

A Statistical Approach on the Buying Behaviour of Rural Consumers Towards Green Products

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ABSTRACT - Nowadays the world is looking for the sustainable development and conservative ecology. In the business area Green product is one of the best solution for the benefit of environment and handovering the resources to the next generation. This study aims to examine the buying behaviour of rural consumers towards green products at Nilambur Thaluk. Persuasiveness towards the green products are different in rural and urban area. Data collected from the 120 green products purchasing consumers, For selecting sample used convenience type of sampling and to collect data used questionnaire. Finally the study finds that buying behaviour supports consumers in using eco-friendly products and rural people purchasing the green products mainly because it is safe for health and environment.

Key words: Buying behaviour, Eco friendly Products, Environment, Green Marketing, Rural consumers, Sustainable development.

I. INTRODUCTION

The term green marketing first introduced in a seminar on „Ecological Marketing” organized by American Marketing Association (AMA) in 1995 and took place in the literature. Green marketing refers to the process of selling products or services based on their environmental benefits. Welford defined green marketing as “the management process responsible for identifying, anticipating and satisfying the requirements of customers and society in a profitable and sustainable way.” Green is an umbrella term that refers to products and practices that are organic, sustainable or otherwise environmentally friendly.

When the globalization spread throughout the world like a global scenario, It leads to so many problems to the environment of different regions in the world.. These environmental problems affects all living beings worse. These environmental problems have started to come to the agenda more and more in the recent years and people have started to talk these negatives. Customers worried about the future of the earth and as a result of this thought, they started to prefer environment friendly products. Because of these attitude of customers , Business concerns have started to change their marketing strategies to increasing awareness of this eco -friendliness. These strategies, called as green marketing, have forced companies to accept green policies in their price making, , promotional activities , product features and distribution policies

Green product is a term that describes „a product that protects the environment and replaces artificial ingredients with natural ones.” Greening of a product takes place over its complete life-cycle from product design and raw material procurement to manufacturing, storage, transportation, and usage and post usage activities. Eco

friendly products are sometimes more expensive to purchase than other similar products. Eco friendly product consumers have been shown to be ready to pay a higher price for eco-friendly friendly products, which is a great chance for business concerns as well as Governments looking to make environmental -friendly policy makes and changes.

It is very important to know the factors that why the consumers need to purchase green product. So, this study contributes to the field by conducting investigation and explore how much the impact of consumer’s buying behavior towards the marketing of eco-friendly products.

OBJECTIVES OF THE STUDY

- To examine the awareness level of respondents towards green products.
- To study the factors influencing while purchasing green products.
- To analyze the satisfaction level of respondents towards green products.
- To study the problems faced by consumers while consuming green products.

HYPOTHESIS

H₀1: There is no significant difference between the awareness level of respondents towards green products.

H₀2: There is no significant difference between the satisfaction level of respondents towards green products.

H₀3: There is no significant difference between the problems faced by consumers while consuming green products.

II. METHODOLOGY OF THE STUDY

Secondary and Primary data

Secondary data is collected from various books, magazines, journals, theses, internet etc. have been utilized and Primary data was collected from various respondents with the help of questionnaire.

Sample design with Area of the study

The research design adopted is Descriptive Research. The study was conducted with a sample size of 120. The sample unit consists of people from various backgrounds in and around Nilambur Taluk.

Sampling Method

Convenience sampling method is adopted for the study.

Tools for data collection and presentation

Questionnaire is used as a tool for data collection. Tables, charts, diagrams are used for presentation.

III. THEORETICAL FRAMEWORK OF THE STUDY

GREEN MARKETING

It is the marketing of products that are environmentally preferable to others. Thus green marketing incorporates a broad range of activities including product modification, changes to the production process, sustainable packaging as well as modifying advertising. Other similar terms used are Environmental marketing and Ecological marketing.

Investopedia explains Green marketing as “Green

marketing companies seek to go above and beyond traditional marketing b promoting environmental core values in the hope that consumers will associate these with their company or brand. Engaging in these sustainable activities can lead to creating a new product line that caters to a new target market.”

EVOLUTION OF GREEN MARKETING

The green marketing has evolved over a period of time. According to Peattie (2001), the evolution of green marketing has three phases. First phase was termed as "Ecological" green marketing, and during this period all marketing activities were concerned to help environmental problems and provide remedies for environmental problems.

Second phase was “Environmental” green marketing and the focus shifted on clean technology that involved designing of innovative new products, which take care of pollution and waste issues.

