

A Study on Environmental Concern, Consumptions Pattern and satisfaction of Green Buying Behavior: An Empirical Study among Green Consumers in Alandur Block, Chennai

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Abstract:

A growing awareness of different environmental issues has resulted in a change in the way consumers look after their lives. There has been a change in consumer attitudes towards green lifestyle. People are actively trying to reduce their impact on the environment. However, this is not widespread and is still evolving. The issue of the environment is an important subject today, as almost every government and society has begun to be more aware of the problems related to it. This leads to a green marketing trend used by the company as one of the strategies to protect the environment and simultaneously gain profit. It is a phenomenon that has become an important concept and strategy to facilitate sustainable development in India. This research provides a review of environmental issues and identifies the green values of consumers, their level of awareness of environmental issues, products and environmental practices and satisfaction. This study further, highlights consumers' perceptions and preferences of green

marketing practices, buying behavior, satisfaction and products using a structured questionnaire and the way their changing preferences have led to the evolution of green marketing.

Keywords: Environment protection, environment friendly, green marketing, green products, consumer satisfaction and awareness.

Introduction:

Environmental problems are the main reasons for the emergence of green marketing and green products. Green marketing refers to the process of selling products and services based on their environmental benefits. Such a product or service may be environment friendly. It is produced and packaged in an environment friendly manner. Thus, green marketing incorporates a wide range of activities, including product modification, changes to the production process, changes in packaging, and modification of advertising. Green marketing refers to the concept of holistic marketing in which the product, marketing consumption on the elimination of products and services proceed in a manner which is less harmful to the environment, with an increasing awareness of the implications of global warming, non-biodegradable solid waste, harmful impacts of pollutants etc. As a result, traders and consumers are increasingly sensitive to the need to switch to green products and services. Company houses and traders have to turn their whole business into green, as rule, rather than as an option, to improve society and human welfare to increase profit. In addition, consumers have become increasingly aware of their environmental approaches, desires and purchases, which have led to increased incentives for consumers to purchase environment friendly products and services. They are more concerned about environmental issues and are considering buying more environment friendly products, even if they have to purchase at higher prices. Consumers are more interested in the importance of the natural environment and understand that their buying behavior in production and consumption will have a direct impact on the environment. As a result, the growing number of consumers aiming to buy environment friendly products paves many opportunities for companies that use "green" or "environmentally friendly" elements as part of their value proposition.

Companies that provide products manufactured and designed with a blend of environmental marketing have a stable competitive advantage.

Thus, the idea of green marketing is based on consumers' take on environmental friendly products. Therefore, it is necessary to further investigate the awareness and behavior of consumers' towards environment protection, green marketing and green products.

Materials and Methods:

The study included the close ended questionnaire which contained the questions testing various variables regarding the green marketing and its products. It also included the consumers' attitude towards environment protection and the various measures taken by them to protect our planet, Earth. This research further also helped to know the importance of green marketing and its products among today's consumers and also it helped to find out the various factors which prevent the consumers from purchasing green marketing products. The number of respondents who participated in this research was 100. This research was conducted among green consumers in Alandur block in Chennai Convenient sampling was taken as the sampling method, as it was considered to be the inexpensive and suitable method for such type of research.

Primary data has been collected from the green consumers. For this particular research, the entire data has been collected through questionnaire which is tabulated, coded and analyzed through chi-square test to check the accuracy of non- parametric variables in the questionnaire. Then the tables along with percentages were used to analyze the measures taken by the people to protect the environment, factors which prevent them from buying green products based on the questionnaire to find out the environment protection, awareness about green products and their purchase behavior. Statistical tools such as, Percentage analysis, Mean, Standard deviation, t test, F test, Chi-square test, Correlation and regression analysis have been used to analyze and to draw meaningful conclusion. Secondary data has been collected from the internet, books, articles in Journals, unpublished etc for this research. Completed questionnaires were reviewed and edited for fullness, coded, considered and entered into the computer for

statistical analysis. The data has been analyzed using descriptive statistics, tables and percentages. The analysis has been made in accordance with the objectives to reach reliable conclusions.

