

## Eco-Conscious Consumerism: An Analysis of Green Marketing Trends in Coimbatore District

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### ABSTRACT

The industrial revolution precipitates swift urbanization, which heightens customers' demands for items. On one hand, the progress of emerging technologies has led to increased consumer demands for meeting their basic needs. On the other hand, the manufacturing process of these products has caused environmental degradation, resulting in pollution of rivers and water, global warming, and the depletion of non-renewable energy sources. As the environment deteriorates, it becomes a topic of great worry. Marketers are grappling with the challenge of comprehending consumer wants while adhering to environmental regulations and maintaining their profits. The company provides environmentally-friendly marketing materials, taking into account the clients' purchasing behavior and environmental strategies. The purpose of this is to keep customers informed about the availability of environmentally friendly items in the market, as well as the repercussions and impact of these products on the environment. This information can then be used by customers to make informed decisions before purchasing any products. Consumers would benefit from becoming aware of environmentally-friendly marketing items. This study aims to evaluate customer purchase behavior towards environmentally friendly products in the Coimbatore district.

**Keywords:** emerging technologies, environmental degradation, customer purchase behaviour, coimbatore district

## I. INTRODUCTION

Harrison (1993) proposed a strategy for organizations to promote green marketing by highlighting the environmental advantages of green products to influence consumers' purchasing choices. This facilitated the task of marketers in the production of environmentally-friendly products. Thus, there has been a noticeable change in the preferences of consumers and marketers towards environmentally friendly items, with an anticipation of a corresponding shift in consumer purchasing behavior and marketer compliance with environmental regulations. According to Soonthonsmai (2007), "green marketing" refers to the actions taken by corporations to produce environmentally-friendly products and services while also ensuring customer pleasure. In their action research experiment, Shukla, S., Shah, D., Mehra, P., Muralikrishna, and Gupta, A.K. (1998) conducted a study and received feedback from their colleagues regarding the consumption of specific items, such as organically grown wheat, pulses, oilseeds, and so on. The study aimed to examine several aspects including the impression of eco-friendly items, their features, the variables influencing the purchasing behaviors of environmentally conscious consumers, their actual buying behavior, and the price premium they were prepared to pay for green products. The survey revealed that just 25% of the respondents expressed worry about environmental safety, while the majority were primarily worried with their health or the cost of acquiring green items.

## II. REVIEW FROM PREVIOUS STUDIES

According to Memushi (2014), the need for social standing motivates individuals to engage in environmentally friendly purchasing. Currently, individuals tend to choose the consumption of environmentally friendly products as a sign of their social progress. Social status is leveraged to encourage pro-environmental behavior, such as active engagement in

environmental activism. An analysis was conducted on the consumption level using data from the 2008 Albanian Living Measurement Survey (LMS 2008), taking into account aspects like as age, education, gender, and environment. The study revealed that gender and education have a more pronounced influence on conspicuous consumption. Jain and Kaur (2014) created a questionnaire that included both open-ended and close-ended questions. The analyses were conducted using five dimensions: the perceived correlation between economic growth and the environment, environmental concern, the genuineness of environmental concern, the role of different contributors in environmental issues, and the effectiveness of environmental actions. The reliability was assessed using Cronbach's alpha. "The study's findings indicate that environmental awareness and knowledge among consumers in industrialized countries differ somewhat from those observed in other contexts. Consumers in industrialized nations typically possess a higher level of awareness regarding ecological matters and demonstrate greater concern for the environment.

In their study, Reddy and Reddy (2017) made an attempt to determine consumer awareness regarding green marketing and its influence on sustainable development. A standardized questionnaire was created using a 5-point Likert scale to assess consumer attitudes. A random sampling technique was used to select a sample size of 100 respondents for the survey. The gathered data was subsequently encoded and analyzed using mean and percentage analysis. The study's findings indicate that consumers in India possess a significant level of care for sustainability, and it is evident that green marketing has a beneficial influence on sustainable development.

The study conducted by G. J. Kuchinka (2018) examined the correlation between brand loyalty and customers' environmental perspective. A survey was conducted, in which a sample size of 92 college students from the USA and Romania were invited to participate on a voluntary basis. The Brand Loyalty Scale (BLS) was employed to evaluate brand loyalty both prior to and subsequent to the dissemination of a hypothetical expansion declaration. The New Ecological Paradigm (NEP) scale was employed to evaluate individuals' perspectives on sustainability. The paired samples t-test study revealed a strong positive connection between NEP scores (attitudes towards sustainability) and brand loyalty. There were no notable disparities observed in attitudes towards sustainability based on geographical region (Romania and USA) or gender. Males exhibited a same level of care for the environment as females.

### III. CONSUMERS BUYING BEHAVIOUR TOWARDS GREEN PURCHASING

To assess consumer buying behaviour towards green purchasing the researcher has taken gender and age factors and applied relevant statistical tools for the samples 300 respondents taken. With the help of descriptive analysis and ANOVA the consumer buying behaviour is assessed.

