A Study On Consumers' Behavioural Dimensions Towards Green Products In Dharmapuri District

C.Nithya Devi[1], Dr.B.Subatra[2]
[1]Dept of commerce
[2]assistant Professor, Dept of commerce
[1, 2] Govt Arts College for Women-Salem-8

Abstract- *This study brings out consumers' behavioural dimensions towards green/organic product in Dharmapuri district. The data was collected from 100 respondents from selected area. Secondary data was collected from available sources of literature. Simple Percentage and chi square analysisare used as statistical tool for analysing the data which is collected through well structured questionnaire. Majority of the respondents are with great awareness of using eco-friendly products. Family income and premium price does not influence buying behaviour of green products due to health and environmental concern. The study concluded customers' dimensional behaviour is upgrading the quality of life with long span. The study recommends government should take necessary initiate to offer a product with nominal value.*

Keywords- Consumer awareness, Premium Price, Environmental Concern.

I. PREAMBLE

Consumers' behavioural dimensions has changed based on upliftment of life style(Quality of life).It may change time to time. In early stage the consumer has purchased the product which is offered by producer. But now the consumer decide the production. Consumer choice is a deciding factor to produce any kind of products. So here the research is focused to find the consumers' behavioural dimensions towards Green products.

OBJECTIVES OF THE STUDY

- To study the growth and development regarding consumption of green products in Dharmapuri Dt.
- To evaluate factors of consumers' behavioural dimensions with Gender and Monthly income of the family.
- To offer suitable suggestions to improve the quality of Green products in the Dharmapuri District.

LIMITATIONS OF THE STUDY

- This study is mainly confined to Dharmapuri district.
- This study is limited to 100 respondents.

- Limitation of time was another constraint in the study. Research period is not much enough to know about the behavioural dimensionof consumer.

STATEMENT OF THE PROBLEM

In current scenario so many problems, disease are arising due to various new virus. It is our responsibility to be aware and safeguard our life and to rescue from this moment we shall moving towards our pioneers/elders life style.

Green products isaelixir to save our life. Our span of life has reduced from 80 to 60 years of age. because lots of genital diseases arises by using of hybrid products and non-eco friendly /non environmental sustainable products.

This is the right time to change our behaviour towards purchasing of green products. This study focuses to enhance the awareness in near future through pointing/finding various factors which involves in consumers behavioural dimensions towards Green products.

REVIEW OF LITRATURE

1. A report by Renzaiet al.,(2013), states that current perception of customer is towards Green.87.5% of respondents feels that green can improve the health,79.3% of respondents feels really good to turn to green living.
2. Kumar.,(2015) portray that people are aware about eco friendly products. This study emphasises on eco-friendly marketing. Lack of education and insufficient research work is a major drawback..

II. RESEARCH METHODLOGY

The data has been collected with the help of a well structured questionnaire. The sample size for this study is 100 at random sampling.

STATISTICAL TOOLS

Simple Percentage method and Chi-Square test is used as statistical tool for this study.

SOURCES OF DATA

Primary data: The data which are collected from well structured questionnaire.

Secondary data: Secondary data are the data which are collected from various   Articles, Journals, Books and websites.

III. DATA ANALYSIS AND INTERPRETATIONS

This chapter is intended to analyze the socio economic profile of the respondents and their views about the consumers'behavioural dimensions towards green products in Dharmapuri District.

Table 1: Demographic variables of the respondents

Variable	Particulars	Frequency	Percent
Age	10-20 Years	10	10.0
	21-30Years	20	20.0
	31-40 Years	30	30.0
	Above 40 Years	40	40.0
	Total	100	100.0
Gender	Male	42	42.0
	Female	58	58.0
	Total	100	100.0
Educational qualification	School Level	02	2.0
	UG	10	10.0
	PG	64	64.0
	Professional course	24	24.0
	Total	100	100.0
Occupation	Student	02	02.0
	Government Servant	12	12.0
	Private employee	08	08
	Farmer	36	36
	Home maker	42	42
	Total	100	100.0
Monthly Income(in Rupees)	Less than 10,000	12	12.0
	10,001-20,000	14	14.0
	20,001-30,000	22	22.0
	30,001-40,000	30	30.0
	Above 40,000	22	22.0
	Total	100	100.0
Level of awareness	Yes	76	76.0
	No	24	24.0
	Total	100	100.0
No.of family	Less than 3	60	60.0
members	3-4	26	26.0
	More than 4	14	14.0
	Total	100	100.0
Earning members in family	One	16	16.0
	Two	26	26.0
	Three	30	30.0
	Four	28	28.0
	Total	100	100.0
Ultimate buyers of the family	Head of the family	20	20.0
	Spouse	42	42.0
	Elders	24	24.0
	Others	14	14.0
	Total	**100**	**100.0**
Location	Rural	62	62
	Urban	38	38
	Total	**100**	**100.0**

(Source: Primary Data)

The above table reveals that out of 100 respondents, 40% of the respondents are at the age of above 60 years, 58% of the respondents are female,64% of respondents belongs to post graduate level education, 42% of respondents are Home maker, 30% of respondents are earning Rs.30,001-40,000, 76% of the respondents have the awareness about green products,60% of respondents family size is Less than 3,30% of respondents are coming from 3 members are working in a family,42% of the respondents are Spouse(involved in buying green products),62% of respondents are located at Rural.

