

Consumer's Perception Towards Green Products

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I. INTRODUCTION

Green products are those items considered eco-friendly. This means that the manufacturer of the particular product took the proper steps in ensuring that the environment was not harmed during its manufacturing process. The raw materials used in the product were derived from sustainable sources. And the production should have a low impact on the environment regarding waste, carbon emissions and energy use. Competition is one of the major challenges that a business man want to face in a modern world. Every industry is composed of many individual firms and each individual firm is providing similar goods and services. Naturally this situation makes a big chance for competition among this firms .so in order to becoming the market leaders every business wants to adopt different strategies

STATEMENT OF THE PROBLEM

In modern world people are concerned about the environment. Green products have a vital role in the protection of the environment as it does not make a negative impact to the nature. A company can increase its competitive position by providing green products. This study is conducted to know the attitude of people towards green products like solar power products, paper bags, handy craft items and clay products.

OBJECTIVES OF THE STUDY

- To know the attitude of people towards green products
- To analyze those factors which induces people to purchase green products
- To know the level of satisfaction of the respondents towards the green products
- To determine the willingness of people for paying high price for the green products

II. REVIEW OF LITERATURE

Azhagaiah (2006) observed the impact of green marketing and environmental protection. In his study, found that the environmental issues have a significant impact on the modern society. The environmental problems are the result of mass consumption and production across the globe. Due to limited resources, an extra caution is needed from both the consumers

and the producers. Therefore, awareness is needed for the protection of environment.

Esmaili and Fazeli (2015)“Green products contain elements that are not harmful to the environment (Mahenc, 2008) and (Polonsky and Rosenberger, 2001) made of materials that can be recycled to provide product (Dangelico and Pontrandolfo, 2010), (Chen and Chai, 2010). Its production process is environmentally friendly (Gurau and ~ Ranchhod, 2005).”

Espínola-Arredondo and Munoz-García (2015)“The brown and green goods differ both in their attributes and in their environmental features. A green good generates less pollution than a brown product, which can become zero when the good is sufficiently clean (low pollution intensity).”

Ec.europa.eu(2015)“Environmental products are goods and services that are produced for the purpose of preventing, reducing and eliminating pollution and any other degradation of the environment (environmental protection - EP) and preserving and maintaining the stock of natural resources and hence safeguarding against depletion.”

III. SCOPE OF THE STUDY

The study is conducted to know the attitude of people towards green products like solar light, solar heater, handicraft items, paper bags and clay products. Around 50 people are considered for the analysis. The study helps to acquire maximum information about the acceptability of the products, level of satisfaction of people using these products and also helps to get an overall picture of factors influencing people to purchase these products

SAMPLE SIZE

In this study, the sample size is limited to 131.

AREA OF STUDY

The area of study limited to all over city which is located in Tamilnadu.

PERIOD OF STUDY

This study is confined among the limited period of 3 months January to March.

IV. DATA COLLECTION

Primary data

Primary data can be defined as the data’s collected from the source where the originally originates from and used for the research. This research contains the primary data where the questionnaire is collected from various areas of Coimbatore from the individuals.

Secondary data

Secondary data are defined as the data’s which are collected by someone and used by the others. It also reduces spending time on the collection of data as the information is already collected. This research also contains the secondary data as the second chapter deals with review of literature.

LIMITATIONS OF THE STUDY

- Time allotted for the study is limited
- The study does not reveals actual result as the sample size limited to 50
- Sometimes the respondents may give false information

V. DATA ANALYSIS

Factor	Options	No. of respondents	Percentage
Age	Below 25 years	84	64.1
	26 to 35 years	27	20.6
	36 to 50 years	15	11.5
	Above 50 years	5	3.8
Educational qualification	No formal education	7	5.3
	SSLC	6	4.6
	HSC	12	9.2
	Graduation \ diploma	106	80.9
Occupation	Private employee	56	42.7
	Government	11	8.4

	employee		
	Business	5	3.8
	Professional	8	6.1
	Others	51	38.9
level of income	10,000 to 15,000	61	46.6
	15,000 to 25,000	25	19.1
	25,000 to 35,000	16	12.2
	Above 35,000	29	22.1
Marital status	Married	50	38.2
	Unmarried	81	61.8
Type of family	Nuclear family	81	61.8
	Joint family	50	38.2
Source of green product	Solar light	39	29.8
	Solar heater	22	16.8
	Paper bags	39	29.8
	Handicraft items	17	13
	clay products	14	10.7
Knowledge about green product	News paper	27	20.6
	Magazines	12	9.2
	TV	25	19.1
	Friends and relatives	51	38.9
	website	16	12.2
Product purchased recently	Yes	68	51.9
	No	63	48.1
Reason for purchase	Quality and environmental protection	40	30.5%
	More benefits	13	9.9%
	Safety	21	16%
	All	57	43.5%

INTERPRETATION

The above table shows that out of selected respondents, 64.1% of the respondents are belongs to Below 25 years category, 20.6% of the respondents are belongs to 26 to 35 years category, 11.5% of the respondents are belongs to

36 to 50 years and 3.8% of the respondents are belongs to Above 50 years. The table reveals majority of the peoples are belongs to below 25 years.

VI. FINDINGS

1. Majority of the respondents belongs to below 25 years.(64.1%)
2. Majority of the respondents are Graduate / Diploma .(80.9%)
3. Most of the respondents are Private employee category.(42.7%)
4. Most of the respondents are under the income level of 10,000 to 15 (46.6 %)
5. Majority of the respondents are Unmarried. (61.8%)
6. Majority of the respondents are belongs to Nuclear family. (61.8%)
7. Most of the respondents are purchased solar light and paper bags. (29.8%)
8. Most of the respondents knows the product by Friends and relatives (38.9%)
9. Majority of the respondents are purchase product recently. (51.9%)
10. Most of the respondents are willing to purchase these products for the quality and environmental protection, more benefits, safety. (43.5%)

VII. SUGGESTIONS

1. Consumers are to be well educated about importance of green products like paper bags, handicraft items and clay products
2. In order to increase the sale of paper bags, handicraft items and clay products there is a need to undertake promotional activities
3. There is a need for providing more information about the products through TV and websites
4. Analyze the reason for low satisfaction of people and take corrective actions to solve these problems
5. Provide guarantee for paper bags
6. Provide information about eco label to those who are not aware of it
7. Take measures to avoid the problem of unavailability of the products
8. Educational institutions should introduce a subject on “environmental studies” in the academic curriculum.
9. Distribute paper bags in educational institutions, municipalities, etc...
10. Deliver the product early as possible
11. Conduct awareness classes among the people about the problems of plastic bags

12. Provide information to people about the contribution of green products to sustainable future
13. Setup specialized outlets to make easy availability of green products

VIII. CONCLUSION

Green products or eco-friendly products have a prominent role in conservation of environment. So there is a need for promoting the green products. From this study, it is clear that most of the people are in the habit of purchasing green products like solar light, solar heater, paper bags, handicraft items and clay products. Most of the customers are willing to pay higher price for these products because of the quality and environment protection. Here, the null hypothesis is rejected and accepted the alternative hypothesis. So we can assume that the purchase behaviour and income level are dependent This study reveals that people have positive opinion towards solar lights and solar heater. On the other hand, handicraft items, paper bags and clay products are not much attracted to the respondents.

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