

**REASONS FOR PURCHASING GREEN PRODUCTS IN COMBATORE CITY-  
DESCRIPTIVE RESEARCH****S. Haripriya, M.Com., M.Phil., MBA., PGDCA.,**Research Scholar (Ph.D), Department of Commerce,  
Sri Krishna Arts and Science College, Bharathiar University, Coimbatore, Tamil Nadu**Guide: Dr. K.R. Sivabagyam, M.Com., M.Phil., Ph.D., SET, MBA, PGDCA**Assistant Professor, Department of Commerce,  
Sri Krishna Arts and Science College, Bharathiar University, Coimbatore, Tamil Nadu**Abstract**

“Green Marketing” is a newer issue in the eyes of marketers. “Green Marketing” is defined as the marketing of products that are presumed to be environmentally safe. There is a common perception among the general population that the term green marketing refers only to advertising or promoting products that possess environmental characteristics. Objectives of the study, To findout the reasons for purchasing green products in Coimbatore City. Methodology of the study, Primary data as well as secondary data were used in this study. Interview scheudle is designed in such a way that there are several questions included for studying the objectives of the research. The questions includes firstly on the demographic factors of the respondents, secondly on the reasons for purchasing green products. The Friedman test ranks the scores in each row of the data file independently of every other row. The Friedman Chi-square tests the null hypothesis that the ranks of the variables do not differ from their expected value. Findings of the study, “Recycclable product”was ranked first by the selected sample respondents with the mean score of 8.92. “Renewable” was ranked second with the mean score of 8.61. “Protecting the environment” and environment friendly occupied third and fourth position with the mean score of 6.47 and 4.89 respectively.Suggestions of the stuy, Government needs to bring some aggressive reforms if it wants the domestic players to rule their market and be the drivers of Make in India. It is understood from the study that still many of the consumers are not having awareness on green marketing. In order to increase the awareness on green marketing practices among themselves, Government and NGOs may conduct many awareness programmes like street plays, TV programmes, debates etc. Conclude this stdy, Green marketing is a tool for protecting the environment for the future generation. Now this is the right time to select “Green Marketing” globally. It will come with drastic change in the world of business if all nations will make strict roles because green marketing is essential to save world from pollution.

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Keywords: *Green marketing , eco friendly, environment friendly etc.,*

## **1.1 INTRODUCTION**

Due to increase in global warming and climate change the public concern for environmental issues is gradually increased over the past decades. The consumers are started demanding eco-friendly products and they pay more attention to the environment, wealth and health. The companies are started adopting green marketing practices in their activities as a part of social responsibility and they were trying to reach the customers with their green messages. The “Green movement” then has entered the mainstream status in many developed countries, where eco-friendliness is becoming a major consumers preference among the best living in such nations. But though in India, the green movement has started in the late 1990s and 2000s, it was still in the infancy stage. Eco-friendly products are those products that will not pollute the earth or deplore natural resources, product which can be recycled or conserved, products with natural ingredients, products containing organic elements and products contents under approved chemical.

## **1.2. REVIEW OF LITERATURE**

Johri et al (1998) in their study on “Green marketing of cosmetics and toiletries in Thailand” analyzed the green marketing strategy of Thai market. The study was based on case method framed with questionnaire survey to analyze the consumer attitude and brand loyalty towards green marketing strategies. The study found that few companies have made honest attempts to adopt environmental marketing strategy even though Thai customers purchasing decision has not focused more on green attributes.

Purohit (2011) in his study on “Consumer buying behaviour on green products” analysed the consumer attitude, roll of marketing mix in buying intention and relationship between consumer attitude and buying intention towards green marketing. The study was conducted with 238 post graduates students. The study found that product, price, place and promotion had significant correlation with buying intention of eco friendly products.

The study concluded that consumers were ready to pay high price for eco friendly which cause less pollution to the environment were consumer ready to compensate quality of the product for the benefit of the environment

Mostafa (2007), green purchase behavior refers to the consumption of products that are benevolent or beneficial to the environment, recyclable or conservable and sensitive or responsive to ecological concerns.

A study conducted by D'Souza et al., (2006) contrary reported that generally, perception of green products is negatively associated with customer's intention to purchase them if they are of higher prices and low quality in comparison to traditional products

### **1.3. STATEMENT OF THE PROBLEM**

Green or environment marketing consist of all activities designed to generate and facilitate any exchanges intended to satisfy human needs or wants, such that the satisfaction of these needs and wants occurs, with minimal detrimental impact on the natural environment (Polonsky 1994). (Peattie (2001), described evolution of Green marketing in three phases. First phase is termed as "Ecological" green marketing and during this period all marketing activities are concerned to help environmental problems and provide remedies for environmental problems. Second phases "Environmental" green marketing and the focus shifted on clean technology that involved designing of innovation new products, which take care of pollution and waste issues. Third phase was "sustainable" green marketing came into prominence in the late 1990s and early 2000. "incorporates the strategies in recycling or with recycled content, reduced packaging or using less toxic materials to reduce the impact on the natural environment is known as Green products or eco-friendly products (Elkington, 1999). There is a growing interest among the consumers all over the world for protection of the environment. The green consumers are the main motivating force behind the green marketing process. It is their concern for environment and their own well being that drives demand for eco-friendly products, which in turn encourages improvements in the environment performance of many products and companies ( Sudir Sachdev,2011).

