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A STUDY ON BUYING DECISIONS AND PREFERENCES OVER GREENMARKETING PRODUCTS IN TIRUCHIRAPPALLI DISTRICT, TAMIL NADU

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ABSTRACT

The Indian environment, facing numerous natural issues such as climate change, global warming, excessive consumerism, and environmental degradation. The functional approach splits the marketing processes into smaller activities, finding and analyzing the major areas of green marketing. The marketing activities help to goods evolve from production to consumption, with marketers carrying out various practices during this journey. This study mainly focuses on analyzing the major difficulties of green product marketing, and the impact of consumer buying Behaviour of consumers with green products and services in Trichy City, Tamil Nadu. The research uses primary data from consumers and secondary data from various sources. The study uses descriptive statistics, one-sample t - t-tests, and regression to examine consumer behaviours toward green content purchases, including mindset, purchase intentions, buying actions, options, promotion, inexperienced items, and purchase ideas. Most respondents prefer green items, with some area-specific picks and factors influencing inexperienced purchases. The study suggests that experienced content/e-management advertisers must be creative and dynamic to adapt to fluctuations in consumer shopping. The use of inexperienced advertisers is increasing, and incorporating green technology into daily life and challenging artworks is becoming a trend.

KEYWORDS: Green Marketing, Consumer Preference, Purchase Intentions, Buying Behaviour, etc.,

INTRODUCTION

India is experiencing significant growth in green marketing as consumers become more aware of the benefits of green products. It is still young for the masses. Consumer education is necessary to raise awareness of environmental threats. The new green movements require

significant time and effort to achieve great heights. People worldwide are concerned about the environment and resources due to climate change and global warming. People have also become more environmentally conscious, and businesses have to adapt to meet the needs of their customers. This challenge on environment and health has led the business to venture into eco-friendly products to show they are socially responsible. Producing and selling products to protect the environment led to Green Marketing.

In a business market that is going down, green advertising has become important because it lets people resell and package old goods. This has led to challenges in policies and the potential for agencies to co-brand their product resources across different lines. Companies have also been able to quickly acquire expertise in weather-related customers, who are eager to integrate environmental issues into their purchasing choices due to their discomfort and need for a sustainable product. This has improved the customer market's personality and led to increased expertise in environmental issues.

Green advertising and marketing are crucial for companies to manage their storefront combinations and understand their proximity to the public. Green Showcase includes a lot of different kinds of sports, such as physical games that encourage people to buy things to meet their needs and wants. Achievements are displayed with minimal adverse effects in normal habitats. We use inexperienced vending machine demonstrations to stimulate trade, preserving the real-world environment and safeguarding the organization's and its customers' hobbies.

There are three stages that new salespeople go through. The first phase is called "organic", inexperienced marketing, and it involves learning basic sales techniques and understanding customer needs without much prior experience. The second-level "herbal" turned into an incentive for people who aren't very experienced and shifted the focus to innovation by making a detailed research plan and publishing groundbreaking articles about the waste issue. The stage was changed to "Double" Green Performance at 0.33. In the late 1990s and early 2000s, it became important to count.

Green Products

A product is environmentally friendly if it meets consumer needs without harming the environment or society. Green products are sustainable and reduce environmental impacts throughout their life cycle and after use. Green products aim to reduce waste and maximize resource efficiency. The products are certified by Energy Star and the Forest Stewardship Council for their non-toxic ingredients and sustainable production. Sustainable or environmentally conscious products are eco-friendly. The company must ensure its production methods it must to not harm plants, animals, or humans. Thus, eco-friendly products are simpler, energy-efficient, and waste-free. Chen & Chai (2010) define a green product as one that recycles, uses less packaging, and uses fewer toxic materials to reduce environmental damage. Eco-carry bags, recycled papers, energy-saving bulbs, energy-efficient home appliances, hybrid vehicles, organic food and beverages, and green household and personal care products are examples of environmentally friendly products. Lee (2008), Mostafa (2007), and Ottman (2011). These products and materials are recyclable, eco-friendly, and require less packaging (Chen & Chai, 2010). Dahlstrom (2011) said that eco-labeling and green certification, like the Energy Star labels on eco-friendly electronics and appliances from the US Environmental Protection Agency, helped green products become known across the country and around the world.

Environmentally-focused marketing strategies have influenced the evolution of consumer buying behaviourss. There is a growing demand for products and services that are more environmentally sustainable. Individuals are directing their environmental concerns toward eco-friendly shopping behaviourss. Individuals concerned with environmental issues are altering their purchasing behaviourss to support ecological sustainability. Individuals experienced a sense of ethical duty to acquire environmentally sustainable products.