Table 2: Customers' behavioural dimension deciding factors

FACTORS	STATEMENT		SA	A	N	DA	SD	total
Price	1.Benefits of Green products Justifies its price.(P1)	**Frequencies**	40	28	12	10	10	100
		Percentage	40	28	12	10	10	100
	2. I feel the price is very high for Green products.(P2)	**Frequencies**	36	28	18	10	08	100
		Percentage	36	28	18	10	08	100
Knowl	1. I feel that the knowledge of	**Frequencies**	42	28	14	08	08	10

edge of green products	green products leads the purchase intention for eco-friendly products.(K1)							0
		Percentage	42	28	14	08	08	100
	2. When buying a green product I am influenced by Green certification on the packaging.(K2)	Frequencies	40	33	06	10	11	100
		Percentage	40	33	06	10	11	100
Quality	1. Eco-friendly products have good quality than conventional products.(Q1)	Frequencies	38	35	14	07	06	100
		Percentage	38	35	14	07	06	100
	2. I am considerably satisfied with the quality on the green products.(Q2)	Frequencies	37	33	10	10	10	100
		Percentage	37	33	10	10	10	100
Awareness	1. Ads generate awareness regarding green products.(A1)	Frequencies	24	33	10	22	11	100
		Percentage	24	33	10	22	11	100
	2.I am aware of various symbols/certifications other identifiers which declare the product as green product.(A2)	Frequencies	35	30	13	12	10	100
		Percentage	35	30	13	12	10	100
Environmental con	1. Green products are better and safer to use.(E1)	Frequencies	70	30	00	00	00	100
		Percentage	70	30	00	00	00	100
	2.I am ready to pay premium	Frequencies	10	25	20	20	25	100

cern	price for the products which are environmentally safe.(E2)							0
		Percentage	10	25	20	20	25	100
Advertising	1. Products and services that are advertised as green are better products and safer to use.(AD1)	Frequencies	47	33	13	07	00	100
		Percentage	47	33	13	07	00	100
	2. Green advertising leads people to be more socially responsible.(AD2)	Frequencies	54	28	08	02	08	100
		Percentage	54	28	08	02	08	100
Eco labelling	1. If the product is eco-labelled this information will change my choice of purchase.(EL1)	Frequencies	50	25	10	05	10	100
		Percentage	50	25	10	05	10	100
	2.I believe in the environment information on the product label.(EL2)	Frequencies	55	20	15	00	10	100
		Percentage	55	20	15	00	10	100

From the above table explored that out of 100 respondents, 40% of respondents are strongly agree that benefits of green products justifies its price,36% of respondents strongly agree that the green product price is very high,42% of respondents strongly agree with knowledge leads the purchase intention of green products,40% of respondents are strongly agree that green certification on packaging is a influential factor while making a purchase,38% of respondents are strongly agree that eco-friendly products have good quality than conventional goods,37% of respondents are considerably satisfied with quality of green product by marked asstrongly agree ,33% of respondents areagreed that ads generate awareness regarding green product ,35% of respondents areaware of various symbols/certification and other identifiers which declare the product as green product, 70% of respondents are strongly agree that earth as preserve for a long period, 25% of respondents are strongly disagree as well as agree to pay premium price for the products which are environmentally safe,47% of respondents are strongly agreed

that advertised green products/services are better and safe to use, 54% of respondents are strongly agree that green advertising leads people to be more socially responsible,50% of respondents are strongly agree that eco-labelled information will change the choice of product, 55% of respondents arebelieved regarding Eco-Label information.

CHI SQUARE TEST

TABLE : 3 : MONTHLY INCOME VS 7 FACTORS OF CONSUMERS' BEHAVIOURALDIMENSIONS.

