Original Research Paper

Commerce

CUSTOMER PERCEPTION TOWARDS GREEN PRODUCTS IN INDIA WITH SPECIAL REFERENCE TO BILASPUR CITY

Namrata Karki	Research Scholar, Department of Commerce, Dr. C V Raman University, Kota, Bilaspur (C. G.)
Dr. Preeti Shukla	Research Guide, Asst. Prof., Department of Management, Dr. C V Raman University, Kota, Bilaspur (C. G.)

ABSTRACT The purpose of the study is to find out the customer perception towards environment friendly product and to find out the most familiar eco-friendly product among customer and information is collected for the same. Customers prefer green product over non green products and also supporting go green moment and in fact customers are now well known about eco-friendly products.

KEYWORDS :

INTRODUCTION:-

Environmental issues like global warming, depletion of natural resources, changing weather are most talk able issues now days. This may be directly or indirectly affect the way one behaves, specifically while making a purchase decision. The greediness of a human being and desire to get maximum with minimum resulted into a ruining the essential supporting systems of life i.e. land, water and air (Smith, 2009). To stop this entire issues green marketing concept is introduced. It is the latest and popular trends in market which facilitates the eco friendly environment and it gives birth to green products or eco-friendly products. Green product can be defined as those manufactured through green technology and that caused no environmental hazards .They are originally grown, recyclable, reusable and biodegrable. They don't harm or pollute the environment. Green product is a term that describes a product that protects the environment and replaces artificial ingredients with natural ones. Green products are also called Eco friendly products. Green products are less harmful to human health and they conserve energy.

Choosing to lead a sustainable lifestyle can be rewarding and beneficial for future generations, though it is not without its fair share of challenges. Every product doesn't indicate that a product is truly green. Whether the label indicates "Earth friendly" or "Green" and some advertising will leave an eco-conscious shopper duped into buying a "fake" green product. Although many companies and their products promise to be eco-friendly, they can misconstrue their information, leaving consumers confused and often blindly buying their products. When shopping for eco-friendly products, look for:

• Energy Star – for appliances and electronics that are energy saving
• USDA Organic Seal – for cosmetics and foods that truly are organic
• Green Seal – for cleaning products that are safe for the environment
• Forest Stewardship Council Logo – for paper and wood products

If you do not see these seals or logos on your products, there is a more chances that they are not actually eco-friendly. To avoid accidentally buying products that are dangerous to both families and the Earth, check for these seals of approval and rest assured of the safety.

REVIEW OF LITERATURE:-

Dr. Krishna Kumar Veluri (2012) in his study on "Green Marketing: Indian Consumer Awareness and Marketing Influence on Buying Decision". His main objective was consumer beliefs and attitude on green products. Consumer awareness on the availability of environmental friendly products and the influence of marketing efforts put by the marketers with reference to consumer non-durable. His study fid that respondents reacted positively about buying brands which are less damaging to environment.[2]

Mohammad Azam (2014) in his study on Green Marketing: "Eco-Friendly Approach". In this article he discuss the some of the key

issue of green marketing and challenges for going green and the steps taken by the organization. He find that now the corporate people as well as consumers have become more concern with the issue of green marketing at various levels. The corporate have accepted the green production as they have seen the interest of customer was positive with these green products.

OBJECTIVE OF THE STUDY:-

1) To find out the customer perception towards environment friendly product.
2) To find out the most familiar eco-friendly product among customer.

HYPOTHESIS OF THE STUDY:-

H01- Respondents of different age and income group differ in their perception towards environment concern and usage of green product.
H02- Consumers of Bilaspur city are well aware of green product.

RESEARCH METHODOLOGY:-

The stratified random sampling is employed to select 100 respondents from Bilaspur city. The respondents were classified into groups i.e., Male and Female. The data is collected through both primary data and secondary data. The primary data is collected during the month between March 2018 and April 2018. While secondary data is collected through journals, articles, magazines published in national international level.

STATISTICAL METHOD:- The mean , median, mode , standard deviation and variance is used as statistical method.

DATA COLLECTION AND ANALYSIS:-

a) **Sample characteristics:** The below table shows the demographic characteristics of the sample i.e., 100 respondents.

