
GREEN MARKETING APPROACHES AND ITS IMPACT ON CONSUMER BEHAVIOUR TOWARDS ENVIRONMENT: SPECIAL REFERENCE TO SALEM, TAMIL NADU

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ABSTRACT

An individual's attitude towards the preservation and enhancement of the environment is referred to as their environmental attitude. Regarding the relationship that now exists between attitude towards the environment and the resulting behaviour, conflicting data have been published. The impact of the media on the audience's perception of the gravity of environmental risks has received a lot of attention lately. A change in consumer behaviour has resulted from heightened awareness of the many environmental issues. The way that consumers view living a green lifestyle has changed. Individuals are making a conscious effort to lessen their environmental footprint. Though still in its early stages, this is not widely used. However, businesses and organisations have noticed this shift in consumer sentiment and are attempting to take use of the green market industry's potential in order to obtain an advantage in the cutthroat competition. The main objective of this study to examine the green marketing approaches and analyse the impact on consumer behaviour towards environmental values in Salem District. The researcher has taken sample size of 200 consumers in Salem District. In this paper convenience sampling method has been used for the selection of respondents. Both primary and secondary data were used in this research paper. Primary data is collected through a well-structured questionnaire and analysed with the statistical tools like percentage method, weighted average method and kruskal wallis test. The finding of the study showed that the majority of the respondents purchase green products because they are eco-friendly. There is a significant relationship between the demographical profile and impact on consumer behaviour on environment values.

Keywords: Green Marketing approaches, Consumer behaviour and Environmental values

1. INTRODUCTION

Today, the majority of firms and communities place a high priority on the idea of green marketing. Though there have been alterations noted in the various marketing activities, it is comparable to the traditional marketing orientation and is thought to be safe for the environment and capable of meeting the environmental needs of consumers. It is inevitable that there will be a market for sustainable and socially conscious goods and services, which is reflected in green marketing. Due to its potential for competitive advantage, green marketing has drawn the attention of marketers. Therefore, it is essential to look into this matter in an effort to address the paucity of research regarding the degree to which green marketing might influence consumers' purchasing decisions. As a result, it might help with the general preservation of natural resources by using green marketing techniques to create successful commercial plans.

The environment is greatly impacted by human activity, especially when it comes to consumption. Consumers are getting more and more aware about the environment these days. As such, companies must adopt more ecologically friendly business practices in order to demonstrate greater sensitivity. A better and more successful business strategy that might perhaps result in improved business performance and green business practices would be created by combining business operations with other environmental challenges. Studying consumer behaviour entails examining individuals and pertinent actions they take to find, evaluate,

buy, and use products and services to satisfy their demands for consumption. It represents all of the feelings, ideas, and behaviours that a person experiences or exhibits before, during, and after consuming any kind of good, service, or idea.

2. REVIEW OF LITERATURE

According to **Tarabieh, Saeed M.Z. (2021)**, there is a relationship between green wash and the intention to purchase green products. The study also looks at the roles that green trust, perceived risk, and perplexity play as mediators. This study's research object is Jordanian food and beverage companies. This paper does an empirical investigation using structural equation modelling. The findings suggest that green wash has a beneficial impact on perceived danger and green confusion. Therefore, this study recommends that businesses cut back on their greenwashing practices and demonstrate their "greenness" by displaying their green product proof in addition to making claims about it. It will increase the possibility that companies will use green methods and make green claims, and it will also boost consumers' intentions to buy green foods and beverages.

According to **Keni et al. (2020)**, the study's objectives are to determine whether or not: 1) green perceived risk and value can affect green trust; and 2) 2) Green buying intention may be influenced by perceived green value and considered green risk. 3) Green trust can affect the inclination to make green purchases. 4) The relationship between green perceived risk and green perceived value and green purchasing intention is mediated by green trust. Green trust significantly influences green purchase intention, and green trust partially mediates the effect on green perceived value and green perceived risk on green purchase intention. The results show that green perceived value and green perceived risk have a significant impact on predicting green trust and green purchase intention.

According to **Rihn et al. (2019)**, products bearing eco-labels are those that are created using ecologically beneficial practices. They use a variety of forms that combine text and graphics/logos to appeal to eco-aware consumers. The degree to which various eco-label forms might sway consumers' product preferences may differ. This publication investigates consumer preferences, willingness to pay, and visual attention in connection to the format of eco-labels. While placing bids in an experimental auction for fruit-producing plants bearing three distinct environmental labels—each presented as either text or a logo—participants' visual attention was monitored. The findings derived from random effects to bit models suggest that consumers' visual attention and product valuation are influenced by the eco-label format. Comparatively speaking, logos draw greater visual attention than text eco-labels.

