

A study on consumer attitude towards going green: An empirical study

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Abstract

In today's business world environmental issues plays an important role in marketing. All over the world government took efforts to protect environment by implementing green marketing activities. Indian marketers are also realizing the importance of the green marketing concept. Consumers and manufacturers have directed their attention towards green products. It have green features like low power consumption (energy-efficient) electrical appliances, organic foods, lead free paints, recyclable paper and phosphate free detergents etc., This research provides a brief review of consumer's awareness attitude and level of satisfaction in using green products. The study also consist of problems faced the consumers in purchasing green products.

Keywords: renewable, energy efficient, recyclable, power consumption, organic

Introduction

Green product is a term that describes a product that protects the environment and replaces artificial ingredients with natural ones. Green products are less harmful to human health and they conserve energy. Some of these going green products when in use, help conserve energy, minimize carbon footprint or the emission of greenhouse gases, and does not lead to substantial toxicity or pollution to the environment. Other green products are biodegradable, recyclable or compostable. Hence, they do not harm the environment or upset the ecological balance when they are disposed of. There are also eco-friendly products that are made out of recycled materials.

- **Renewable** - Renewable resources are ones that cannot be depleted, such as sunshine and wind, or water and soil when proper steps are taken to ensure their sustainability. Renewable products contain no toxic compounds.
- **Energy Efficiency** - The energy-saving fluorescent bulb, Solar and Wind generators are examples of green product. In addition to saving energy, these products are low maintenance and save money.
- **Recyclable** - Wastes or byproducts can be reused in the production of other products. Paper, plastic and aluminum are all examples of components commonly found in a closed-loop recycling system.
- **All Natural** - All-natural products use no chemicals and are 100 percent biodegradable, including non-food items like pesticides and cleaning products.

Objectives of the study

- To know the consumer awareness about Green products.
- To analyze the consumer opinion, attitude and level of satisfaction in using Eco friendly products.
- To understand the problems faced by the consumers in buying Green products.

Analysis of data

The primary data collected by way of question schedule was

consolidated and processed using the following statistical tools.

- 1) Simple percentage analysis
- 2) Ranking method
- 3) Chi square analysis

Review of Literature

Dr. Krishna kumar veluri (2012) ^[1] has made an analysis on Green marketing: Indian Consumer Awareness and Marketing Influence on Buying Decision. The main objective of the study was to know consumer beliefs, attitude and awareness on the availability of environmentally friendly products and the influence of marketing efforts put by the marketers with reference to consumer non-durable goods. The findings of the study comprises with the success of efforts put by marketers in bringing green brand awareness in consumer mind as a product has a low environmental impact and sustainable product. The conclusion of the study focused that respondents reacted positively in buying green brands when compare to other conventional goods. And added Indian market for greener products is under exploited by marketers within consumer groups with pro-environmental values.

Aysel Boztepe (2012) ^[2] has made a study on "Green Marketing and Its Impact on Consumer Buying Behavior" with the objective to give information about the effect of green marketing on customers purchasing behaviors. The study focused on environmental problems alone the main reasons for emergence of green marketing. According to the results of the analysis, environmental awareness, green product features, green promotion activities and green price affects green purchasing behaviors of the consumers in a positive way.

"Green Marketing: Eco-Friendly Approach" attempt made by Mohammad Azam (2014) ^[3] The argument of the study was to found the key issues of green marketing and challenges for going green and the steps taken by the organization. The findings of the study consists that now the corporate people as well as consumers have become more concerned with the issue

of green marketing at various levels. The corporate has accepted the green production as they have seen the interest of customer was positive with these green products.

Analysis and Interpretation

Table 1: Demographic Profile of the Respondents

Age	No. of respondents	(%)
Below 20 years	19	38
21 years - 30 years	23	46
31 years - 40 years	8	16
Above 40 years	-	-
Total	50	100
Gender		
Male	14	28
Female	36	72
Total	50	100
Educational qualification		
Up to school level	2	4
Diploma/Professional	5	10
Under Graduates	31	62
Post Graduates	12	24
Total	50	100
Occupational status		
Employee	8	16
Self-employed	4	8
Agriculturalist	2	4
Professionals	5	10
Others(House wife /Students/ Retired People)	31	62
Total	50	100
Size of the Family		
2 Members	3	6
3 Members	21	42
4 Members	19	38
More than 4 Members	7	14
Total	50	100
Marital status		
Single	23	46
Married	27	54
Total	50	100
Monthly income		
Below Rs. 20000	6	12
Rs. 20001- Rs.40000	40	80
Rs.40001- Rs.60000	4	8
Above Rs.60001	-	-
Total	50	100
Nature of the family		
Joint	7	14
Nuclear	43	86
Total	50	100
Residential Area		
Rural	2	4
Urban	47	94
Semi - urban	1	2
Total	50	100

From the above table, it is inferred that most (46%) of the respondents belong to the age group of 21- 30 years, 38% of the respondents are below 20 years of age. Majority of the respondents (72%) are Female and 28% of the respondents are

Male, 54% of the respondents are married and 46% of the respondents are Single. Most of the respondents (62%) are undergraduates, 24% of the respondents are post graduates, and very few (4%) of the respondents have completed school level education. In the above table, 62% of the respondents are Housewife/ Students/ Retired People, and 86% of the respondents are from nuclear family and 14% of the respondents are from joint family, 42% of the respondent’s size of the family is 3 members and 14% of the respondent’s family size is more than 4 members, most (94%) of the respondents are from urban area, 80% of the respondent’s monthly income ranges between Rs. 20,001 – Rs. 40,000 and none of them have monthly income of above Rs. 60,001.

