



A STUDY ON CONSUMER'S AWARENESS TOWARDS GREEN PRODUCTS

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Abstract

Consumer's awareness and inspiration continue to make changes in the marketplace, remarkably through the beginning of green products. The rising consumer's awareness about the green products and the apprehension over approaching environmental problems, there are rising the opportunities to marketers to persuade Indian consumers. The results show that there is significant difference between socio-economic status of consumers and their awareness towards green products except gender and awareness towards green products. The consumers know companies going green, they understand the advantages of green products, they believe that green marketing techniques do not harm environment, they know features of green products, green products are valuable, green products reduces environmental pollution, green products creates environmental concern and green products are more effective than conventional products are positively and significantly influencing consumer's purchase behaviour towards green products at one per cent level, while, green products improves the quality of life is also positively and significantly influencing consumer's purchase behaviour towards green products at five per cent level. Therefore, both Central and State Governments and companies should corroborate activities for goodwill of the environment, like eco labeling, recycling of waste, pro environmental advertisements on media, promotional strategies to increase consumers' awareness towards green products.

Key Words: Awareness, Consumer, Green Products, Purchase Behaviour.

1. Introduction

The past decades are witnessed the rapid economic growth through increasing consumer's consumption throughout the world. This in turn causes environmental degradation through over consumption and utilization of environmental and natural resources. The consequences of environmental deterioration are depletion of ozone layer, global warming, pollution of environmental resources, climate change and desertification (Ramlogan, 1997).

The idea of green marketing has emerged due to environmental deprivation caused by the abundance of natural resources. Though green marketing is not an entirely new phenomenon, the appearance of green consumerism and socially conscious consumers are strong markers of the green movement (Menon et al, 1999). Likewise, companies are gradually introducing green marketing strategies into their business activities by reducing the impact of production and energy usage on the environment (Grant, 2008). Besides, practice of consumers as well as companies in production and marketplace has also been altered due to the increasing awareness on environmental problems (Barber et al, 2012).

The green movement has been escalating rapidly around the world including India. Consumer's awareness and inspiration continue to make changes in the marketplace, remarkably through the beginning of green products. In comparison with consumers of the developed nations, the Indian consumer has much low awareness of environmental issues. The rising consumer's awareness about the green products and the apprehension over approaching environmental problems, there are rising the opportunities to marketers to persuade Indian consumers. Therefore, the present research is made to study consumer's awareness towards green products.

2. Methodology

The Chennai city has been purposively selected for the present study. The data have been collected from 775 consumers of green products for the present study by applying random sampling technique through pre-tested and structured questionnaire. To understand the socio-economic status of consumers of green products, the frequency and percentage analysis have been carried out. The mean and standard deviation have been worked out for consumer's awareness towards green products. In order to know the difference between socio-economic status of consumers and their awareness towards green products, the ANOVA (Analysis of Variance) test has been employed. To examine the influence of consumer's awareness on purchase behaviour towards green products, the multiple regression analysis has been applied.

3. Results and Discussion

3.1. Socio-Economic Status of Consumers of Green Products

The socio-economic status of consumers of green products was analyzed and the results are presented in Table-1. The results indicate that about 54.71 per cent of consumers of green products are males and the remaining of 45.29 per cent of consumers of green products are females. It is clear that about 30.58 per cent of consumers of green products are in the age group of 36 -



40 years followed by 31 - 35 years (23.36 per cent), 26 - 30 years (14.84 per cent), 41 - 45 years (10.58 per cent), below 25 years (8.00 per cent), 46 - 50 years (7.48 per cent) and above 50 years (5.16 per cent).

The results show that about 39.87 per cent of consumers of green products are graduates followed by post graduates (25.94 per cent), diploma (12.77 per cent), higher secondary (11.48 per cent) and secondary (9.94 per cent). It is observed that about 48.78 per cent of consumers of green products are working in private sector followed by Government service (26.45 per cent), professional (11.48 per cent), business (8.26 per cent) and retired (5.03 per cent).

The results reveal that about 30.45 per cent of consumers of green products are in the monthly income group of Rs.20,001 - Rs.30,000 followed by Rs.30,001 - Rs.40,000(25.03 per cent), Rs.40,001 - Rs.50,000(18.97 per cent), less than Rs.20,000(14.19 per cent), Rs.50,001 - Rs.60,000(7.49 per cent) and more than Rs.60,000 (3.87 per cent). It is apparent that about 74.06 per cent of consumers of green products are married and the remaining of 25.94 per cent of consumers of green products is unmarried.

Table 1: Socio-Economic Status of Consumers of Green Products

Socio-Economic Status	Frequency	Percentage
Gender		
Male	424	54.71
Female	351	45.29
Age Group		
Below 25 years	62	8.00
26 – 30 years	115	14.84
31 – 35 years	181	23.36
36 – 40 years	237	30.58
41 – 45 years	82	10.58
46 – 50 years	58	7.48
Above 50 years	40	5.16
Educational Qualification		
Secondary	77	9.94
Higher Secondary	89	11.48
Diploma	99	12.77
Graduation	309	39.87
Post Graduation	201	25.94
Occupation		
Business	64	8.26
Government Service	205	26.45
Private Sector	378	48.78
Professional	89	11.48
Retired	39	5.03
Monthly Income		
Less than Rs.20,000	110	14.19
Rs.20,001 – Rs.30,000	236	30.45
Rs.30,001 – Rs.40,000	194	25.03
Rs.40,001 – Rs.50,000	147	18.97
Rs.50,001 – Rs.60,000	58	7.49
More than Rs.60,000	30	3.87
Marital Status		
Married	574	74.06
Unmarried	201	25.94

3.2. Consumer's Awareness towards Green Products

The consumer's awareness towards green products was analyzed and the results are presented in Table-2.



