



## Green consumer's perception on green products

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### ABSTRACT

Green marketing is a trendy concept. Both the individual consumers and industrial consumers are becoming more concerned and aware about the natural environment. In 1992, study of 16 countries more than 50% of consumers in each country, other than Singapore, indicated they were concerned about the environment (Ottman 1993). Today, the earth faces more environmental issues than ever before, hence it is imperative for companies to make and market them as environment friendly. This paper highlights the consumers' perception and preferences towards green products with the help of a structured questionnaire. A study was conducted on 100 respondents. Result shows that the television is found to be the most known sources of information regarding green products to the consumers. Respondents have rated the environmental protection concerns as high. Consumers also have revealed that they prefer the green products over conventional products while purchasing.

**KEYWORDS :** (Green marketing, Green consumers, Perception)

### INTRODUCTION

As green marketing awareness continues to rise, the average consumer has become more conscious of the need to make greener choice. Green marketing is also termed as environmental marketing or ecological marketing. According to American Marketing Association, marketing of products that are presumed to be environmentally safe is called as Green Marketing. Green marketing is emerging as a popular promotional strategy owing to increased consumer awareness and concerns. Thus Green Marketing is not limited to adding green theme to company brand name or making websites or product/packaging design with green colour. It is the overall efforts of a company to eliminate processes which are detrimental to the environment and use environmental friendly processes and packaging for manufacturing and presenting product. In doing this a firm may have to spend few extra bucks initially but in the long run this will pay in terms of increased sales and revenue. Both the individual consumers and industrial consumers are becoming more concerned and aware about the natural environment. In 1992, study of 16 countries more than 50% of consumers in each country, other than Singapore, indicated that they were concerned about the environment (Ottman 1993). Recently due to changes in policies for corporate results compliance procedure by SEBI all companies are using e-mail channels for reporting of financial results which has saved lot of paper and trees. The firms benefited in terms of reduced cost. Such innovative practices can reduce waste, greenhouse gas emission and cost also.

### STATEMENT OF THE PROBLEM

Green marketing has now evolved as one of the major area of interest for marketers as it may provide competitive advantages. However it requires investment in terms of technology enhancement, process modification, communicating benefits to customers etc. Many of the companies in India have now started marketing themselves as green organizations due to certain government regulations and shift in the preference of the consumers worldwide. However, not much research with respect to green marketing has been done in India and there is question about the awareness of green products among consumers. The green perception on green practices and products is also questionable. As green marketing is different from the marketing in traditional way, marketers need to know the factors that persuade the consumer to buy the green products. This study aims to resolve the research question that what factors influence the consumer persuasion to buy the green product.

### SCOPE OF THE STUDY:

This study attempted to gain knowledge about consumption of green products and to see whether there is any potential this might

have for changing their preference. The rationale for carrying out this study is that consideration for the environment could come only from well-informed citizens who are aware of, and fully committed to their rights to a quality health and environment. Nevertheless, before any preference can be changed, it is necessary to evaluate the current state of consumers' awareness and knowledge. Therefore consumer's perception and preference towards green products, willingness to pay for green product and intention to purchase green product will be the main agenda of this study.

### OBJECTIVE OF THE STUDY:

- To study the socio economic factors of the respondents.
- To identify the factors that influence the customer persuasion to buy green products.
- To make the ranking analyses about the reasons for purchasing the green product.
- To measure the level of satisfactions on the green products.

### RESEARCH METHODOLOGY

- The type of research used for this study is descriptive research and survey is conducted by using structured questionnaire.
- The research depended on both primary and secondary data.
- Convenient sampling techniques have been used.
- Sample size is 100 respondents of Salem city in Tamilnadu.
- By using Simple Percentage analysis, Chi-square test, Ranking analysis data have been analysed.

### LIMITATIONS OF THE STUDY:

Every study has certain limitations. In this study, also there were certain limitations, which could not be solved.

- The study is confined only to Salem city.
- The study has been limited to a sample of 100 respondents.
- The study has been conducted in a short period of time i.e., October 2016–March 2017

### REVIEW OF LITERATURE

Coddington (1993) found that the Green marketing that has been previously and primarily focused on the ecological context has been shifted to more sustainability issues in the marketing efforts and main focus now is in socio-economic and environmental context. Whereas, green market is identified as a part of market segments based on the greenness of the consumer. Tilikidou & Delistavrou (2001) conducted a survey in Greece with 420 households. As a result of this study, it is concluded that citizens who more frequently adopt pro-environmental non-purchasing behaviors are all highly educated people. These citizens are not many, neither strongly engaged in most of these behaviors. The non-purchasing ecological behaviors are all positively correlated to recycling attitudes and

locus of control. Recycling behavior is better predicted by recycling attitudes, while post-purchasing behavior and ecological activities are better predicted by the other behaviors. Consumers who are mostly involved in recycling and non-energetic, rather traditional activities are mostly influenced by their positive attitudes towards recycling as well as by their social responsibility. It was also found that those who were engaged in one type of the non-purchasing pro-environmental behavior were more likely to engage in another type as well.

Diamantolopoulos and others (2003)<sup>14</sup> conducted a study on 1697 questionnaires in Britain. According to this study, demographic variables were found insufficient to determine green consumer profile. However, again according to this study women are more related to the environment and women display pro environmental behaviors. Married couples are more likely to have pro environmental behavior. There is a negative correlation between age and pro environment attitude. There is a positive correlation between education, information and attitudes and behavior. However, in high social class, environmental information and environmental quality, and participating in green activities hypotheses were not supported (Keleş, 2007).

