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

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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. Asample 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 of 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 thatConsumer 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

such, the role of product knowledge and education affecting purchase decision is of primary importance from an environmental perspective (Wiser et al., 1999 and Zarnikau, 2003).

Bearden(1989) In"Measurement of Consumer Susceptibility to Interpersonal Influence," refers that An important determinant of an individual's behavior is the influence of others (Portrayal of products being consumed in social situations and the use of prominent or attractive spokespersons endorsing products is evidence of this belief). This process proposes that such decisions are strongly influenced by our social networks which include family, friends, and peer networks (normative susceptibility) and relationships between opinion leaders and professionals (informational susceptible).

Triandis (1993) and McCarty and Shrum (1994) proposed that collectivist people tend to be friendlier to the environment, while individualistic people tend to be more unfriendly. Therefore, it is expected that consumers who value personal gratification to have a less favorable attitude towards environmentally friendly products and vice versa.

Amyx et al., (1994), Roberts, 1996; Roberts and Bacon, 1997; In the literature on attitudes towards environmentally friendly products, two concepts namely, "importance" and "inconvenience" resonated in the studies. Perceived importance, with respect to the environment as the degree to which one expresses concern about ecological issues. In other words, importance is simply whether consumers view environmentally compatible behaviors as important to themselves (self-interest) or society as a whole.

Sharma, Shimp and Shin, (1995) consumer's attitude towards ecological products that are dispensable or luxury (non –necessary) should have a more substantial impact on willingness to buy environmentally friendly products On logical grounds, the researcher expects that personal preferences and desires would counteract the more altruistic and non-self centered motives contained in the "ideal" attitudinal view.

Fisk.G(1998) in his research paper entitled 'Green Marketing: Multiplier for Appropriate Technology Transfer?' The effectiveness of "reward and reinforcement" strategy used in marketing activity is compared to a strategy of "mutual coercion mutually agreed upon" as a means for accelerating acceptance of environmentally appropriate production and consumption technologies. The risk and reward consequences of green marketing tactics are traced to identify their implications in pursuing globally sustainable development. Together, reward and reinforcement strategies and coercive regulatory activities are more promising for attaining sustainable development than either one alone.

Merilänen, S., Moisander, J. & Personen, S. (2000) in their article titled 'The Masculine Mindset of Environmental Management and Green Marketing.' Environmental management systems and green marketing programmes have gained increasing popularity in western market economies. They are viewed as cost-efficient, effective and just means of tackling problems associated with the impact of economic activity on the environment. It is argued in this article, however, that these optimistic views are based on a number of ideas, images and metaphors that retain many androcentric and inadequate assumptions about self, society and nature that may be incompatible with long-term environmental protection goals.

Oyewole, P. (2001) presents a conceptual link among green marketing, environmental justice, and industrial ecology. It argues for greater awareness of environmental justice in the practice for green marketing. In contrast with the type of costs commonly discussed in the literature, the paper identified another type of costs, termed 'costs with positive results,' that may be associated with the presence of environmental justice in green marketing. A research agenda is finally suggested to determine consumers' awareness of environmental justice, and their willingness to bear the costs associated with it.

Ginsberg,J.M. & Bloom, P.N. (2004). In his article entitled refers about Choosing the Right Green-Marketing Strategy". consumers would prefer to choose a green product over one that is less friendly to the environment when all other things are equal, those "other things" are rarely equal in the minds of consumers. It is suggested that companies should follow one of four strategies, depending on

market and competitive conditions, from the relatively passive and silent "lean green" approach to the more aggressive and visible "extreme green" approach - with "defensive green" and "shaded green" in between. Managers who understand these strategies and the underlying reasoning behind them will be better prepared to help their companies benefit from an environmentally friendly approach to marketing.