Awareness about green products

The following table reveals the source from where the respondents got to know about green products.

Table 2: Source of information of the Respondents

Source of information	No of respondents	Percentage
Friends and relatives	16	32
Colleagues	5	10
Neighbors	4	8
Dealers	9	18
Advertisement	4	8
Exhibition/Notice/Pamphlets	1	2
Internet	9	18
Newspaper/Magazine	4	8
Total	50	100

The above table shows that most of the respondents (34%) have come to know about the green products through Friends and relatives, 18% of them through Dealers and Internet, 10% through Colleagues, 8% through Neighbors, Newspaper / Magazine and Advertisement and 2% through Notice / Pamphlets. Hence, majority of the respondents know about green products through friends and relatives.

The following table shows the ranking of green products by the respondents based on their knowledge or awareness about the products.

Table 3: Ranking on Awareness about green products

S. No	Factors	Score	Rank
1	Solar products	156	6
2	Durables	197	2
3	Non-durables	159	4
4	Organic	155	5
5	Jute/Bamboo	168	3
6	Paper Products	207	1

The above table 3 depicts, that respondents are highly aware of paper products, followed by durables, jute/bamboo, non-durables, organic and solar products. Hence most of the respondents are very much aware about paper products.

Identification of green products

The table below presents the factors which helped the respondents to identify the green products

Table 4: Factors which help to identify green Products

S. No	Aspects to identify	No of respondents	(%)
1	Green Label	2	4
2	Green Symbol	13	26
3	Green Logo	11	22
4	Instructions/Written information in the pack	19	38
5	Special section for Green products	4	8
6	Reputation/brand	1	2
	Total	50	100

Table 4 reveals that 38% of the respondents identified the product through Instructions/Written information in the pack, 26% through Green Symbol, 22% through Green Logo, 8% through Special section for Green products, 4% through Green Label and 2% through Reputation/brand. It is inferred that most (38%) of the respondents identified the product through

Instructions/Written information in the pack.

Purchase of green products

The following table reveals the ranks assigned by the respondents for reasons why they buy green products

Table 5: Reasons for purchasing

S. No	Factors	Score	Rank
1	Health and safety	264	1
2	Good for environment	330	3
3	Good in quality & reliability	346	4
4	Prestige	467	12
	Satisfaction	330	2
6	Necessity	538	15
7	Less carbon emissions	404	6
8	Brand loyalty	404	6
9	Sustainability	396	5
10	Soil & water management	431	10
11	Attractiveness, design & packaging	471	13
12	Government pressure	511	14
13	Durability	420	8
14	Current trend	443	11
15	Awareness	421	9

Table 5 clarifies that the reasons for purchasing green products by the respondents ranked first for health and safety, secondly for their satisfaction, thirdly protection of environment, fourthly green products are good in quality and also reliable and fifthly it will be sustainable. The respondents have assigned sixth rank that green products are less in carbon emissions and also brand loyalty, rank eight for durability,

given ninth rank for awareness, assigned tenth rank to soil and water management and going green is a current trend so given eleventh rank. They have given twelfth rank for prestige, thirteenth rank for design and package, fourteenth rank to Government pressure and given last rank to necessity. Hence, the main reason for purchasing green products by the respondents is health and safety.

The following table reveals that where the respondents plan to purchase the green products

Table 6: Place of Purchase of Green Products

S. No	Location	No. of respondents	Percentage
1	Green Stores	9	18
2	Departmental stores	17	34
3	Organic stores	18	36
4	Dealers	6	12
	Total	50	100

From the above table, it is clear that 36% of the respondents buy green products from organic stores, 34% from Departmental stores, 18% from Green Stores and 12% from Dealers. It is concluded that most (36%) of the respondents buy

green products from Organic Stores. The following table gives the opinion of the respondents about green products when compared with other similar products

Table 7: Opinion of green products compared with other similar products

S. No	Respondents Opinion	No of respondents	Percentage
1	Excellent	27	54
2	Very good	13	26
3	Good	10	20
4	Fair	-	-
5	Poor	-	-
6	Very Poor	-	-
	Total	50	100

Table 7 clearly shows that 54% of the respondents opined that green products are excellent, 26% of the respondents said green products are very good and 20% of them said green products are good when compared to other similar products. Hence, the majority of the respondents opined that green products are excellent.

