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Customer's attitude and awareness towards green products with reference to Coimbatore – An analytical study

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Abstract

“Green Marketing” is a newer issue in the eyes of marketers. “Green Marketing” is defined as the marketing of products that are presumed to be environmentally safe. There is a common perception among the general population that the term green marketing refers only to advertising or promoting products that possess environmental characteristics. People associate terms such as recyclable with green marketing. Green marketing, while incorporating these claims, is a broader concept. It includes not only altering the advertising of a product but also a variety of activities such as altering production processes, changing packaging and modifying products. Polansky (1994) defines green marketing as: All activities designed to generate and facilitate any exchanges intended to satisfy human needs or wants, such that the satisfaction of these needs and wants occurs, with minimal detrimental impact on the natural environment. The green marketing product awareness and uses are slowly growing in developing countries like India for protecting the natural environment and avoiding the global warming. The green marketing provide five important like good for the environment, save money, save time, reduces waste and healthier. A 2001 survey conducted by Roper indicates that during the 1990's approximately 2/3 of all consumers believed that environmental protection and economic development can go hand in hand. While perception is important, actual behavior is crucial to market success. This present study, primary objective is study about the customer's attitude and perception towards green marketing products with the reference to Coimbatore. The secondary objectives of this study are find out the level of awareness, measure the level of satisfaction in terms of quality, cost, availability and sources of green marketing products in Coimbatore district.

Keywords: Green marketing, customers, attitude, perception, satisfaction, eco-friendly and natural environment.

1. Introduction

“Green Marketing” is a newer issue in the eyes of marketers. “Green Marketing” is defined as the marketing of products that are presumed to be environmentally safe. There is a common perception among the general population that the term green marketing refers only to advertising or promoting products that possess environmental characteristics. Consumers want to do the right thing when it comes to protecting the environment and their health. Even in this economic climate, the green movement is gathering momentum, and it's hard to miss the deluge of ads introducing new green products from well-known national brands. As resources are limited and human wants are unlimited, it is important for the marketers to utilize the resources efficiently without waste as well as to achieve the organization's objective. So green marketing is inevitable.

2. Evolution of Green Marketing

The term Green marketing came into prominence in the late 1980s and early 1990s. Green marketing is growing rapidly and consumers are willing to pay a lot for green product. There has been little analysis of the impact of this new market on the consumers and the environment so far. According to Peatti (2001), the evolution of green marketing has three phases- First phase was termed as "Ecological", Second phase was "Environmental", and Third phase was "Sustainable" green marketing. It came into prominence in the late 1990s and early 2000.

3. Classification of Green Product Manufacturing Companies

According to Ginsberg and Bloom, Companies can be classified on the basis of utilisation of these elements companies can classify in four categories: 1. Lean Green- 2. Defensive Green- 3. Shaded Green- 4. Extreme Green. Many Authors are defining green products by following measures: Products those are originally grown. Products with natural ingredients. Products those are recyclable, reusable and biodegradable. Products contents under approved chemical. Products containing recycled contents, non- toxic chemical. Products that do not harm or pollute the environment Products that will not tested on animals.

4. Global Scenario in Green Marketing

The impulse to go “green” is spreading faster than morning glories. Organizations of all types are launching green campaigns-from London’s congestion charge on automobiles to Wal-Mart stores push to sell organic food. According to a 2007 McKinney’s Survey of 7,751 people in Brazil, Canada, China, France, Germany, India, the UK and the US, 87% consumers worry about the environmental and social impact of products they buy. But when it comes to actually buying. Green goods, words and deeds often part ways. No more than 33 % of consumers of survey are ready to buy green products or have already done so. A global Synovate survey conducted in 2007 in association with Aegis, and repeated in 2008 in association with BBC World, also found that consumer in most countries are becoming more aware and willing to act on environmental concerns. According to comprehensive global report by Global Industry Analysts Inc. of 2011, the global market of green marketing is projected to reach \$3.5 trillion by the year 2017, driven by the rising awareness about environmental issues among

consumers, governments and businesses. Further, 12% of the US population is identified as “True Greens” by Mintel (a market research firm), who are consumers seeking out and buying green products.

