

CONSUMER BEHAVIOUR TOWARDS GREEN PRODUCTS-A STUDY IN MANGALURU CITY OF KARNATAKA STATE

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ABSTRACT

Global warming, pollution, and climate change are some of the issues that have become a growing source of concern on a global scale. As the environment has deteriorated, corporations have begun to change their business practises, resulting in the creation of green marketing. Green revolutions, environmental protection, sustainable lifestyles, sustainable development, environmental protection, and many more concepts have become common place in our daily lives. The concept of pollution-free activity is becoming more important in the rising world, across all sectors and stages. The industrial sectors are being singled out by environmentalists as key contributors to the depletion of natural resources and environmental degradation. In today's globalised world, when production, consumption and marketing are all intertwined, a new idea known as green marketing has emerged to address these challenges. Consumer preferences have shifted towards a green lifestyle as awareness of numerous environmental issues has grown. The current study focuses on the study of green product awareness among consumers in Mangaluru City of Dakshina Kannada district of Karnataka State, and its impact on their behaviour, with the hypothesis that there is a significant relationship between demographic profile of the respondents and their level of awareness, in order to provide suggestions to the corporate world to develop green strategies to sustain in a green environment. The research is based on both primary and secondary data sources. The basic data was gathered from a random sample of 60 Mangaluru City residents. The data was analysed using Likert's five-point scale technique.

Key Words: Green marketing, Green lifestyle, Environmental safety, Customers behaviour.

I INTRODUCTION

Environmental issues are the most widely discussed topics all around the world. The phrase "save the world, not shave the planet" is currently in vogue. Environmental issues have gained traction in the business sphere, as well as in everyday life (Gupta., 2013). Every second person on the street is aware of common risks such as global warming, pollution, ozone layer depletion, natural resource shortage, and so on. All of these threats are tied to production in some way, and the world is aware of this. Identifying such trends and positioning products and services in a way that appeals to customers (Maheshwari, 2014) in particular and the globe in general is part of successful marketing. If firms are to attain sustainability, Philip Kotler (2011) realised that they must make significant adjustments in their research and development, production, financial, and marketing methods. However, in addition to sustainability, several difficulties must be addressed, including changes in atmospheric composition, ozone layer depletion, soil degradation and increased desertification, and increased air and water pollution. Fortunately, green marketing has emerged as a fresh concept that is said to be more environmentally friendly than others.

II LITERATURE SURVEY

According to Charles W. Lamb (2004), marketers can show concern for the environment and society as a whole by promoting products as ecologically sound. According to Meenakshi Handa's (2006) study, activist groups and the media have played a significant influence in raising consumer environmental awareness and consciousness in recent years. Purohit (2011) examined customer attitudes regarding green marketing, the role of marketing mix on purchasing intentions, and the relationship between consumer attitudes and purchasing intentions in his study. Green marketing is still in its infancy, according to Moloy Ghoshal's (2011) study. Green marketers must be aware of two goals: enhanced environmental quality and increased customer pleasure. According to Marcacci (2013), demand for green products and services, as well as green businesses, has increased significantly. Consumers appreciate eco-friendly products and have a positive opinion toward organisations that implement green practises, according to a study by Bhatia and Jain (2013). According to Rayapura (2014), 55 percent of global online shoppers from sixty

nations said they would be prepared to pay more for products and services from companies committed to beneficial social and environmental effect. Green marketing, according to Ashe-Edmunds (2015), helps firms build goodwill and loyalty among customers while also increasing sales and profitability.

III STATEMENT OF THE PROBLEM

Due to government laws and a shift in consumer preferences around the world, several Indian enterprises have begun marketing themselves as green organizations. Based on a review of the literature, it is obvious that little study on green marketing has been conducted in India. Again, research on consumer attitudes toward green products is critical. In this juncture the present titled “**Consumer Behaviour towards green products-A study in Mangaluru city of Karnataka State**” is undertaken since no study was done in Mangaluru City.

IV RESEARCH OBJECTIVES

Present study is based on following objectives:

- To know the concept of green marketing and green products
- To investigate the level of awareness of respondents about green marketing
- To study the behaviour of respondents towards the green products
- To give suggestions to the marketer to frame suitable green marketing strategies

V HYPOTHESIS

Based on literature survey and conceptual study hypothesis is drawn saying that there a significant association between demographic profile and awareness level of the respondents about green marketing.

