Abstract

Consumers are becoming more interested in environmentally friendly products, raising the demand against a limited supply. The limited supply may be associated to the lack of clear understanding among Coimbatore marketers on consumer’s attitudes and behaviours towards this emerging phenomenon. The success of producing eco-friendly products will depend on whether consumers will accept the products or not. Hence the study focused to examine the impact of consumers towards green products.

1. INTRODUCTION

In the present day world, Marketing Strategies have gained greater social significance. For the modern marketer, green marketing has become the matter of prime importance. The concept of green was neither prominent in the late 1980’s nor was the concept of green marketing / consumerism globally popular till 1990’s. Environmental deterioration and global problems have together paved the way for the emergence of green marketing. In the business world, the companies are using the concept of green marketing for profit and the outcome of green policies is due to social responsibility.

2. OBJECTIVES

1. To study the consumer awareness and attitude towards green products.
2. To study the consumer pro-environmental behaviour towards green products.
3. To study the consumer buying behaviour and level of satisfaction towards green products.
4. To study the consumer impact towards buying green products.

3. METHODOLOGY OF THE STUDY
Period of the study: The study conducted for a period 5 months from December 2015 - April 2016.

Sources of data: To accomplish the objectives of the study, the researchers have depended on both primary data and secondary data.

Primary data: The study is based on primary data that were collected through a questionnaire.

Secondary data: It was taken from published journals, magazines and from internet.

Sample technique: The research was carried out in and around Coimbatore city. Stratified Random sample method was used to select the sample.

Sample size: Sample size considered for the study was 500 respondents.

Tools used for analysis: Multiple Regression Analysis

4. DATA ANALYSIS

Respondents Impact towards Buying Green Products - Multiple Regression Analysis

Multiple regression co-efficient measures separately the relationship between two variables in such a way that the effects of other related variables are eliminated. In other words, it measures the relation between a dependent variable and a particular independent variable by holding all other variables constant. Thus, each multiple regression co-efficient measures the effect of its independent variable on the dependent variable. Multiple regression analysis of impact of buying green products (Y) was performed with variables and Awareness about the green products (X1), pro-environmental concerns (X2), Respondents attitudes (X3), Respondents Buying Behaviour (X4), level of satisfaction (X5) the following the multiple regression analysis model was used for this study as mostly found the extent literature is represented by

Y = α + β1 X1 + β2 X2 + β3 X3 + β4 X4 + β5 X5 + €

Y (ImpaBuGre) = β1 RespAwarGre + β2 RespProEnvirCon + β3 RespAttitu + β4 RespBuBeh + β5 RespLevSatisGr + €

Where, Y = Dependent variable - Impact on buying green product

Independent variable

AwarGre = Respondents Awareness towards green products,
ProEnvirCon = Respondents Pro-environmental concern towards green products,
RespAttitu = Respondents attitude towards green products,
RespBuBeh = Respondents Buying Behaviour towards green products
LevSatisGr = Respondents Level of satisfaction towards green products
α = Intercept, β1 ---- β5 = Estimated Coefficients, € = Error term
The co-efficient of the explanatory and controllable variable ($\beta_1$ to $\beta_5$) can be estimated by the use of the multiple regression through linear regression with stepwise method. Hence the purchase decision and their Impact towards purchase of green product are found to have significant influence on the Respondents Awareness towards green products, Respondents Pro-environmental concern towards green products, Respondents attitude towards green products, Respondents Buying Behaviour towards green products and Respondents level of satisfaction towards green products were intercepted using regression model.

**Hypothesis** ($H_0$): There is no significant difference between the impact of buying green products and selected dependent variables.

### Table - 1: Correlation between selected variables with Factors related to Impact on Buying Green Products

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Factors</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>(constant)</td>
<td>1.000</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>Respondents awareness towards green products</td>
<td>.248**</td>
<td>1.000</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Respondents Pro-environmental concern towards green products</td>
<td>.299**</td>
<td>.279**</td>
<td>1.000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Respondents attitude towards green products</td>
<td>.294**</td>
<td>.178**</td>
<td>.341**</td>
<td>1.000</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Respondents Buying Behaviour towards green products</td>
<td>.405**</td>
<td>.287**</td>
<td>.518**</td>
<td>.492**</td>
<td>1.000</td>
</tr>
<tr>
<td>5</td>
<td>Respondents Level of satisfaction towards green products</td>
<td>.574**</td>
<td>.394**</td>
<td>.465**</td>
<td>.306**</td>
<td>.433**</td>
</tr>
</tbody>
</table>