     Isaac Cheah and Ian Phau, (2006) identifies in their work "Interpersonal Influence, Value Orientation and Product Necessity on Purchase of Environmentally Friendly Products" Three antecedents namely; eco literacy, interpersonal influence and value orientation are proposed to have strong correlations with the attitudes towards environmentally friendly products. This paper has also identified the most relevant theories to explain the antecedents and moderator as proposed. These theories include the social cognitive theory, the theory of reasoned action, Hofstede's cultural dimensions theory and the self-image congruity theory. The findings suggest that consumer values and eco-literacy are significant predictors of attitudes towards environmentally friendly products.

     J. Cox, W. Yorkshire LS (2008) in his article titled 'Sustainable Communication: A Study of Green Advertising and Audience Reception' within the growing arena of Corporate Social Responsibility explores relationships between green advertising and public perception.

     Ms. Apeksha Sharma and Ms. Aishwarya Tak (2010) in their aticle entitled "Green Marketing A Challenge or An Opportunity In The Global Environment" have tried to underline the importance of green marketing along with new innovative strategies which can be adopted by various business organizations.

To conclude mole empirical research in this direction is especially in India.

STATEMENT OF THE PROBLEM

    Successful marketing has always been about recognizing trends and positioning products, services and brand in a manner that supports buyer intentions. Today, "Green" marketing has moved from a trend to a way of doing business and businesses that sell should recognize the value of going green and incorporating this message into their marketing program and communicating enough to the consumers. It is also helpful to understand the current scenario of green marketing in pollachi such as consumers awareness about green marketing, their attitude, preferences, and readiness to adapt sustainable and eco friendly products and services. This research work gives some vital suggestions to industries to enhance their image, profitability, and customer and also to fulfill their social responsibility through adapting some modified green strategies.

OBJECTIVES OF THE PROBLEM

1. To analyse the socio economic profile of the consumers.
2. To explore the level of environmental concern of the sample consumers.
3. To evaluate the green buying behaviour of consumers.
4. To recommend how green marketing initiatives can be made successful for
   Government, industry and consumers.

METHODOLOGY

  The study has been conducted with the help of an interview schedule to collect data from the respondents selected on random sampling basis. Various demographic characteristics of respondents such as age, gender, qualification, marital status, and income have been collected with sample size of 250 (after rejections and discrepancies), Questionnaire having five point Likert type scale, having open and close ended questions was used in the research. Percentage Analysis and Chi Square Test have been employed to analyze the data. Null Hypothesis has been framed to test the variables associated with green buying behavior.

RESULTS AND DISCUSSIONS SOCIO –ECONOMIC PROFILE OF GREEN MARKETING

FACTORS	NUMBER OF RESPONDENTS(N=250)	PERCENTAGE
i) Age		
Up to 30 years	141	56.4
31-40years	45	18
41years above	64	25.6
ii)Gender		
Male	106	42.4
Female	144	57.6
iii) Area of respondents		
Urban	92	36.8
Rural	118	51.2
Semi Urban	30	11
iv) Marital status		
Married	96	38.4
Un Married	154	61.6
v) Monyhly income		
Up to Rs.10000	75	30
Rs.10001-Rs.20000	115	46
Rs.20001-Rs.30000	30	11
Rs.30001&above	30	11
vi) Educational Qualification		
Up to Graduation	110	44
P.G	109	43.6
Professional	31	11.4
vii) Occupation		
Agricultural	81	32.4
Business	74	29.6
Government	33	13.2
Private	62	24.8
viii) Type of family		
Joint	60	24
Nuclear	190	76
ix) Health ailments		
Sugar	33	13.2
BP	55	22
Allergy	09	3.6
Others	09	3.6
Nil	144	58
x)Member in Association/club of respondents		
Yes	76	30.4
No	174	69.6
xi)Types of Association		
Rotary	18	24

