

Millennial Consumers Exploring Its Antecedents Towards Green Marketing And Eco-Innovations

Sathiskumar K,
Ph.D Part-Time Research Scholar,
Department Of Commerce,
Rathnavel Subramaniam College Of Arts & Science, Sulur, Coimbatore 641 402,
Tamilnadu, India.

Dr. C. Selvakumar,
Associate Professor,
Department Of Commerce,
Rathnavel Subramaniam College Of Arts & Science, Sulur, Coimbatore 641 402,
Tamilnadu, India.

ABSTRACT

Green marketing is the marketing of environmentally friendly products and services. Nowadays people started to realize their roles and responsibilities. The current study introduces the concept of green products and looks into various ways in which different consumer satisfaction is related to the concept of green products. Green marketing involves the purchase and sale of more eco-friendly products. In this study 200 respondents taken as a sample for doing research. The data required for this study is collected from a structural questionnaire. Simple percentage analysis and Chi-square tests are used as tools for analysis of this study.

Keywords: *Green products, Consumer satisfaction, Eco-friendly products*

1 INTRODUCTION

The term Green Marketing came into prominence in the late 1980s and early 1990s. American Marketing Association (AMA) held the first workshop on "Ecological Marketing" in 1975. The proceedings of this workshop resulted in one of the first books on green marketing entitled "Ecological Marketing". The Corporate Social Responsibility (CSR) Reports started with the ice cream seller Ben & Jerry's where the financial report was supplemented by a greater view on the company's environmental impact. In 1987 a document prepared by the World Commission on Environment and Development defined sustainable development as meeting "the

needs of the present without compromising the ability of future generations to meet their own need”, this became known as the Brundtland Report and was another step towards widespread thinking on sustainability in everyday activity. Two tangible milestones for wave 1 of green marketing came in the form of published books, both of which were called Green Marketing.

2 STATEMENT OF THE PROBLEM

Green marketing is the marketing of products that are presumed to be environmentally preferable to others. This study has considered different aspects of green marketing that has an impact on consumer buying behavior. This study is aimed to know who are the consumers', what they need, and how they feel and react in green marketing. This research reveals a study on consumer buying behavior in green marketing. This research also focuses on consumer needs and wants related to green marketing of eco-friendly products.

1.2 OBJECTIVES OF THE STUDY

- Analyze the millennial exploring its antecedents towards green marketing and eco-innovations in Erode District.
- Study the satisfaction level millennial consumers towards eco-friendly products.

1.3 LITERATURE REVIEW

Arika Riaz and Saravanan Raman (2015) have studied concerning the online shopping is more efficient in meeting the consumers' needs and wants. It allows the consumers to easily attain knowledge about the brand's product quality, availability, product specifications and prices, and compare that with those of another brand. This means they can now make more intelligent purchasing decisions in a way which is not possible through traditional shopping. Moreover, they can purchase anonymously which is convenient when it comes to personal products that they may feel uncomfortable buying in stores.

Ashish Bhatt (2014) has done descriptive study on that the growing use of internet in India provides a developing prospect for online shopping. If E-marketers were know the factors affecting online Indian behavior, and the relationships between these factors and the type of online buyers, and they can further develop their marketing strategies to convert potential

customers into active ones, while retaining existing online customers. Consumer behavior is said to be an applied discipline as some decisions are significantly affected by their behavior or expected actions.

Vishal Raut and Shubhangi Walvekar has made a study about that consumer has changed due to the changing business environment. This change in the environment, demands more and more optimization of the time. Consumer buying behavior has changed from convenience to comfort and from buying in stores to buying online. The current era is the era of retailing. There is a paradigm shift of consumers moving from market place to market space.

Consumers now wish to shop products online over conventional methods of shopping in stores. But customers are skeptical about the online purchasing. Moreover, whether consumer purchase through the web based retailing, has any significance to social economic status and education.

1.4 RESEARCH METHODOLOGY

The Sampling design used for the research was nonprobabilistic convenient sampling. The sample size of 200 was selected for the research. The research design is descriptive analysis. The research is descriptive in nature. Primary data for the research was collected in the form of a structured questionnaire from the general public in Erode district. Secondary data for the research was collected from the journals and records. Apart from journals, web sources were also used for the research. Simple percentage analysis and Chi-square tests were used for this research.