The primary determinants of future purchases of green products, according to **Trivedi and Sharma (2018)**, are green product quality and green consumer happiness. Additionally, since consumers care about the environment, marketers should incorporate environmental awareness into their campaigns. The environment and its health should be given more consideration while undertaking marketing and advertising. Furthermore, a similar approach can be used for all genders, age groups, income levels, and educational attainment because there is no discernible correlation between willingness to pay more and these factors. By creating a single plan that works for all situations, marketers may save a tonne of money and resources.

According to **Suganya and Kavitha (2017)**, the study's quick conclusion was that significant work and effort are needed on the parts of the government and business to implement abnormal green marketing planning and performance. Consumers' opinions on a great environment and how they may contribute to strengthening green marketing campaigns are quite important. Although green items are more expensive than ordinary products, they have not yet totally embraced them. In addition to the fact that consumers are becoming more aware of these issues and are beginning to incorporate them into their healthy lifestyles, government action is required to establish the average pricing on the green market.

3. STATEMENT OF THE PROBLEM

Although a large number of consumers assert that they use environmentally friendly items, statistics show that the market share of green products is quite little in comparison to non-green products. This unequivocally shows that there is a significant attitude-behavior difference. This instructs the researcher to investigate the consumer's actual mindset regarding eco-friendly products. Therefore, this study was conducted to assess the customer's perception of environmental values and determine the elements that influence the purchasing of green products.

4. OBJECTIVE OF THE STUDY

1. To study the green marketing approaches
2. To examine the demographical profile of consumers of the green markets.
3. To find out the factors that influence the consumers to purchase green products.
4. To analyse the impact on consumer behaviour towards environmental values.

5. HYPOTHESIS

Ho: There is no significant relationship between the demographical profile and impact on consumer behaviour on environment values.

6. Research Methodology

In this study the researcher has used the descriptive research method. Specific objectives of the study required use of both primary and secondary data. In Salem District, 200 consumers were selected by using convenience sampling method. The secondary data collected from journals, books and magazines. The statistical tools like Percentage Analysis, Weighted Average method and Kruskal-Wallis test are used to analysis the collected primary data.

7. GREEN MARKETING APPROACHES

Producing sustainable products: Making sustainable products that consumers may use to replace non-sustainable ones is one of the most widely used green marketing strategies.

Producing goods with sustainable materials: Employing sustainable resources in product manufacturing is one way that businesses may engage in green marketing. Using recycled materials or other environmentally friendly materials, such as product packaging that degrades more quickly, can be one way to do this.

Responsible waste disposal: A corporation can lessen its environmental effect by disposing of waste responsibly. Hazardous waste materials can be produced throughout the manufacturing process, and if they are not properly disposed of, they can have a negative impact on the environment.

Opting for electronic marketing: One minor way that businesses can engage in green marketing is by converting their whole marketing plan to digital media. Print products such as catalogues, flyers, brochures, and magazines are expensive for the environment, particularly if users don't recycle them correctly.

Implementing eco-friendly energy practices: Employing renewable energy sources, such as solar, wind, hydropower, or geothermal electricity, allows businesses to reduce their manufacturing costs while also having a positive environmental impact. Access to renewable energy sources has improved recently, and as more countries invest in it over the coming decades, the market for harvesting renewable energy is anticipated to grow.

Promoting a green alliance: Businesses that engage in consumer-environment solidarity are also involved in the green marketing movement. Companies can join a green alliance by committing donations to specific non-profits or activist groups that work to protect the environment in some capacity.

8. ANALYSIS AND INTERPRETATION

8.1 DEMOGRAPHICAL PROFILE OF THE RESPONDENTS

The present study confines the demographical profile of 200 respondents are age, educational qualification, monthly income and area of Residence and their percentage of different variables are tabulated in table 1.

Table 1
Demographical Profile of the Respondents

S.No	Variables	Parameters	Frequency	Percentage (%)
1.	Age	Below 25	09	4.5
		26-35	35	17.5
		36-45	48	24.0
		46-55	59	29.5
		Above 55	49	24.5
		Total	200	100
2.	Educational qualification	Illiterate	02	1.0
		Primary level	06	3.0
		High school	58	29.0
		Under Graduate	99	49.5
		Post graduate	35	17.5
		Total	200	100
3.	Monthly Income	Up to 25000	24	12.0
		25000-50000	74	37.0
		50000-75000	46	23.0
		75000-100000	31	15.5
		Above 100000	25	12.5
		Total	200	100
4.	Area of Residence	Rural	96	48.0
		Urban	104	52.0
		Total	200	100

Sources: Primary Data

The above table-1 reveals that majority of the respondents are in the Age group of 46-55 (29.5%). Most of the respondents are under graduates (49.5%) as compared to other educational groups. Majority of the respondent's family monthly Income fall under Rs. 25000 - Rs. 50000 (37.00%). Majority of the respondent's Area of Residence is urban area (52.0%).

