
Consumer Perception Towards Green Products – A Study With Reference To Chennai City

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Abstract: Environmentalism has fast emerged as a worldwide phenomenon. Marketing organizations too have risen to the occasion and have started responding to environmental challenges by practicing green marketing strategies. The awareness of Green marketing is increased among the Indian consumers. The present research work indicates that the key to raise green purchasing intention among the general public lies on four factors, which are Attitudes toward the Environment, Social Influence, Health Consciousness and Perceived Consumer Effectiveness. The results of the study it is indicated that green product attributes quality, durability and variety strongly influence the consumers' understanding and behavior towards environmental friendly features of green products.

Keywords: Eco – friendly product, Green consumer, Organic products,

INTRODUCTION

Green marketing includes the concept of planning, development and promotion of environment – friendly products or services to satisfy the needs of ultimate customers for quality, quantity, optimum price and service, without having a negative effect on the usage or its users. It is a fact that both marketers and consumers are increasingly becoming aware of the need to switch over green products and services. The move from the existing marketing methods to green marketing may appear to be expensive in the short term, but it will absolutely prove to be crucial and beneficial, and cost effective in the long run. Green marketing strategy reaps multiple benefits like increased revenue, reduced costs, new product development, risk mitigation, environment protection, global safety and enhanced brand reputation. Green marketing is needed to address environmental issues which influence all human society and natural atmosphere.

There are several reasons that may cause this discrepancy. One of the reasons is demographic variables which include age group, gender, education level, income level, and the presence of children in household. Firstly, age group is one of the determinants which will affect the consumer's consumption of organic products. In many countries especially Japan and United State, elder citizens tend buy and consume more organic products if compared to young citizens. Besides that, gender plays a prominent role as well. Many surveys found out that women tend to consume more organic products than men. This may due to females feel more responsible for the health of the family than males. They believe that consuming organic products is healthier and better for their family than consuming conventional foods. Third factor would be the education level of consumers.

Firstly, willingness to pay is one of the main factors that will affect the consumption of organic products. Some of the studies discovered that consumer willing to pay higher price if they get more information about the products. Such information includes background of the products, characteristic, feature, and safety of the products. Finally, throughout this research, it was referring to the main factors that are influencing consumer buying intention toward organic products.

NEED FOR CHOOSING GREEN PRODUCT

Green products were chosen as the study in the consumer behavior towards awareness on global warming. For the purpose of this study, green products covered environmentally friendly products-- such as recycled paper products, nontoxic household cleaners and personal products, and organic foods which contain green ingredients. The study included the general public of Chennai city.

SIGNIFICANCE OF THE STUDY

Few researches had been carried out on the consumer behavior on green products specifically in relation to the influences of factors to purchase intentions of green products. However, there has been a whole wealth of research, attempting to profile the environmentally conscious members of the population. This study will to be significance and beneficial to business in terms of knowing the green market capabilities, especially the market targeted to green consumers.

i. To support the business to better understanding the potential of the green market.

- ii. To assist business to well understanding the tendency of green purchasing.
- iii. To assist business to better understanding the buying behavior of green consumer.
- iv. How marketers to promote and increase awareness for youth consumers toward green products.

STATEMENT OF THE PROBLEM

As India is one of the biggest consumer markets and has great potential for green products, knowledge of predictors of green purchasing may help in development of appropriate marketing strategies to address consumers' attitude-behaviour gap thereby increasing the purchase of green products. Chennai is one of the important city in Tamil Nadu and home to people from diverse backgrounds and cultures. This makes a good starting point towards developing a sustainable market in India.

OBJECTIVES OF THE STUDY

The main objective of this study is to determine the key antecedents influencing respondent's intention towards purchasing green products. It seeks to examine and understand whether factors such as Attitudes toward Green Purchase, Perceived Consumer Effectiveness, Health Consciousness, Environment and Social Influence will influence purchasing intention of green products.

