

GREEN MARKETING: PURCHASE BEHAVIOUR OF CONSUMERS' FOR ECO-FRIENDLY PRODUCTS IN KANYAKUMARI DISTRICT

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ABSTRACT

Environmental protection has become a key concern worldwide. It is caused by the prevailing ecological difficulties. The fundamental concept of green marketing has emerged from the point of distress developed due to ecological imbalance. The range of studies that have been included in green marketing is to design, modify, and transform products. This also includes modification in the production method, packaging process, and promotional activity to create environmental consciousness among consumers. The change in consumer preference for the eco-friendly product over a conventional product is due to environmental protection. These changes shall provide a healthy eco-friendly inclination.

In the present scenario, the focus of our society is to attain sustainable development in all aspects. This comprises of ecological well-being by virtue of socioeconomic needs through eco-friendly product for the present and future generation. Therefore, the study on purchase intention and purchase behaviour of consumer's towards eco-friendly products plays a vital role in reducing environmental toxic and aim to reach sustainable development of the society. Researchers have investigated facets of the role of demographic variables in predicting the purchase behaviour of consumers' towards the eco-friendly product. This study has tried to find the probable reasons for deviation from the conventional approach. This research work has attempted to introspect into the application of green marketing strategies and purchase behaviour of consumers' for eco-friendly products

Keywords: Green Marketing, Consumer Buying Behavior, Eco-labeling, Eco-friendly, Purchase Intention Environmental Concerns and Belief.

INTRODUCTION

In the police work environment, there are factors that can contribute to conflict between work and personal life of police officers. These factors may include high workloads, irregular schedule changes, or other organizational pressures that can disrupt work-life balance

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Green Marketing is inevitable and it is the need of the hour. It refers to the process of purchasing or selling of products that cause minimal impact on the surroundings. Green Marketing has developed as an essential concept in India as well as in other developing countries and is viewed as an imperative approach to facilitate sustainable development. Thus manufacturers have become more eco-oriented and produce products that are environmental-friendly which might result in increasing their market share and would increase the value of the green image of the company in society. Our society has become more composite with the ecological contamination and corrupt industry practices. Both customers and companies are concerned with the preservation of the environment.

As a consequence, there is a shift in the purchase behaviour of an individual. Hence, preference has shifted towards products which are environmentally friendly as compared with conventional products. This transformation has made a business organization to address society's "new" concern. Organizations are now aware of the fact that only by mere adopting green marketing strategy at the core they cannot survive in the present competitive era. But sustainability, in the long run, needs to be monitored. Eco-friendly products have been exemplified and defined by researchers in a different approach. These types of products have been identified by researchers to be environmentally friendly, environmentally better-quality and safe for our ecosystem.

Eco-friendly products are identified as those products that serve in reducing environmental degradation. The phenomenon of the eco-friendly product itself integrates the concept of recycling tactic, using recycled material for packaging and reduces the adverse effect on the environment. Totting up a new dimension to the narration, explained that production of eco-friendly product requires a manufacturing system that is environmentally sound and using raw material that has a minimal hazardous effect on the environment.

REVIEW OF LITERATURE

Dr. Manish Sharma, Harsha Saini, & Swati Sharma (2024), their study concluded that the impact of advertisement on customer trust in terms of green marketing is the best aspect where effective promotional strategies build confidence for consumers in terms of sustainable products. Advertisement is positively impactful, whereas branding, packaging design, and customer perception are not significantly affecting customer trust. They suggested that all part of building a brand and differentiating themselves from others but not capable enough to address customer concerns regarding the authenticity and credibility of green products. The findings their study also determined that the customer perception alone does not drive loyalty or trust and indicates a gap between favourable attitudes to sustainability and consumer behaviour.

Zhang and Wang (2023) embarked on a pioneering meta-analytical odyssey aimed at unraveling the overarching influence of green marketing on consumer behavior within the home appliance industry. Through an exhaustive synthesis of extant literature supplemented by a survey of consumer preferences, the study sought to distill the quintessence of green marketing's efficacy in shaping purchase decisions vis-a-vis energy-efficient appliances. The findings unveiled a discernible uptick in consumers' prioritization of environmental considerations when procuring home appliances, signaling an emergent paradigm shift towards eco-conscious consumption. The study's prescient recommendations enjoined manufacturers to accentuate the environmental virtues of their products through transparent and credible green marketing endeavors, thus harnessing

the zeitgeist of sustainability to catalyze market ascendance.

