Consumer preferences on green marketing products in Chennai city

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ABSTRACT

The customers preference and taste are dynamic in nature. The attitude towards the purchase behaviour is changing in buying green products rather than the traditional purchase. This study aims to identify and validate the factors directly responsible for consumer preferences towards green marketing products. To measure the influence of demographic variables of customers on the preferences towards green marketing products. The data were collected by the researcher by a structured questionnaire with Likert five point scale technique. It is found from the study that the consumers are highly aware of all the green marketing products available to them. The most preferred reason for the green marketing products are the health benefits, environmental issues and pollution free production. The consumers prefer the green marketing products and the sustainability for the cheap price so that they can systematically transfer from the traditional market to the green product markets.

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INTRODUCTION

Green marketing is a peculiar type of marketing depending upon consumer awareness towards the environment, pollution and futuristic society with all comforts and conveniences. This marketing consist of organic products, plastic free products along with sustainability. The green marketing is highly correlated with sustainability marketing mainly focusing on pollution free and healthy environment. The ecological interest of marketers as well as the consumers on the whole society made the green marketing nowadays more popular and also compelled to believe that the society needs sustainability of green marketing. At the same time the manufacturers of all the products practice corporate social responsibility which is intimately related to green marketing approach and motivate the consumers to catch hold of such a marketing phenomenon for all their purchase decisions. The popularity of green marketing is heading towards the concept called societal marketing. This green marketing domain consist of all the products with the characteristic features of environmental friendly and new sustainability for the potential benefits of customers.

In general there is a significant difference between developed nations and the underdeveloped nations in exploiting the notions of green marketing because

of its high cost for production as well as high cost for the purchase. At the same time very significant difference between the attitude of industries and the attitude of consumers towards the green marketing products. The marketers perceived that it is very difficult to produce the green marketing products , they are also not able to produce the volume of green marketing products which is required for their consumers. They are duty bound to spend more investment to produce significant amount of green marketing products and compelled themselves to sell the products to the consumers at very high cost. Most of the underdeveloped countries and their consumers do not prefer the green marketing products because of the high cost. Though they have very high awareness that the sustainability green marketing products would preserve the environment for the futuristic offsprings, they are not able to afford the green marketing products because of the high cost which is incongruent to the income.

The manufacturers of green marketing have the specific strategies to create more awareness among the consumers through the powerful advertisement and the celebrity endorsement . Some of the manufacturers are willing to take risk of offering the products with the less profit and to increase the popularity of the green marketing products to reach the maximum number of customers within the short span of time. Therefore this paper mainly focusing on estimating the preferences of consumers towards green marketing products in one of the largest metropolitan cities in the world Chennai.

LITERATURE REVIEWS.

Antonio, C., Sergio, R.,Francisco, M. J.(2009).These authors studied the significant difference between conventional marketing and the green marketing in raising popularity among the consumers. They enlighten the consumers that the green marketing products are designed to manage the environmental pollution and also ensures a pollution free society for the futuristic generation. This particular study also focused on the green values behind the products and their the impact on the ecology.

Braimah, M and Tweneboah-Koduah, E. H.(2011). This particular study mainly focused on the green values and ecological implications of the green products created by the manufacturers. They

identified that most of the green marketing consumers are highly influenced by the celebrity endorsements in the purchasing of organic food products. The primary data of this study focused on the consumer's awareness towards the green marketing products and its motivation for the consumer's involvement in the purchase of green marketing products.

Haws, K. L., Winterich, K. P., andNaylor, R. W.(2010).These authors identify the factors of corporate social responsibility and its subsequent impact on the green marketing products produced by the manufacturers. These manufacturers mainly focus on creating awareness of consumers on environmental concerns and the functioning of the manufacturers for the production of sustainability products. The community health and environmental issues are the most popular aspects involved in all the advertisements of the green marketing manufacturers

Howe, J.,Bratkovich, S.,Bowyer, J.,Fernholz, K., and Stai,S. (2010). this particular study focused on government on issues under societal problems correlated with marketing of sustainable products. The consumers are agreed that the marketers are able to frankly disclose with the transparency that the green marketing products consist of chemical free components, sustainable raw materials and your biodegradable approach. Most of the consumers insisted that they need the plastic free products and biodegradable one for the futuristic benefits. The study also revealed that demographic variables or playing the very important vital role in preferring the green marketing products.

Mendleson, N. and Polonsky, M. J.(1995).These authors clearly identified that cost of the green marketing products under ordinary products differ significantly. Most of the consumers do not prefer sustainable products because of the high cost rather than the awareness towards ecological and environmental concerns. The study classified the consumers of green marketing products into three groups namely pollution oriented customers, cost oriented customers and benefit oriented customers.