Source: Primary Data

**p < 0.01, *p < 0.05**

The above table reveals the correlation analysis done on all the data that has been collected through the survey. This analysis is done to show the existing relation among the study variables namely respondent’s awareness towards green products, respondent’s pro-environmental concern towards green products, respondent’s attitude towards green products, respondents buying behaviour towards green products and respondents level of satisfaction towards green products. It can be seen that variable namely $X_1$ (Respondents awareness towards green products, $r=0.248$, $P<0.01$), $X_2$ (Respondents Pro-environmental concern towards green products, $r=0.299$, $P<0.01$), $X_3$ (Respondents attitude towards green products, $r=0.294$, $P<0.01$), $X_4$ (Respondents buying behaviour towards green products, $r=0.405$, $P<0.01$) and ($X_5$ (Respondents level of satisfaction towards green products, $r=0.574$, $P<0.01$) have significant positive correlation that have impact on buying green products among consumers. Hence, all the predictor variables were entered simultaneously and the predictor variables were used based on enter method.
Table - 2: Multiple Regression Analysis of the selected variables with Factors related to Impact on Buying Green Products

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Factors</th>
<th>Standardized Coefficients (β)</th>
<th>t-value</th>
<th>p-value</th>
<th>S/NS</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>(constant)</td>
<td>15.694</td>
<td>9.163</td>
<td>.000**</td>
<td>S</td>
</tr>
<tr>
<td>1</td>
<td>Respondents awareness towards green products</td>
<td>.006</td>
<td>.045</td>
<td>.964</td>
<td>NS</td>
</tr>
<tr>
<td>2</td>
<td>Respondents Pro-environmental concern towards green products</td>
<td>-.042</td>
<td>-1.138</td>
<td>.256</td>
<td>NS</td>
</tr>
<tr>
<td>3</td>
<td>Respondents attitude towards green products</td>
<td>.044</td>
<td>1.696</td>
<td>.091</td>
<td>S</td>
</tr>
<tr>
<td>4</td>
<td>Respondents Buying Behaviour towards green products</td>
<td>.084</td>
<td>3.869</td>
<td>.000**</td>
<td>NS</td>
</tr>
<tr>
<td>5</td>
<td>Respondents Level of satisfaction towards green products</td>
<td>.441</td>
<td>11.356</td>
<td>.000**</td>
<td>S</td>
</tr>
</tbody>
</table>

| R     | 0.729                                       |
| R²    | 0.537                                       |
| Sample size (N) | 500                                         |

Source: Primary Data  
**p <0.01, *p<0.05 S-Significant NS- Not significant

In table – 2 the Adjusted R Square value tells us that our model accounts for 53.7 per cent of variance - a good model and the Standardized Beta Coefficients give a measure of the contribution of each variable to the model. A large value indicates that a unit change in this predictor variable has a large effect on the criterion variable. The t and Sig (p) values give a rough indication of the impact of each predictor variable namely, respondents Buying Behaviour towards green products (t=3.869, p< 0.01) and respondents level of satisfaction towards green products (t=11.356, p< 0.01). It found that p value suggests that a predictor variable is having a large impact on the criterion variable.

Table - 3: ANOVA between selected variables with Factors related to Impact on Buying Green Products

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F-value</th>
<th>p-value</th>
<th>S/NS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regression</td>
<td>4063.920</td>
<td>5</td>
<td>812.784</td>
<td>56.735</td>
<td>.000**</td>
<td>S</td>
</tr>
<tr>
<td>Residual</td>
<td>7077.062</td>
<td>494</td>
<td>14.326</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>11140.982</td>
<td>499</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: Primary Data  
**p <0.01, S-Significant

Hence, from the table 3 Overall ANOVA results, which assesses the overall significance of this model (F=56.735, p value=0.00). Hence, it is concluded that this model is statistically significant.

5. CONCLUSION

Even though the influence towards purchase decision and their Impact towards purchase of green product were found to have less significant towards awareness, attitude, pro-environmental concerns, etc. It is clear that there is high significant influence among respondents towards Buying Behaviour and level of satisfaction and had significant impact towards purchase of green products.
6. REFERENCE


[78] Navneet Gera, (2012), Analytical study of focus on green marketing and caring environment by MNCs in India. Gyan Management, 6(1), 87-94.


Soonthonsmai, V. (2007), Environmental or green marketing as global competitive edge: Concept, synthesis, and implication. EABR (Business) and ETLC (Teaching) Conference Proceedings, Venice, Italy.