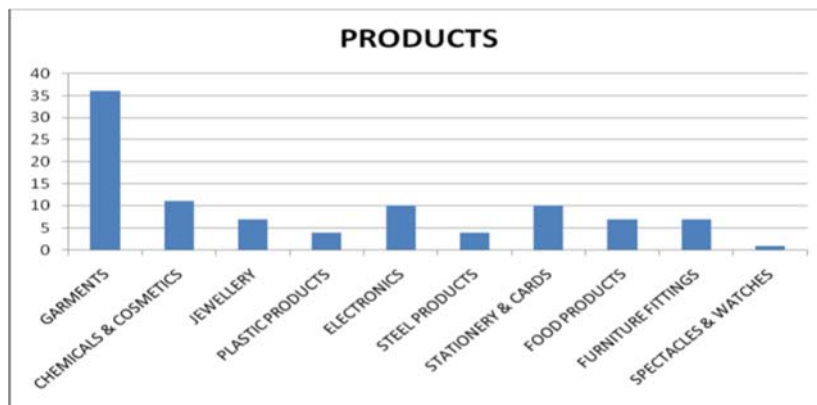
5. Problems and Challenges of Green Marketing

There are a number of potential problems that must overcome. One of the main problems is that firms using green marketing must ensure that their activities are not misleading to consumers or industry, and do not breach any of the regulations or laws dealing with environmental marketing. Green marketing claims must clearly state environmental benefits. A problem of the firms face is that those who modify their products due to increased consumer concern must contend with the fact that consumers' perceptions are sometimes not correct.

6. Green Marketing in India

In India, the concept of Green Marketing has been utilizing right from the use of biogas in the villages to using environment-friendly products like bamboo furniture, CFL, etc. In fact, the pottery made from earthenware and the use of traditional *surai* and *matka* for drinking cool water rather than the refrigerator, is another interesting example? Use of steel utensils which are reusable, rather than disposable plates, can also be viewed as a green initiative. The use of coolers rather than air conditioners goes a long way in reducing the carbon footprint.

However, these traditional items seem to be gradually losing their sheen, with more and more people using modern gadgets and gizmos. According to Google Trends report 2007, on a relative basis, more searches for “green marketing” originated from India than from any other country.



Source: IJMS 2011

Major Green Products Manufacturing Companies in India

Recently, the entire country people attitudes turn towards “going green”. A lot of people from all different parts of the world are doing their part in order to keep the earth healthy. More and more people are switching to behavior

that is safer for the earth: they are driving hybrid cars, using solar and wind power, recycling, and cleaning with “green” products

Table 1: Top ten Greenest countries in in the world

Serial Number	Top Ten Greenest countries
01.	Iceland
02.	Switzerland
03.	Coasta Rica
04.	Sweden
05.	Norway
06.	Mauritius
07.	France
08.	Austria
09.	Cuba
10.	Colombia

Source: Ash Grand, Top tenz, 2013.

7. Current Green Product Scenario in India

Many analysts are predicting that 2012-13 will be a make-or-break-it year for many green businesses as increasing competition in the green sector drives some businesses to new heights of innovation and service while other businesses lag behind. Trends may come and go, however, keeping track of green business trends is a great way to ensure that your business stays fresh, flexible, and creative in the face of new challenges and opportunities, the surest way to green business success in 2013 and beyond.

Table 2:

Serial Number	Top Ten Green Brand in India - 2013
01.	Amul
02.	Dabur India ltd.
03.	Infosys
04.	Taj Hotels
05.	Britannia Industries Ltd.
06.	Suzlon India
07.	Hindustan Unilever Ltd
08.	Wipro technologies ltd
09.	Maruti Udyog ltd.
10.	Godrej Consumer Products

Source: www.chillibreeze.com

Table 03: Customer Benefits through Green Products

Serial No.	Product Categories	Customer Benefits
1.	CFL bulbs	Save money, last longer
2.	Hybride cars	Quite rides
3.	Natural cleaners	Safety, peace of mind
4.	Organic products	Safety, better taste
5.	Recycled papers	Save money
6.	Car sharing	Convenience, save money
7.	Solar powered cell phones	Extended use
8.	Alternative fuel	Environment friendly

Source: International journal of social science & interdisciplinary research, January 2012.

8. Objectives of the Study

1. To find out the customer's attitude and perception towards green products in terms of general perspective India.
2. To study about the customer's attitude and perception towards green products in terms of ten factors viz. quality to good will of the green products (brand name).
3. To observe the customer's awareness related to green products in Coimbatore.

4. To analyses the level of satisfaction of green product customers in Coimbatore through 5 point scaling techniques.
5. To offer suitable findings and recommendation to the green marketing business people, environmentalist, producers of green products and Government of India.

9. Literature Review

Review of the related literature shows various issues related to green marketing mix, green marketing challenges and other face of green marketing products in manufacturer and customer point of view. At the same time, there is not so much research or a unique study related to customer attitude and perception towards green marketing in India.

10. Statement of the Problem

The green marketing products are slowly getting huge awareness in among the world through environmentalist and other social protection conscious people for avoiding the global warming. The dough task to cover the entire green marketing producers and customers view in all over the world by research. So, the researchers are trying to portrait the customers' attitude and awareness towards green marketing products in Coimbatore.