Wulf, K. D. and Schroder, G. O. (2003). This particular study determined the consumer preference, purchase decision and customer satisfaction of green marketing products in the metropolitan city of

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Chennai. They found that consumers prefer green marketing products besides its high cost but they take late decisions. There is a significant influence of cost, benefit, usage, taste and health benefits on customer satisfaction. The study further revealed that the purchase decision pattern of green marketing product consumers is not creating influence on customer satisfaction.

RESEARCH GAPS.

After reviewing the national and international literature pertaining to consumer preferences, awareness, purchase decision and consumer satisfaction regarding green marketing products the researchers identified there are three important issues which are not conspicuously addressed by the researchers namely

1. Is there any correlation between demographic background of customers and their preferences towards sustainable products.

2. What are all the factors influencing the consumer preferences towards green marketing products.

3. Is there any correlation between purchase decision pattern of green marketing consumers and their level of satisfaction.

Therefore the present research is focusing towards the methods of seeking answers to the above-mentioned research questions.

OBJECTIVES OF THE STUDY.

1. To identify and validate the factors directly responsible for consumer preferences towards green marketing products.

2. To measure the influence of demographic variables of customers on the preferences towards green marketing products.

HYPOTHESES.

1. There is no significant difference among the factors of consumer preferences towards green marketing products.

2. There is no significant influence of demographic variables on the various factors of consumer preferences towards green marketing products.

RESEARCH METHODOLOGY.

This research on consumer preferences towards green marketing products is leaning upon the primary data obtained from the customers of green marketing products. They are allowed to express their transparent premium rewarding various preferences towards the green marketing products they generally use in their day-to-day life. In order to obtain the exact perception, the researcher framed your well structured questionnaire which consist of three parts namely demographic details of customers, purchase details of customers regarding green marketing products and customers preferences particularly towards the green marketing products. The first part and second part of the questionnaire consist of optional type questions whereas the third part or in the form of statements in Likert's five point scale.

PILOT STUDY.

After framing the questionnaire for the present research work, the researcher intended to verify its reliability and validity through a pilot study. Initially the researcher circulated 10 questionnaires in all the 15 zones of the Chennai city and able to obtain 133 usable responses. In fact the researchers used convenience sampling method for the pilot study. The application of cronbach alpha method and normal distribution method, the researcher identified the Cronbach's alpha value to be 0.884 under the normal distribution method ensures the normality of all the optional type questions. Therefore the researcher fully satisfied about the questionnaire and intended to go ahead for the main study.

ANALYSIS AND DISCUSSION.

At the point of inception the researcher intended to reduce more number of variables of consumer preferences towards green marketing products through the exploratory factor analysis. The researcher applied exploratory factor analysis on 25 variables of consumer preferences towards green marketing products and derived the following factors

Table-1 KMO and Bartlett's Test for consumer preferences

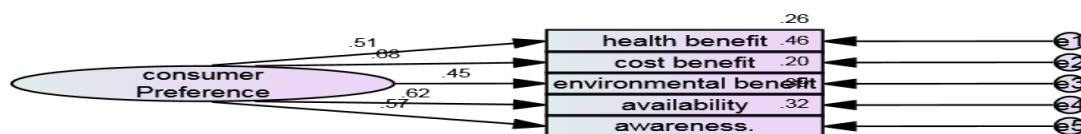|		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.800
Bartlett's Test of Sphericity	Approx. Chi-Square	3586.672
	df	300

Sig.	.000

from the about table it is found that the cumulative variance, KMO and Bartlett's value or statistically significant at 5% level. All the 25 variables are normally distributed and suitable for data reduction process.

Table-2-Number of factors of consumer preferences towards green marketing products

Component	Initial Eigenvalues			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5.425	21.700	21.700	3.041	12.163	12.163
2	2.477	9.908	31.609	2.991	11.962	24.125
3	1.775	7.101	38.710	2.754	11.016	35.141
4	1.556	6.225	44.935	2.228	8.911	44.052
5	1.269	5.076	50.010	1.489	5.958	50.010
6	1.169	4.676	54.686			
7	1.064	4.255	58.941			
8	.959	3.834	62.776			
9	.905	3.620	66.395			
10	.874	3.494	69.889			
11	.814	3.256	73.145			
12	.764	3.057	76.202			
13	.693	2.772	78.974			
14	.629	2.517	81.491			
15	.561	2.246	83.737			
16	.548	2.191	85.928			
17	.516	2.064	87.992			
18	.471	1.885	89.878			
19	.449	1.795	91.673			
20	.408	1.631	93.304			
21	.404	1.616	94.920			
22	.357	1.428	96.348			
23	.344	1.377	97.725			
24	.297	1.187	98.912			
25	.272	1.088	100.000			