#### **1.4. OBJECTIVES OF THE STUDY**

- 1.To findout the reasons for purchasing green products in Coimbatore City.
- 2.To offer the suitable suggestion to purchaseing green marketing products.

#### **1.5. HYPOTHESIS OF THE STUDY**

There is no significant difference between mean ranks for respondent's purchase towards eco friendly products.

#### **1.6. METHODOLOGY OF THE PRODUCTS**

Primary data as well as secondary data were used in this study. Interview scheudle is designed in such a way that there are several questions included for studying the objectives of the research. The questions includes firstly on the demographic factors of the respondents, secondly on the reasons for purchasing green products. Primary data collected thugh interview schedule. Secondary data were collected through reports, websites, journals and magazines. Conveience sampling has adopted in this study. The sampling technique involved is convenient sampling. Convenience Sampling is a non-probability sampling technique where subjects are selected because of their convenient accessibility proximity to the researcher. This sample is used because it allows the researcher to obtain basic data and trends regarding his study without the complications of using a randomized sample. This sampling technique is also useful in documenting that a particular quality of a substance or phenomenon occurs within a given sample. Such studies are very useful for detecting relationships among different phenomena. Friedmen rank test used in this study. Study period during the year from January2019 to April 2019.

#### **1.7. ANALYSIS AND INTERPRETRATION**

##### **FRIEDMAN RANK TEST**

The Friedman test ranks the scores in each row of the data file independently of every other row. The Friedman Chi-square tests the null hypothesis that the ranks of the variables do not differ from their expected value. For a constant sample size, the higher the value of this chi-square statistic, the larger the difference between each variables rank sum and its expected value.

**TABLE 1**  
**FRIEDMAN RANK TEST – MEAN RANK – PURCHASE TOWARDS USING ECO-FRIENDLY PRODUCTS**

S.NO.	FACTORS	MEAN VALUE	RANK
1	ENVIRONMENT FRIENDLY	4.89	4
2	HEALTHY	4.25	6
3	NATURAL PRODUCTS	4.87	5
4	PROTECTING THE ENVIRONMENT	6.47	3
5	RENEWABLE	8.61	2
6	RECYCLABLE PRODUCT	8.92	1

**SOURCE: PRIMARY DATA**

This table lists the mean rank of each variable. High rank corresponds to the higher values of the variables. It reveals the ranking of reason for selecting the products. “Recyclable product” was ranked first by the selected sample respondents with the mean score of 8.92. “Renewable” was ranked second with the mean score of 8.61. “protecting the environment” and environment friendly occupied third and fourth position with the mean score of 6.47 and 4.89 respectively. “Natural Products” was ranked fifth with the mean score of 4.87. “Healthy” occupied last position with the mean score of 4.89. It is evident that most of the respondents gave top priority to recyclable product as the first rank for reason for selecting the products. The Friedman test determines if the average ranking differs across variables. Most of the respondents chose the preference of “renewable” for level purchase towards eco friendly products.

**H<sub>0</sub>:** There is no significant difference between mean ranks for respondent’s purchase towards eco friendly products.

**TABLE -1(a)**  
**FRIEDMAN TEST**

No. of respondents	Calculated value	DF	P-value	S/SN
200	1119.841	5	.000**	S

\*\* P<0.01      S - significant

This table lists the result of the Friedman test. For these rankings, the chi-square value is 1119.841, Degree of freedom is equal to the number of values minus 1. As 6 options are ranked, there are 5 degrees of freedom. It is clear from the above table that significance level is 0.000 at one percent level of significance. Hence the hypothesis is rejected. At least one of the variables differs from the others.

## **1.8. SUGGESTIONS OF THE STUDY**

1. Green marketing is a considerably large sector in the economy which has to open their eyes on eco-friendliness. Green marketing is one of the growing industries that concern about the green marketing. Green marketers can attract consumers on the basis of performance, money savings, health and convenience or just plain environmental friendliness, so as to target a wide range of green consumers.

2. Environmental education is important to society. It refers to organize efforts to teach about how natural environments function and particularly how human beings can manage their behavior and eco system in order to live sustainably. Activities cultivating a habit take time. If customers are taught when they are small, it can motivate their concern towards environment and subsequently become green consumers.

3. Government needs to bring some aggressive reforms if it wants the domestic players to rule their market and be the drivers of Make in India. It is understood from the study that still many of the consumers are not having awareness on green marketing. In order to increase the awareness on green marketing practices among themselves, Government and NGOs may conduct many awareness programmes like street plays, TV programmes, debates etc.,

## **1.9. CONCLUSION**

Green marketing is a tool for protecting the environment for the future generation. Now this is the right time to select “Green Marketing” globally. It will come with drastic change in the world of business if all nations will make strict roles because green marketing is essential to save world from pollution. Green marketing is a tool for protecting the environment for the future generation. In all over the Coimbatore city, the people and customer have awareness related to green products. Meanwhile, if the entire Coimbatore customers are became natural eco-friendly

user, definitely Coimbatore will become a one of the finest clean city in future. Green has become the new success mantra and is being discussed by people from all walks of life. The above study indicates that the Consumers of Coimbatore city of Tamilnadu are aware about the green products and they have more concern for green products. The study shows they are identifying the green products through the eco-label and therefore it can be considered as a major tool for Environmental marketing. The government, the organization and the customers has to put hands.

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