11. Purpose of the Study

This study will try to shed light on the customer's attitude, perception, and awareness and satisfaction level towards green marketing products in Coimbatore. This study will try to answer the following question. What recommendation can be made to improve the quality of green marketing products in Coimbatore?

12. Study Area Profile

The Coimbatore district is growing in many ways like population, Schools, Higher education and business sector wise. Coimbatore city is the headquarters of the district. 493 kms from Madras city, it is connected by rail, air and road to almost all the places. Very appropriately called the "Manchester of South India", it is a major textile and engineering center. Within the Coimbatore city, the researchers are collecting the primary data in Peelamedu and Anna Nagar area for this present study.

13. Research Gap

The majority of the studies already conducted are green marketing mix, challenges of green marketing products, impact of green marketing on Customer satisfaction and Environmental safety, changing consumer behavior with reference to green marketing and Evaluation of Effectiveness

of green Marketing Mix on Consumer Satisfaction and Loyalty etc. This present is tried to fill the gap between the past studies through this study for observing the present customer attitude and perception towards green marketing product in Coimbatore.

14. Research Methodology

Every researcher need require data's there are two types of data are used by most of the research. There are primary and secondary data, (i) Primary data: It is a collection of data that does not already exist. The researchers are collecting 50 respondents Coimbatore. (ii) Secondary Data: The researchers are collecting the all published data related to attitude and perception towards green products for constructing this present study. Period of the Study: The duration of the present study is starting from 27th August to 5th October 2014. Sample Size: The sample size for the present study is 50 only. The researchers are adopting the convenient sampling technique for this current study in Coimbatore.

15. Statistical Tool Used

Percentage Analysis, Chi-Square Analysis, Rank and scaling techniques.

16. Hypotheses of the Study

In order to understand the relation between different parameters and Demographic, we have formulated the following alternate hypothesis which we wish to prove. H1: There is no relationship between decision maker of the family and green product awareness of the customer.

17. Limitations of the Study

The following limitations of the study are observed by the researchers. They are as follows. Time allowed for the study was not sufficient enough to conduct an overall study towards green products and its customer's attitude and Coimbatore. Some of the information about green product is by the respondent's concern and their personal experience only. Hence such information's are brought out only to a limited extend. The collection of details from the workers is not enough because of the lack of time

18. Data Analysis

Table 4: General Factors

Factors	Statement	Respondents numbers	Percentage	Total Percentage
Gender	MALE	25	50	100
	FEMALE	25	50	
Age	20-25	15	30	100
	25-30	12	24	
	30-35	13	26	
Educational Qualification	35-40	10	20	100
	Higher secondary level	11	22	
	Diploma	13	26	
	Degree	12	24	
Profession	PG Degree	10	20	100
	M.Phil. I& Ph.D.,	04	08	
	Public employee	10	20	
	Private employee	14	28	
Family Type	Home maker	16	32	100
	Business	10	20	
	Nuclear	27	54	
Family Member	Joint family	23	46	100
	02	17	34	
	02-03	20	40	
Family Income Per Month	03-04	07	14	100
	04 & above	06	12	
	10000-20000	23	46	
	20000-30000	11	22	
Respondents Income Per Month	30000-40000	10	20	100
	40000 & Above	06	12	
	10000-15000	19	38	
	15000-20000	13	26	
Decision maker of the family to buy any goods and services	20000-25000	11	22	100
	Above 25000	07	14	
	Husband	08	16	
	Wife	15	30	
II.Customer perception & attitude towards green marketing products	Husband & Wife	12	24	100
	Parents	07	14	
	Children	08	16	

1. Influencing factors for purchasing any green products.	Advertisement	16	32	
	Friends	18	36	
	Relatives	06	12	
	Neighbour	05	10	
	Colleagues	05	10	100
2. What are the green marketing products you are using in your home?	Electronic items	08	16	
	Food items	12	24	
	Consumable items	17	34	
	Home appliances	13	26	100
3.Awareness of Green marketing Products through	Television	14	28	
	Dailies & Magazine	08	16	
	Friends	08	16	
	Relatives	09	18	
	Neighbors	11	22	100
4. Sources of Green Marketing Products.	Retail Stores	15	30	
	Departmental stores	13	26	
	Show rooms	12	24	
	Petty shops	10	20	100
5. What are the reasons for purchasing and using Green Products?	Eco-friendly	12	24	
	Healthy	10	20	
	Natural products	11	22	
	Protecting Environment	08	16	
	Avoiding Global Warming	04	08	
	Cost	03	06	
	Renewable & recyclable Product	02	04	100
6. Which type of green products, you are using?	Lean green	14	28	
	Defensive green	08	16	
	Shaded green	15	30	
	Extreme green	13	26	100
7. If you have television, that is green products?	Yes	18	36	
	No	32	64	100
8. If you have computer, that is green products?	Yes	19	38	
	No	31	62	100
9. If you have washing machine, that is green products?	Yes	22	44	
	No	28	56	100
10. If you have air conditioner, that is green products?	Yes	18	36	
	No	32	64	100
11. If you have Mobile phone, that is green products?	Yes	23	46	
	No	27	54	100
12. If you have DVD player, that is green products?	Yes	11	22	
	No	29	58	100
13. If you have Micro Woven, that is green products?	Yes	12	24	
	No	38	76	100
14. Are you using CFL Pulp?	Yes	17	34	
	No	33	66	100
15. Are you residing apartment?	Yes	19	38	
	No	31	62	100
16. Do you have the car sharing services?	Yes	07	14	
	No	43	86	100
17. Are you using any alternative fuel?	Yes	04	08	
	No	46	92	100
Attitude towards green products	Very good	20	40	
	Good	11	22	
	Moderate	13	26	
	Poor	06	12	100
Perception towards green products	Very good	19	38	
	Good	21	42	
	Moderate	07	14	
	Poor	03	06	100

