



## International Journal of Management and Development Studies

(A Double-blind Peer Reviewed Journal)

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Stress Management-A study of working Women in Bangalore City

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Economic Melt-down- Innovative Solutions

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## Customer Behaviour towards Green Marketing in Coimbatore

D. Geetha and D. Annie Jenifer\*

**Abstract:** *Green marketing has become a highly discussed subject and companies are constantly trying to find the best methods to reach the customers with their green message. Customers are becoming more demand paying more attention to the environment protection. A research study was conducted in Coimbatore in October among consumers of organic products to understand their behaviour purchase towards green product. The research objectives are to (i) find out the factor influencing the consumers purchase decision of green products, (ii) sort out the effective source of awareness of green product and (iii) understand the problems. A questionnaire was designed in order to find out how people perceive green marketing and how much they are aware of the "environmental contribution". The result from this study illustrates that companies need to increase their communication with the customer's ongoing green and that attributes like price and quality are more important than "environmental responsibility". Green marketing is a new trend which is now growing worldwide; and green food producing by green agriculture is the part of green marketing. Green marketing can be defined as the marketing of products that are regarded to be safe for the environment. It is also known as environmental marketing or ecological marketing. Green marketing can serve as an effective tool for encouraging sale of a product by using its ecological credentials. In the long run, green marketing benefits one and all- the environment, business and human beings.*

**Green marketing** is the marketing of products that are presumed to be environmentally safe- the American Marketing Association. Green marketing refers to the process of selling products and/or services based on their environmental benefits. Such a product or service may be environmentally friendly in it or produced and/or packaged in an environmentally friendly way. The obvious assumption of green marketing is that potential consumers will view a product or service's "greenness" as a benefit and base their buying decision accordingly. Increasing numbers of consumers are willing to back their environmental consciences with their rupees. Companies can seriously damage their brands and their sales if a green claim is discovered to be false. Presenting a product or service as green when it's not so is called green washing.

### Effective Green Marketing:

To have effective green marketing, three things must be followed.

- The customer must be educated, genuine practices must be followed and personalize the benefits to the customers.
- Genuine means that a) Actually doing what the company claim to be doing in green marketing campaign and b) that the rest of business policies are consistent with whatever the company is doing, that's environmentally friendly. Establish the kind of environmental credentials that will allow a green marketing campaign to succeed.
- Educating the customers is letting people know whatever the company is doing to protect the environment.
- Giving the customers an opportunity to participate means personalizing the benefits of the environmentally friendly actions, normally through letting the customer take part in positive environmental action.

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### Significance of Green Marketing

As resources are limited and human wants are unlimited, it is important for the marketers to utilize the resources efficiently without waste as well as to achieve the organization's objective. So green marketing is inevitable. The consumers all over the world have interest regarding protection of environment. Worldwide evidence indicates people are concerned about the environment and are changing their behaviour. As a result of this, green marketing has emerged for developing market for sustainable and socially responsible products and services.

### Rationale of Research Study

Green marketing is very essential for the sustainability of an organization. In India much work is not done as far as the influence of green marketing on consumer behaviour is concerned. Hence this paper is addressing this issue by conducting a research study in Coimbatore.

### Objectives

- To find out the factors influencing purchasing decision of green product.
- To sort out the effective source of awareness of green products.
- To understand the problems of consumers in buying green products.

### Research Methodology

Primary data was collected through questionnaires. Secondary data was collected from magazines, books and websites. Random sampling method was followed. A sample of 30 was selected among consumers in Coimbatore city who purchase organic vegetables only for consumption.

### Results and Discussion

Table 1 shows that socio economic profile of sample customers. Majority are men (53.33%), hail from 20-30 (50%) age group. Mostly private employees (53.33%) are in the sample. Most of the users belong to 1000-10,000 (43.33%) income group. This indicates that young men (20-30) working in private concern with medium income (1000-20000) are interested in purchasing organic vegetables.

Table 1: Socio economies Profile Sample customer

S. No	Criteria	NO	%
	<b>GENDER</b>		
1	Men	16	53.30
2	Women	14	46.66
	<b>AGE</b>		
3	20-30	15	50.00
4	30-40	10	33.33
5	40 & above	5	16.66
	<b>OCCUPATION</b>		
6	Business	7	23.33
7	Government	1	3.33
8	Professional	6	20.00
9	Others	16	53.33
	<b>MONTHLY INCOME</b>		
10	1000-10,000	13	43.33
11	10,000-20,000	12	40.00
12	20,000 & above	5	16.66

**Table 2: Source of Awareness**

S.No	Source	No	%
1	TV	5	16.66
2	Friends	19	63.33
3	Internet	2	6.66
4	Newspaper	4	13.33

Table 2 shows that source of awareness of sample customers. Majority are came to know from friends (63.33%).

**Table 3: Frequency of purchase**

S.No	Frequency	No	%
1	Organic vegetables( amount spend for one month)		
1	500-1000	11	36.66
2	1000-2000	11	36.66
3	2000 & above	8	26.66
	Best before date		
4	Yes	21	70
5	No	9	30

Table 3 shows the frequency of purchase of sample customers. Majority had spent an amount for one month Rs 500-1000 and 1000-2000 (36.66%). Only 8 (26.66%) had spent Rs 2000 & above in a month. Many use products before the expire date.

Table 4 shows the factors influencing the consumers purchase decision of green products. Major factor is Reliability and quality of products (26.66%).

**Table 4: Factors influencing the consumers purchase decision of green product**

S. No	Factors	No	%
1	Pleasant environment	5	16.66
2	Desire	5	16.66
3	Reliability & quality	18	26.66
4	Proximity & availability	2	6.66

**Table 5: Problems in purchasing Green product**

S.No	Problems	No	%
1	Availability	7	23.33
2	Quality reliability	1	3.33
3	Expensive	14	46.66
4	Only few outlets	5	16.66
5	Lack of variety	3	10

Table 5 shows that Problems in purchasing Green product of sample customers. Majority say expensive (46.66%).

The findings were summarized and presented.

Mostly young men (20-30) working in private concern with medium income (1000-20000) are interested in purchasing organic vegetables. Major source of awareness of sample customers are friends (63.33%). Most of the customer's frequency of purchase is 500-1000 and 1000-2000 (36.66%) Around 8 spent Rs 2000 & above (26.66%) per month. Major Factor influencing the consumers purchase decision of green product of sample customers is Reliability and quality (26.66%). Major Problems in purchasing Green product of sample customers are expensive price (46.66%).

This paper is relevant for all the modern business firms as they have to follow environmental laws and also the consumers these days are getting aware and conscious about green practices adopted by firms. That is why from Mc Donalds to coca-cola they are all getting green. Green marketing should not neglect the economic aspect of marketing. Marketers need to understand the customer behaviour and implications of green marketing. Customers must be encouraged to be more concerned about environmental issues, motivated them and to pay a premium for products that are more eco-responsible. Marketer must find an opportunity to enhance the product's performance and strengthen the customer's loyalty and command a higher price. Green marketing is still in its infancy and a lot of research must be done on green marketing and consumer behaviour to fully explore its potential. Customer behaviour towards to green products will lead to better standard of living and to economic development of the country.

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