Amit Jain (2013), research highlights the consumers' perception and preference towards green marketing practices and the analysis reveals overall green values, awareness about green products and practices and the perception regarding seriousness of marketing companies towards green marketing had positive significant impact on consumer persuasion to buy and prefer green products over conventional products.

Dr. Deepaak Kumar Jain & Bhavani Gupta (2019), stated that the consumers prefer environmental friendly products but their purchase decision varies by lack of awareness towards green marketing issues as well as knowledge of eco-friendly label influences the consumer behaviour. The researcher highlights the perception of consumers regarding green initiatives in production process and to check the impact of production activities on environment.

Dalia sedky & Mohamed Abdallah Abdel Raheen(2021), defined green marketing as the equation of achieving profit, satisfying customers, and at the same time keeping the environment safe. The researcher

examine how the green marketing affect consumer's purchase decision. It was found that consumers are encouraged to buy green products if they feel that these products will have positive impact on their health.

Objectives of the study

- To analyse the socio economic status of the customer.
- To assess the awareness level of consumers relating to green consumer durables.
- To find the factors influencing consumer to purchase green products

Scope of the study

In a fast growing world customers are increasing and consumer industry are growing equally to meet the demand of the customers. But the increase in industry produced pollution and exploitation of the nature as well as the consumer. Industry emit lot of harmful gases to environment it affect the environment. So the companies are moving towards green products in order to maintain sustainable growth. So the study paves the way to identify the customer perception towards green products.

Limitation of the study

The study is mainly based on primary data, hence there may be possibility of sampling error

Research methodology

The Research Design Used for the Study

The research design used for the study is descriptive. Descriptive research studies are those, which are concerned with describing the characteristic of a particular individual or group. The studies concerned with specific prediction with narration of facts and characteristics concerning individual group or situation. The descriptive study find out the green products purchasing decision with respect to the demographic profile of respondents including gender, age, qualification, occupation and their monthly Income.

Sample Size

Sample size refers to the number of items to be selected from the total population. The sample size of the study is limited to 150.

Sample Design

Sample design is a definite plan for obtaining a sample from a given population. It refers to the technique which the researcher adopts in selecting items from population for the sample. The respondents are selected by means of convenient sampling technique.

Data Analysis and Interpretation

Table 1
Socio Economic details of respondents

Variables	Categories	No. of respondents	Percentage
Gender	Male	81	54%
	Female	69	46%
Age	15-30	24	16%
	31-45	51	34%
	46-60	63	42%
	Above 60	12	8%
Education	Higher secondary	18	12%
	Graduate	42	28%
	Post graduate	57	38%
	Others	33	22%
Occupation	Salaried persons	45	30%
	Business people	30	20%
	Professionals	66	44%
	others	9	6%
Monthly Income	Below Rs.20,000	18	12%
	Rs.20,000-Rs.40,000	54	36%
	Rs.40,000-Rs60,000	48	32%
	Above Rs.60,000	30	20%

The above table shows that, 54 per cent of the respondents are male and 46 per cent of the respondents are female. 16 per cent of the respondents are in the age group of 15-30 years, 34 per cent of the respondents are in the age group of 31-45 years, 42 per cent of the respondents are in the age group of 46-60 years, 8 per cent of the respondents are in the age group of above 60years. 12 per cent of the respondents are educated at higher secondary, 28 per cent of the respondents are graduate, 38 percent of the respondents are post graduate and remaining 22 per cent of the respondents are in the category of others like diploma and professional courses. 30 per cent of the respondents are salaried persons, 20 per cent of the respondents are business people, 44 per cent of the respondents are professionals and remaining 6 per cent of the respondents are in the category of others like house wives and unemployed persons. 12 per cent of the respondents monthly income was below Rs.20,000, 36 per cent of the respondents have monthly income of Rs.20,000 to Rs.40000, 32 per cent of the

respondents have monthly income of Rs.40000 to Rs.60000, and remaining 20% of the respondents monthly income was above Rs.60000.