1.5 ANALYSIS AND DISCUSSION

Table 1: Educational Qualification of the millennial consumers

S.No	Educational qualification	No.of.Respondents	Percentage (%)
1	SSLC	14	7
2	HSC	96	48
3	UG Degree	63	32
4	PG & above degree	27	13

	TOTAL	200	100
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The above table shows that out of the total respondents taken for the study, 48% of the respondents belong to HSC whereas 32%, 13%, and 7% of the respondents belong to UG level, PG level, and SSLC respectively. The majority (48%) of the respondents belong to HSC level of education.

Table 2: Type of Product purchased by the millennial consumers

S.No	Type of product purchase	No.of.Respondents	Percentage (%)
1	Sound and vision	72	36
2	Personal care	59	29
3	Household	47	24
4	Gas fitted vehicles	22	11
	TOTAL	200	100

The above table shows that out of the total respondents taken for the study, 36% of the respondents are saying that they purchase Sound and vision products whereas 29%, 24%, and 11% of the respondents are saying that their purchasing products are Personal care products, Household products, and Gas fitted vehicles products. The majority (36%) of the respondents are saying that they purchase Sound and vision products.

Table 3: Period of Usage on Green Products by the millennial consumers

S.No	Usage	No.of.Respondents	Percentage (%)
1	Below 2 years	19	10
2	2 – 4 years	56	28
3	4 – 6 years	92	46
4	Above 6 years	33	16
	TOTAL	200	100

The above table shows that 46% of the respondents are saying that they use green products from 4 – 6 Years whereas 28%, 16% and 10% of the respondents are saying that they

use green products from 2 – 4 Years, Above 6 years, and Below 2 years respectively. The majority (46%) of the respondents are saying they using green products from 4 – 6 Years.

Table 4: Green Marketing Consumer Services Expected By the Respondents

S.No	Services	No.of.Respondents	Percentage (%)
1	Field technical assistance	39	19
2	Spare parts distribution	61	31
3	Customer care	91	46
4	Product installation	9	4
	Total	200	100

The above table shows that out of the total respondents taken for the study, 46% of the respondents are saying that they expect Customer care service whereas 31%, 19%, and 4% of the respondents are saying that their service expectations in Spare parts distribution, Field technical assistance, and product installation. The majority (46%) of the respondents are saying that their service expectation is Customer care service.

Table 5: Level of satisfaction by the respondents on Green marketing

S.No	Level of satisfaction	No.of.Respondents	Percentage (%)
1	satisfied	103	52
2	highly satisfied	62	31
3	dissatisfied	27	13
4	highly dissatisfied	8	4
	Total	200	100

The above table shows that out of the total respondents taken for the study, 52% of the respondents are saying that Satisfied whereas 31%, 13%, and 4% of the respondents are

saying that Highly satisfied, Dissatisfied, Highly dissatisfied. The majority (36%) of the respondents are saying that they are Satisfied with their green products.

Table 6: Chi-square test for the relationship between millennial exploring its antecedents towards green marketing and satisfaction level of the consumers in erode district.

Factors	Calculated value	Table value	df	Significant level
Millennial exploring its antecedents towards green marketing and satisfaction level of the consumers	60.27	16.919	9	5%

From the above table analysis, the researcher finds that the calculated value **(60.27)** is more than the table value of **(16.919)**. Hence, the null hypothesis is rejected.

1.6 CONCLUSION

Nowadays Green marketing is an important aspect of the marketing of consumer products. Now the entire consumers in the study are aware of sustainable development. To buy healthy products and wants to live better every consumer must concentrate on green products. In this study all the consumers are satisfied well with green marketing. On behalf of this study all the consumers are aware and expecting more new innovative eco-friendly products for their healthy livelihood.

1.7 RECOMMENDATIONS

The majority (48%) of the respondents belong to the age group of 21 to 40 years. The majority (36%) of the respondents are saying that they purchase Sound and vision products. The majority (46%) of the respondents are saying they use green products from 4 – 6 Years. The majority (46%) of the respondents are saying that their service expectation is Customer care

service. The majority (36%) of the respondents are saying that they are Satisfied with their green products.

Most of the consumers are engaged with sound and vision products. If consumers give more attention to all other products of green marketing, that will raise the consumption standard of consumers. Green marketing needs more awareness from consumers that only makes long-time usage of green products by consumers. To improve consumer's expectations and develop consumer care technologies will leads to more developments in green marketing in India.

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