



Impact of Eco-Friendly Marketing on Consumers' Ecological Buying Habits in Trichy City

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ABSTRACT

Green environmental and eco-marketing represent a new wave of marketing strategies that not only refine, modify, or improve traditional marketing concepts and practices, but also aim to question these strategies and offer a fundamentally different view point. In greater detail, green, environmental, and eco-marketing are part of the set of strategies that aim to tackle the disconnection between current marketing practices and the ecological and social conditions of the broader marketing landscape. Currently, consumers are prioritizing Green Marketing, and numerous studies on this topic have been carried out globally. Consumers' awareness of the need for a safe environment is growing increasingly. This study examines eco-friendly products such as organic foods and the factors that affect customers' decisions to purchase organic items. Key findings indicate that students have an average understanding of Green products, are conscious of their use, and typically purchase them, showing a primary preference for environmental conservation.

Keywords: Eco-Friendly Products, Green Marketing, Consumer Attitudes, Organic Food Items, Ecological Marketing, Sustainable Products.

Introduction

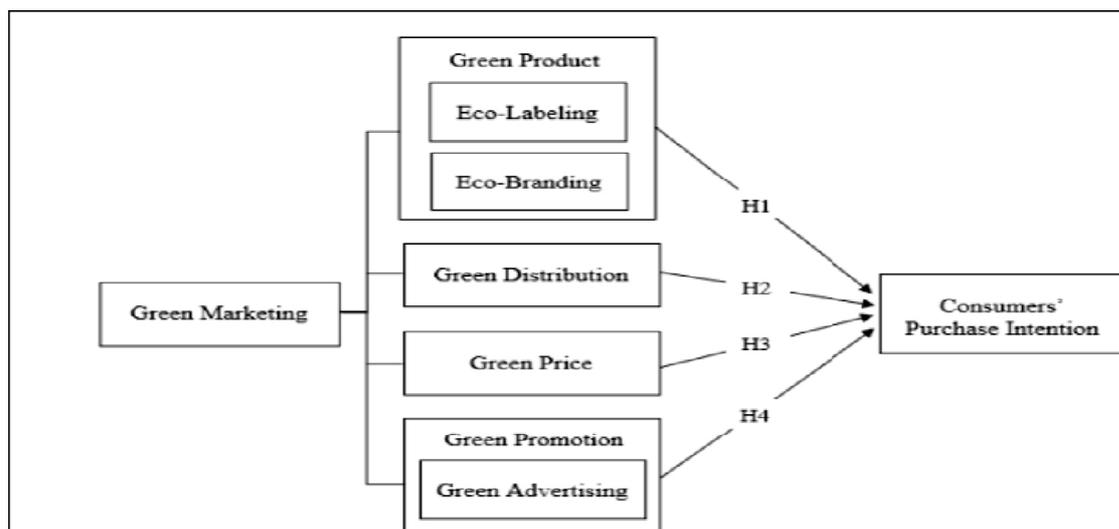
The promotion of goods that are thought to be environmentally safe is known as "green marketing." As a result, green marketing encompasses a wide range of actions, such as altering advertising, production process modifications, packaging modifications, and product modifications. Therefore, "green marketing" refers to a comprehensive marketing concept in which the production, marketing, consumption, and disposal of goods and services are carried out in a way that is less harmful to the environment. As consumers and marketers become more aware of the consequences of global warming, non-biodegradable solid waste, the damaging effects of pollutants, etc., they are also becoming more aware of the need to switch to green products and services. Although being "green" might seem costly in the short run, it will undoubtedly turn out to be beneficial and necessary. Cost-wise as well, over time. According to the fundamental principles of environmentalism, businesses have obligations beyond only producing goods and services. Globally, the green movement has been growing quickly. Customers are accepting accountability and acting morally in this regard. The market is changing as a result of consumer knowledge and motivation, particularly with the development of more environmentally friendly products. Indian consumers are far less aware of the problems associated with global warming than consumers in wealthy nations. The customer must be informed about the dangers to the environment. It will require a lot of time and work to get the new green movement in front of the general public. Identifying trends and positioning goods, services, and brands have always been key components of successful marketing. In a way that advances the buyer's goal. One of the primary causes of the rise of green marketing is the numerous environmental issues that we all face today.

Due to the potential for competitive advantage, green marketing has emerged as one of the main areas of focus for marketers. Only if the marketer comprehends the behavior of the customers will it succeed. In India, green is gradually becoming as the color that represents environmental consciousness. There are more options for marketers to persuade consumers because to the increased consumer awareness of product origins and the implementation of the global environmental problem.

