

S GOWRI

**Ph.D RESEARCH SCHOLAR,
DEPARTMENT OF COMMERCE,
VELS INSTITUTE OF SCIENCE, TECHNOLOGY & ADVANCED STUDIES,
PALAVARAM, CHENNAI.**

CORRESPONDING AUTHOR

**Dr.G.S.MAHESWARI,
PROFESSOR & RESEARCH SUPERVISOR,
DEPARTMENT OF COMMERCE,
VELS INSTITUTE OF SCIENCE, TECHNOLOGY & ADVANCED STUDIES,
PALAVARAM, CHENNAI.**

INTRODUCTION

One of the main goals of marketing is to reach the consumer at the moment that most influences their purchase decision. Marketing involves more than just promoting and selling a good or service, it aims to educate, communicate and influence society. In recent years, global warming, climate change and pollution are some of the concerns that have been raised internationally and have resulted in more consumers becoming aware of environmental challenges confronting them. These environmental challenges have gained prominence in the business environment, as well as in the public domain. Thus, these critical environmental issues combined with the demand by consumer groups for green products have led to the emergence of green marketing.

While globalization process continues in its full speed across the world, this process has also brought some problems with it. Leading one of these problems is environmental problems that affect all living beings negatively. These aforementioned environmental problems have started to come to the agenda more and more in the recent years and people have started to talk these negativities. Consumers now have worries about the future of the world and as results of this mostly prefer environment-friendly products. In return to these attitudes of the consumers, companies have started to form their marketing strategies so as to appeal increasing awareness of this environment-friendliness. These marketing strategies, named as green marketing, have caused companies to adopt green policies in their pricing, promotion, product features and distribution activities.

S GOWRI and Dr.G.S.MAHESWARI (March 2023). IMPACT OF PRICE ON GREEN CONSUMER PURCHASING DECISION

International Journal of Economic Perspectives,17(03) 12-16

Retrieved from <https://ijeponline.com/index.php/journal>

The primary purpose of green marketing is to ensure the sustainability of the business. Due to the increasing attention of the market in ecosystem and its related issues, firms should plan and conduct green campaigns to spread their messages and philosophy to the audience. Correspondingly, corporates are the main objects that significantly consider the influences of environmentally responsible marketing on consumers' buying decision. By doing research on this topic, they are supported enormously in studying the market in detail. Hence, based on these analyses, worthwhile values are created for the clients through the innovated sustainable supply chain management and marketing management

REVIEW OF LITERATURE

Magali Morel (2012) Green marketing: Consumers' Attitudes towards Eco-friendly Products and Purchase Intention in the Fast Moving Consumer Goods (FMCG) sector. The objective of this research was looked into and explored the influencing of the four traditional marketing-mix elements, satisfaction and word of mouth (WOM) on attitude and purchasing intentions of consumers on eco-friendly products specifically fast moving consumer goods (FMCG) or non-durable ones. The purpose of the study was to obtain information from consumers' point of view. Findings demonstrated that there were differences in attitudes and purchase intention toward green products between mainly the women and men and between the Swedish and the Non-Swedish.

Aysel (2016) Green Marketing and Its Impact on Consumer Buying Behavior. *European Journal of Economic and Political Studies*. This study aims to give information about the effect of green marketing on customers purchasing behaviors. Then together with the hypothesis developed literature review has been continued and studies conducted on this subject until now were mentioned. In the last section, moreover, questionnaire results conducted on 540 consumers in Istanbul are evaluated statistically. According to the results of the analysis, environmental awareness, green product features, green promotion activities and green price affect green purchasing behaviors of the consumers in positive way.

Allen (2018) The influence of Green Marketing on decision purchasing organic products with Interest of buying as an intervening variable at Manado City. This research attempts to test and analyze the influence of green marketing on the customers' decision to buy organic product with the interest to buy as an intervening variable. This is an explanatory research with quantitative method and survey method. The result shows following facts: green marketing does not have direct and significant influence on customers' buying attitude; green marketing does not have direct and significant influence on customers' purchase decision; buying interest has direct and significant

S GOWRI and Dr.G.S.MAHESWARI (March 2023). IMPACT OF PRICE ON GREEN CONSUMER PURCHASING DECISION

International Journal of Economic Perspectives,17(03) 12-16

Retrieved from <https://ijeponline.com/index.php/journal>

influence on the customers' decision; green marketing does not have direct and significant influence on customers' decision with buying interest as the intervening variable.

Kavitha M, (Jan/2019) A Study On Customer preferences on Green Marketing. Indian Journal of Public Health Research and Development. Vol:10,No.1,Jan 2019. ISSN : 0976-0245. In this research paper main emphasis significance of Green Marketing in developing countries, factor comparison with the actual trend and sustainable impact on the marketing procedure of the dynamic society. Customer satisfaction level and the industrial presence to make a move towards the dynamic changes is measured. It explores how to market the green marketing strategy in depth. The paper describes the current scenario highlight the Green Marketing challenges in Indian Market.