Data Analysis and Interpretation:

Table -1: Demographic characteristics of respondents

Demographic factors	Categories	Male	Female	Total (%)
Gender		50	50	100
Age	18-24	12	12	23.5
	25-34	18	20	38
	35-44	08	10	18
	45-54	05	04	09
	Over 54	07	04	13
Education level	PG	37	34	71
	UG	12	16	28
	Up to HSC	01	0	1
Occupation	Private Employee	49	48	97
	Govt. Employee	0	02	2
	Business	01	0	1
Monthly income (Rs.)	0-5000	01	10	11
	5001-10000	09	14	23
	10001-20000	20	17	37
	20001-30000	10	03	13
	30001-40001	07	05	12
	More than 40001	03	01	4

Table 1 reflects the demographic characteristics of respondents. From the selected sample of 100, the percentage of male and female respondents was 50% for each gender category. This indicates a 1:1 ratio of male to female respondents. The dominant age category was 25-34 years. A comparison of the education levels shows that many respondents have a high education level as 71% indicated that they hold a post graduate qualification. The occupational status of respondents indicates that the clear majority (97%) were private employees. Most respondents (37%) earned a monthly income of between Rs. 10,001 and Rs. 20,000.

Awareness about Green Products Based On Gender:

Table – 2: Gender and awareness of green products.

			Awareness		Total
			Yes	No	
Gender	Male	Count	47	03	50
		% within gender	94%	6%	100.0%
	Female	Count	48	02	50
		% within gender	96.0 %	4%	100.0%
Total		Count	95	05	100
		% within gender	95%	5%	100.0%

Table 2 presents an analysis about the awareness of male and female respondents of green products. The clear majority (94% of male respondents and 96% females) indicated that they were aware of green products while 5% of the participants did not have knowledge about green

products. The following null hypothesis has been framed and tested with the help of Pearson's Chi-square test.

Table-3: Factors influencing the consumers to decide the purchase of organic products

Factors influencing the consumers to decide the purchase of organic products		
Variables	Respondents	Percentage of Respondents
Quality	30	30
Health	21	21
No Chemicals	20	20
Taste	08	08
Price	10	10
Variety	06	06
Package & Hygmic	05	05
Total	100	100.0

Table 3 shows the factors which mainly influences the consumers to decide on the purchase of organic products. From the table 3 it's been very clear that why should we consume eco-friendly products. The factors like health, quality, no chemicals, taste, price, variety are some of the factors influencing the consumer in which quality and health influences the consumer more with 30% and 21% respectively.

Table-4: Satisfaction level of consumers in using Green-products

Satisfaction level of consumers in using Green-products		
Variables	Respondents	Percentage of Respondents
Highly satisfied	48	48%
Satisfied	36	36%
Neutral	16	16%
Dissatisfied	0	0%
Highly dissatisfied	0	0%

Total	100	100.0
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Table 4 shows the satisfaction level of the respondents by using the eco-friendly products. Nearly 48% of the respondents are highly satisfied, 36% are satisfied, and neutral is 16%. No one said dissatisfied in green product

Null Hypothesis: There is no significant relationship between the gender of respondents and awareness of green product:

Table – 5: Chi-Square Test-gender and awareness of green production

	Value	D f	Asymptotic significance(2-sided)
Pearson's Chi-Square	1.043	1	.307

A Chi-Square test was conducted to test the relationship between the gender of respondents and awareness of green products. It was found that there is no relationship between these two variables ($p > 0.05$), as reflected in Table 5. The null hypothesis is accepted. It can, therefore, be concluded that there is no significant relationship between the gender of respondents and awareness of green product.

Consumer behavior:

To find out the relationship between age and change in the consumption behavior of green marketing, correlation has been used. The null hypothesis has been framed. There is no significant correlation between the age of respondent and Null Hypothesis their consumption behavior.

Table – 6: Correlation between age and change consumption behavior.

