

A Study on Influence of Green Marketing Strategies on the Buying Behaviour of Electronic Home Appliances

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What is Green marketing...?

“ Green marketing is the concept of promoting products that are presumed to be environmentally safe. Green marketing incorporates a broad range of activities, including product modification, changes to the production process, packaging changes, as well as modifying advertising.

Evolution of green marketing

Ecological



Environmental

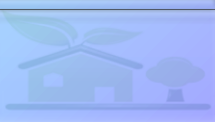


Sustainable

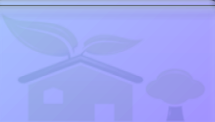
Why Eco-Friendly Electronic Home Appliances ?



Reduce E-waste



Control Environment Pollution



Control the Effects of Global Warming



Save Energy



Save Money in the Long Period



Prevent Health Problems



Save Water

Opportunities Offered by Environment Friendly Companies.

- Competitive Advantage
- Social Responsibility
- Reduce Government Intervention
- Encourage Research & Development
- Create More Employment Opportunities
- Ensure Sustained Long-Term Growth
- Increased Market Share

Threats Involved in Green Product Business

- High Price Products
- Need For Large Investment
- Need For Proper Branding

The study conducted on consumers of electronic home appliances to know the influence of green marketing strategies on their buying behaviour.

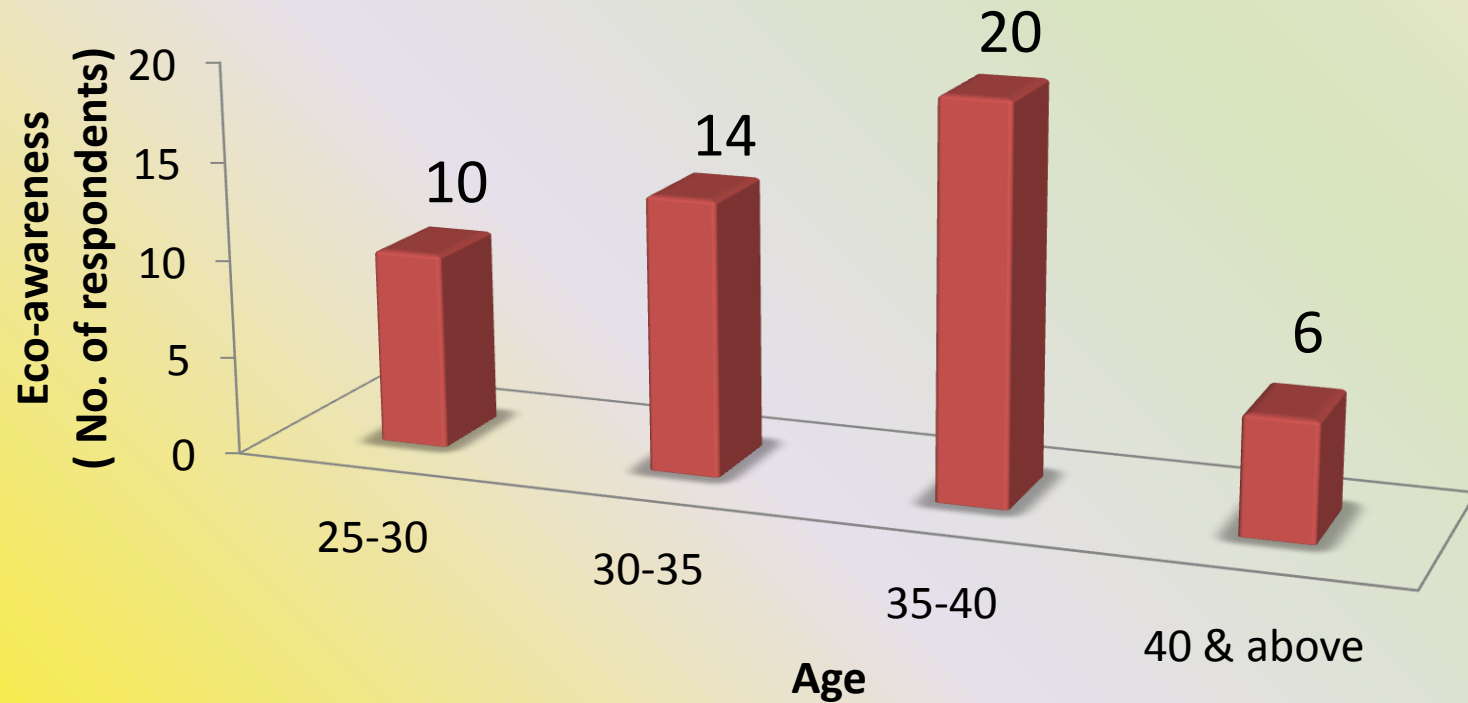
- ❖ Sample study conducted among 50 household consumers from a population of 500 household consumers in a specified region of Kottakkal in Malappuram district.
- ❖ Samples are selected on random basis.
- ❖ Dealers are also the primary source of data.
- ❖ Electronic home appliances are selected for the study are limited such as television, washing machine and refrigerators.
- ❖ Period of study is only two weeks due to time limit.
- ❖ Questionnaires and direct personal interview used for collecting data.