Majeed, Aslam, Murtaza, Attila, & Molnár (2022) revealed that with the growing popularity of environmentally conscious lifestyles, Customers are more frequently looking for goods and services that reflect their beliefs and save them money their impact on the environment. Green advertising provides a platform for companies to communicate the environmental benefits of their products to consumers and promote environmentally responsible consumption patterns. Through effective green advertising campaigns, companies can increase consumer knowledge about the environmental benefits of their products and services, as well as foster positive attitudes towards these products.

Ahmad, Ghazali, Abdullah, Nordin, Nasir, & Farid (2020) said that considering these considerations, companies must be strategic in their approach to green marketing and consider the unique needs and preferences of their target audience. By taking a tailored approach, companies can ensure that their green marketing efforts are effective in shaping consumer behaviour and promoting sustainable consumption patterns. Ultimately, the success of green marketing efforts will depend on a thorough understanding of consumer behaviour and a strategic approach that is tailored to the unique needs and preferences of the target audience.

Jalees, Qabool, Zaman, & Alam Kazmi (2021) opines that, green marketing efforts can help establish trust and build brand loyalty by demonstrating a company's commitment to environmental responsibility. For example, by using eco-friendly packaging, promoting energy efficiency, or supporting environmental causes, companies can establish a positive reputation and earn the trust of consumers. This, in turn, can lead to increased brand loyalty, as consumers are more likely to choose brands that they trust and that align with their values. In this way, green marketing can play a crucial role in shaping consumer behaviour and promoting sustainable consumption patterns. The effectiveness of green marketing in influencing consumer behaviour can vary widely depending on the specific approach and target audience.

Trivedi and Sharma (2018) Focused on identifying the green product quality and green consumer satisfaction are found to be the main factors for future green product purchases. Moreover, consumers are environmentally conscious so marketers should display environmental concern in their marketing tactics. While doing advertising and promotions, more focus should be given to the environment and its health. Moreover, it is seen that there is no significant relationship between willingness to pay more and gender, age, education and income which means a consistent strategy can be applied to all genders, groups of ages, income, and education. Marketers can save a lot of money and resources by developing a single strategy for all.

NEED AND SIGNIFICANCE OF THE STUDY

Environmental problems have become crucial global issues due to population explosion and other related factors. The exercise of green marketing and the power of going green is gaining wide acceptance in our country where environmental threats are distressing government and citizens. Recyclable or biodegradable goods are required to meet the unlimited demands of a society as earth's resources are limited and human needs unlimited. As industries are based on limited resources they have to uncover alternatives to satisfy the needs of the consumer. Hence, green marketing is imperative for achieving their organizational goals. Additionally, environmental issues and health problems from governmental and societal sectors have imposed constraints on the organizations to adopt a method that shall minimize environmental pollution. Consumers' knowledge, environmental concern, positive belief towards eco-friendliness, safe and eco-friendly products and desire to protect the environment are other factors that triggered the growth of green marketing. Although green marketing has attained a global dimension, the demand is still unstable and the market condition fluctuates. Thus, the study

provides insight into green purchase behaviour and facilitates purchase intention of eco-friendly products.

SCOPE OF THE STUDY

The research study was geographically restricted to Kanyakumari District, the capital city of Tamil Nadu, India. The sample size was estimated using the population data from the census record. The sample size was limited to a number of 90 respondents. Respondents were selected using quota sampling technique. The consumers' viewpoint was considered for analyzing the factors that influence their purchase behaviour for eco-friendly products. The various factors that influences, motivates consumers' to purchase eco-friendly product have been explored with their insight and attitude towards eco-friendly products. There are a number of eco-friendly products that are biodegradable and conserve energy for attaining sustainable future both for present and future generation. The scope of this research was restricted to household products that are eco-friendly in nature. Convenience and other specialty goods are beyond the scope of this research.

OBJECTIVE OF THE STUDY

The objectives of the studies are,

- To study consumers' awareness and attitude about eco-friendly products.
- To identify the factors that influence consumers' purchase behaviour for eco-friendly products
- To analyse the Factors Influencing Pessimism Toward Eco-Friendly Products

RESEARCH METHODOLOGY

Source of data collection

In this study both primary and secondary data were collected related to the research study.

Primary data

The Primary data was collected from the law enforcement officers in kanniyakumari district. The data was collected from using a structured questionnaire. For this study quota sampling method was used to collect the data. The sample size of the study is 90. The participants were drawn from kanniyakumari district only. The data were collected from basis of division of department.