		Age	Green marketing motivates to change in consumption behavior
Age	Pearson's correlation		-.109
	Sig.-(2-tailed)		.282
	N	100	100
Green marketing motivates me to change my consumption behavior	Pearson's correlation	-.109	
	Sig.-(2-tailed)	.282	
	Pearson's correlation	100	100

As indicated in Table 6, there is a very weak, negative correlation between age of respondents and consumption behavior. This correlation is not significant ($p>0.05$). The null hypothesis is accepted, leading to the conclusion that there is no significant correlation between the age of respondent and consumption behavior.

Perception about green products:

The following table depicts the opinion received from green consumers.

Table – 7: Respondent perceptions about green products.

S. No	Opinion statement	SD	D	N	A	SA	Mean
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1	Green products area healthy	0%	0%	8%	43%	49%	4.41
2	Green product more satisfaction	0%	0%	7%	45%	48%	4.46
2	Green products are good for the environment	0%	0%	2%	37%	61%	4.59
3	Green products are of good quality	0%	4%	18%	40%	38%	4.12
4	Green products are better than standard products	3%	7%	23%	36%	31%	3.85
5	Green products are reasonable priced	17%	57%	14%	9%	3%	2.24
6	Green products are easily accessible in stores	13%	21%	25%	31%	10%	3.04
7	Green products are well promoted	13%	23%	22%	35%	7%	3.00
8	The price of green products affects my buying decision	2%	10%	13%	45%	30%	3.91

Note: SD: Strongly disagree. D- Disagree; N-Neutral; A- Agree; SA- Strongly agree.

Table 7 depicts the opinion of respondents' perceptions about green products. It emerged that 92% of respondents perceived green products as being healthy. The mean value of 4.41 suggests that there was strong agreement that green products are healthy, while 8% of respondents were neutral in this regard. 93% of the respondents were satisfaction buying green product, 98% of respondents agree that green products are good for the environment. The mean value of 4.59 implies that respondents concur to a large degree with this. 78% of respondents perceive green

products to be of good quality. The mean value of 4.12 confirms that respondents, to a large extent, believe that green products are of good quality. 67% of respondents consider green products to be better than standard products, with 23% being neutral in this regard. The mean value of 3.85 suggests that overall respondents are in fair agreement that green products are better than standard products. As far as pricing was concerned, 74% of the respondents disagreed that green products are reasonably priced. This is affirmed by a relatively low mean value of, indicating the extent of disagreement in this regard.

Buying decision:

To find out the relationship between age and price of green products and how it affects the consumer buying decision of green product, correlation has been used. The null hypothesis has been framed. There is no significant correlation between the satisfaction level of respondent and the price of green products affecting consumer buying decision.

Table – 8: Correlation between the satisfaction level of respondents and the price of green products affecting their buying decision.

		Satisfaction level	consumers buying decision
Satisfaction level	Pearson's correlation		-.109
	Sig.-(2-tailed)		.282
	N	100	100
The price of green products affects my buying decision	Pearson's correlation	-.109	
	Sig.-(2-tailed)	.282	
	Pearson's correlation	100	100

As indicated in Table 8, there is a very weak, negative correlation between satisfaction of respondents and the price of green products which affects consumer buying decision. This correlation is not significant ($p>0.05$). The null hypothesis is accepted, leading to the conclusion that there is no significant correlation between the satisfaction of respondent and the price of green products which affects consumer buying decision.

Promotion of green products:

The following table depicts the opinion received from green consumers about promotion of green products.

Table – 9: Promotion of green products.

S. No	Opinion statements	S D	D	N	A	SA	Mean
1	Advertisements for green products are effective in creating awareness of problems facing the environment	7%	5%	10%	40%	38%	3.97
2	Advertisements for green products motivate me to support the environment through buying green products	1%	7%	16%	46%	30%	3.97
4	I often read product labeling/packaging before making a buying	6%	17%	10%	34%	33%	3.71

5	Information on product packaging helps me make an informed decision about what I am consuming	2 %	12 %	8%	44 %	34 %	3.96
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Note: SD: Strongly disagree. D- Disagree; N-Neutral; A- Agree; SA- Strongly agree.