The following table shows the willingness of the respondents to pay more for the green products

Table 8: Willingness of the respondents to pay more

S. No	Increase in price	No of respondents	Percentage
1	Willing to pay	37	74
2	Not willing to pay	13	26
	Total	50	100

Table 8 shows that 74% of the respondents are willing to pay more for green products and 26% are not willing to pay more for green products.

The following table indicates the reasons for the respondent’s willingness to pay more for the green products by the respondents

Table 8.1: Respondents Willingness to pay more

S. No	Reasons	No. of respondents	percentage
1	Enhance quality life	3	6
2	Environment protection responsibility	11	22
3	Potential increase of product value	2	4
4	Getting high level of satisfaction	21	42
	Total	37	74

From table 8.1, it is inferred that out of 37 respondents 42% of the respondents are getting high level of satisfaction by using green products and 22% of the respondents are willing to pay more since they have environment protection responsibility and 6% of the respondents pay more for enhancing quality life and 4% of them pay for potential increase of product value. Hence, 42% of the respondents are willing to pay more since they get high level of satisfaction by using green products.

The following table shows the reasons that respondents are not willing to pay more for green products

Table 8.2: Respondents Non Willingness to pay more for green products

S. No	Reasons	No. of respondents	percentage
1	Cannot see the benefits of those features	3	6
2	Product price is too high, cannot afford them	9	18
3	Environmental issues is a trick to attract the consumers	1	2
	Total	13	26

From the above table it is clear that among 13 respondents, 18% of the respondents feel the product price is too high, 6% of the respondents feel they cannot see the benefits of green features in the product and 2% of them feel it is a trick to attract the customers. Hence, 26% of the respondents feel the product price is too high.

The following table indicates the amount spent by the respondent’s monthly for the purchase of green products

Table 9: Monthly spending for purchase of green products

S. No	Amount spent	No. of respondents	percentage
1	Rs.2,500 - Rs.3,500	35	70
2	Rs.3,501 - Rs.4,500	10	20
3	Rs.4501 - Rs.5,000	3	6
4	Above Rs.5,000	2	4
	Total	50	100

From the above table, it is inferred that 70% of the respondents spend for purchase of green products between Rs.2, 500-Rs.3, 500, 20% of them spend between Rs.3, 501-Rs.4, 500, 6% of them between Rs.4501 - Rs.5, 000 and 4% of the respondent’s spend more than Rs.5000. Hence, 70% of the respondents spend between Rs.2, 500-Rs.3, 500 monthly for buying of green products.

The below table depicts the ranks assigned by the respondents through assumptions that who brings changes or protection to save the environment

Table 10: Bringing positive changes to our environment

S. No	Factors	Score	Rank
1	Educational institutions	168	2
2	Media	162	1
3	Government	198	3
4	Social organizations	202	4
5	Business people	204	5
6	Individuals/public	234	7
7	Politicians	232	6

From table 10, shows that the top rank is given to media which brings positive changes to the environment, followed by second rank to educational institutions, third to Government, fourth rank to social organizations, fifth rank to Business people, sixth rank to Politicians, and last rank given to Individuals/public. Hence, the top rank given to Media to bring positive changes to our environment.

Chi-Square Test

χ^2 is used to study the relationship between the Ages of the respondents with Sources of information, Factors helping identification of Green products and Opinion about Green products

Age of respondents Vs Source of information about green products

Null Hypothesis

There is no significant relationship between age of the respondents and Source of information about Green products

	Value	Df	Sig
Chi-Square	82.932	14	Significant

The calculated chi square value is 82.932 is greater than the table value (23.685) at 5% level of significance. Hence, the null hypothesis is rejected since there is significant relationship between the age of respondents and Source of information about Green products.

Age of respondents Vs Factors helping identification of green products

Null Hypothesis

There is no significant relationship between age of the respondents and the factors helping identification of green products.

	Value	Df	Sig
Chi-Square	62.795	10	Significant

The calculated chi square value is 62.795 is greater than the table value (18.307) at 5% level of significance. Hence, the null hypothesis is rejected as there is significant relationship between the age of respondents and factors which help in identification of Green products.

Age of respondents Vs Opinion about green products

Null Hypothesis

There is no significant relationship between age of the respondents and Opinion about Green products.

	Value	Df	Sig
Chi-Square	65.345	4	Significant

The calculated chi square value is 65.345 is greater than the table value (9.488) at 5% level of significance. Hence, the null hypothesis is rejected as there is significant relationship between the age of respondents and opinion about green products compared to other similar products.

Conclusion

A Study on consumer attitude towards going green – an empirical study in Coimbatore helped in identifying the

consumer attitude, awareness, buying behavior and level of satisfaction about green products, and their opinion about green products. Marketers need to understand the significance of eco-marketing and have to be very sensitive towards environmental and ethical aspects. On the other hand the marketers should make sure that their products are of high quality and competitively priced. These products should be integrated with thoughtful green marketing strategies that fulfill individual needs and maximize customer satisfaction.

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