**Hypothesis 1:** There is no significant difference in green products purchasing decision with respect to gender among consumers.

Descriptive- Reasons for purchasing green products								
	N	Mean	Std. Deviation	Std. Error	Lower Bound	Upper Bound	Minimum	Maximum
Female	176	3.1773	0.98773	0.09225	0.06355	0.4256	1.00	5.00
Male	124	2.9333	1.06729	0.09352	0.06205	0.4268	1.00	5.00

Source: Computed from Primary Data

**t-test for Equality of Mean**

Reasons for purchasing green product	Levene's test for Equality of Variance		t-test for Equality of Means		
	F	sig	t	df	Sig (2-tailed)
Equal Variance assumed	0.589	0.443	2.65	298	0.006
Equal Variance not assumed			2.63	260.398	0.007

Source: Computed from Primary Data

The female had the highest mean score of 3.1773, with a standard deviation of 0.9225. In comparison, the male had a mean score of 2.9333, with a standard deviation of 1.06729. The level's Statistics indicated a value of 0.425, which is considered to be statistically insignificant. Thus, we can infer that the population variance for each group is about same. Given that the p-value is 0.006, which is smaller than 0.05, it may be concluded that the null hypothesis is rejected. The table indicates a notable disparity between genders in the purchase of green items.

Various studies have demonstrated notable disparities in environmental attitudes between men and women. Men have more unfavorable sentiments towards the environment in comparison to women. Females exhibited a higher propensity to purchase a green product due to their belief that the product had superior environmental benefits. The primary determinant of green product preferences is gender, with age of the respondents being the secondary factor.

**Hypothesis 2:** There is no significant difference in purchasing green products with respect to age group among consumers.

AGE WISE DISTRIBUTION OF REASONS FOR PURCHASING GREEN PRODUCTS								
Age in years	N	Mean	Std. Deviation	Std. Error	Lower Bound	Upper Bound	Minimum	Maximum
18-30	68	3.3644	1.05708	0.09060	2.6427	3.0186	1.00	5.00
31-45	74	2.8306	0.94491	0.09060	2.9334	3.220	1.00	5.00
46-60	119	3.0769	0.98419	0.09060	2.7522	3.2253	1.00	5.00
More than 61	39	2.9888	0.98419	0.09060	3.1850	3.5438	1.00	5.00

Source: Computed from Primary Data

ANOVA -REASONS FOR PURCHASING GREEN PRODUCTS						
	SS	df	MS	F	Sig.	
Between Groups	17.92	3	5.975	1.032	0.001	
Within Groups	511.763	296	1.032			
Total	529.688	299				
			Df1	Df2	sig	
	Levene Statistic	2.291	3	296	0.077	
	Welch	5.750	3	296	0.001	
	BrownForsythe	5.587	3	296	0.001	

Source: Computed from Primary Data

**H2:** There is no significant difference in purchasing green products with respect to age group among consumers.

The respondents aged 18-30 had the greatest mean score of 3.644, followed by respondents aged 45-60 with a mean score of 3.0769. Respondents over 60 years old had a mean score of 2.9888, and those aged 30-45 had a mean score of 2.8319. The standard deviation values were determined to be 1.05708, 0.94491, 0.98419, and 0.98419, respectively.

The results indicated that respondents in the age range of 18-30 had the greatest mean score, while respondents between the ages of 30-45 had the lowest mean score. The Levene's statistics indicated that there was no significant difference in the variance between the groups. The p-values of the Welch and Brown-Forsythe tests are smaller than the specified significance level, indicating rejection of the null hypotheses. The ANOVA findings showed statistical significance with a p-value of .001. This suggests that there is a notable disparity in the purchase of environmentally friendly products among customers of different age groups.

#### IV. CONCLUSION

The study's findings indicate that contemporary individuals possess higher levels of education and literacy, as well as a heightened awareness and commitment to environmental preservation. Their conviction is that green marketing can indeed serve as a means to achieve competitive and sustainable growth. The aforementioned survey demonstrates that women exhibit a greater inclination towards purchasing environmentally-friendly products in comparison to men. It has been noted that respondents who are between the ages of 45 and 60 and have matured have displayed a greater level of interest in green products. As respondents age from 48 to 60 years, their purchasing behavior towards green products also increases. As individuals get more educated, their obligations towards their family, community, and other aspects of life expand. They possess a higher level of awareness regarding products and their functionalities. Individuals with a monthly earning capacity exceeding 20,000 are capable of allocating a greater portion of their income towards green purchases, given the relatively high cost of green items. Typically, the middle and upper class can afford to purchase these things. Greater emphasis should be placed on raising awareness for eco-friendly products and the preservation of the environment.

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