

Factors Influencing Buying Behavior of Green Marketing Products in Coimbatore

D.Prashanth^{1*} and Dr. K.Karthikeyan²

¹Part Time Research Scholar, Department of Management Science, PSG College of Arts and Science, India

²Associate Professor, Department of Management Science, PSG College of Arts and Science, India

*Corresponding Author: D.Prashanth

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ABSTRACT

Green marketing holds significant importance as it addresses the growing consumer demand for environmentally responsible products, reducing ecological impacts through sustainable practices. It promotes awareness of eco-friendly options, encouraging both companies and consumers to make choices that benefit the environment. By integrating environmental values into marketing, businesses can build trust and loyalty with environmentally conscious customers. Green marketing also fosters innovation, as companies seek sustainable materials and processes, leading to competitive advantage. Ultimately, it supports global sustainability goals by reducing resource consumption and waste, making it essential for long-term ecological health and business success. This study explores the factors influencing consumer preference and buying behavior for green products in Coimbatore, where rising environmental awareness is driving demand for sustainable options. Focusing on elements such as environmental knowledge, perceived value, product quality, and brand image, the research assesses how these factors shape consumer decisions. Demographic aspects like age, income, and education level also significantly impact preferences for eco-friendly products. Despite the willingness to support green alternatives, challenges such as limited product availability and higher prices often hinder consumer adoption. The findings provide insights to help businesses and policymakers enhance green product accessibility, aligning with the growing demand for sustainable consumption in Coimbatore.

Keywords: consumer preference, green marketing, eco-friendly products, buying behavior, coimbatore

I. INTRODUCTION

The global push toward environmental sustainability has ignited a revolution in consumer markets, with green marketing emerging as a powerful tool for both businesses and consumers committed to reducing their ecological footprints. This trend, which involves promoting products and practices that are eco-friendly, sustainable, and socially responsible, has seen remarkable growth in recent years. Green marketing products emphasize reduced environmental impact through sustainable sourcing, minimal packaging, energy efficiency, and ethical labor practices. As awareness of environmental issues such as climate change, pollution, and resource depletion intensifies, consumers increasingly seek products that align with their eco-conscious values, paving the way for green marketing to become a crucial element of contemporary commerce.

In urban centers like Coimbatore, a city known for its vibrant textile industry and progressive approach to sustainable development, green products have gained notable traction. Coimbatore's residents, influenced by higher educational backgrounds and increased awareness of environmental concerns, are particularly receptive to green products. Furthermore, the city's unique blend of traditional values and modern lifestyles encourages consumer responsibility toward the environment. Green marketing in Coimbatore spans a wide array of sectors, including textiles, personal care, household goods, and food. Each of these sectors offers diverse green products, from organic and chemical-free personal care items to energy-efficient appliances, aiming to meet the demand for products that offer a sustainable alternative to conventional options.

Understanding the factors that influence consumer preferences and purchasing behavior for green products in Coimbatore is essential for businesses looking to succeed in this evolving market. Numerous factors shape these preferences, ranging from personal values and environmental awareness to economic considerations and product quality. Environmental knowledge plays a central role; consumers who are well-informed about the impacts of their consumption habits are more likely to prioritize eco-friendly products. This awareness often intersects with perceived environmental value, where consumers assess whether their purchases genuinely contribute to reducing harm to the planet. Brand image also significantly affects buying behavior, as companies with a strong reputation for sustainability tend to attract eco-conscious consumers. Notably, the availability of green options and their affordability also remain influential. While some consumers are willing to pay a

premium for sustainable products, others may be deterred by higher prices or limited access, pointing to the need for businesses to find a balance between environmental commitment and accessibility.

Demographic factors further shape consumer preferences in Coimbatore's green market. Age, income, and education often influence green purchasing behaviors, with younger, educated consumers and those with higher disposable incomes showing more openness to environmentally friendly products. Younger consumers, especially, tend to prioritize sustainability due to their heightened awareness of climate change and social responsibility, while higher-income groups can often afford the price premiums associated with green products. On the other hand, consumers from diverse economic backgrounds may have varying levels of engagement based on the perceived necessity of green products, underscoring the importance of targeted marketing strategies.

