

**A STUDY OF MEDIA IMPACT ON PURCHASE INTENT OF GREEN PRODUCTS IN PUNE CITY****Dr. Nitin Zaware, Director****Rajiv Gandhi Business School, Pune****ABSTRACT:**

All activities are designed to generate and to facilitate any exchanges intended to satisfy human needs or wants, such that the satisfaction of these needs or wants occurs, with minimal detrimental impact on the natural environment. Therefore, this study intends to identify the influence of media, on purchase green product in Pune city. The Puneit are not only conscious about their environment but also health conscious as well. This paradigm shift in attitude has made Pune consumers attractive to green marketers. Through the results of this study, media had a significant positive influence on Pune city customer to purchase green products. The theory of planned behavior supported the findings of this study for media and purchase intent, which is related to the motivation part of the theory which includes information about a behavior, resulting in motivation to perform a certain behavior.

**KEY WORDS: Environmental consciousness, Ecological consumer, Green Marketing, Green Products, Media Impact**

**1. INTRODUCTION:**

Green products are manufactured with the thought that the procedure of producing as well as distributing of such products will not be having any kind of negative impacts or harm to the environment. In today's world, people are becoming more concerned with global warming and the declining health of ecosystems, it's only natural to come across people interested in buying green products. The importance of caring for our environment is being acknowledged across the globe today. Going green brings many long term and necessary advantages. It also offers an unexpected chance to save money. This is the right time to ensure that our bodies are not poisoned with toxic substances that may become reason for severe health problems, and even leads to untimely death. Green products are readily available nowadays. These comprise of small articles from handmade papers bags, jute bags, and recycled papers to environment friendly fuels so on. It is very striking to note that the most harmful products do not advertise themselves as hazardous to health, so consumers are required to get smart and aware what to look for and what they simply want to avoid. Through this study, media coverage had a significant positive influence on purchase intent, which is related to the motivation part of the theory which includes information about a behavior, resulting in motivation to perform a certain behavior.

## **2. LITERATURE REVIEW:**

The first way in which marketing can become more sustainable is through the development and use of green marketing. Peattie (1995) describes green marketing as: 'the holistic management process responsible for identifying, anticipating and satisfying the requirements of customers and society, in a profitable and sustainable way' A considerable literature on green marketing has been developed (e.g. Connolly and Prothero, 2008; Peattie, 1995, 1999; Thøgersen and Crompton, 2009). Green marketing is about companies applying sustainable thinking holistically, from production to post-purchasing service, aiming to balance the company's need for profit with the wider need to protect the environment. A green marketing approach has several benefits. First of all from a business perspective it is potentially profitable. While the organic sector is suffering, other green and ethical choices, such as local produce, Fair trade and animal welfare, are gaining ground (Carrigan and de Pelsmacker, 2009). Consumer research has indicated that in markets in which differences between the leading brands are marginal, eco-performance can act as a decision maker (Christensen, 1995; Peattie, 1999). This creates the potential for win-win situations in which companies can pursue strategies that benefit both the environment and the company.

## **3. METHODOLOGY:**

### **3.1 Hypothesis:**

The study proposed to test the following hypothesis:

H1: Media Impact has a considerable influence on the consumer's purchase intent.

### **3.2 Objectives:**

In the light of hypothesis formulated for the study, primary objective selected for study is "To Study Media Impact on purchase intent of Green Products in Pune City".

### **3.3 Sample size and Technique:**

The population for this study consists of Pune City family households. Consumers visiting at E Zone, Central Store, Reliance fresh, D Mart were chosen from an economic perspective and social perspective. The Interview method with structured questionnaire was used collecting data. Random sampling method is used to select the respondent in a store. Non-probability Quota sampling of 20 male and 20 female respondents i.e. A sample size of 40 is considered sufficient to carry out the analysis.

### **3.4 Measurement of Variables**

#### **3.4. a Independent variable- Media Impact:**

In this study media Impact is conceptualized as the type and frequency of media coverage on environmental issues that help shape consumer's beliefs. Individuals will be asked whether they have been exposed to any advertisements through television, radio, newspapers and pamphlets, if the answer is yes individuals would be then asked how many times they have been exposed to that type.

#### 3.4. b. Dependent variable-Purchase intent:

Three statements are used to measure intent "I intend to ..." "I will try to" and "I plan to..." to better understood by the respondents who in turn, will have to give answers to 3 statements for this variable.

### 4. ANALYSIS AND FINDINGS:

#### 4.1 Profile of Respondents

In terms of gender, 50% of respondents are females and 50% were male respondents. In terms of age, 20 % of respondents were below the age of 30 years old, while 40 % aged between 30 to 40 years old, Followed by 30 % of respondents were between the age of 40 to 50 years old, and the remaining 10% of respondents were above 50 years old.