VI RESEARCH METHODOLOGY

The current research is primarily exploratory. It is based on both primary and secondary sources of information. The primary data was acquired from a random sample of 60 Mangaluru City residents representing a wide range of demographic profiles. It was gathered through the use of a scheduled interview schedule. The levels of various qualities were determined using the Likert Five Point Mean score. The hypothesis was tested using the Chi square test. Secondary information was gathered from books, journals, and the internet.

VII CONCEPT OF GREEN MARKETING

In 1975, the phrase "green marketing" was first explored at an American Marketing Association (AMA) session on "Ecological Marketing," and it quickly gained traction in the literature. In the late 1980s and early 1990s, the term "green marketing" became popular. In the 1980s, the first wave of green marketing emerged. Published books by Ken Pattie (1992) in the United Kingdom and Jacquelyn Ottman (1993) in the United States of America were the physical milestones for the first wave of green marketing. Because resources are few and human desires are limitless, it is critical for marketers to make optimal use of those resources while also achieving the organization's goals. Consumers all throughout the world are becoming increasingly concerned about environmental protection. Evidence suggests that individuals around the world are worried about the environment and are changing their habits. As a result, green marketing has evolved to represent the rising market for environmentally friendly and socially responsible goods and services. The 4 GREEN Ps, i.e., Green Product, Green Price, Green Place, and Green Promotion, have now become the new slogan for marketers to meet the needs of consumers and earn higher profits.

VIII GREEN PRODUCTS AND ITS CHARACTERISTICS

Green products are ones that are made with green technology and have no negative effects on the environment. Promotion of green technology and green products is necessary for conservation of natural resources and sustainable development. We can define green products by following measures:

- Products that are grown in their natural habitat
- Items that are recyclable, reusable, and biodegradable.
- Products made with natural components; • Products made with recycled materials; • Products made with non-toxic chemicals;
- Contents of products under chemical approval
- Environmentally friendly products that do not harm or destroy the environment
- Products that are not subjected to animal testing
- Products with environmentally friendly packaging, such as reusable, refillable containers.

- Products that use less energy (both in use and in production)
- Products that use less water (both in use and in production).

IX RESULTS AND DISCUSSIONS

To study the awareness level of the consumers towards green marketing in study area the sample of 60 consumers of varied demographic profile belonging to Mangalore City selected on random sampling basis.

Table 1 -Demographic Profile of the Respondents and Awareness of Green Marketing

Items	Aware	Unaware	Total	
Gender	Male	35(90)	4(10)	39(65)
	Female	15(71)	6(29)	21(35)
	Total	50(83)	10(17)	60(100)
Age	Upto 20	18(90)	2(10)	20(33)
	21-40	26(87)	4(13)	30(50)
	41-60	4(75)	2(25)	6(10)
	Above 60	2(50)	2(50)	4(7)
	Total	50(83)	10(17)	60(100)
Qualification	School level	13(72)	5(28)	18(30)
	Graduation	25(83)	5(17)	30(50)
	Post graduation	10(100)	-	10(17)
	Professional	2(100)	-	2(3)
	Total	50(83)	10(17)	60(100)
Occupation	Home care	3(38)	5(62)	8(13)
	Agriculture	8(80)	2(20)	10(17)
	Employee(Govt. Or Private)	37(93)	3(7)	40(67)
	Profession	2(100)	-	2(3)
	Total	50(83)	10(17)	60(100)
Monthly Income	Upto Rs.8000	5(50)	5(50)	10(17)
	Rs.8001-16000	18(81)	4(19)	22(36)
	Rs.16001-24000	12(92)	1(8)	13(22)
	Rs.24001-32000	10(100)	-	10(17)
	Above 32000	5(100)	-	5(8)
	Total	50(83)	10(17)	60

Source: Survey data

Table -1 reveals that out of 60 consumers surveyed 50(83%) are aware of the concept green marketing and 10(17%) are not aware of it. In gender classification 65% are male and remaining 35% are female. Majority (50%) fall under the age group 21 to 40 years and majority (50%) are graduates. As high as 67% of the respondents are employees occupied in government or private job and 36% respondents monthly income falls under Rs.8001 to 16000. In all the above classification majority aware of the concept green marketing.