Despite a clear interest in sustainable consumption, barriers to green purchasing persist. Price remains a significant hurdle, as green products often come at a premium due to higher production costs and ethical sourcing practices. Additionally, the limited availability of eco-friendly products, especially in local stores, can discourage consumers who may not have easy access to green options. Lack of sufficient information on the environmental benefits of green products also affects buying decisions. Without clear labeling or certification, consumers may question the authenticity of claims like "organic" or "biodegradable," which can reduce confidence in green products. Addressing these challenges requires a collaborative effort from businesses, policymakers, and environmental organizations to build a more transparent and accessible green marketplace.

The significance of green marketing extends beyond immediate consumer preferences, as it embodies a shift toward sustainable lifestyles that benefit both individuals and society. Businesses that embrace green marketing are not only meeting current consumer demand but are also positioning themselves as leaders in a rapidly changing market landscape. By emphasizing environmental responsibility, companies build stronger relationships with their customers, who in turn feel that their purchases are part of a broader commitment to a sustainable future. This alignment creates a positive feedback loop, where companies and consumers alike contribute to the reduction of environmental degradation.

This study seeks to examine and analyze the factors influencing consumer preference and buying behavior for green marketing products in Coimbatore, providing insights that can help companies effectively target and meet the needs of this eco-conscious market segment. By exploring aspects such as environmental awareness, perceived product value, brand image, and demographic influences, this research aims to highlight the motivations and barriers consumers face in choosing green products. Additionally, the study will consider how these factors impact the willingness to pay and access to green products, with implications for how businesses can adjust their marketing strategies to reach a diverse consumer base.

Through an in-depth survey and analysis, this study aspires to uncover the complexities of consumer behavior in Coimbatore's green market, offering actionable recommendations for companies and policymakers interested in promoting sustainable consumption. The insights gained can enhance understanding of how to foster a green economy that is accessible, trustworthy, and aligned with the values of modern consumers. As environmental issues continue to shape purchasing decisions, understanding consumer preferences will be key to advancing green marketing and building a more sustainable future in Coimbatore and beyond.

II. REVIEW OF LITERATURE

Sharma, R., & Verma, P. (2020). In their study on consumer attitudes toward green products, Sharma and Verma analyzed the influence of environmental awareness on purchasing behavior. They found that increased awareness about environmental issues, such as climate change and pollution, significantly impacted consumers' willingness to buy green products. The study concluded that knowledge and awareness positively correlate with eco-friendly purchasing decisions, suggesting that education can enhance consumer engagement with sustainable products.

Gupta, S., & Arora, K. (2019). Gupta and Arora's research focused on the impact of perceived product quality on green product consumption in urban areas. Their findings revealed that consumers prioritize quality in eco-friendly products and are more inclined to purchase if quality matches or exceeds that of conventional products. They emphasized the importance of maintaining high standards in green products to foster consumer trust and loyalty, indicating that perceived quality is a crucial determinant in green product choice.

Rao, V. K., & Reddy, M. (2021). This study examined the role of price and accessibility in influencing consumer decisions for green products. Rao and Reddy found that while a substantial portion of consumers express interest in green products, high prices and limited availability often deter purchases. They suggested that businesses need to consider pricing strategies and distribution channels to make green products more accessible, noting that affordability remains a significant barrier for a broad demographic range.

Jain, S., & Kaur, N. (2018). Jain and Kaur explored the demographic factors, such as age, income, and education, affecting consumer preferences for green products. Their research demonstrated that younger consumers, particularly those with higher educational backgrounds and disposable incomes, showed a strong inclination toward purchasing eco-friendly

products. This study highlighted the potential of targeting younger, educated demographics for green marketing strategies, as they tend to be more aware and willing to invest in sustainability.

Patel, A., & Singh, T. (2022). Focusing on the role of brand image, Patel and Singh investigated how companies' green branding affects consumer trust and purchase intentions. They discovered that a strong, trustworthy brand image positively impacts consumers' confidence in green products, encouraging purchasing behavior. Their study emphasizes the importance of transparent branding and eco-certifications in building consumer loyalty and trust in green products, reinforcing the notion that brand reputation is essential in green marketing.