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This shows that all the 25 variables are normally distributed under the cumulative variance is above 40%. This implies that 25 variables or reduced into five predominant factors namely health benefit, environmental benefit, cost benefit, availability and awareness. The total average scores of these five factors are computed to check the validity of those factors. The researcher applied confirmatory factor analysis on these five factors of consumer preferences and obtained the following diagram and table

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Table-3-MODEL FIT INDICES AND BENCH MARKKS FOR CONSUMER PREFERENCES

S.NO	Fit indices	Values	Bench mark values
1	Chi-square	8.981	-
2	P-value	0.665	>.05
3	Goodness of fit index(GFI)	0.989	>.9
4	Comparative fit index(CFI)	0.987	>.9
5	Normed fit index(NFI)	0.985	>.9
6	Root Mean Square Error of Approximation(RMSEA)	0.07	<=0.08

from the about table it is found that all the 6 fit indices satisfy the required benchmark values to conform all the five factors of consumer preferences. Now these factors are considered as dependent variables and the demographic variables and purchase details of green marketing products as independent variables. The influence of independent variables on the dependent factors is estimated to one-way analysis of variance as well as linear multiple regression analysis

Table-4 Model Summary consumer preferences

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate

1	.888ª	.789	.784	.375

from the about table it is found that R square values and adjusted R square values and the standard error of the estimate or statistically significant and in fact they express more than 30% variance on the dependent factor. This leads to the consolidated relationship verification as shown in the following and ANOVA table

Table-5-ANOVA for consumer preferences

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	255.974	10	25.597	182.136	.000ᵇ
	Residual	68.584	488	.141		
	Total	324.557	498			

from the about table it is found that F-values, p-values or statistically significant at 5% level to conclude that there is a deep relationship that exists between set of demographic variables and the purchase details of consumers regarding green marketing products and their perception towards various preferences. The following table indicates individual influences of demographic variables as well as the purchase details of customers on their preferences towards green marketing products

Table-6 Coefficients for consumer preferences

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.796	.225		12.424	.000
	Age	-.247	.024	-.374	-10.357	.000
	Gender	.071	.035	.043	2.042	.042
	Income	.016	.009	.049	1.804	.072
	Profession	-.200	.021	-.334	-9.338	.000
	Education	-.080	.026	-.067	-3.040	.002
	Frequency of purchase	.252	.066	.155	3.809	.000
	nearness	.054	.020	.102	2.689	.007
	Purchase outlet	.055	.037	.031	1.475	.141
	Regular purchase	-.028	.038	-.015	-.717	.474
	supply	.050	.037	.029	1.366	.172

a. Dependent Variable: customer preference

From the about table it is found that the demographic variables gender, age, educational qualification, occupation, income, frequency of purchase, purchase outlets are found to influence the dependent factors consumer preferences on health benefits, cost benefits, environmental benefits. These factors are very much preferred by the consumers.

FINDINGS AND CONCLUSION.

It is found from the study that the consumers are highly aware of all the green marketing products available to them. The most preferred reason for the green marketing products are the health benefits,

environmental issues and pollution free production.. It is followed by cost benefit is also preferred by the consumers of green marketing products. The consumers rightly aware that the green products cost is very high comparing to the ordinary available products. Most of the consumers complained that the availability of green marketing products is the major hurdles for them in continuous usage of green marketing products. The consumers rightly aware that the green marketing products or sustainable products which are free from polluted chemicals and other hazardous materials. Most of the consumers expressed the reason that they use the green marketing products because of the pollution free approach and they are taking responsibilities for their futuristic pollution free society. The consumers prefer the green marketing products and the sustainability for the cheap price so that they can systematically transfer from the traditional market to the green product markets.

Advertisement is the least preferred factor of consumer preferences in using the green marketing products. The high cost diminishes the dimensions of celebrity endorsement of green marketing products and it is steadfastly fixed in the mind of the consumers whatever may be the advertisement the cost of the green marketing products will never be reduced by the manufacturers. It is also concluded from the research the green marketing products and the sustainability is the need for an hour to satisfy all types of consumers with different demographic backgrounds.. It is further concluded from the research that the demographic variables gender, age, income and occupation or playing the very important vital role in the usage of green marketing product and the consumer preferences towards pollution free environment.

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