Table 2
Awareness of consumers relating to green products

Awareness	Category	No. of respondents	Percentage
Recyclable	Very high	15	10%
	High	30	20%
	Average	45	30%
	Low	36	24%
	Very low	24	16%
Eco-friendly	Very high	36	24%
	High	54	36%
	Average	30	20%
	Low	18	12%
	Very low	12	8%
Non- toxic	Very high	27	18%
	High	42	28%
	Average	33	22%
	Low	27	18%
	Very low	21	14%
Healthy for user	Very high	33	22%
	High	36	24%
	Average	30	20%
	Low	24	16%
	Very low	27	18%
Product with green symbols	Very high	27	18%
	High	42	28%
	Average	51	34%
	Low	12	8%
	Very low	18	12%
Branded varieties	Very high	18	12%
	High	30	20%
	Average	39	26%
	Low	30	20%
	Very low	33	22%
Non polluting	Very high	30	20%
	High	36	24%
	Average	45	30%
	Low	24	16%
	Very low	15	10%

The above table shows that, 10% of the respondents are very highly aware about Recyclable, 20% of the respondents are highly aware about recyclable, 30% of the respondents have average awareness about recyclable, 24% are low aware about Recyclable and remaining 16% are very low awareness towards recyclable. 24% of the respondents are very highly aware about Eco-friendly, 36% of the respondents are

highly aware about Eco-friendly, 20% of the respondents have average awareness about Eco-friendly, 12% of the respondents are low aware about Eco-friendly and remaining 8% of the respondents are very low aware about Eco-friendly.18% of the respondents are very highly aware about non-toxic, 28% are highly aware about non-toxic, 22% are average aware about non-toxic, 18% of the respondents have low aware about non-toxic and remaining 14% of the respondents are very lowly aware about non-toxic. 22% of the respondents are very highly aware about healthy for user, 24% of the respondents have high aware about healthy for user, 20% of the respondents have average aware about healthy for user, 16% of the respondents are low aware about healthy for user, and remaining 18% of the respondents have very low aware about healthy for user. 18% of the respondents are very highly aware about the product with green symbols, 28% of the respondents are highly aware about the product with green symbol, 34% of the respondents have average aware about the product with green symbols, 8% of the respondents are low aware about a product with green symbols and remaining 12% of the respondents have very low aware about the product with green symbols. 12% of the respondents are very highly aware about branded varieties, 20% of the respondents are highly aware about branded varieties, 26% of the respondents have average aware on branded varieties, 20% of the respondents are low aware about branded varieties and remaining 22% of the respondents are very low aware about branded varieties. 20% of the respondents are very highly aware about non-polluting, 24% of the respondents are highly aware about non-polluting, 30% of the respondent have average aware about non-polluting, 16% of the respondents are low aware about non-polluting and remaining 10% of the respondents are very low aware about non-polluting.

Table 3

Factors influencing consumer to purchase green products

Factors	Category	No. of respondents	Percentage
Product price	Strongly Agree	30	20%
	Agree	39	26%
	Neutral	48	32%
	Disagree	24	16%
	Strongly Disagree	9	6%
Eco-friendly	Strongly Agree	33	22%
	Agree	57	38%
	Neutral	45	30%
	Disagree	12	8%
	Strongly Disagree	3	2%
Green label marked	Strongly Agree	27	18%
	Agree	57	38%
	Neutral	30	20%
	Disagree	15	10%
	Strongly Disagree	21	14%

Beneficial for health	Strongly Agree	39	26%
	Agree	60	40%
	Neutral	36	24%
	Disagree	9	6%
	Strongly Disagree	6	4%
Past experience	Strongly Agree	21	14%
	Agree	30	20%
	Neutral	51	34%
	Disagree	27	18%
	Strongly Disagree	21	14%
Information provided on the product	Strongly Agree	27	18%
	Agree	48	32%
	Neutral	39	26%
	Disagree	21	14%
	Strongly Disagree	15	10%

The above table shows the factors influence consumers to purchase green products, majority of the respondents are agree with eco-friendly(38%), green label marked(38%), beneficial for health(40%) and Information provided on the product(32%) and remaining respondents are neutral with product price(32%) and past experience(34%).

Conclusion

Consumers are king in marketing. Today consumers are well aware about the social, economic and environmental responsibilities. Consumers want the products which are good quality and safe to use them and their families. Companies want to increase the sales to meet the demand of the consumer and consumer’s comfortable life. Hence there is a need of green marketing to shift the consumer’s preference towards green life styles. The study result in awareness level and factor influencing the customers to purchase green product. It suggest the government to give awards to the best vendors who initiate and implement the green marketing practices.

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