Lions	25	32
Eco club	18	24
Consumer forum	15	20

VARIABLES ASSOCIATED WITH BUYING BEHAVIOUR

S.NO	VARIABLE	CHISQUARE	TABLE VALUE	ASSOCIATED/NOTASSOCIATED
1	Age	1.196	9.49	**NOT ASSOCIATED**
2	Gender	0.261	5.99	**NOT ASSOCIATED**
3	Income	5.700	11.6	**NOT ASSOCIATED**
4	Education	1.527	9.49	**ASSOCIATED**
5	Occupation	1.527	11.6	**NOT ASSOCIATED**
6	Health problem	5.119	13.4	**NOT ASSOCIATED**

VARIABLES ASSOCIATED WITH ENVIRONMENTAL CONCERN

S.NO	VARIABLE	CHISQUARE	TABLE VALUE	ASSOCIATED/NOTASSOCIATED
1	Age	0.837	9.49	**NOT ASSOCIATED**
2	Gender	3.878	5.99	**NOT ASSOCIATED**
3	Income	5.700	11.6	**NOT ASSOCIATED**
4	Education	11.242	9.49	**ASSOCIATED**
5	Occupation	6.696	11.6	**NOT ASSOCIATED**
6	Membership	5.877	5.99	**NOT ASSOCIATED**

VARIABLES ASSOCIATEDWITH GREEN BUYING PREFERENCE

S.NO	VARIABLE	CHISQUARE	TABLE VALUE	ASSOCIATED/NOTASSOCIATED
1	Age	1.382	9.49	NOT ASSOCIATED
2	Gender	1.788	5.99	NOT ASSOCIATED
3	Income	2.515	11.6	NOT ASSOCIATED
4	Education	1. 382	9.49	ASSOCIATED
5	Membership	3.43	5.99	NOT ASSOCIATED
6	Awarenessof green cosmetics	1.348	5.99	NOT ASSOCIATED
7	Electronic items	4.368	5.99	NOT ASSOCIATED
8	Appliances	0.568	5.99	NOT ASSOCIATED
9	Medicines	4.152	5.99	NOT ASSOCIATED
10	Groceries	1.117	5.99	NOT ASSOCIATED
11	Food items	1.117	5.99	NOT ASSOCIATED

12	Bags	1.301	5.99	NOT ASSOCIATED
13	Vehicles	1.114	5.99	NOT ASSOCIATED
14	Solar system	1.742	5.99	NOT ASSOCIATED
15	Source of information	3.166	9.49	NOT ASSOCIATED

VARIABLES ASSOCIATEDWITH OPINION ON GREEN LABEL

S.NO	VARIABLE	CHISQUARE	TABLE VALUE	ASSOCIATED/NOTASSOCIATED
1	Age	1.099	9.49	NOT ASSOCIATED
2	Gender	1.195	5.99	NOT ASSOCIATED
3	Education	2.647	9.49	ASSOCIATED
4	Occupation			NOT ASSOCIATED
5	Membership	1.238	5.99	NOT ASSOCIATED
6	Sources of information	4.404	9.49	NOT ASSOCIATED
7	Health problem	7.656	15.5	NOT ASSOCIATED
8	Status oriented	2.329	9.49	NOT ASSOCIATED
9	Price sensitiveness	0.504	9.49	NOT ASSOCIATED
10	Instant	3.949	9.49	NOT ASSOCIATED

Findings from simple percentage analysis
The major findings of the study are summarized under seven headings
Socio economic profile
- Majority of the respondents belongs to the age group ranging from Up to 30 years.
- Most of the respondents are female.
- Majority of the respondents in rural area.
- Classification by education shows that most of the respondents are with up to Graduation.
- Most of the respondents are unmarried.
- Classification by income shows that most of respondents are with 10001 to 20000.
- Most of the respondents are agriculture.
- Majority of the respondents in nuclear family.
- Most of the respondents are not members in any membership.
- There is no health Problem for majority of the respondents.
General buying behavior
- Most of the respondents prefer to buy leading brands.
- Majority of the respondents are whatever is cheaper to buy.
- Majority of the respondents decide what to buy while at the store .
- Majority of the respondents in attractively packed to buy.
- Most of the respondents buy things for social acceptance.
- Majority of the respondents prefer to buy things on sale.
- Majority of the respondents do not like to buy medicines with price offer.
Environmental concern attributes
- Majority of the respondents are strongly agree we know how to preserve& not cause damages to the environment.
- Majority of the respondents are strongly agree what the problem of ozone depletion.
- Majority of the respondents are agree try to reduce the amount of rubbish to produce.