Table 9 reflects the respondent's attitudes towards the promotion of green products. The majority (78%) of the respondents believe that advertisements for green products are effective in creating awareness of problems facing the environment. 76% agree that advertisements for green products motivate them to support the environment through buying green products.

Result:

The following are the findings based on the analysis of primary data.

- A comparison of the education levels shows that respondents have a high education level as 71% that they hold a post graduate qualification. The occupational status of respondents indicates that the clear majority (97%) were private employees. Hence educated respondents have awareness in using green products.
- Both the male and female respondents are aware of green products. It can, therefore, be concluded that there is no significant relationship between the gender of respondents and awareness of green product.
- There is a very weak, negative correlation between age of respondents and motivation to change consumption behavior. It is concluded that there is no significant correlation between the age of the respondent and their consumption behavior.
- Based on the opinion of the respondents, that majority of respondents perceived green products as being healthy, good quality, reasonably priced, availability of products in stores and is not harmful to the environment.
- There is no significant correlation between the satisfaction level of respondent and the price of green products which affects consumer buying decision.

- With regard to the respondent's attitude towards promotion of green products, the majority (78%) of the respondents believe that advertisements for green products are effective in creating awareness of problems facing the environment. 76% agree that advertisements for green products motivate them to support the environment through buying green products.
- Green Marketing plays a pivotal role in bringing awareness. As about Green product among green consumer the response show consumers would be more likely to choose environmentally friendly brands and were unable to recall green products, this expresses about the gap in marketing effort taken by the green marketers in bringing consumer awareness.

Suggestions

Consumer needs to be made more aware about the merits of Green products. The consumer needs to be educated and made aware of the environmental threats. Green Marketing campaign and green advertising is a good step towards it. Consumers must be motivated to switch brands or even pay a premium for the greener alternative in order to make sure that consumer feel that they can make a difference. This is called empowerment and due to this main reason consumers will buy greener products. Further, steps should be taken to control false promise and claim by the marketer to maintain legitimacy and trustworthiness of green products. For effective and efficient implementation of this concept of Green Marketing the factor that plays a major role is the Government. Unless the Government creates specific and stringent laws and utilizes its authority to implement them, the concept cannot be conceptualized. If the Consumer Organization and the Government work in unity towards the common goal of minimizing the detrimental environmental impact of their activities, then they can surely save this environment and make this world a better place to live in. It is not enough for a company to green its products, consumers expect the products that they purchase pocket friendly and to help reduce the environmental impact in their own lives too. Green marketing is very low on the agenda of most

businesses and therefore it's still an under-leveraged USP (Unique Selling Proposition). Therefore, effective green marketing targeted at the right audience will make a difference.

Conclusion:

Given India's rapid GDP growth rate and the highly negative environmental impact, demand for eco-labeled products may create the necessary consumer pressure to ensure a cleaner environment. This study confirms the existence of an environmental value action, a gap between the consumers' beliefs and behavior over being green. This paper highlighted has various aspects of consumer buying behavior and shown that consumers favorite for greener goods could be influenced by marketing. Products given greater exposure will be more likely to sell in greater number. Eco-friendly environment are more likely to result in consumer behavior values, beliefs and attitudes with the green action that aligns with consumers' interest and products. Respondents were influenced by promotion for green products and felt that packaging; labeling and products information strongly influenced their buying decisions. There was strong support for retailers who were socially responsible. Implications for marketers have been presented, as well as direction for future research. The study is significant in that there has been very limited investigation into green marketing in Alandur block in Chennai a developing economy. It hopes to serve as a stimulus for further research into green marketing, an area that has been receiving considerable attention, internationally, in recent years.

The growing environmental issues and the concern for the society and regulatory environment led the researchers to investigate about the consumers' inclination about it. The sample base which consisted of the green consumers showed their great concern towards the environment. The consumers are aware about the issues and the harmful effects of the environment. Further, they were also aware about the green products but exactly didn't know how it could benefit the environment. Once, they were educated about it they were ready to purchase the product with the main reason that it will help to protect the environment.

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