The association between demographic profile and awareness level of the respondents about the concept of green marketing is tested by framing the following hypothesis:

H_0 : There is no significant association between demographic profile of the respondents and their awareness level

H_1 : There is a significant association between demographic profile of the respondents and their awareness level

Table -2 Chi-Square test result for finding association between Demographic profile of the respondents and their Awareness of Green Marketing

Contents	Chi-square value	df	Table value at 5% level of significance
Gender	6.794	1	3.841
Age	11.41	3	7.815
Qualification	8.33	3	7.815
Occupation	35.36	3	7.815
Income	25.95	4	9.488

Source: Survey data

It is observed from the Table- 2 that the calculated Chi-square value is higher than the table value at 5% level of significance. Hence the null hypothesis is rejected (H_0) and the research hypothesis is accepted (H_1) and it is inferred that there is a significant association between demographic profile of the respondents and their awareness level of the green marketing.

In order to analyse the preferences and behaviour of the respondents towards green marketing and green products only 50 respondents who are aware of the green marketing are considered.

Table-3 Consumers preferences towards green marketing

Attributes	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Total	Mean scoring
I would rather buy eco-friendly products than conventional ones.	30	11	5	4	-	50	4.34
I prefer to buy green products from the comfort of my own home.	26	16	7	1	-	50	4.34
I expect to be told about a product's environmental friendliness in marketing communications about it.	26	14	8	4	-	50	4.36
I'm concerned about squandering our planet's resources.	27	14	7	1	1	50	4.30
Many of my judgments take into account the potential environmental impact of my actions.	28	14	5	2	1	50	4.32
I'd like to use biodegradable items.	31	14	2	2	1	50	4.44
I'd like to stay away from aerosol products.	24	16	7	3	-	50	4.22
I check labels to see if the contents are safe for the environment.	25	12	6	5	2	50	4.06
I'd want to purchase things that are created or packed from recycled materials.	31	14	3	1	1	50	4.46
I'd want to purchase things that can be renewed.	30	15	2	2	1	50	4.42
I want to go to the grocery with my own bags.	26	16	6	1	1	50	4.30

Source: Survey data

To gather information about the preferences of the respondents towards green marketing 11 attributes have been selected as given in above Table-3. The response of the respondents in this respect was measured in a five point scale rating as 'strongly agree', 'agree', 'neutral', 'disagree' and 'strongly disagree'. By giving grade points 5,4,3,2, and 1 respectively to the scales 'strongly agree', 'agree', 'neutral', 'disagree' and 'strongly disagree' the grade point average was calculated. The result of the study shown in Table-3 revealed that all the attributes were rated at very close to 'agree'. Therefore we can say that respondents are agreeing or favouring the green marketing.

Table-4 Consumers behaviour towards green marketing practices

Attributes	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Total	Mean scoring
Manufacturing Eco Friendly Product	40	5	3	1	1	50	4.64
Educating customers to use products in environmental friendly manner	30	15	2	2	1	50	4.42
Manufacturing products through eco-friendly process	31	14	2	2	1	50	4.44
Modifying products to make them environmental friendly	25	16	6	2	1	50	4.24
Modifying product packaging to suit environment	38	9	2	1	-	50	4.68
Promoting products through eco-friendly modes of communication	28	14	6	1	1	50	4.34
Using green supply chain for procurement and distribution	26	16	6	1	1	50	4.30
Branding product associating with green marketing practices	26	14	8	1	1	50	4.26

Source: Survey data

To gather information about the perception of the respondents towards green marketing practices, 8 attributes have been selected as given in above Table-4. The response of the respondents in this respect was measured in a five point scale rating as 'strongly agree', 'agree', 'neutral', 'disagree' and 'strongly disagree'. By giving grade points 5,4,3,2, and1 respectively to the scales 'strongly agree', 'agree', 'neutral', 'disagree' and 'strongly disagree' the grade point average was calculated. The result of the study shown in Table-4 revealed that all the green marketing practices were rated at very close to 'agree' or 'strongly agree'. Therefore we can say that respondents' perception towards the green marketing is positive.