FACTORS		CHI SQUARE VALUE	P VALUE	RESULT
PRICE	P1	165.483	< 0.000	Significant
	P2	160.856	< 0.000	Significant
KNOWLEDGE	K1	152.727	< 0.000	Significant
	K2	169.320	< 0.000	Significant
QUALITY	Q1	149.499	< 0.000	Significant
	Q2	164.751	< 0.000	Significant
AWARENESS	A1	195.238	< 0.000	Significant
	A2	185.856	< 0.000	Significant
ENIRONMENTAL CONCERN	E1	72.063	< 0.000	Significant
	E2	257.836	< 0.000	Significant
ADVERTISING	AD1	180.476	< 0.000	Significant
	AD2	144.098	< 0.000	Significant
ECO LABELLING	EL1	173.055	< 0.000	Significant
	EL2	148.000	< 0.000	Significant

H_0: There is no association between monthly income and 7 factors of consumers' behavioural dimensions.
H_1: There is anassociation between monthly income and 7 factors of consumers' behavioural dimensions.
RESULT: Since P value is less than 0.001 the null hypothesis is rejected at 1% level of significance. Hence, concluded thatthere is an significant association between monthly income and 7 factors of consumers' behavioural dimensions.

TABLE 4: GENDER VS 7 FACTORS OF CONSUMERS' BEHAVIOURAL DIMENSIONS.

FACTORS		CHI SQUARE VALUE	P VALUE	RESULT
PRICE	P1	92.376	< 0.000	Significant
	P2	80.647	< 0.000	Significant
KNOWLEDGE	K1	100.000	< 0.000	Significant
	K2	92.287	< 0.000	Significant
QUALITY	Q1	85.456	< 0.000	Significant
	Q2	82.584	< 0.000	Significant
AWARENESS	A1	66.413	< 0.000	Significant
	A2	77.969	< 0.000	Significant
ENIRONMENTAL CONCERN	E1	31.034	< 0.000	Significant
	E2	81.322	< 0.000	Significant
ADVERTISING	AD1	81.658	< 0.000	Significant
	AD2	61.686	< 0.000	Significant
ECO LABELLING	EL1	72.414	< 0.000	Significant
	EL2	59.248	< 0.000	Significant

H_0: There is no association between gender and 7 factorsof consumers' behavioural dimensions.
H_1: There is an association between gender and 7 factorsof consumers' behavioural dimensions.
RESULT: Since P value is less than 0.001 the null hypothesis is rejected at 1% level of significance. Hence, concluded that there is an association between gender and7 factorsof consumers' behavioural dimensions.

IV. FINDINGS

SIMPLE PERCENTAGE ANALYSIS:

- Majority of the respondents are female and in the age group of above40 years.
- Majority of the respondents are qualified with post graduate level education and doing as Home maker,Spouse is play a major role in making purchase of green product.
- Three of the family members are working in a family.
- Majority of the respondents' monthly family income is between Rs: 30,001-40,000. And size of the family is less than 3.
- 76% of the respondents are having the awareness about green products and most of the respondents are located in Rural.
- Majority of the respondents strongly agreed that green product price is high but it justify with its benefits.
- Majority of the respondents strongly agreed with knowledge leads the purchase intention of eco friendly product andrespondents are influenced by green certification on packing.
- Majority of the respondents are strongly agreed that eco-friendly products have good quality than conventional products and
- Majority of the respondents are considerably satisfied with quality of green product.
- Majority of the respondents are get awareness regarding green product through advertisement.
- Majority of the respondents are aware of various symbols/certification and other identifiers which declare the product as green product.
- Majority of the respondents are ready to pay premium price for the product which is offered to preserve the earth.
- Majority of the respondents are strongly agree that green advertising leads people to be more socially responsible and green product which is advertised are safe and better to use.
- Majority of the respondents are strongly agreed that eco-labelled information will change the choice of product

purchase and it was believed by consumers at purchasing time.

CHI SQUARE TEST

- There is a significant association between Monthly income and 7 factors of consumers' behavioural dimensions.
- There is a significant association between Gender and7 factors of consumers' behavioural dimensions

V. SUGGESTIONS

- The study recommends that manufacture make necessary actions to decrease the price of the product with best quality So that they can capture the large non-targeted consumers even in tough competition.
- The green product manufacturing company has to give effective and attractive advertisements for attract low income, middle age group people and rural consumers too.
- The green product manufacturing company has to enhance the awareness of eco friendly products during price hikes so that the manufacturer maintain the same market share.

VI. CONCLUSION

Consumers play a vital role in building economic system of a every nation. In the absence of their effective demand, the producers would lack a key motivation to produce, which is to sell to consumers. Green product producer should concentrate various behavioural dimensions towards consumers.

In this pandemic situation, It is a combined responsibility to boost the economic status of the country and rehabilitate the lives of all levels of people by providing good food and good health through offering green product with all positive factors and Aspects.

REFERENCES

[1] Renzai,G..P.K. Teng ,Z.Mohamed and M.N.Shamsudin,2013 .Going Green:Survey of percetions and intentions among Malaysian Consumers.Int.Bus.Manage.,6:104-112.
[2] Kumar chinnas(2010),green electronics,retrived from http://www.scribd.com/presentation/26657230/green electronics.