To examine the relationship between Factors influencing Green purchase behavior
On Level of Satisfaction

- i. To segment the respondents based on the Green Purchase Behavior dimensions
- ii. To examine the association between Green orientation clusters and profile of the respondents
- iii. To measure the opinion of the respondents towards Green product attributes, Factors influencing Green purchase behaviour and Attitude towards Green Purchase Behavior
- iv. To examine the influence of Green orientation clusters on the opinion on Green Product Attributes
- v. To compare the mean value of factors influencing Green Purchase behaviour among the Green Orientation clusters
- vi. To compare the mean value of Study variables and demographic Profile of the respondents.

HYPOTHESES

H₀. There is no significant association between demographic variables such as gender, educational qualifications, marital status, frequency of purchase of the respondents and Green orientation clusters

H₀ There is no significant mean difference among the demographic profile of the respondents with respect to Preference for purchasing green products

H₀ There is no significant mean difference among the demographic profile of the respondents with respect to willingness to recommend green products

RESEARCH METHODOLOGY AND RESEARCH DESIGN

Descriptive research work was adopted for the present study. For the sake of convenience, budgetary and time constraints for the present research work a cross sectional design was used.

SOURCES OF DATA

• Primary data

Primary data is used to test hypothesis and its collection method is from survey data collection.

• Secondary data

Secondary data is used to construct the hypothesis while journals through internet were collected to support research study.

Sampling Plan

A target population is considered as a specified collection of cases from which a researcher analyses a sample and based on the results from the sample are generalized. The target selected for this research is the consumers of green and organic products who are above 18 years old.

Sampling Unit

As the objective of the study is to study the various factors of products and marketing that affects the expectation and perception of its customer, the sampling unit for this study is whole population in Chennai city.

Sample Size

The total number of respondents taken as sample for this study is 104.

Sampling Methodology

Simple random sampling techniques is used in this study.

Tools for Analysis

The data collected from sample analyzed using SPSS 24. Descriptive analysis. Statistical tests such as cluster analysis, chi square test, Friedman test, Independent sample t Test, ANOVA tests, multiple linear regressions

and structural equation modeling were used for the study.

FINDINGS

Summary Statistics of the Respondent's Demographic Profile

- The results indicated that majority (54.5%) of the respondents are female, A substantial percentage (26.8 per cent and 24.5 percent) are in the age category of up to 30 years and 31 – 40 years respectively, total of 21.8 per cent were graduates and 23.3 percent were post undergraduates
- Most of the respondents were married (60.3%), around 27.8 per cent of the respondents have other type of occupation and the results indicated that 44.0 per cent of the sample respondents have a monthly income of between Rs 20001 - 30000

Summary Statistics of Awareness and Purchase Habits of Respondents towards Green Products

The findings revealed that majority 51.5 percent of the respondents prefer to buy green products from unorganized retail outlets, A substantial percentage of 41.5 percent of the sample respondents spend between Rs 1001 – 2000 per month for purchasing green products, The findings indicated that 40.3 percentage of the respondents purchased green products often.

Opinion on Dimensions of Attitude towards Green Purchase Behavior

One sample t test revealed significant mean difference with regard Attitudes toward Green Purchase, Perceived Consumer Effectiveness, Health Consciousness, Attitudes towards the Environment and Social Influence. Respondents exhibited a higher score on “Social Influence” followed by “Attitudes toward the Environment” and “Attitudes toward Green Purchase”.

Comparison of Green Product Attributes among the Green Orientation Clusters

Independent sample T Test revealed significant mean difference between the two Green Orientation clusters with regard to the Green Product Attributes, Style, Durability, Colour, Quality, Design, Size, Variety and Return Policy. Among the Strong Green Orientation cluster the key attributes perceived by the respondents are quality, durability and variety while the key attributes perceived by the respondents while among the Low Green Orientation cluster the key attributes are Quality, Colour and Variety. Comparison of Purchase Intention and Purchase Habits of the Respondents

Comparison of Purchase Intention and Purchase Habits of the Respondents

Anova test result revealed significant mean difference among preferred place of purchase and Amount spent per month were found with regard to Purchase Intention. On the basis of preferred place of purchase those who prefer to buy in organized retail outlets have a higher Level of purchase intention. On the basis of amount spent those who spent more than Rs 2000 (M = 4.13) have a higher Level of purchase intention.

