EFFECT OF GREEN AWARENESS ON CONSUMER BUYING BEHAVIOR TOWARDS AUTOMOBILES IN COIMBATORE

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ABSTRACT

Many studies had explored that several factors affect the products which are green and sustainable in nature. The products which are referred to as green in nature are probably related with the management of the supply chain and the supply chain comprises of technologies, standards and the practices of manufacturing which are environment-friendly. The concept of green products manufacture includes the process of procuring the raw materials, manufacturing, maintenance, packing the products, transport of the products as well as their distribution. The current study has been done with reference to the influence of the green awareness on the buying behavior of the consumers regarding the purchase of automobiles. The study has been done among the consumers in Coimbatore and the technique adopted to select the sample population is selected through convenience sampling. The sample size of the study is 100 and the technique used for data collection is through a questionnaire. The method used for analysis of the data is Regression Analysis. The findings of the data show that consumer awareness was seen to predict buying behaviour.

KEYWORDS: Green Awareness, Consumer Buying Behavior, Automobiles

INTRODUCTION

Our nation, India, is regarded to be one among the biggest markets of consumers. It has the biggest possibility for the products which are green in nature. The consumers of the Indian markets have more potential for the purchase of green products, the knowledge regarding the factors which predict the purchase of green products may prove to be beneficial in developing
the marketing strategies that are appropriate for addressing the gap in the buying behaviour of the consumers and also for developing the strategies which would enhance the purchase of the green products.

Issues regarding the environment are more crucial in recent times. Awareness has been improved among the consumers regarding the global warming, air pollution and increase in waste. The issues regarding the environment turn out to be a very sensitive aspect for many people, organizations and political parties. Even the business people are more concerned regarding this issue. The greatly affected industry due to this environmental issue is the automobile industry. However, several improvements have been done in the aspect of green technology by the manufacturers of automobiles and that too in a short duration.

The purchase done by the individuals are greatly affected by their behaviour. Undeniably, the behaviour of the people turns out to be the greatest triggering factors in the process of purchasing a product and such behaviours also affect the perception of individuals regarding the product. Yet, several other factors also are responsible for affecting the purchase behaviour of the consumers which includes the childhood, family, friends and previous experiences. Such a process is a complicated one which helps the business people for either adapting the production of their products according to the wants and needs of the consumers or for changing the behaviour of the consumers.

STATEMENT OF PROBLEM

The adoption of the green technologies and the green marketing strategies in the Indian industry for automobiles is at the budding stage. The automobiles which are environment-friendly also are not being sold on an increased level. This is due to the reduced level of
awareness as well as the perception regarding the green automobiles among the Indian consumers.

Need for the study

The current research study pays attention for understanding the awareness level of consumers regarding the initiatives of the automobile sectors which are environment-friendly as well as the perceptions of the consumers about the purchase of green automobiles.

OBJECTIVES

The intention of the present study is to explore the influence of green awareness of the consumers on their buying behavior regarding the purchase of automobiles.

REVIEW OF LITERATURE

Hussain, Muhammad et al., (2014) made a study to explore the influence of the green awareness on the purchase decision of the consumers. The study was done in Pakistan. The purchase decision of the consumers regarding green products is guided by their awareness regarding the products which are marked and marketed as green. The purpose of the study was to explore the effect of the brand image, price, awareness of the green products and the environmental concern of the consumers on the purchase decision made by the consumers regarding the green products. The authors had collected 300 responses through a survey conducted among the consumers of green products. The respondents were drawn randomly from the university students of Multan in Pakistan. The findings of the study showed that the awareness of the consumers regarding brand image and price affected the purchase decision of
the consumers regarding green products. A strong level of preference was shown for the green products by the consumers who are concerned regarding the environment.

Bano, Shaher (2019) had explored the effect of the green awareness on the purchase decisions of the consumers. It was an analysis in the context of the purchase behavior of the consumers of Pakistan. The purpose of this paper was to explore the awareness of the consumers towards the green products which proved to affect their buying decision. The author had examined the environmental effects on the purchasers, concern and responsiveness for the green crops, brand image and price on the minds of the consumers for purchasing the green products. The authors had done a survey and the data was collected through a questionnaire among the sample population of varied universities of Islamabad in Pakistan. Therefore, on the basis of 312 completed responses, analysis of the data was done with the help of a statistical tool (SPSS 22) and then the results were identified. The results of the study explored the factors which influenced and provoked the awareness of the consumers for purchasing the green products. The findings proved the fact that the buying choice of the consumers were influenced through the images for brands, approach towards the green environment and green product’s prices.