About Sample location, Kottakkal.....

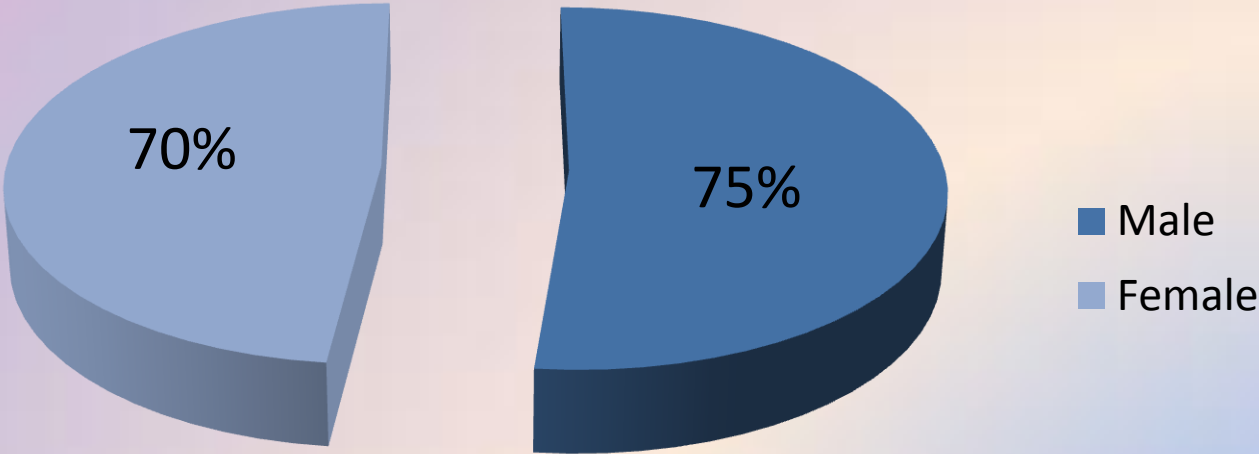
- It is one of the important place in Malappuram district directed in the pace of growing stage.
- Popular for ayurvedic treatment, Kottakkal Arya Vaidya Sala.
- Most of the population belong to Muslim religion.
- The main source of income of people in this area is gulf money.
- People in this area shows a highly aggressive consumption culture.
- There is a combination of higher to lower income and educational groups.