#### 4.2 Sample characteristics- Media Impact

**Table1: Respondents levels of Media Impact:**

Type of Media	Respondent Percent %
Newspaper articles	45 %
Local news stories	80 %
Radio advertisement	30 %
Television Ad & Programme	40 %

Source Questionnaire Survey

It is evident from the Table 1; Respondents' impact levels by type of media ranged from 45% exposed to newspaper articles, while 80% of the respondents were exposed to local news stories and 30% of respondents were exposed to radio advertisements, finally 40 % were exposed to television.

**Table2: Media Impact on Respondents:**

Media Impact	Respondent Percent %	
Newspaper articles	0 (None)	15 %
	1 (Low)	20 %
	2 (Medium)	35 %
	3 (High)	30 %
Local news stories	0 (None)	05%
	1 (Low)	20 %
	2 (Medium)	40 %

	3 (High)	35 %
Radio advertisement	0 (None)	10 %
	1 (Low)	45 %
	2 (Medium)	40 %
	3 (High)	05 %
Television Ad & Programme	0 (None)	20 %
	1 (Low)	70 %
	2 (Medium)	10 %
	3 (High)	00 %

Source Questionnaire Survey

It is evident from the Table 2 that; among reported impact on respondents to different types of media, the median number for newspaper articles was 1-5 times, while the median number for local news stories was 1-5, and the median number for radio advertisements was 1-5, and finally the median number for television is one. The results of the analysis indicate that respondents are exposed to some type of media coverage ranging from newspaper articles, news stories, and radio advertisements to TV shows & Ad , therefore, the type and impact of different media coverage on environmental issues helps shape peoples believes.

Media impact is conceptualized as the type and frequency of media coverage on environmental issues that help shape consumer's beliefs. Although, the findings of this study show that 45 % of respondents are all exposed newspaper articles, while 80 % of respondents are exposed to local news stories. In addition, 30 % of respondents are exposed to radio advertisements, and 40 % have exposed to television ad and programme. However, media impact is considered rather low, in Pune city.

#### 4.3 Sample Characteristics- Purchase Intention:

When measuring respondents purchase intent, three questions were asked to measure this construct, in the first question respondents were asked whether they intended to purchase green products in future and 98 % intended to purchase green products while 2% did not intend to purchase green products. Respondents were asked in the second question whether they would try to purchase green products in future, and 98% replied yes and 2 % no. Finally, in the third question respondents were asked whether they would plan to purchase green products in future, and 98% replied yes and 2% replied no. The results indicate that the vast majority 98% of respondents and in Pune city expressed positive intentions to try and to plan to purchase a green product in future.

**Table 3: Descriptive statistics for variable:**

Variable	Minimum	Maximum	Mean	Std. Deviation
Media impact	1.00	2.00	1.4717	359
Purchase intent	.00	1.00	.0176	.12302

It is evident from the Table 3 that; The descriptive statistics for this variable is shown in above Table 3; illustrate that; the amount and type of media coverage of environmental disasters and conflicts has helped transform many specific problems into a major public issue.

#### 4.4: Hypothesis Testing:

**Table 4 Regression Analysis between media impact and purchase intention**

Variables	Beta	t-values	Sig.
Media Impact	.184	2.428	.016
R <sup>2</sup> = .034	F= 5.894	Durbin-Watson Statistic =2.133	

Table 4 illustrates the regression between media impact and purchase intent. Hence, media impact exhibited a significant influence on purchase intent,

at  $B = -.184$ ,  $t = 2.428$ ,

$P < 0.05$

However, media impact explained 3 percent of the variation with purchase intent

i.e.  $R^2 = 0.034$ .

Hence, H1 Impact has a considerable influence on the consumer's purchase intent; is supported.

#### 5. CONCLUSION:

This study shed some light on the problem of environmental pollution, which is caused by disposal of these high tech products and packing material at the end of the products life cycle. Purchase intent which is related to the motivation part of the theory which includes information about a behavior, leads to motivation to perform a behavior. Therefore, from the results of the study media impact had a significant influence on purchase intent.

Majority of the consumers are environmentally conscious and well informed about most of the environmental issues. So, companies should project green image and incorporate environmental-friendly marketing mix for their products and services for furtherance of their sales and profit objectives. Therefore, going green will serve well, as will better differentiation and positioning of the products. It is envisage that the findings of this research could serve as valuable inputs for better media planning decisions as consumers are increasingly getting aware about environmental issues.

Hence increasing the media impact will optimize consumer awareness towards environmental problems, and hence, influence positive attitudes, as media plays an important role

in shaping consumers attitudes and their levels of participation in environmental actions and behaviors.

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