Table-5 Buying behaviour towards green products

Attributes	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Total	Mean scoring
Use a low-phosphate detergents	31	14	3	2	-	50	4.48
Use only energy efficient electronics/electrical appliances	30	11	5	4	-	50	4.34
Prefer to buy fruits and vegetables which are organic	45	4	1	-	-	50	4.88
Prefer to consume herbal cosmetics	31	14	3	2	-	50	4.60
Buy shampoos and soaps that are made of herbal extracts	30	15	2	2	1	50	4.38
Prefer to buy medicinal products that are ayurvedic to avoid side effects	24	16	8	2	-	50	4.24
Use automobiles which contribute to least amount of pollution	26	16	6	2	-	50	4.32
Prefer to buy stationeries made of recyclable materials	28	14	5	2	1	50	4.32
Buy clothes or apparels made of natural fabric materials	26	16	6	2	-	50	4.32

Source: Survey data

To gather information about the behaviour of the respondents towards green products, 9 attributes have been selected as given in above Table-5. The response of the respondents in this respect was measured in a five point scale rating as 'strongly agree', 'agree', 'neutral', 'disagree' and 'strongly disagree'. By giving grade points 5,4,3,2, and1 respectively to the scales 'strongly agree', 'agree', 'neutral', 'disagree' and 'strongly disagree' the grade point average was calculated. The result of the study shown

in Table-5 revealed that all the attributes were rated at very close to 'agree' or 'strongly agree'. Therefore we can say that respondents' behaviour towards the green products is positive and are favouring green marketing

X FINDINGS

The study revealed the following findings

- Of the 60 consumers polled, 50 (83%) are familiar with the notion of green marketing, while 10 (17%) are not.
- Males account for 65 percent of the population, while females account for 35 percent.
- The majority (50%) are between the ages of 21 and 40 and the majority (50%) are graduates.
- Employees in government or private jobs account for 67 percent of respondents, with 36 percent earning between Rs.8001 and Rs.16000 per month.
- A chi square test found a significant relationship between respondents' demographic profile and their level of awareness of the notion of green marketing.
- Respondents' preferences and behaviour toward many aspects of green marketing, green practises and green products are positive, indicating that consumers are moving toward a green idea.

XI SUGGESTIONS

In the light of above findings following suggestions are given.

- Marketers should market products that can be recycled or reused, efficient products that save water, energy or gasoline and reduce environmental impact, organic products that promise quality and certified products that meet or exceed environmentally responsible criteria, according to the findings.
- Most customers are willing to spend a higher price if they believe the product is of higher value. Green value can be used to produce this type of value enhancement.
- A marketer's location must set him apart from his competitors. This can be accomplished through instore marketing and visually appealing displays or by emphasizing the environmental and other benefits by employing recycled materials.
- Because not all customers are aware of the notion of green marketing, marketers should begin an organised and united campaign to raise customer knowledge of green marketing. The new green movements must reach the public, despite the fact that this will take time and effort.
- Green marketing entails the promotion of green products/services, green technology and green power/energy, all of which require a significant investment in R&D and subsequent promotional programmes because they will introduce some new innovative and better ways to generate, communicate and deliver green products and services.
- At first, revenues are modest since renewable and recyclable items, as well as green technologies are more costly. Only in the long run will green marketing be successful.

As a result, the company must plan for the long term rather than the short term.

- Marketers that practise green marketing must work hard to persuade stakeholders of the long-term benefits of green marketing above short-term costs.
- Marketers should design their products and services in response to true customer needs, as simply providing green products and services is insufficient; instead, they must be well-suited to the realities of customers' needs.
- The government should promote green product and service concepts and, eventually, evolve toward a green economy.
- The government should finance green initiatives so that marketers may get green products and services at affordable pricing.
- Marketers should implement green policies as a longterm strategy because most green initiatives have a high initial cost, but they are helpful and cost-effective in the long run.

XII CONCLUSION

Human demands have become more diverse as a result of industrialization. As a result, our world's natural resources have been depleted and contaminated. Green marketing is a tool for future generations to safeguard the environment. According to the data and debates, consumers are becoming more aware of green marketing these days. Consumers have favorable attitudes and behaviours toward green marketing and green products. It is also proof that in the future, a growing number of consumers will choose green products and will be willing to pay a higher premium for them. It is believed that if the above suggestions are carefully considered by marketers, they will assist to increase customer knowledge, attitude, and purchasing behaviour towards green products, allowing humans to live in a pollutionfree environment in the near future and for future generations.

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