



Green Consumerism: A Special Emphasis On Purchase Behavior Towards Eco- Friendly Products In Tiruppur City

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ABSTRACT:

Green Consumerism is acquisition of a product in a market in sustainable way and eco-friendly environment. Now a days, our society is very much worried about our environment and the pollution caused by us. So, in order to protect our environment, we should follow green practice. Due to pollution and decomposition of Industrial waste, the ozone layer is getting depleted. The organization has to step forward to protect the environment by producing and selling. Moreover, because of this green product the sales of the organization can also be increased and it protects our environment. The questionnaire was prepared and sent to 100 people but, in that 50 respondents given their opinions. According to the study, the Vouch Factor, Environmental Factor and Reference Group are the factors influencing the consumer to Buying Behaviour Green Products

Index Terms - Green Packing, Vouch Factor, Buying Behaviour, Green Consumerism.

INTRODUCTION

Green vend is a process of selling product and service in order to protect consumer's health and environment. It incorporates a broad range of activities, including product modification, changes to the production process, sustainable packaging as well as modifying advertising. Green Marketing is a process of helping companies to increase brand equity and sales of the firm. It reduces the usage of energy because of that, it reduces the cost of production and operation. This green product also reduces the environmental and health hazards. When we talk about Green Marketing, the green strategy implemented in designing the product or service, the promotion activities done green life style, the price of the product or service is

comparatively high, and the place where they are going to place the product is as per the requirement of consumer demand. In order to increase organization, profit they have started using eco- friendly techniques in to protect our nature. The companies can reduce their production and operation costs by reducing the usage of energy and they can boost the sales of the firm. The techniques which is implemented is in order to protect the environment.

1.2 OBJECTIVES OF THE STUDY

1. To identify the Individual and Environmental factors influencing the customer behavior with regard to Green Products.
2. To find the Satisfaction level of the customer in Green Product.

1.3 RESEARCH DESIGN:

Research methodology is the way to systematically solve the research problems. Through data gathering using various techniques to provide an understanding of gathered data and drawing conclusions about the investigate data. It has two types (i.e) qualitative & quantitative research methods. The data are analyzed by using both the above methods. The analysis of the data was conducted using: Simple percentage analysis, Rank analysis, Descriptive analysis.

1.4 ANALYSIS AND INTERPRETATION

TABLE 1: Demographic details of the respondent

S.NO	DEMOGRAPHIC PROFILE	PARTICULARS	PERCENTAGE ANALYSIS
1	Gender	Male	40
		Female	60
2	Age	Below 20 years	20
		20 years- 30 years	20
		Above 30 years	60
3	Educational qualification	School level	20
		Diploma	10
		Under Graduate	40
		Post Graduate	10
		Professional	20
4	Occupation	Student	30
		Employee	20
		Business	20
		Job seeker	10
		House wife	20
5	Monthly Income	Below Rs.40,000	40
		Rs. 40,001- Rs. 50,000	30
		Rs. 50,001- Rs.60,000	20
		Above Rs.60,001	10
Total			100

Source: Primary data: As per shown in the table demographics of respondents were classified according to their gender, age, educational qualification, occupation, monthly Income level. Majority (60%) of the respondents are female. and Most (60%) of the respondents are under the age group is above 30 years. Most (40%) of the respondents educational qualification comes under the field of under

graduate, and (30%) of the respondents are students, and (40%) of the respondents are family monthly income is below Rs.40, 000.

1.5 RANK ANALYSIS:

TABLE 2: Ranking the observation

RANK	I	II	III	IV	V	TOTAL SCORE	MEAN SCORE	RANK
FACTORS								
Environmental Concern	50	20	45	30	5	150	3.0	II
Product Quality	50	60	30	10	10	160	3.20	I
Brand trust	50	40	45	20	5	160	3.20	I
Social Influence	50	20	15	30	15	130	2.60	III
Product availability	50	60	15	10	15	150	3.0	II

The above table reveals that highest mean value (3.20) for the “Product Quality” and “Brand trust” ranked as first. Second rank was assigned to the “Environmental Concern” and “Product availability” with the mean value of (3.0). “Social influence” assigned as third rank with the mean value of (2.60).

1.6 DESCRIPTIVE STATISTICS

TABLE 3: Descriptive statistics for Buying Behavior

S. NO	POSITIVE IMPACT	SA	A	N	DA	SDA	TOTAL POINT	MEAN VALUE	INDICATORS
1	Motive to Buy	25	60	60	10	5	160	3.20	Neutral
2	Medium	25	100	30	10	5	170	3.40	Neutral
3	Place to Buy	50	40	45	20	5	160	3.20	Neutral
4	Frequency of purchasing	75	80	15	10	5	185	3.70	Agree

The above table predicts that all the above positive impact of influencer marketing (i.e) Frequency of Purchasing of eco -friendly products agreeable positive impact with the mean value of 3.70. “Motive to buy” “Medium” “Place to Buy” is neutral positive impact with the mean value of 3.20 and 3.40.

1.7 FINDINGS OF THE STUDY

- Majority 60% of the respondents are female.
- Most 60% of the respondents are in the age group of above 30 years.
- Out of 50 respondents, 40% of the respondents are under graduate.
- It was found that 30% of the respondents student in the occupation status.

- Maximum 40% of the respondents earning monthly income below Rs. 40,000.

Rank analysis: The Factors “Product quality” and “Brand trust” ranked as first. These are indicates influencer marketing on consumer buying decision of eco-friendly Products.

Descriptive Analysis: Agreeability level on the following factors influencer marketing for buying of eco- friendly products “Frequency of Purchasing” agreeable positive impact. “Motive to buy” “Medium” “Place to Buy” is neutral positive impact.

The sampling design taken for the study is convenient sampling method.

1.8 CONCLUSION

According to the study, it is evident that there many determinants which is influencing the customers to buy the green products based on three major determinants. Such as, Vouch Factors, Environmental Factors and Reference Groups. The main focus of the customer to buy green products the product which they opt should be certified under recognized organization, the product design should be in order to protect the environment and the consumer will always look for others review about the product

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