Dr. R. P. Sharma and Ms. Namrata Maheshwari (2014) examined the awareness of the consumers and their level of perception regarding the green cars. The concept of environmentalism had emerged as a worldly phenomenon. In recent times, several sectors had recognized their responsibility in taking green steps to protect our planet. The industrial sectors for automobiles too are making a shift towards the green cars. Green technology in the cars had turned out to be a newer trend and also this trend is the only way for saving the environment from the high extent of pollution. Although the technology of green cars had proved to be a success in the western nations, this green technology is only at an initial stage in the Indian...
markets. The aim of this article was to make a focus to examine the level of awareness and the perception of the consumers regarding the practices of manufacturing the cars which are environment-friendly in nature.

**RESEARCH METHODOLOGY**

The study has been done by the author to explore the effect of the green awareness on the purchase behavior of the consumers regarding the automobiles. The respondents of the study are the consumers of green automobiles in Coimbatore. The respondents are selected through convenience sampling and the sample size of the study is 100. The data for the study is collected through a questionnaire and analysis is done with the help of Regression analysis. Scale adapted from Muhammad Mohiuddin (2018).

**ANALYSIS AND INTERPRETATION**

<table>
<thead>
<tr>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.776(a)</td>
<td>0.602</td>
<td>0.581</td>
<td>28.463</td>
<td>0.000(a)</td>
</tr>
</tbody>
</table>

a Predictors: (Constant), Awareness

<table>
<thead>
<tr>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
</tr>
<tr>
<td>(Constant)</td>
<td>1.168</td>
<td>.231</td>
<td>5.054</td>
</tr>
<tr>
<td>Global warming is a problem for society</td>
<td>.161</td>
<td>.041</td>
<td>.276</td>
</tr>
<tr>
<td>Energy savings help reduces global warming.</td>
<td>-.066</td>
<td>.034</td>
<td>-.136</td>
</tr>
<tr>
<td>The environmental quality will improve if</td>
<td>.341</td>
<td>.042</td>
<td>.556</td>
</tr>
</tbody>
</table>
we use less energy.

<table>
<thead>
<tr>
<th>Statement</th>
<th>Std. Beta</th>
<th>Beta</th>
<th>t</th>
<th>p</th>
</tr>
</thead>
<tbody>
<tr>
<td>I am aware that transportation sector contributes highly towards CO2 emission.</td>
<td>.138</td>
<td>.036</td>
<td>.280</td>
<td>3.857</td>
</tr>
<tr>
<td>I am aware that EFVs can contribute to reduce CO2</td>
<td>.075</td>
<td>.038</td>
<td>.147</td>
<td>1.990</td>
</tr>
</tbody>
</table>

Dependent Variable: Buying behaviour

Findings show that all statement of consumer awareness on buying behaviour was significant. The table also shows a positive coefficient, which means that between all the statements, all statements were influence on the buying behaviour in Coimbatore. There was a relation found between the dependent variable and the consumer awareness. The analysis done through regression exhibits that among five factors, four factors was highly influence over the buying behaviour. The coefficient value, R2, was found to be 0.602 through multiple regressions, which shows that 60.2% of the independent variables had an influence on the buying behaviour of Coimbatore automobile buyers. In order to examine whether the value of coefficient (R2) is significant or not, ANOVA was executed. The F value so got was 28.463 which means p<0.000.

CONCLUSION

In recent days, the whole world is making a move towards the protection of the environment. This is the right time for the automobiles sector too for choosing the green aspect in their process of manufacturing the automobiles. This becomes essential as the green aspect alone is the sole element for saving the planet from the hazards created by human beings. If each and every consumer throughout the world goes in for using the green automobiles, a high level of change can be witnessed in the automobile sector. Such a practice will definitely safeguard the earth from dangerous chemicals and gases as well as turn our planet earth as clean and green
place to live in. It is more important to educate the customers regarding the significance of protecting the environment than to adopt initiatives of green marketing.

This finding shows that there was a significant relation between the dependent and the independent variable. It was also reported that consumer awareness was seen to predict buying behaviour. Findings show that the buying behaviour of the automobile is highly influenced by their Awareness.
REFERENCE