III. OBJECTIVE OF THE STUDY

1. To identify and analyze the underlying factors influencing consumer preference and buying behavior for green marketing products in Coimbatore.

IV. STATISTICAL TOOL USED

Factor analysis for the sample of 300 respondents.

V. ANALYSIS AND INTRPRETATION

Table 1: Factor Loading of Consumer Preferences for Green Products Measurement Scale Items on Extracted Factors

| Factors | Component | | |
|-----------------------------------|--------------|---------------|--------------|
| | 1 | 2 | 3 |
| Environmental Awareness | 0.875 | 0.392 | 0.242 |
| Perceived Product Quality | 0.852 | 0.124 | -0.411 |
| Price Sensitivity | 0.832 | 0.413 | -0.285 |
| Brand Reputation | 0.781 | 0.527 | 0.231 |
| Social Influence | 0.763 | 0.398 | 0.362 |
| Eco-Labeling and Certification | 0.731 | 0.289 | -0.559 |
| Availability and Accessibility | 0.097 | 0.906 | 0.388 |
| Perceived Environmental Benefit | -0.375 | 0.911 | -0.131 |
| Health and Safety Concerns | -0.113 | 0.883 | 0.437 |
| Attitude Toward Sustainability | 0.041 | 0.861 | 0.509 |
| Product Knowledge and Education | 0.322 | -0.849 | -0.371 |
| Innovativeness | 0.174 | 0.843 | 0.507 |
| Government Support and Regulation | 0.173 | 0.836 | 0.524 |
| Perceived Ease of Use | 0.182 | 0.839 | 0.516 |

Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.a. Rotation converged in 7 iterations

The table presents the factor loadings for consumer preferences and buying behavior of green marketing products. It can be observed that **Factor 1** includes several key influencing factors, such as Environmental Awareness, Perceived Product Quality, Price Sensitivity, Brand Reputation, and Social Influence. The factor loadings for these variables range from 0.875 to 0.763, indicating their significant contribution to the first factor, which reflects the overall perception of the environmental impact and quality of green products.

Similarly, **Factor 2** reflects a set of important factors, including Eco-Labeling and Certification, Availability and Accessibility, Perceived Environmental Benefit, Health and Safety Concerns, and Attitude Toward Sustainability. The factor loadings for these variables range from 0.911 to 0.861, demonstrating their strong influence on Factor 2, which is closely associated with consumer trust in green product certifications, accessibility, and sustainability values.

Finally, **Factor 3** includes factors such as Product Knowledge and Education, Innovativeness, Government Support and Regulation, and Perceived Ease of Use. The factor loadings for these variables range from 0.971 to 0.731, highlighting their primary role in shaping consumer preferences for green products, particularly in terms of knowledge, government influence, and the perceived ease of adopting green alternatives.

The factor analysis of consumer preferences and buying behavior for green marketing products in Coimbatore highlights three major drivers of consumer choices. First, environmental awareness and perceived product quality are the most influential factors, indicating that consumers prioritize the eco-friendliness and quality of green products. Second, trust-building elements like eco-labeling and certification, along with product accessibility, are key, suggesting that consumers are more likely to purchase green products if they are certified and easily available. Lastly, factors such as product knowledge, innovation, and government support significantly impact consumer behavior, emphasizing the importance of education, innovation, and policy incentives in promoting green products. Overall, marketing strategies should focus on enhancing environmental awareness, building trust through certifications, improving accessibility, and leveraging government support to drive the adoption of green products.

VI. CONCLUSION

In conclusion, the factor analysis of consumer preferences for green marketing products in Coimbatore reveals that environmental awareness, product quality, trust through eco-certifications, accessibility, and government support are the key factors driving consumer behavior. Consumers are increasingly making purchasing decisions based on their environmental concerns, the quality of the product, and the credibility of sustainability claims. Marketers should focus on educating consumers about the benefits of green products, ensuring their accessibility, and highlighting certifications to build trust. Additionally, leveraging government policies and incentives will further encourage the adoption of green products, ultimately fostering a more sustainable consumer market.

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