



A Study on Awareness and Usage of Green Products Among The Women Students – An Empirical Study

KEYWORDS

Green marketing, Awareness, Attitude

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ABSTRACT *Green marketing is the need of the current time due to limited resources and the growing population of the economy. Green marketing and eco-marketing are part of the new marketing approaches which do not just refocus, adjust or enhance existing marketing thinking and practice, but seek to challenge those approaches and provide a substantially different perspective. New products are positioned based on environmental appeal and green advertising is on the rise as more manufacturers are informing their consumers about pro-environmental aspects of their products and services. This study is made to know about the awareness and usage of green products among the women students*

Introduction

Green marketing refers to the process of selling products and services based on their Environmental benefits. Such a product or service may be environmentally friendly or Produced and packaged in an environmentally friendly way. Thus green marketing incorporates a broad range of activities, including product modification, changes to the production process, packaging changes, as well as modifying advertising.

Recently, many companies have taken an active approach towards concern for the environment, transforming the nature of their organization and products to reflect this. They are discovering that well-formulated environmental strategies can lead to a number of business advantages, such as better quality, reduced costs, improved environmental image, and the opening of new markets. Increasing concerns about environmental and social issues in society and business mean that companies must consider the views of various interest groups in their decision-making.

Statement of the problem

Attitudes are changing toward the environment to encourage innovation for conservation. The green movement has been expanding rapidly in the world. For this consumers are taking responsibility to protect the environment by avoiding the usage of plastics and other harmful items. Which affect the environment causing Global warming, Pollution, loss of bio diversity, and deforestation. The Government have to take initiatives to reduce the negative effect of the products or services offered by the company to make the environment friendly and to create awareness about the green products. Green marketing refers solely to the promotion of advertising of products which are recyclable, refillable, ozone friendly and environment friendly. With this background, this paper investigates consumer, awareness and usage of Green products.

Objectives of the study

1. To know the consumer awareness about green products.
2. To study the usage of environmentally friendly products.

Review of Literature

Dr.P.B. Singh and Dr.Kamal K.Pandey (2012)¹ have made a study on "Green marketing: Policies and Practices for sustainable development" and explored the impact of green marketing strategies on customer satisfaction and environmental safety. The development of green marketing has opened the door of opportunity for companies to co-brand their products into separate line, admire the green-friendliness. They have suggested that the particular segments of green con-

sumers and explores the challenges and opportunities business have with green marketing.

Roshnyunnikrishnan(2012)² in their study on "A Study on Customer Awareness of Green Marketing and Green Brand Effectiveness" has examined the factors such as customer awareness of green brands, customer perception regarding price, availability, greenness and effectiveness. The study also analyses whether the customers perceive companies marketing green products as being socially responsible. The methodology used in this study was primary survey conducted in Bangalore urban with a sample of 100 respondents during June – December 2011. The likert scale was used to understand the degree of affirmation to the statements made in the questionnaire. It was concluded that the consumer behavior going is to be greatly influenced by the greenness of the product on one side and decreased price and increased utilities on the other side.

Methodology

The study is based on primary data collected from 100 respondents by means of a structured questionnaire. Random sampling technique was applied and statistical tools like Percentage Analysis, and Chi-Square were carried out to analyse the data and draw interpretation.

Analysis and Interpretation Awareness of Green Products

Awareness	No.	Percent
Yes	100	100
No	-	-
Total	100	100

100% of the respondents are aware about green products.

Family monthly income of the respondents

Family monthly income	No.	Percent
<Rs.20000	10	10
Rs.20001 to Rs.30000	12	12
Rs.30001 to Rs.40000	58	58
>Rs. 40000	20	20
Total	100	100

The majority 58% of the respondents have a family monthly income of Rs.30001 to Rs.40000 and 20% of them are have a family monthly income more than Rs. 40000 and 12% of them have it between Rs.20001 to Rs. 30000 and 10% of them

have a family monthly income less than Rs.20000. Hence, majority of the respondents have a family monthly income ranging between Rs.30001 to Rs.40000.

Awareness of the products

Awareness of the products	No.	Percent
Paper bag	43	43
Paper plates and cup	18	18
Areca plates	2	2
Eco bowls	2	2
All of the above	35	35
Total	100	100

43% of the respondents are aware of only paper bags and 35% of the respondents are aware of all the products(Paper bag, Paper plates & cup, Areca plate & Eco bowls) and 18% of them are aware of only paper plates and cup and 2% of them are aware of Areca plates only and 2% are aware of only eco bowls. Hence, majority of the respondents are aware of paper bags only.