Nevertheless, those who are aware of environmental issues do not consistently engage in sustainable practices. The relationship between income and environmental purchasing behaviours is significant. Higher-income individuals can cover extra expenses linked to environmentally friendly products. There is also a link between a person's education level and how they think about and act on the environment. People with a lot of education understand environmental issues better, which makes them more likely to act in ways that are good for the environment.

This study examines green marketing practices and their effectiveness in current business operations. The rules employed to evaluate effectiveness include the type of business, capital structure, transportation, warehousing, finance, and insurance, as well as the challenges met by marketers in positioning green products for consumers. It is essential to analyze consumers' buying attitudes, perceptions, and behaviours also.

LITERATURE REVIEW

Kuria, B. (2024), Green marketing strategies, like eco-labeling, eco-packaging, and environmental messaging, have a big impact on how people think about and buy green products. Research points to that people is willing to pay more for green products. It is good for the environment and they have reliable certifications or authorizations. Companies that have environmental responsibility tend to show a high level of brand loyalty. Some green marketing strategies work better than others, depending on the type of customers, product, and how loyal the company is to protecting the environment. The results finally indicates that green marketing has a big effect on how people act. So, businesses need to keep up with changing consumer tastes and get society to care about the environment, they need to include eco-friendly practices in their marketing plans. **Dean, T. J., and Pacheco, D. F. (2014)**, Promoting the useful benefits of green products to a wider audience has grown from focusing on a small group of people to a busy and interesting activity. **Aceleanu, M. I. (2016)**, Consequently, green marketing has the potential to encourage green consumption, provided that producers maintain genuine environmental responsibility and do not overstate the attributes of green products. **Jain, D. K., & Gupta, B. (2019)**, to figure out how physical activity affects people, look at consumer opinions in a continuous cycle for a new game and weather introduction. This document aims to prevent climate damage by manufacturing eco-friendly devices using innovative innovations. Purchase eco-friendly shopping quotes and analyze how buyers have caused environmental issues. The company is testing the impact of green advertising and marketing on consumer behaviours. From a high-level perspective, the 50 votes shared by respondents in Jammu district organizations united the people. The test suggests that most respondents are trustworthy, and few prioritize their health. The court will not make an additional payment if certain defendants increase the value of inexperienced items. We use an inexpensive item as a sample for mindfulness and consumer education. **Uddin, S. F., and Khan, M. N. (2018)**, Young Indian consumers' environmental attitudes and green purchasing behaviour. It suggests a model to test these factors. The study collects 730 young student responses using convenience sampling. Altruism, interpersonal influence, and environmental knowledge affect young consumers' attitudes, supporting the attitude-behaviour model. **Govender, J. P., and Govender, T. L. (2016)**, Businesses started to use eco-friendly marketing strategies because many people around the world are aware of climate change, pollution, and global warming. The Green promotion is an important part of the green marketing mix because it raises awareness and encourages consumer behaviour. Positively. Many people who answered also said they liked stores that were socially responsible and chose environmentally friendly products over other options. Nonetheless, their price sensitivity significantly influences their purchasing choices. There was no clear difference between people with low and high incomes in how sensitive they were to price or how much they knew about environmental damage and green marketing.

OBJECTIVES OF THE STUDY

- To analyze the major hindrances in the marketing of green products.
- To analyze the factors influencing the buying decision and preference for Green Marketing.
- To explore the impact of Social media on the buying attitude of Green consumers.
- To recommend policies and measures to improve the effectiveness of Green Marketing.

RESEARCH METHODOLOGY

This is a descriptive analytical study utilising primary data gathered from diverse consumers in Trichy City via well-structured methods. A questionnaire and convenient sampling were employed to gather responses from the study area of the respondents. Secondary data were gathered from journals, magazines, publications, reports, books, newspapers, websites, corporate publications, manuals, and booklets. This study was carried out in Trichy city in the state of Tamil Nadu. Respondents received some insight into inexperienced products and how they can increase shoppers' green marketing propensity. Data is reviewed using SPSS-20. Authoritative and accompanying digital techniques were applied to disrupt the data collected from respondents. Apply frequency survey to show relevant graphics and detail, and descriptive statistics, One-Sample Test, Regression and ANOVA etc.

DATA ANALYSIS AND INTERPRETATION**TABLE 1****T-test to know sig. diff. among the Hindrances faced, the One-Sample Test**

	Test Value = 0					
	T	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Targeting eco-friendly customers	56.087	187	0.000	4.117	3.97	4.96
Lack of Financial facilities for purchases	40.236	187	0.000	3.362	3.20	3.53
Lack of transportation facilities	38.606	187	0.000	3.074	2.92	3.23
Poor management of storage facilities	26.363	187	0.000	2.617	2.42	2.81
Competitive Higher Price	44.909	187	0.000	3.777	3.61	3.94
Non-availability of products at the right time	51.812	187	0.000	3.899	3.75	4.05
Customers' expectations on credit period	42.619	187	0.000	3.186	3.04	3.33
Lack of proper advertisement to reach out	43.397	187	0.000	3.718	3.55	3.89
Gaining customers satisfaction	41.014	187	0.000	3.739	3.56	3.92

Customer retention towards green products	51.063	187	0.000	3.973	3.82	4.13
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Source: Primary Data

From Table 1 above, it can be seen that the p-value is less than 0.01 and the null hypothesis is rejected at the 1% level, so it is proved that there is sig. diff. among the various hindrances because each problem is unique.