REVIEW OF LITERATURE

The significance of social organizations in raising consumer ecological awareness was highlighted by Serban, C. [2015] in their research article. They addressed topics such as the responsibility of consumers to protect the environment, the responsible use of natural resources, and the necessity of involving consumers in ecologically conscious social activities. The research article sought to give social organizations a general understanding of how the environment issue was viewed in society as well as a way to evaluate the ecological actions that have been carried out thus far on Romanian citizens. The findings indicated a high correlation between social organizations that launched campaigns to address this issue and consumers' readiness to embrace responsible ecological behavior.

Olimpia, N. (2016) has researched the green marketing strategies employed by Romanian businesses and non-governmental organizations (NGOs) to change people's environmental behavior. The researcher has examined the primary strategies and tactics employed in ecological communication to influence pro-environmental attitudes and behaviors. Additionally, the researcher has identified the informative element of all campaigns (ecological lessons, information about pollution, and strategies to lessen environmental damage), which is straightforward and aims only to disseminate information and increase people's awareness of environmental issues. Romanian NGOs and businesses also run ecological campaigns to achieve outcomes like pro-environmental behavior or attitudes, such as planting trees. The VIPs who support these initiatives are supposed to instill in the recipients the collection of trash electrical equipment, recycling of their mobile phones and other electronic gadgets, etc. Additionally, certain environmentally conscious Romanian businesses were discovered by the survey and their campaigns and actions were presented.



Objectives of the Study

1. The study aims to determine the respondents' degree of awareness regarding green products and
2. To investigate the connection between consumer demographics and green product use.

RESEARCH METHODOLOGY

Both primary and secondary data form the basis of the study. Structured questionnaires were used to gather primary data, and books, the internet, journals, and magazines were used to gather secondary data. One hundred respondents provided the data. The convenience sampling approach was used to gather the data. In this study, the percentage technique and one-way ANOVA were employed as statistical methods

ANALYSIS AND DISCUSSION

Table 1: Sources of Awareness of Green Products

Media of Awareness	Respondents	Percentage
Television	47	47
Radio	23	23
Newspaper	16	16
Trade Fair/ Exhibitions	14	14
Total	100	100

Source: Computed from Primary Data.

It is inferred from the above table that, out of 100 respondents, 47% of the people are influenced by the media of Television. Out of total respondents, 23% of the respondents are influenced by the media of Radio. Out of the total samples 16% of the respondents are influenced by the media of Newspaper and 14% of the respondents are influenced by the media of Trade fair and exhibitions.

Table 2: Difference between age of the respondents and their Level of Awareness about Green Marketing

AGE	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	3.833	3	1.278	1.168	.326
Within the Groups	112.709	103	1.094		
Total	116.542	106			

Source: Computed from Primary Data.

Calculated value is lower than the table value (0.326). So null hypothesis is accepted. The alternative hypothesis is rejected.

Table 3: Association between age of the respondents and their satisfaction level of Green Marketing

Age	Satisfaction level of green marketing					Statistical inference
	Highly satisfied (n- 47)	Satisfied (32)	Neutral- 11	Dissatisfied- 5	Strongly dissatisfied-5	
18 to 25yrs	16 (48.5%)	9 (27.3%)	3 (9.1%)	2 (6.1%)	3 (9.1%)	X ² = 5.346 Df=12 P >0.05
26 to 32yrs	17 (50%)	11 (32.4%)	3 (8.8%)	2 (5.9%)	1 (2.9%)	



33to 40yrs	8 (38.1%)	7 (33.3%)	4 (19%)	1 (4.8%)	1 (4.8%)	Not Significant
41 yrs to 50 yrs	6(50%)	5(41.7%)	1(8.3%)	0	0	

Source: Computed from Primary Data.

Calculated value is greater than the table value (5.346). So null hypothesis is rejected. The alternative hypothesis is accepted.

SUGGESTIONS

To raise consumer awareness of green marketing products, more campaigns, advertisements, and promotions should be implemented in both urban and rural locations. Green products are adaptable to all age groups and can be utilized by a variety of age groups. Because of its nutritional worth and ease of use, many people will begin utilizing eco-friendly products if their nutrition value is included with the product itself.

CONCLUSIONS

This study's main objective is to ascertain how green marketing techniques affect consumers' decisions to buy green products. The results show that green marketing tools are crucial for competitively presenting product quality and features, both individually and together. Green marketing techniques have gained popularity, and companies are always searching for innovative methods to communicate their environmental message to consumers. Consumers are getting increasingly picky and concerned about the environment. Promoting environmentally friendly goods and services is known as "green marketing." It involves carefully combining social and environmental factors to create a connection between a business and its clients.

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