TABLE NO.-1
DEMOGRAPHIC CHARACTERISTICS

CHARACTER	VALUE	PERCENTAGE (%)
Age	20-30	35
	30-40	25
	40-50	40
Gender	Male	50
	Female	50
Family Income	Less than 250,000	20
	250;000-5,00000	30
	51,0000-750,000	25
	Above 750,000	25
Education	Graduate	30
	Post graduate	30
	Doctorate	40
Occupation	Business	15
	Service	20

Professional	25
Home maker	20
Student	20

In the above table no.-1 shows demographic characteristics of the respondents.

a)Customer preference over green brand: The below the table shows that 35% respondents prefer LG brand , 22% respondents prefer ITC brand ,15% respondents prefer Haier brand , 14% prefer HCL brand and 14% prefer other brand**s.**

TABLE NO.-2.
CUSTOMER PREFERENCE OVER GREEN BRAND

S.NO.	Brand name	Male Response	Female Response	%	Overall Mean	Overall median	Overall mode	Overall standard deviation	Overall variance
1.	LG	19	16	35					
2.	HCL	9	5	14	26.6	2	4	23.98	0.90
3.	Haier	5	10	15					
4.	ITC	13	9	22					
5.	Other	4	10	14					
TOTAL		50	50	100					

a)Usage of green product: In the below table it shows that 44% respondents uses organic food (male 24% and female20%)25% respondents uses cosmetics and personal care products (male 5% and female 20%) and 2% respondents uses wall paints which is the least among all.

TABLE NO.-3
USAGE OF GREEN PRODUCT

S.NO.	Product Category	Male Response	Female Response	%	Overall Mean	Overall Median	Overall Mode	Overall Standard deviation	Overall Variance
1.	Organic Food	24	20	44					
2	Organic Clothes	02	04	06	2.44	3	1	1.48	0.6
3.	Cosmetics and Personal care products	05	20	25					
4.	Electrical appliance	15	03	18					
5.	Wall paints	02	0	02					
6.	Solar Cooker	02	03	05					
TOTAL		50	50	100					

a)Perception towards green products: - In the below table shows the customer perception towards eco- friendly products or green products.

TABLE NO. 4.
OVERALL CUSTOMER PERCEPTIONS TOWARDS GREEN PRODUCTS

S.NO.	STATEMENTS	Mean	Median	Mode	Standard deviation	Variance
1.	Deterioration of the environment is a serious issue and Green products can contribute in saving the environment	3.6	4	4	0.36	0.1
2.	I prefer green products over non green products	3.16	3	3	0.23	0.07
3.	Green products and non green products are alike.	1.19	1	2	72.24	60.7
4.	Green products are true to their environment friendly claims.	3.03	3	3	0.59	0.19
5.	I would agree to pay even extra price for environment friendly products to save our environment	2.92	3	3	0.65	0.22
6.	Government should take initiative in making companies to go green.	3.08	3	4	0.54	0.17
7.	Manufacturing of green products must be highly subsidized so that more companies can enter into manufacturing of green products	2.96	3	3	0.62	0.209
8.	I want to be a part of green movement by using green Products.	3.17	3	3	0.42	0.13
9.	I am doubtful about the working performance of green Products.	1.87	2	4	70.15	37.51

In the above table no. 4 it shows that customers are now able to distinguish green product and non -green product.

FINDING:-The study was conducted to understand the customer perception towards eco-friendly products and also to find out most familiar eco-friendly product among customer. The analysis reveals that majority of respondents are agree that deterioration of the environment is a serious issue and Green products can contribute in saving the environment. Also respondents agree that green products are different from non green products. The respondents also agree that government should take initiative in making companies to go green.

The majority of respondents prefer LG brand over all and even female respondents prefer LG brand. Customers also prefer some other green brand like patanjail. Customer's says that they prefer natural and safe products which are easily available in the stores. HCL, Haier etc. green brands are popular and customers are likely it.

CONCLUSION:-
The finding clearly explain the responses of customers perception towards eco- friendly are favorable . In other words, today customer is well aware towards eco –friendly products or green products. They supporting the green movement and also trying to aware others in the society. They are more concern about environment and green products are less harmful to human health and they conserve energy also.

REFERENCES:-
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