8.2 FACTORS INFLUENCING THE CONSUMERS TO PURCHASE GREEN PRODUCTS

The customer's opinion with regard to influence of factors in purchase green products is shown in table 2.

TABLE-2
FACTORS INFLUENCING THE CONSUMERS TO PURCHASE GREEN PRODUCTS

S.No	Factors	SA	A	M	DA	SDA	Total	Mean/ Rank
1.	Eco-friendly	340 (68)	168 (42)	84 (28)	64 (32)	30 (30)	686 (200)	3.43 I
2.	Green product Advertisements	255 (51)	208 (52)	63 (21)	72 (36)	40 (40)	638 (200)	3.19 IV

3.	Green product Labelling	210 (42)	124 (31)	99 (33)	98 (49)	45 (45)	576 (200)	2.88 VII
4.	Word of mouth (friends and relatives)	230 (46)	188 (47)	96 (32)	78 (39)	36 (36)	628 (200)	3.14 V
5.	Price of the green product	210 (42)	144 (36)	48 (16)	100 (50)	56 (56)	558 (200)	2.79 VIII
6.	Quality of the green product	230 (46)	236 (59)	120 (40)	62 (31)	24 (24)	672 (200)	3.36 II
7.	Brand image	250 (50)	196 (49)	45 (15)	42 (21)	65 (65)	598 (200)	2.99 VI
8.	Harmless	280 (56)	168 (42)	90 (30)	70 (35)	37 (37)	645 (200)	3.23 III

Source: Primary Data

Table - 2 shows that majority of the respondents purchase green products because they are eco-friendly. Following this Quality of the green product is rank second in purchasing green products, harmless is rank third, green product advertisements is rank fourth and Word of mouth (friends and relatives) is rank five in purchasing green product.

8.3 IMPACT ON CONSUMER BEHAVIOUR TOWARDS ENVIRONMENTAL VALUES

To find the relationship between demographical profile like age, education and monthly income and impact on consumer behaviour on environmental values, Kruskal Wallis test has been applied and the result is displayed in table-3.

**TABLE- 3
RESULT OF KRUSKAL WALLIS TEST**

Factors	Age			Education			Monthly Income		
	H Value	Sig.	Result	H Value	Sig.	Result	H Value	Sig.	Result
Environmental Knowledge	11.324	0.001	Sig.	13.543	0.000	Sig.	15.631	0.000	Sig.
Green Product Value	12.345	0.000	Sig.	10.408	0.002	Sig.	14.678	0.000	Sig.
Eco – Label	10.365	0.003	Sig.	13.643	0.000	Sig.	6.118	0.146	Not Sig.
Green Advertisement	11.684	0.001	Sig.	8.467	0.084	Not Sig.	12.356	0.000	Sig.
Green Trust	12.361	0.000	Sig.	12.698	0.000	Sig.	10.182	0.002	Sig.
Overall Result	Significant			Significant			Significant		

Source: Computed from Primary Data

Table 3 shows that the level of significance in each factors. As per the overall result, the null hypothesis is rejected. Hence there is no significant relationship between the demographical profile and impact on consumer behaviour on environment values.

9. SUGGESTIONS

When purchasing products, people should carefully check the labels to be sure they are supporting the environment. Profit is the manufacturing businesses' ultimate goal, but it is the consumer's duty to make sure they are living a sustainable lifestyle that doesn't hurt the environment or the planet. The best way to get information to people is through advertisements. In order to inform consumers about which products are green and which aren't, businesses must create more environmentally friendly ads for their products. Green commercials are significant because, after watching them, consumers are inclined to purchase green items.

10. CONCLUSION

In order to reduce the products' environmental impact, manufacturing companies must shift to producing green products and making use of reusable packaging, green labels, and green packaging. Corporate businesses that serve customer demands must realise that they cannot remain viable over the long term unless their products are environmentally sustainable. They must so concentrate more on producing eco-friendly goods. To give consumers a clear understanding, product labels must include all relevant information about the product, including its pro-nature information, in both the English and the regional languages.

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