TABLE 2
Type of Ownership and Hindrances Faced

		Sum of Squares	df	Mean Square	F	Sig.
Targetting eco-friendly	Between Groups	1.583	2	0.792	0.78	0.46
	Within Groups	187.842	185	1.015		
	Total	189.426	187			
Lack of Financial facilities for	Between Groups	1.009	2	0.505	0.382	0.683
	Within Groups	244.395	185	1.321		
	Total	245.404	187			
Lack of transportation	Between Groups	0.627	2	0.314	0.261	0.771
	Within Groups	222.33	185	1.202		
	Total	222.957	187			
Poor management of storage	Between Groups	0.603	2	0.302	0.161	0.851
	Within Groups	345.822	185	1.869		
	Total	346.426	187			
Competitive Higher Price	Between Groups	1.134	2	0.567	0.424	0.655
	Within Groups	247.483	185	1.338		
	Total	248.617	187			
Non-availability of products at	Between Groups	0.251	2	0.125	0.117	0.89
	Within Groups	198.829	185	1.075		
	Total	199.08	187			
Customers expectation on	Between Groups	0.985	2	0.493	0.466	0.628
	Within Groups	195.499	185	1.057		
	Total	196.484	187			

Lack of proper advertisement	Between Groups	0.224	2	0.112		0.923
	Within Groups	257.835	185	1.394		
	Total	258.059	187			
Gaining of customer	Between Groups	0.155	2	0.078		0.952
	Within Groups	292.074	185	1.579		
	Total	292.229	187			
Customer retention towards green products	Between Groups	0.934	2	0.467	0.41	0.67
	Within Groups	211.933	185	1.146		
	Total	212.867	187			

Source: Compiled from Primary Data

TABLE 3
Regression between Education and Competitions faced

Model summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.025 ^a	0.001	0.005	1.642

Source: Compiled from Primary Data

- a. Predictors: (Constant), Education of the respondents
b. Dependent Variable: Type of Competitions

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	0.316	1	0.316	0.117	.732 ^a
Residual	501.402	186	2.696		
Total	501.718	187			

Source: Compiled from Primary Data

- a. Predictors: (Constant), Education of the respondents
b. Dependent Variable: Type of Competitions

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	3.595	0.321		11.21	0
Education of the respondents	0.043	0.126	0.025	0.343	0.732

Source: Compiled from Primary Data

- a. Dependent Variable: Type of Competitions

Regression analysis examines the influence of independent factors on dependent variables, representing the cause and effect of the variables. In the above model summary in the Table, R^2 is .001, which means that 25% of the variation in the dependent variable can be explained by the variation in the independent variable. The remaining 71% should be clarified by other factors not involved in this model. The adjusted R-value was -.005, which means the .5% of the variation is described by the variation in the independent variable. The Durbin-Watson (DW) statistic of 1.458 indicates that there is no autocorrelation.

The F value was 0.117, and the P value was significant at this level. The ANOVA demonstrates that the regression equation is significant. It suggests that at least one model parameter is significant.

SUGGESTION

The market must be educated about green marketing and green products, and the companies focusing on green features and health benefits. Social media advertisements should help attract new customers to buy green products. The market is developed and ready to accept new and innovative products, with most trusting that green marketing is more effective than regular marketing. Green products should be highly priced according to quality and produced according to customer demand. Management support is crucial for the success of green marketing. Increased awareness of the product and its importance among consumers is essential. To grow green marketing in the future, business organizations should maintain a good strategy, conduct proper environmental studies, develop a marketing plan, and focus on packaging, design, and the concentration of harmful substances.

CONCLUSION

The study examines consumer behaviours toward green content marketing product purchases, including mindset, buying intentions, buying actions, options, promotion, and purchase ideas. Most respondents prefer green items, differing from area-specific picks and factors influencing inexperienced purchases. Display strategies suggested by users, including discussion, advertising, and success approaches. To adapt to fluctuations in consumer purchasing, experienced content/e-management advertisers must be creative and dynamic. Research indicates that consumer behaviours is influenced by environmental concerns; however, the reliability is affected by unreliable factors such as waste management issues. Unlike the norm, challenges arise. The use of inexperienced advertisers is increasing, and this approach is becoming a trend. We should incorporate green technology into our daily lives and challenge representations. Ordinary individuals require assistance in decision-making.

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