Relationship between eco-awareness and demographic features

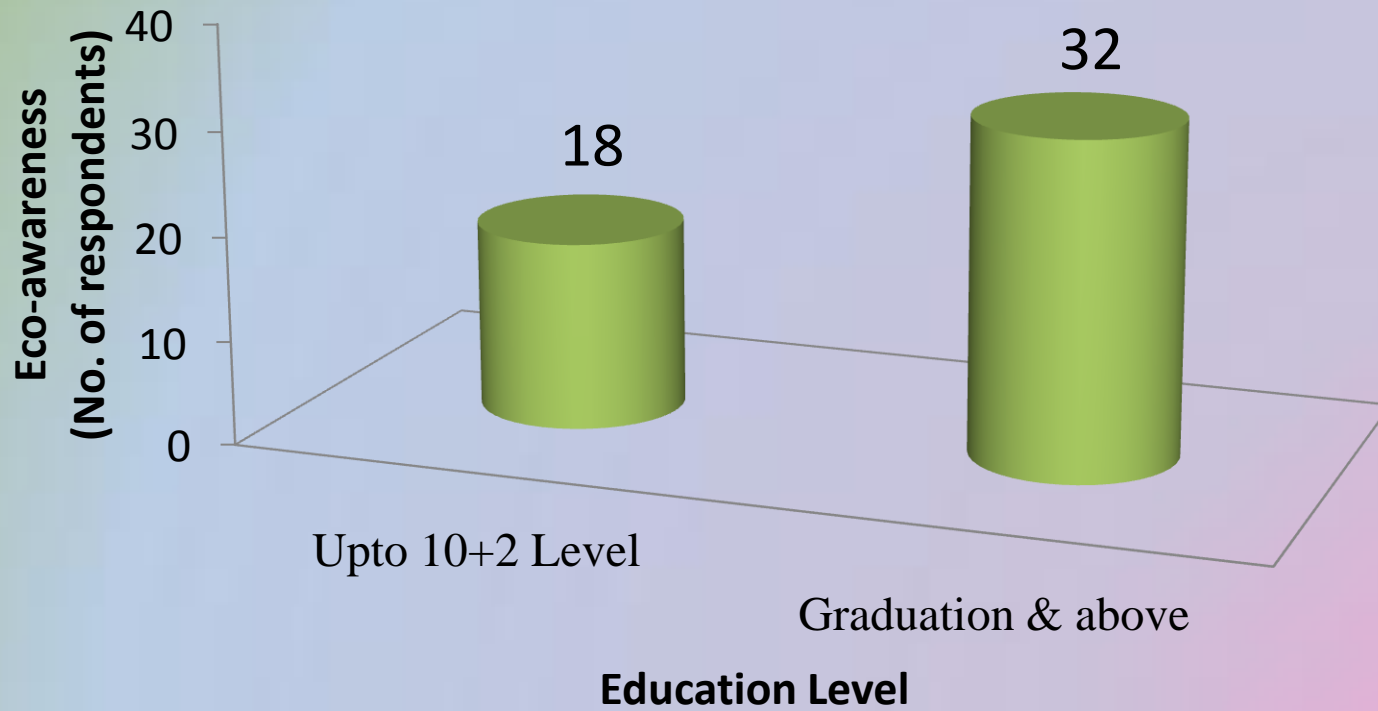
1. Age & Eco-awareness



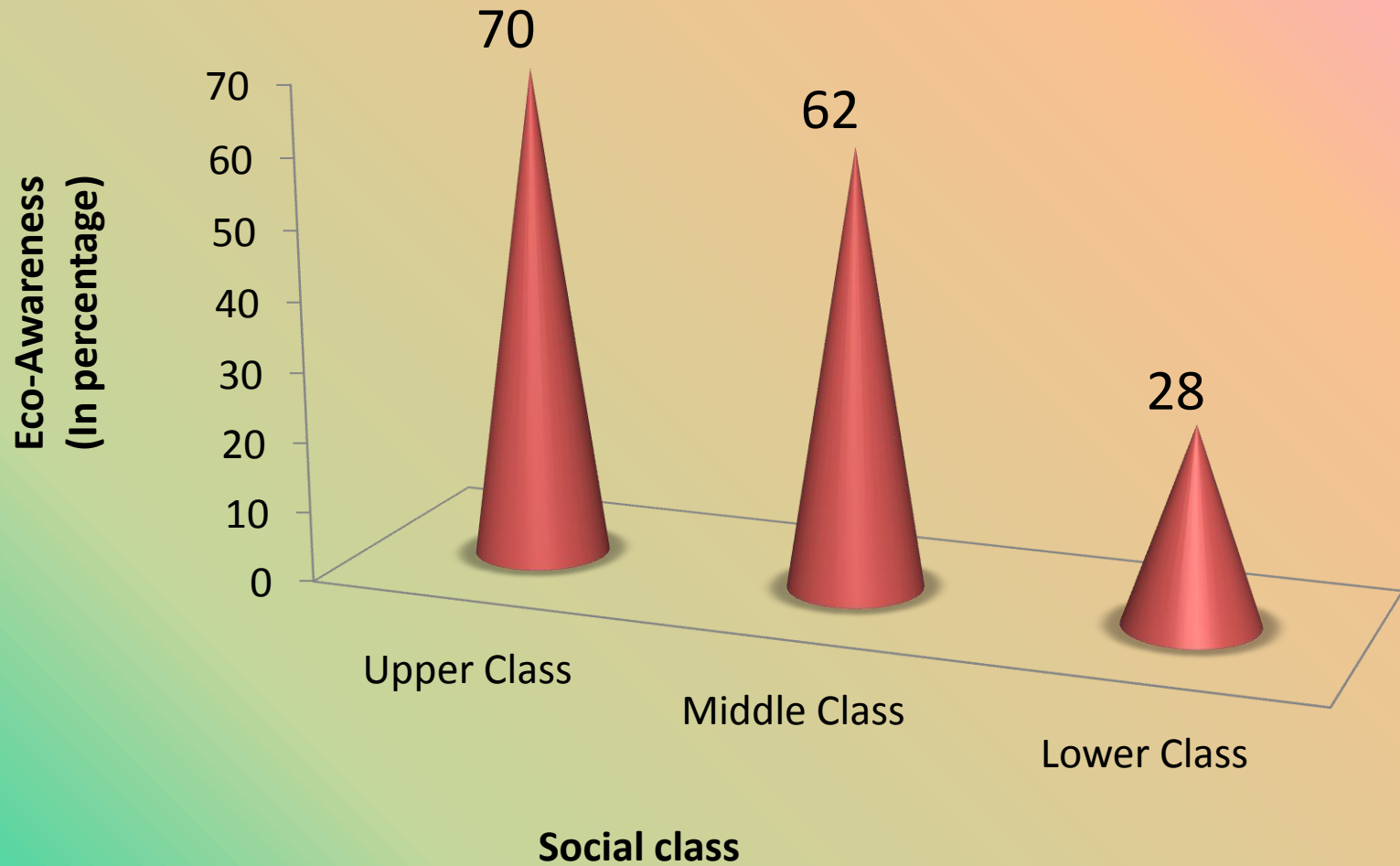
2. Gender & Eco-Awareness



3. Education & Eco-Awareness



4. Social Class & eco-awareness



Relation between consumer preference and factors affecting purchase decision of consumers

Chi-square Test

Ho : There is no significant relation between consumer preference and factors affecting purchase decision.

Attributes	Calculated X^2 value	d.o.f	Table Value	conclusion
Price	15.64	4	9.488	Reject Ho. High influence on purchase decision.
Brand	13.44	2	5.991	Reject Ho. High influence on purchase decision.
Quality	13.86	4	9.488	Reject Ho. High influence on purchase decision.
Amenities	6.66	2	5.991	Reject Ho. Relative low influence on purchase decision.
Energy Efficiency	4.69	2	5.991	Accept Ho. No influence on purchase decision.
Eco-factors	2.35	2	5.991	Accept Ho. No influence on purchase decision.

Findings

- Study reveals that consumers have low eco-awareness.
- Age group of 35-40 are more aware on eco factors because most of the purchases of electronic home appliances are made by them.
- Gender wise classification indicates that males are more eco-awared because most of the purchase decisions taken by them.
- Higher education promotes the knowledge level of eco-factors.
- Upper class people purchase eco friendly products because these products are included in premium range category.
- Most of the purchases are based on price, brand and quality.
- Most of the consumers are interested in energy efficient products, but its high price repel them from its purchase.

Suggestions

- ☐ Mandate production and selling of star rated electronic home appliances.
- ☐ Make available eco friendly products at cheapest prices.
- ☐ Promote those companies which move on environment friendly practices.
- ☐ Conduct eco-awareness programmes among public.
- ☐ Promote R& D to innovate environment friendly practices.
- ☐ Make environment conservation as a part of syllabus at school and college levels.

Thank You

K. Salini

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