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CONSUMER'S ATTITUDE TOWARDS GREEN PRODUCTS ADVERTISEMENT: A PRAGMATIC APPROACH

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INTRODUCTION

In the world of changing business scenario, consumers interest towards protection of environment are raising dramatically and their consumption also getting change noticeably towards the protection of environment. It is evident by a study, in India around 25 per cent of the consumers prefer environmental-friendly products, and around 28 per cent may be considered as healthy conscious. Therefore, green marketers have diverse and fairly sizeable segments to cater to¹. The increasing awareness among the consumers towards environmental friendly- products to ensure the industry to produce environmental friendly products rather than environmental harmful products. It is evident from the examples, "NIKE" one of the leading shoes manufacturer in world, it has been marketing its Air Jordan shoes as environment-friendly product, it has significantly reduced the usage of harmful glue adhesives, similarly, Indian Tobacco Company has introduced environmental-friendly papers and boards, which are free of elemental chlorine. Alongside, one also witnesses confusion among the consumers regarding the products. In particular, one often finds distrust regarding the credibility of green products. Therefore, in the industry, green product manufacturer emphasizing the features and significance of green products for society while their advertising it. In connection with this subject matter, advertising is perceived as a form of strategy for every green marketer towards communicating and influencing the target market, further in the present information era, green advertising is perceived as a tool of the business enterprise to bend the potential green customers to purchase or to consume a particular green product or service.

A consumer buying behavior highly individualized and it's influenced by the various intrapersonal, interpersonal characteristics and external arbitrate factors. Green advertising is an external factor of non-personal promotion tool. The American marketing Association has defined advertising as "any paid form of non-personal presentation and promotion of goods, services or ideas by an identified sponsor"², therefore, the study on the relationship between consumer attitude and green product is deemed to be an interesting task and also it should have significant role in the field of green marketing where the concept of green products has been emerging rapidly.

NEED FOR THE STUDY

With increasing attentiveness on green products usage among the green consumers simultaneously, this is creating a confusion regarding the green products, in particular, one often finds distrust regarding the credibility of green products. Hence, to ensure consumer confidence, marketers of green products need to be engaged with much more promotional activities, since the existing kind of promotional activity- green advertisement has not been sufficiently reach these consumers. In connection with this the present study enables the green marketing managerial personnel to evaluate consumer's behavior towards green product and also it deals with the impact of green advertisement on their buying behavior. Further it is addressed to the green marketers' question like what will be the impact of green advertisement on consumer buying behavior.

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OBJECTIVES OF THE STUDY

1. To study about the consumers attitude towards green products.
2. To examine the level of consumer awareness about green products.
3. To examine the impact of green advertisement on consumer buying behavior.
4. To make recommendation for further improvement in green marketing process especially green advertising plan.

RESEARCH METHODOLOGY

The study has based on the empirical research type, which was conducted to study the consumers' behavior towards green products: an evaluation in Coimbatore City, Tamil Nadu. In this study, researcher used both the primary and secondary data.

However, the major data for study had been collected by means of structured interview schedule from the 200 respondents those are randomly selected by using multi stage random method. The secondary data were collected from the company's annual reports, various magazines, newspapers and Internet. In this study, statistical tools such as percentage analysis and Chi-square test have been used for measuring the impact of green advertisement on consumer buying behavior.

ANALYSIS AND INTERPRETATION

Table.1
Respondents Attitude towards available Green products

Attitude	No. of Respondents	Percentage to Total
Accepting the G. Products	120	60
Modification is Need	80	40
Total	200	100

Source: primary data

Respondents' attitude towards available green products is given in Table No.1, it reveals that the 60 per cent of respondents are adopted with the available green products and 40 per cent respondents are expecting modification from the available green products.

Table.2
Level of Awareness

Sources of Aware	High (%)	Medium (%)	Low (%)	Total (%)
Adv- Viewers	28 (23)	46 (39)	45 (38)	119 (100)
Non- Viewers	12 (15)	27 (33)	42 (52)	81 (100)
Total	40 (20)	73 (37*)	87 (43*)	200 (100)

Source: Primary Data

* Rounded percentage value

From the table No.2 inferred that out of 200 respondent green advertisement viewers are 119 respondents. Out of these 119 advertisement viewers 28 respondents have the high level awareness, 46 respondents have medium level awareness and 45 respondents have only low level awareness. Further table reveals that among 81 advertisement non-viewers 12 respondents have the high level of awareness, 27 respondents have the medium level awareness and 42 respondents have low level awareness. In order to come to the conclusion regarding whether the advertisement influenced to the consumers or not, researcher using X^2 test.

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Chi-Square Test

Ho: There is no significant difference between the green advertisements awareness level of the respondents.

Result: Since the calculated value is 3.592 less than the tabulated value hypothesis is accepted.

Table.3
Advertisement collision on Buying Behavior

Particular	Before	After
Add-viewers	64	71
Non-viewers	08	--
Total	72	71

Source: Primary Data

Advertisement viewers buying behavior is somewhat changed it's evident from above table, advertisement viewers buying habit from increased 64 respondents to 71 respondents. In contra wise there are no changes among the non-viewers.

RESULTS AND FINDINGS

- The majority (60%) of the respondents are embrace with available green products.
- 40 percentages of respondents are looking for modification on available green products.
- Among 119 green advertisement viewers 28 respondents have the high level awareness, 45 (38%) respondents have only the low level awareness and most of advertisement viewers have only medium level awareness.
- Green advertisement viewers buying habit from increased 64 respondents to 71 respondents.

CONCLUSION AND IMPLICATIONS

Innumerable number of important conclusions can be drawn from the findings of this study which have policy implications for the green marketers under study. Consumer buying behavior does exist in the green product industry. Many consumers will choose products that do not damage the environment over less environmentally friendly products, even if they cost more. It will command the green consumers buying behavior. Further primary data reveals that almost 60 percentages of consumers adopted with green products and among the advertisement viewers most of the respondents have medium level awareness at the same sense most of the advertisement non-viewers (52%) have the low level awareness only. Generally respondents buying behavior does not get strong influencing from the green advertisement.

Finally, to conclude the study, the green advertisements have influence on the consumers' awareness, not in the buying behavior. Consumers have been prefer green products based on to have interest on environmental friendliness and the quality of the green product, therefore, it is perceived that green advertisement enables the consumers to acquire the green product awareness and some cases quality available in the green products also. Here it is suggested that every green marketers has to make an enough focus on green product quality and portray the essential of green products for the environmental friendly era while they do advertisement.

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