- ➤ Majority of the respondents are agree economic development is less important than protecting the environment.
- ➤ Majority of the respondents are strongly agree to whenever possible use public transport.
- ➤ Majority of the respondents are strongly agree to conserve energy by turning off lights and electrical appliances when we are not using them.
- ➤ Majority of the respondents are agree for monetary reward is the given we are more willing to recycle the waste.
- ➤ Majority of the respondents are agree with concerned about the environment but have not really changed buying.

Green buying preference
- ➤ Majority of the respondents are always making special efforts to buy bio degradable products.
- ➤ Majority of the respondents are always buying products in refillable.
- ➤ Majority of the respondents are always when there is and choose the product that causes least amount of pollution.
- ➤ Majority of the respondents are always feel a personal more obligation to read and compare package label.
- ➤ Majority of the respondents are always feel guilt that we do not buy more environmentally friendly product.
- ➤ Majority of the respondents are always use bags which are environment friendly.
- ➤ Majority of the respondents are always willing to pay more for green products.
- ➤ Majority of the respondents are always recommended green products to my friends.

Opinion on green label
- ➤ Majority of the respondents are strongly agree product that have.
- ➤ Majority of the respondents are agree try to reduce the amount of rubbish to produce.
- ➤ Majority of the respondents are agree economic development is less important than protecting the environment.
- ➤ Majority of the respondents are strongly agree to whenever possible use public transport.
- ➤ Majority of the respondents are strongly agree to conserve energy by turning off lights and electrical appliances when we are not using them.
- ➤ Majority of the respondents are agree for monetary reward is the given we are more willing to recycle the waste.

Awareness on green products
- ➤ Most of the respondents are aware of green Products in all categories.

Barriers to green buying
- ➤ Most of the respondents are strongly agree product with green label are not available everywhere.
- ➤ Most of the respondents are agree after sales services to green technology not available.
- ➤ Most of the respondents are strongly agree green products are displayed only in malls.
- ➤ Most of the respondents are strongly agree shopkeeper is not able to explain green.

Sources of information
- ➤ Majority of the respondents are given information to newspaper on green products.

Variables Associated With General Buying Behavior-chi-square analysis
- ➤ There is no tested variables is found to be Associated with Buying Behaviour.

Variables Associated With Environmental Concern-chi-square analysis
- ➤ There is only educational qualification is found associated with Environmental concern out of six variables.

Variables Associated With Green Buying Preference chi-square analysis
- ➤ There is no tested variables is found to be Associated with Green buying preference.

Variables Associated With Opinion On Green Label chi-square analysis
- ➤ There is no tested variables is found to be Associated with Opinion on green label.

Variables Associated With Status Oriented Behavior-chi-square analysis

➢ There is no tested variables is found to be Associated with buyer behaviour.

CONCLUSION

The issue of environmental protection has brought the consumers, the industry, and the government to a common platform where each has to play its own role. The time has come for consumers to take the lead in prompting manufacturers to adopt clean and eco-friendly technologies and environmentally-safe disposal of used products, along with preventive and mitigative approaches. It could easily be concluded here that much work and efforts are required on part of the government and industry for proper planning and implementation of green marketing. The attitude of the consumers towards better environment and subsequently their contribution in making the green marketing initiatives successful is of paramount importance. No amount of Endeavour vis-à-vis green marketing would be successful without their participation.

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