Level of satisfaction towards green products in terms of quality	Very good	21	42	
	Good	18	38	
	Moderate	08	16	
	Poor	03	06	100
Cost	Very High	21	42	
	High	17	34	
	Moderate	08	16	
	Low	04	08	100
Brand name	Very good	22	44	
	Good	16	32	
	Moderate	08	16	
	Poor	04	08	100
Availability	Very Good	18	36	
	Good	20	40	
	Moderate	07	14	
	Poor	05	10	100
Eco-friendly	Highly Agree	28	56	
	Agree	12	24	
	Moderate	08	16	
	Disagree	02	04	100
After sales service	Very good	19	38	
	Good	17	34	
	Moderate	08	16	
	Poor	06	12	100
Guarantee & Warrantee	Very good	25	50	
	Good	11	22	
	Moderate	08	16	
	Poor	06	12	100
Comfortable of the product	Very good	23	46	
	Good	11	22	
	Average	08	16	
	Poor	08	16	100
Packing of the green products	Very good	21	42	
	Good	11	22	
	Moderate	10	20	
	Poor	08	16	100
Goodwill of the green product brand	Very Good	16	32	
	Good	12	24	
	Moderate	11	22	
	Poor	11	22	100

Source: Primary data

19. Point Scaling Technique

In these study four components areas of the respondents are identified through 4 point scaling technique. The sample size 50 is taken. Mean square formula = $\sigma x/n$. Table: 5:

Scaling techniques showing the Green product Perception, awareness and satisfaction level of the respondents.

Sl.no	Factors	Very good	Good	moderate	poor	Total score	Mean score	Rank
1	Attitude	20	11	13	06	145	2.90	7
2	Perception	19	21	07	03	156	3.12	3
3	Quality	21	18	08	03	157	3.14	2
4	Cost	21	17	08	04	155	3.1	5
5	Brand name	22	16	08	04	156	3.12	3
6	Availability	18	20	07	05	151	3.02	4
7	Eco friendly	28	12	08	02	168	3.36	1
8	After sales service	19	17	08	06	149	2.98	6
9	Guarantee & warrantee	25	11	08	06	155	3.1	5
10	Comfortable	23	11	08	08	149	2.98	6
11	Packing	21	11	10	08	145	2.90	7
12	Goodwill	16	12	11	11	133	2.66	8

Source: primary data

It is clearly showed that, the green products are eco-friendly (rank 1).

20. Major Findings

30% of the respondent's age is 20-25. 26% of the respondent's educational qualification is diploma. 32% of the respondents' nature of work is home maker. 54% of the customer family type is nuclear. 46% of customer family income per month Rs. 10000-20000. 36% of the respondents are getting awareness of the green products through their friends circle. 30% of the customers are using the shaded green products. 36% of the respondents are using ecofriendly television. 62% of the respondents are not using ecofriendly computer in their home.

21. Recommendations

The government should change the environment protection for promoting the green products in India. The Coimbatore is the educational background city, that is the reason why, the all the respondents are aware of the green products. At the same time, the customer and retailer and manufacturer of the green products should develop their self-interest to use the green product in their day to day life. Utility score of the respondents are average only Coimbatore. The Coimbatore Corporation should take initiative against using the green product in Coimbatore for protecting the Coimbatore natural policy through corporation policy.

22. Conclusion

Green marketing is a tool for protecting the environment for the future generation. Now this is the right time to select "Green Marketing" globally. It will come with drastic change in the world of business if all nations will make strict roles because green marketing is essential to save world from pollution. Green marketing is a tool for protecting the environment for the future generation. In all over the Coimbatore city, the people and customer have awareness related to green products. Meanwhile, if the entire Coimbatore customers are became natural eco-friendly user, definitely Coimbatore will become a one of the finest clean city in future.

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