Source of information about green products

Source of information	No.	Percent
Friends and Relatives	32	32
Neighbours	1	1
Internet	18	18
Rally or Campaign	11	11
Exhibition	4	4
Seminar	4	4
Total	100	100

32% of the respondents know about green products through their friends and relatives and 30% of them through advertisements and 18% from internet and 11% of them through rally/campaign and 4% of them have come to know about green products through exhibitions and seminars. Hence, majority of the respondents know about green products through friends and relatives.

Willingness to pay more for green features

Willingness to pay more for green features	No.	Percent
Yes	68	68
No	32	32
Total	100	100

Majority 68% of the respondents are willing to pay more for the green features which increase the price of the products. 32% of them are not willing to pay more.

Main reason to pay more for the green products

Reasons	No.
Enhance quality of life	31
Environment protection Responsibility	32
Potential increase of Product value	1
Getting high level of Satisfaction	4
Total	68

Among 68 of the respondents who are willing to pay more for green products, 32 of them pay more. Since, the green products environment protection and 31 of them pay more to buy green products for enhance the quality of life and 4 of them pay more because they get high level of satisfaction and 1 of them pay more for the potential increase of product value. Majority of the respondents have opined that they have environment protection responsibility.

Reason for not willing to pay more for green products

Reasons for not willing to pay	No.
Cannot see the benefits of those features	4
Product cost is too high, cannot afford them	20
Environmental issues is trick to attract Consumers	8

Total	32
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Among 32 respondents who are not willing to pay more for green products, 20 of them said that the product cost is too high and cannot afford them and 8 of them said environmental issues is a trick to attract the consumers and 4 of them said that they cannot see the benefits of the green products. Hence, 20 respondents have said that the cost of the green product is high and cannot afford them and they are not willing to pay more for the green products

Opinion why Green marketing is in head lines

Opinion	No.	Percent
Consumers are being aware of green products	39	39
Company increasing its competitive edge	5	5
Company's attempt to address society's new concern	12	12
Government initiative on environmental problem	12	12
Steps taken not to produce the products that harm to the environment	32	32
Total	100	100

Majority 39% of the respondents have opined that green marketing is recognised as very important now a days because new consumers are aware of green products and 32% of them have said that steps have been taken not to produce or to ban the products which are harmful to the environment and 12% of them said that it is because of Government initiative on environmental problem and company's attempt to address society's new concern and 5% of them have opined that companies try to increase their competitive edge. Hence, Majority of the respondents being aware of green products.

Chi-Square Test

The X² test which is known as chi-square test is one of the simplest and most widely used non-parametric tests.

Monthly income Vs Willingness to pay more for Green Products

Hypothesis

There is no significant relationship between monthly income of the family and willingness of the respondents to pay more for green products.

	Value	df	Sig
Chi-Square	2.972	3	Not significant

Not Significance at 5% level

The calculated chi-square value is 2.972 has been lower than the table value 7.81 at 5% level of significance. Since the calculated value is lower than the table value it is inferred that there is no significant relationship between the monthly income of the family of the respondents and their willingness to pay more for green products. Hence the Hypothesis is accepted.

Monthly income Vs Main reason to pay more for green products

Hypothesis

There is significant relationship between monthly income of the family and the reason to pay more for green products

	Value	df	Sig
Chi-Square	16.341	9	Significant

1% level of Significance

Since the calculated value is 16.341 which is more than the table value 14.68 at 1% level of significance. It is inferred that

significant relationship between the monthly income of the family and the reason to pay more for green products. Hence the Hypothesis is rejected.

Conclusion

The study on Awareness and Usage of Green Products among women students in Coimbatore helped in identifying their knowledge about green products, the source of information about green products and their opinion about the importance of green products. The economic aspect of green marketing should not be neglected because ecological issues are the focal point of green-marketing decision-making. There should be transformation of all the marketing activities from chemical orientation to natural oriented. Marketing approaches should not only be towards customer oriented, but the focus should be customer plus environmental oriented for sustainable growth and development of future generation. Marketer needs to understand the significance of eco-marketing and have to be very sensitive towards environmental and ethical aspects.

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