Anh Duong Nguyen (2021) The Impact of Green Marketing on Customers' Buying Decision. The result of the study indicated which demographic and psychological characteristics correlated with green buying behavior and which did not. Additionally, the research outcome explored the effect grade of each factors of green marketing mix on the audience's buying determination. Besides, the participation of green marketing aspects in the public's life was found out specifically.

Kavitha M (2021) A Study On Credibility Of Green Marketing In FMCG. Turkish Journal of Physiotherapy and Rehabilitation; 32(2) ISSN 2651-4451 | e-ISSN 2651-446X. Green marketing is a holistic marketing. The main aim is to understand the connection between and credibility and green marketing, it is important to determine the factors that influence customers' perception of credibility towards FMCG. Finally it concludes that green marketers are considered the credibility variables to attract more customers and sustain in the competitive markets.

INTEND OF THE STUDY

1. To study the determinants of price level on Green consumer buying decision
2. To analyse the correlation between price of the Green products and green products purchasing decision.

HYPOTHESES OF THE STUDY

1. There is no significant determinant of price level on Green consumer buying decision
2. There is no significant correlation between price of the Green products and green products purchasing decision.

ANNUAL INCOME

Income plays a vital role to take purchasing decision of consumers. High Income group people are interested to purchase more products than low Income group people. The following table indicates the annual income of the respondents those who are purchasing Green Products.

		Frequenc y	Percent	Valid Percent	Cumulative Percent
Valid	1-2 lakhs	76	19.0	19.0	19.0
	2-3 lakhs	218	54.5	54.5	73.5
	3-5 lakhs	106	26.5	26.5	100.0
	Total	400	100.0	100.0	

Source – Primary data

The above table revealed that 19.0% consumers belongs to 1-2 lakhs income group. 54.5% represent the 2- 3 lakhs income group. It is further identified that 26.5% of 3 – 5 lakhs income. Therefore, the maximum of the 2-3 lakhs income groups are dominated in this study than other income groups.

In the case of income level of respondents the researcher identifies that the following order is perceived very important for the reliability measure

	N	Mean	Std. Deviation	Std. Error Mean	T value	sig	Rank
F1	400	3.53	1.343	.067	52.491	.000	6
F2	400	3.74	.985	.049	75.857	.000	4
F3	400	3.70	1.000	.050	73.919	.000	5
F4	400	3.85	1.012	.051	76.053	.000	3
F5	400	4.09	1.007	.050	81.216	.000	2
F6	400	4.09	.866	.043	94.461	.000	1

Source –Computed data

S GOWRI and Dr.G.S.MAHESWARI (March 2023). IMPACT OF PRICE ON GREEN CONSUMER PURCHASING DECISION

International Journal of Economic Perspectives,17(03) 12-16

Retrieved from <https://ijeponline.com/index.php/journal>

From the above table it is found that the mean values range from 3.53 to 4.09 with the respective standard deviation and standard error. The t values 52.491, 75.857, 73.919, 76.053, 81.216, 94.461 are statistically significant at the 5 % level. Therefore, it can be concluded that consumers are getting satisfaction while they are purchasing green products at reasonable cost.

FINDINGS AND CONCLUSIONS

Price refers to the amount an individual must pay in order to obtain an item .It is considered to be a crucial element of the green marketing mix. The consumers are willing to pay if they have the nominal income. The Income affects the purchasing power of the consumers. They are interested to purchase more Green products. But, the income affects the purchasing decision. Price to be the main reason consumers choose not to buy green products as they regard them to be expensive. Consumers, particularly the younger generation, are demanding green products, have greater spending power and are willing to pay the price. There is the relationship between price and consumer purchasing behavior, as young consumers showed willingness to pay the price for eco-friendly products and consumers will pay a higher price, on the condition that the benefits of consuming the green product outweigh the price.

REFERENCES

- Allen (2018) The influence of Green Marketing on decision purchasing organic products with Interest of buying as an intervening variable at Manado City..
- Anh Duong Nguyen (2021) The Impact of Green Marketing on Customers' Buying Decision.
- Aysel (2016) Green Marketing and Its Impact on Consumer Buying Behavior.European Journal of Economic and Political Studies.
- Kavitha M (2021) A Study On Credibility Of Green Marketing In FMCG. Turkish Journal of Physiotherapy and Rehabilitation; 32(2) ISSN 2651-4451 | e-ISSN 2651-446X.
- Kavitha M, (Jan/2019) A Study On Customer preferences on Green Marketing. Indian Journal of Public Health Research and Development. Vol:10,No.1,Jan 2019. ISSN : 0976-0245.
- Magali Morel (2012)Green marketing: Consumers' Attitudes towards Eco-friendly Products and Purchase Intention in the Fast Moving Consumer Goods (FMCG) sector