Rajan Saxena (2010)<sup>23</sup> mentioned that Green products and services are today increasingly being accepted by both the companies and customers. Following are some of the arguments in favour of green marketing which makes it profitable for the firm/organisation.

- An aware customer now insists on a 'green' product and packaging material.
- Aware customers are joining together to form interest groups which lobby for eco-friendly products and legislation to protect their environment.

#### Given the choice, customers tend to buy eco-friendly products.

Maheshwari and Malhotra (2011)<sup>29</sup> found that consumers are not overly committed to their environment and look to lay too much responsibility on industry and government whereas believed that majority of respondents considered individuals to be responsible must take appropriate initiatives to protect the environment. Consumers are not too much concerned about the environment but as they have become more sophisticated, they require clear information about how choosing one product over another will benefit the environment. But, many consumers remain confused about which products are better for society and the environment. Research has shown that consumers do not always understand environmentally friendly labels attached to products.

Altat Khan (2011)<sup>30</sup> about the Indian companies practicing the Green Marketing Concepts as follows:

- Samsung Electronics has adopted modern environmental conservation activities, such as the developing of environmental-friendly products and service and maintaining a safe and pleasant working environment at factories, based on Green Management and the Life-Cherishing philosophy.
- Tuna manufacturing company has modified their fishing techniques because of the increased concern over drift-net fishing and the resulting death of dolphins.
- Toyota, the most popular automobile industry, introduced the Prius, which is the first hybrid car that is more environmental-friendly compared to other cars.

#### GREEN CONSUMER BEHAVIOUR

Green consumers care more about economics than environment. Previous studies have revealed that knowledge does not always lead to expected behavioural patterns. In spite of these bottlenecks, there has been an increase in demand for environmentally friendly products and services. Consumers have been asking for green

products and have begun to show a greater commitment to green lifestyle. Their expectations from companies and marketers have increased, and they judge the environment-friendly practices of companies to be insufficient and incomplete. Though, the eco-conscious consumers do not expect companies to be perfect in their green initiatives, they do see if the companies are committed and taking necessary steps. Eco-friendly consumption and spending patterns has led the marketers to understand the eco-friendly attitude of the consumers and come up with a marketing mix which preserves environmental resources and at the same time deliver value added products and services.

#### FINDINGS:

##### AWARENESS AND PREFERENCE

The following results were drawn from the green products users respondents.

- Among the green consumers 63 % of the respondents were purchases the food and drink green products.
- 49% of the respondents were got awareness of green product and practices through the television.
- 38% of the respondents preferred only the quality aspect of green products.
- 46% of the respondents were purchased for Green product from health store.
- The majority 75 % of the respondents were willing to pay more money of green product.

**CONSIDERATIONS ON PURCHASING GREEN PRODUCT  
TABLE.1**

CONSIDERATIONS	S.A	A	M	D.A	S.D.A	TOTAL
I consider the ill effects of manufacturing and consumption on the natural environment	47	13	27	8	5	100
I prefer green products over conventional products	43	30	13	12	--	100
I feel that green product are price higher as compared to conventional products	28	50	17	5	--	100
I feel that price of green affects my purchase behaviour	30	49	13	5	3	100

The above table shows that green consumers have revealed that they consider the ill effects of manufacturing and consumption on natural environment the price of green products affects their purchase behavior.

**RNAKING THE REASON FOR PRUCHASING  
TABLE.2**

REASON	PERCENTAGE	RANK
Enhance a quality of life	22	2
Environmental protection	44	1
Potential increase of product value	20	3
Getting high level of satisfaction	14	4

From the table shows that the ranking analysis about the reasons for purchasing the green products Respondents were given a first rank for environmental production. The second rank for the enhance a quality of life. The third rank for getting high level of satisfaction and the forth rank for the potential increase of product value.

**LEVEL OF SELF SATISFACTION ON GREEN PRODUCT**  
**TABLE.3**

LEVEL OF SELF SATISFACTION	NO OF RESPONDENTS	PERCENTAGE %
Highly satisfaction	39	39
Satisfaction	23	23
Neutral	28	28
Dissatisfaction	10	10
Total	100	100

The above table shows that the self satisfaction on green product, 39% of the respondents were highly satisfied on green product, 23% of the respondents were satisfied on green product, 28% of the respondents were neutral on green product and, 10% of the respondents were dissatisfied on green product.

#### **RELATIONSHIP BETWEEN AGE OF THE RESPONDENTS AND PREFERENCE ON SELECTION OF GREEN PRODUCT**

**NULL HYPOTHESIS (H<sub>0</sub>):** There is no significant relationship between the age wise and kinds of green product preferred.

Degrees of freedom	X <sup>2</sup> level of significance		Result
	Calculation value	Table value 5%	
9	13.3802	16.919	Not Significant

The calculated value is less than the table value 16.919. Hence H<sub>0</sub> is not accepted at 5% level of significant. And stating that the age of consumers do not affect their preference and purchase intention on selection of green products.

#### **CONCLUSION:**

Much work and efforts are required on part of the government and industry for proper planning and implementation of green product and practice marketing. Based on the findings and discussions, it is observed that the consumer's these days are more aware about green product and practice marketing. People in emerging economics like India too have high concern for green product and practice environment and have an overall positive attitude towards green product and practice marketing. It is also evidence that future more and more consumers will prefer green product and practice products as they don't mind paying extra price for green product and practice products.

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