Secondary data

The secondary data was collected from available journals, e- books, articles, research reports and other published materials pertaining challenges of work life balance among police officers.

Statistical Tools used for data analysis

The statistical tools used are percentage analysis, Mann Whitney U- Test, Garret ranking

Data analysis and interpretation

Following are the analysis and interpretation of the study,

DEMOGRAPHIC REPRESENTATION

The table below shows demographic profile of the respondents.

Table 1.1 Demographic Profile

Sl. no	Profile of respondents		Respondents (percentage)
1.	Age	20-30	18 (20%)
		31-40	34 (38%)
		41-50	38 (42%)
		Total	90 (100%)
2.	Gender	Male	56 (62%)
		Female	34 (38%)
		Total	90 (100%)

3.	Marital status	Single	20 (22%)
		Married	70 (78%)
		Total	90 (100%)
4.	Educational Status	Secondary	31(34%)
		Higher Secondary	27(30%)
		Graduate	13(14%)
		Post graduate	10(11%)
		Professional	9(10%)
		Total	90(100%)
5.	Occupation	Unemployed	14(16%)
		Regular/Salaried	18(20%)
		Casual Labour	22(24%)
		Shop	15(17%)
		Small Scale Business	21(23%)
6.	Area of residents	Total	90(100%)
		Rural	42 (47%)
		Urban	48 (53%)
		Total	90 (100%)

Source: Primary data

The demographic analysis of respondents reveals key insights into consumer behavior toward eco-friendly products. The majority of respondents fall within the 31-50 age group (80%), indicating that middle-aged consumers may have a higher inclination or financial capability to invest in sustainable products. Male respondents (62%) outnumber females (38%), suggesting potential gender differences in eco-conscious purchasing decisions. Additionally, with 78% of respondents being married, family and household needs could play a significant role in green product adoption. Educational background shows a varied distribution, with 34% having only secondary education, which may impact awareness levels of sustainability. Occupation-wise, a substantial portion consists of casual laborers (24%) and small-scale business owners (23%), reflecting a diverse income base that influences purchasing power. Furthermore, urban residents (53%) slightly exceed rural residents (47%), implying possible disparities in access to green products. Businesses can leverage these insights by tailoring marketing strategies to target middle-aged, married consumers, improving affordability for lower-income groups, and expanding green product accessibility in rural areas.

RATIONALE BEHIND THE PESSIMISTIC APPROACH FOR ECO-FRIENDLY PRODUCT

Consumers display a pessimistic approach for purchasing an eco-friendly product because of their expensiveness, limited choices, ease of use, awareness, and unavailability of product. On the other hand, non-green consumers do not perceive 'going green' to be a trend that is going to have a long lasting future. Hence they are content to remain confined with using conventional products. The table mentioned below depicts the rationale behind the pessimistic approach of consumer's towards the eco-friendly product. The following table 1.2 shows the analysis between the gender group and the Rationale Behind the Pessimistic Approach for Eco-Friendly Product.

H01= There is no significant difference between Gender group of the respondents and the Rationale Behind the Pessimistic Approach for Eco-Friendly Product.

Table 1.2 Mann-Whitney U test for Rationale Behind the Pessimistic Approach for Eco-Friendly Product

Particular	Gender	N	Mean Rank	Sum of Ranks
Aware about Types of Eco-Friendly Products Available in Market	Male	56	46.48	2603.00
	Female	34	43.88	1492.00
	Total	90		
Aware about the Benefits of Using Eco-friendly Products	Male	56	45.96	2574.00
	Female	34	44.74	1521.00
	Total	90		
Eco-friendly Products are Expensive in Nature	Male	56	43.56	2439.50
	Female	34	48.69	1655.50
	Total	90		
Eco-friendly products are Easily Available	Male	56	44.13	2471.00
	Female	34	47.76	1624.00
	Total	90		
Eco-friendly Products are user Friendly	Male	56	48.47	2714.50
	Female	34	40.60	1380.50
	Total	90		
Variety of Eco-Friendly Products Available in Market	Male	56	42.20	2363.00
	Female	34	50.94	1732.00
	Total	90		
Category-wise available in the market	Male	56	43.29	2424.00
	Female	34	49.15	1671.00
	Total	90		

