

PREDICTORS OF GREEN COSUMERISM IN POLLACHI
(A Study with Special Reference to Pollachi Taluk,Tamil nadu)

R.Ramya, Research Scholar,PG &Research Department of Commerce, NGM College, Pollachi.
Dr.P.Bruntha, Associate Professor& Head, PG &Research Department of Commerce, NGM College, Pollachi.

ABSTRACT

The Primary objectives of this study is to evaluate the Consumer buying behaviour . The primary objectives of this study are to find out the Green buying behaviour. A sample size of 250 respondents was selected for this study. Convenient sampling method has been followed to choose the sample and the data was analyzed using simple percentage. The study reveals that socio-economic variables like age, educational qualification, occupation, monthly income earnings of the family, Green consumer attitude and buying behaviour.

Keywords: Consumer - Awareness - Attitude –Buying Behaviour– Green Products

Introduction and Design of the Study

In today's business world environmental issues plays an important role in marketing. All the governments around the world have concerned about green marketing activities that they have attempted to regulate them. There is escalating awareness among the consumers all over the world concerning protection of environment. Now most of the consumers, both individual and industrial are becoming more concerned about environment-friendly products. As a result, green marketing has emerged, which aims at marketing sustainable and socially responsible products and services in the society. This has become the new mantra for marketers to satisfy the needs of consumers and earn better profits. To increase consumer awareness, the Government of India launched the eco-labeling scheme known as 'Ecomark' in 1991 for easy identification of environment-friendly products. Green consumers are defined as those who avoid products that are likely to endanger the health of the consumer or others; cause significant damage to the environment during manufacture, use or disposal; consume a disproportionate amount of energy; cause unnecessary waste; use materials derived from threatened species or environments. Green marketing was given prominence in the late 1980s and 1990s after the proceedings of the first workshop on Ecological marketing held in Austin, Texas (US), in 1975. Several books on green marketing began to be published thereafter. According to Peattie (2001), the evolution of green marketing has three phases. Green marketing helps in the effective outcomes like cost cutting, employee satisfaction, waste minimization, society welfare for the companies as well for society also the concentrate in Green marketing.

REVIEW OF LITERATURE

Sirgy (1982) in his article entitled 'Self-concept in consumer behavior: A critical review' opines that self-image congruity theory proposed the impact of a consumer's self-concept to his or her purchasing behavior in a self-image or product-image congruity model. When a product is perceived as a necessity, consumer's attitudes toward environmentally friendly products should play a relatively minor role in affecting willingness to buy environmentally friendly products (positive self-image incongruity condition can be distinguish). As such, the individual might be motivated to purchase the product but his or her satisfaction level would be moderated.

Alba and Hutchinson(1987) in their article titled "Dimensions of Consumer Expertise" They referred that Consumer knowledge is considered a relevant and significant construct that affects how consumers gather and organize information how much information is used in decision making (Bricks, 1985) and how consumers evaluate products and services (Murray and Schlacter, 1990). As