Impact of Factor influencing Green Purchase behaviour on level of Satisfaction

Multiple regression results revealed that the significantly impacting Factors influencing Green purchase behavior on Level of Satisfaction are personal value, motivation, references, label, community and information. Further, personal value is the most influential factor on Level of Satisfaction followed by motivation.

Association between Amount Spent per month for Purchasing Green Products and Preferred Place of Purchase

Chi square test revealed that the amount spent per month for purchasing Green Products have a significant association with preferred place of purchase. Among those respondents whose preferred place of purchase is online a higher percentage of respondents (30.3%) were found among those respondents who spent more than Rs 2000 per month for green products

SUGGESTIONS

This research examined the influence of five antecedents on their purchasing intention of green products. From the results, it is interesting to note that attitude towards the environment, social influence, health consciousness and perceived consumer effectiveness significantly influenced their purchasing intention.

Attitude towards the environment is the strongest factor that has positively influenced their purchase intention. This study confirmed that a person who has some concern for the environment would have a stronger preference in purchasing a green product. Attractive green product message contents should be aggressively developed that would stimulate interest among all the educational category and should focus keenly on unmarried respondents. Consumers should be able to easily differentiate green products from the no green based on the labels. Further, the price on the green products should be affordable to encourage purchase. Government and non-government organizations are a strong players that plays an important role in encouraging consumers to go green and embrace green purchasing behavior. Managers could develop the right positioning strategies and an adequate marketing programme after evaluating the attractiveness of the identified green segments. In addition to the regular benefits, environmental and social benefits must be present in order to motivate the consumer to buy.

According to the results of the study it is indicated that the Retail outlet staff, TV and Friends and Relatives

are an essential factor affecting the sources of awareness on green products. In this regard it is suggested that Indian manufacturers for green products must focus on these factors and bring about such strategies in their marketing plan that correspond to customers' preference and also possess appropriate coordination with environment.

According to the results of the study it is indicated that green product attributes quality, durability and variety strongly influence the consumers' understanding and behavior towards environmental friendly features of green products.

Suggestions for Future Research

For future research, a wide range of areas could be explored based, on the initial findings of this research. The theoretical area in the professional context especially offers plenty of opportunities for further research. This study has indicated four antecedents are significant predictors of purchase intention and more studies are needed in this area to give support for the initial findings in this paper and to test other relevant determinants. Secondly, in this study, the hypotheses were tested with cross-sectional survey data. Hence, this study cannot determine the dynamic change of social influence, health consciousness, perceived consumer effectiveness and purchase intention, word in the different stages through longitudinal data. Therefore, setting a longitudinal study to test the data can give better results in future studies on green products.

CONCLUSION

To conclude, "Going green" has become a slogan and being discussed by individuals from all walks of life. The present research work indicates that the key to raise green purchasing intention among the general public lies on four factors, which are Attitudes toward the Environment, Social Influence, Health Consciousness and Perceived Consumer Effectiveness. Current people lifestyle, green purchase behaviour is given much attention because of many problems such as diseases and green environment.

Overall, the research project has met its objectives to test the relationship between attitudes toward green purchase, perceived consumer effectiveness, health consciousness, attitudes toward the environment, and social influence that relating to the respondents green purchase intention in Chennai. It cannot be denied that the participants intentions to purchase green products play an important role especially in environmentally friendly industries in order to improve their existing business that will also benefit the customers. Rather than that, the green products can also reduce the harm, to the environment, human, and animals. Besides, this study has included several limitations that was faced by the researcher.

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