Test Statistics ^a							
	Aware about Types of Eco-Friendly Products Available in Market	Aware about the Benefits of Using Eco-friendly Products	Eco-friendly Products are Expensive in Nature	Eco-friendly products are Easily Available	Eco-friendly Products are user Friendly	Variety of Eco-Friendly Products Available in Market	Category-wise available in the market
Mann-Whitney U	897.000	926.000	843.500	875.000	785.500	767.000	828.000
Wilcoxon W	1492.000	1521.000	2439.500	2471.000	1380.500	2363.000	2424.000
Z	-.495	-.226	-.945	-.661	-1.530	-1.593	-1.083
Asymp. Sig. (2-tailed)	.621	.821	.344	.508	.126	.111	.279

a. Grouping Variable: gender

Source: Computed data**Significant at five percent level**

The test result of Mann-Whitney U- test shows there is no significant difference between the gender group and the Rationale behind the Pessimistic Approach for Eco-Friendly Product. Since the $P > 0.05$ for all seven variables namely, “Aware about Types of Eco-Friendly Products Available in Market”, “Aware about the Benefits of Using Eco-friendly Products”, “Eco-friendly Products are Expensive in Nature”, “Eco-friendly products are Easily Available”, “Variety of Eco-Friendly Products Available in Market”, “Eco-friendly Products are user Friendly”, “Category-wise available in the market”. Null hypothesis is accepted at 5 percent level of significant. It is concluded that, there is no association relationship between Gender group of the respondents and the Rationale behind the Pessimistic Approach for Eco-Friendly Product.

PROBLEMS OF CONSUMERS’ PURCHASE BEHAVIOUR FOR ECO-FRIENDLY PRODUCTS

The following table shows the factors that influence consumers’ purchase behaviour for eco-friendly products.

Table 1.3 Problems of consumers’ purchase behaviour for eco-friendly products

Sl. no	Problems	Garret score	Ranks
1.	Perceived Inconvenience in Usage	59.23	II
2.	Green washing and Misleading Claims	49.43	V
3.	Consumer Habit and Resistance to Change	53.44	IV
4.	Lower Performance and Durability	55.72	III
5.	Limited Brand and Product Variety	38.45	VI
6.	High Cost of Eco-Friendly Products	63.12	I

Source: Computed data

The above table 1.3 shows the result of the factors that influence consumers’ purchase behaviour for eco-friendly products. Most of the law enforcement officers preferred “High Cost of Eco-Friendly Products” as their main problem during balancing their work and life and its mean score is 62.10. the second highest mean score 56.2 is on “Perceived Inconvenience in Usage”. “Lower Performance and Durability” got third rank and the mean score is 54.72. The fourth rank goes on the problem of “Consumer Habit and Resistance to Change” with the mean score of 52.48. The fifth garret score 46.01 is on the factor of “Green washing and Misleading Claims”, the least rank was goes on the factor of “Limited Brand and Product Variety” with the least mean score of 37.

SUGGESTION

- Encourage government incentives and subsidies for eco-friendly businesses.
- Implement strict regulations on sustainability claims to prevent misleading advertisements.
- Improve the availability and convenience of green products in mainstream markets.
- Increase awareness about false claims (green-washing) to ensure consumer trust.
- Provide discounts, loyalty programs, or government rebates to attract consumers.

CONCLUSION

This research has shown that due to numerous rationale such as; regulatory pressures from government, competitive forces, industrial expansion, influences the action of other firms to make certain that they are going green in new product development. Being eco-friendly provides the firm a

USP (Unique Selling Proposition), which rivals may stumble on to contest. Hence, being eco-friendly creates a firm to be economical and customer responsive. Managers must instigate to distinguish the significance of environment as a financial and competitive prospect, not as an infuriating cost or a foreseeable threat. The research has tried to justify its research objective defined for execution of this study on analysing the purchase behaviour of consumers towards eco-friendly product. The various factors that have been identified showing significant influence of the purchase behaviour of consumer are awareness, subjective norms, perceived behavioural control, purchase intention and green marketing mix (product, price, place, and promotion). It has been found that environmental knowledge and attitude have a positive correlation with purchase behaviour but do not predict the purchase behaviour of consumers. This can be considered by manufacturers to transform the environmental knowledge and attitude of consumers so that they convert their purchase intention to purchase behaviour for an eco-friendly product. Finally, consumers, industrial purchasers, and suppliers need to intensify their effort to decrease the negative effects through green marketing. This study ends with a call to all industrial sectors, government, and citizens to practise eco-friendly initiatives to foster long term growth in the economy.

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