Third phase was “Sustainable” green marketing. It came into prominence in the late 1990s and early 2000.

STRATEGIES OF GREEN MARKETING

The marketing strategies for green marketing include:

- Marketing Audit (both internal and external situation analysis)
- Develop a marketing plan outlining strategies with regard to 4P's (product, price, place, promotion)
- Implement marketing strategies
- Plan results evaluation

IV. DATA ANALYSIS

PROBLEMS FACED BY RESPONDENTS WHILE PURCHASING GREEN PRODUCTS AMONG GENDER-INDEPENDENT T-TEST.

H₀: There is no significant difference between the gender and problems faced while purchasing green products

Factors	N	T	Sig.(2 tailed)
Problem faced* Gender	120	-1.471	.147

Source: Primary Data

*5% level of significance

Independent 't' test was applied to test the significant difference between the mean scores of male and female respondent's problems faced while purchasing green products. The calculated "t" value and P value for purchase of green products (t= -1.471, p=.147). Hence, the null hypothesis is accepted. So there is no significant difference between the gender and problems faced while purchasing green products.

DIFFERENCE IN OPINION BETWEEN EDUCATIONAL QUALIFICATION OF THE RESPONDENTS AND THEIR AWARENESS, SATISFACTION AND PROBLEMS TOWARDS GREEN PRODUCTS –ANOVA

H₀: There is no significant difference between the educational qualification of the respondents and their awareness, satisfaction and problems faced towards green products

		Sum of Squares	Mean Square	F	Sig.
Awareness	Between Groups	1.866	.466	1.802	.142
	Within Groups	14.236	.259		
	Total	16.101			
Satisfaction	Between Groups	.189	.047	.327	.859
	Within Groups	7.935	.144		
	Total	8.123			
Problems	Between Groups	1.034	.259	1.185	.328
	Within Groups	12.004	.218		
	Total	13.038			

Source: Primary Data

* 5% level of significance

The table 4.18 reveals the result of One Way ANOVA applied to find whether the mean scores vary according to the educational qualification of the respondents on their awareness, satisfaction and problems faced towards green products. The calculated P value for Awareness, Satisfaction and Problems show that there is no significant difference between the educational qualifications of the respondents and their awareness, satisfaction and problems towards green products, since its P value is more than 0.05. Hence, the null hypothesis is accepted.

DIFFERENCE IN OPINION BETWEEN THE MONTHLY INCOME LEVEL OF THE RESPONDENTS AND THEIR AWARENESS, SATISFACTION AND PROBLEMS TOWARDS GREEN PRODUCTS – ANOVA

H₀: There is no significant difference between the income level of the respondents and their awareness, satisfaction and problems faced towards green products

		Sum of Squares	Mean Square	F	Sig.
Awareness	Between Groups	1.631	.326	1.217	.314
	Within Groups	14.470	.268		
	Total	16.101			
Satisfaction	Between Groups	.094	.019	.126	.986
	Within Groups	8.030	.149		
	Total	8.123			
Problems	Between Groups	.365	.073	.311	.904
	Within Groups	12.673	.235		
	Total	13.038			

Source: Primary Data

* 5% level of significance

V. CONCLUSION

The study focuses on examining the buying behaviour of respondents towards green products. Based on the results, buying behaviour supports consumers in using green products. However, it is felt that if the suggestions are taken into consideration with due care by the authorities, it will help to enhance the awareness, attitude and buying behaviour of green products among consumers that will help the human beings to live in pollution-free environment in the near present and for the future generations. It is understood from the study that still many of the consumers are not having awareness on green products. In order to increase the awareness on green marketing practices among

themselves, Government and NGOs have to conduct many awareness programmes like street plays, TV programmes, debates etc.

The study reveals that the marital status, age, educational qualification, employment status and monthly income of the respondents have no significant difference towards their awareness, satisfaction and problems faced. In this world of development and growth, environment is polluted at a fast rate. It is the time to act to protect our environment.. Eco friendly products can lower the worse impact on environment and ensure a sustainable future for the coming generations.

Most consumers are ready to purchase such products to the

protection of the health and environment. The researchers need to find the different things that motivate consumers towards green product usage. This study finds out that, consumers are motivated to use eco-friendly products because of environmental sustainability of the products, they think that they can participate in the environmental conservation, their personal consciousness towards the environment and to safeguard them. Unfortunately, the products are not available in the market and unawareness about the green products is making tendency to withdrawing them from using such products.

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