Table 2: Consumer’s Awareness towards Green Products

Awareness	Mean	Standard Deviation
I know companies going green	3.12	1.27
I understand the advantages of green products	4.68	0.24
I believe that green marketing techniques do not harm environment	3.75	1.09
I identify green products easily	3.41	1.32
I know features of green products	3.38	1.15
Green products are valuable	3.67	1.12
Green products reduces environmental pollution	3.63	0.98
Green products creates environmental concern	3.62	1.17
Green products improves the quality of life	4.63	0.23
Green products are more effective than conventional products	3.64	1.12

The result show that the consumers of green products have strongly agreed with they understand the advantages of green products and green products improves the quality of life, while, they have agreed with they believe that green marketing techniques do not harm environment, green products are valuable, green products reduces environmental pollution, green products creates environmental concern and green products are more effective than conventional products. Besides, they are neutral with they know companies going green, they identify green products easily and they know features of green products.

3.3. Socio-Economic Status of Consumers and Their Awareness towards Green Products

In order to study the difference between socio-economic status of consumers and their awareness towards green products, the ANOVA (Analysis of Variance) test has been carried out and the results are presented inTable-3.

Table 3: Difference between Socio-Economic Status of Consumers and Their Awareness towards Green Products

Particulars	F-Value	Sig
Gender and Awareness towards Green Products	0.036	.850
Age Group and Awareness towards Green Products	3.023**	.006
Educational Qualification and Awareness towards Green Products	7.870**	.000
Occupation and Awareness towards Green Products	4.248**	.002
Monthly Income and Awareness towards Green Products	5.298**	.000
Marital Status and Awareness towards Green Products	5.135*	.024

** indicates significant at one per cent level

* indicates significant at five per cent level

The results imply that the F-values are significant indicating that there is significant difference between socio-economic status of consumers and their awareness towards green products except gender and awareness towards green products. Hence, the null hypothesis of there is no significant difference between socio-economic status of consumers and their awareness towards green products is rejected.

3.4. Influence of Consumer’s Awareness on Purchase Behaviour towards Green Products

To examine the influence of consumer’s awareness on purchase behaviour towards green products, the multiple regression analysis has been employed and the results are presented in Table-4.

The coefficient of multiple determination (R^2) is 0.64 and adjusted R^2 is 0.63 indicating that the regression model is good fit. It is inferred that about 63.00 per cent of variation in dependent variable (Purchase Behaviour) is explained by the independent variables (Consumer’s Awareness). The F-value of 88.340 is statistically significant at one per cent level indicating that the model is significant.



Table 4: Influence of Consumer’s Awareness on Purchase Behaviour towards Green Products

Consumer’s Awareness	Regression Coefficients	t-value	Sig
Constant	37.397**	28.156	.000
I know companies going green (X ₁)	1.064**	11.494	.000
I understand the advantages of green products (X ₂)	1.031**	10.182	.000
I believe that green marketing techniques do not harm environment (X ₃)	.964**	9.538	.000
I identify green products easily (X ₄)	.106	1.140	.255
I know features of green products(X ₅)	.581**	5.665	.000
Green products are valuable(X ₆)	.601**	5.765	.000
Green products reduces environmental pollution(X ₇)	.414**	4.261	.000
Green products creates environmental concern(X ₈)	.459**	4.686	.000
Green products improves the quality of life(X ₉)	.303*	2.099	.036
Green products are more effective than conventional products(X ₁₀)	1.274**	12.399	.000
R ²	0.64		
Adjusted R ²	0.63		
F	88.340		.000

** indicates significant at one per cent level

* indicates significant at five per cent level

The results reveal that consumers know companies going green, they understand the advantages of green products, they believe that green marketing techniques do not harm environment, they know features of green products, green products are valuable, green products reduces environmental pollution, green products creates environmental concern and green products are more effective than conventional products are positively and significantly influencing consumer’s purchase behaviour towards green products at one per cent level, while, green products improves the quality of life is also positively and significantly influencing consumer’s purchase behaviour towards green products at five per cent level. Thus, the null hypothesis of there is no significant influence of consumer’s awareness on purchase behaviour towards green products is rejected.

4. Conclusion

The forgoing analysis reveals that the consumers of green products have strongly agreed with they understand the advantages of green products and green products improves the quality of life, while, they have agreed with they believe that green marketing techniques do not harm environment, green products are valuable, green products reduces environmental pollution, green products creates environmental concern and green products are more effective than conventional products. There is significant difference between socio-economic status of consumers and their awareness towards green products except gender and awareness towards green products.

The consumers know companies going green, they understand the advantages of green products, they believe that green marketing techniques do not harm environment, they know features of green products, green products are valuable, green products reduces environmental pollution, green products creates environmental concern and green products are more effective than conventional products are positively and significantly influencing consumer’s purchase behaviour towards green products at one per cent level, while, green products improves the quality of life is also positively and significantly influencing consumer’s purchase behaviour towards green products at five per cent level.

The consumers have moderate level of awareness about green products because of the inadequate efforts made by the marketers. Therefore, both Central and State Governments and companies should corroborate activities for goodwill of the environment, like eco labeling, recycling of waste, pro environmental advertisements on media, promotional strategies to increase consumers’ awareness towards green products. Besides, educational institutions should educate their students, entrepreneurs and community that in addition to profitability give greater attention to consumer’s health as well environment.



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