



A study on consumers behaviour towards green products with reference to Mayiladuthurai town

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Abstract

Green technology is potentially important concept which plays a role to achieve the global sustainable development. Today the world needs a new serious innovation, which would lead for a better environment. The basic objective of the study is to realize the requirement of innovative green products for today's global market and also try to identify the negative impact of non-green products. For the purpose of the study, a particular Town (Mayiladuthurai town– Tamil Nadu State) has been selected, collected required data from various available resources, analysed with suitable statistical methods and identified facts. The study reveals that the so-called green products or organic products has more positive impact to the mankind's and helps to eradicate certain issues pertaining to green Products. It helps for the sustainable development.

Keywords: Consumer behaviour, green products, awareness of green products

Introduction

Indian literate and urban consumers are getting more aware about the merits of the Green products. But still, it is a new concept for the masses. The consumer needs to be educated and made aware of the environmental threats. The new green movements need to reach the masses and that will take a lot of time and effort. By India's Ayurveda heritage, Indian consumers do appreciate the importance of using natural and herbal beauty products. Indian consumers are exposed to healthy living lifestyles such as yoga and natural food consumption. In those aspects the consumer is already aware and will be inclined to accept the green products. India is already one of the largest economies in the world, and will continue its rapid urbanization and economic development over the next few decades. This is a cause for celebration, but one tempered by the recognition of challenges this growth presents rising consumption and demand for energy, increasing greenhouse emissions, and constraints on critical natural resources such as land, water and oil. Like all other countries, India needs to find a way to ensure energy and environment sustainability without compromising its economic and social development.

Scope of the study:

- The study is conducted in Mayiladuthurai Town. Total sample of size is 50 consumers of 18 to 65 age category are selected for the study.
- This study gives an overview of consumer perception towards green products.
- This study provides a full idea about the factors which drive people to buy green products.

Objectives

- To study the nature and states of green products: -.
- To study the factor that influences the consumers' buying decision towards green products.
- To access the expectation of the consumers' from the green products producers/manufactures.
- To measure the level of the consumers satisfaction towards green products in study area.
- To offer various suitable suggestion to increase the usage of green products.

Research methodology:

The study is undertaken at Mayiladuthurai town in Mayiladuthurai district. Convenience sampling method was used to select 50 respondents living in the Town and who make purchase for the products.

Sampling procedure:

Convenience sampling techniques is used to select samples

▪ Sampling method

Sampling method adapted is convenience sampling. samples are selected conveniently from different category of people, more realistic, different age group, profession, income etc.

▪ Sampling size

Sample size is of 50 peoples in Town area.

Source of data

▪ Primary data

Data which are collected for the first time and thus happen to be original in character. In this study, questionnaire was used as primary data.

▪ Secondary data

Secondary data are those which are already processed through this statistical process. Secondary data was from books, Journals and websites etc

Review of literature

Kumar (2019) attempted to know how one could make awareness among consumers about green marketing and to test consumer frame of mind towards eco-friendly/green products. The study focused on that marketers need to stress on green marketing as consumers are prepared to pay an exceptional cost for green products. The real mishap to green products in India is absence of instruction and deficient research work in the field of eco-accommodating products.

Sheikh, Mirza (2022) examined the consumer behavior towards green products and how they will settle on their green buy choice. The information was gathered from 200 respondents through poll and theories were tried utilizing Pearson connection. It was discovered that brand and sex

distinction have a frail association with consumer green behavior while value, quality and green marketing have an unequivocally positive one.

Data analysis and interpretation
Age of respondents

Table 1: Table showing age of respondents

	No. of respondents	Percentage
Below 30	45	90%
30-50	2	4%
Above 50	3	6%

Interpretation

From the table given above we can clearly state that most of the respondents are between the age categories of below 30, they belong to 90% of the respondents, 4% are between the age group 30-50 and 6% of respondents are of the age above 50 which consist of senior citizens too

Gender of respondents

Table 2: Showing gender of the respondents

	No. of respondents	Percentage
Male	19	38%
Female	31	62%

Interpretation

The table shows that, from the 50 respondents females are dominated by 62% and males are only 38%.

Awareness of green products among respondents

Table 3: Showing awareness of respondents about green products

	No. of respondents	Percentage
Very much	15	30%
Slightly	34	68%
nothing	01	02%

Interpretation

Above diagram depicts that 30% of respondents are very much aware about green products, 68% of people are slightly aware about green products, which is the dominating section and left 2% are not at all aware about green products

Respondents purchase of green products

Table 4: Showing respondents purchase of green products

	No. of respondents	Percentage
yes	35	70%
No	10	20%
No response	5	10%

Interpretation

Out of 50 respondents 35 of respondents used to buy green products and 10 of them do not buy these products and 5 are of neutral in nature.

Satisfactory level of respondents about the quality of green product

Table 5: Showing satisfactory level of respondents towards quality of the product

	No. of respondents	Percentage
Highly satisfied	14	28%
Satisfied	33	66%
Others	3	6%

Interpretation

28% of respondents are highly satisfied with the quality of products, 66% of respondents were moderately satisfied with the quality and 6% are of other opinion

Respondents ready to purchase Eco-friendly products more than the normal products

Table 6: Showing the respondents behaviour of purchasing the Eco-friendly products more than the normal products

	No. of respondents	Percentage
Yes	23	46%
No	9	18%
May be	18	36%

Interpretation

The above table shows that 46% of the respondents are ready to purchase Eco friendly products more than the normal products and 18% of the respondents are not ready to purchase Eco friendly products more than the normal products and the rest 36% of the respondents might be ready to purchase Eco friendly products more than the normal products.

Impact of green products in reducing environmental pollution

Table 7: showing green products will reduce environmental pollution

	No. of respondents	Percentage
Yes	37	74%
No	10	20%
No response	3	6%

Interpretation

The above diagram shows that 74% of the respondents is of the opinion that the concept of green products will reduce environmental pollution, 20% of the respondents are not agreed with this and 6% of respondents have no response towards this statement.

Findings

- More than 50% of the opinion that might buy green products even after increasing the price, and more than 75% of consumers are satisfied with the quality of these products.
- 72% of consumers think that green products will reduce environmental pollution and also enhance the quality of life. Only a minor percentage of consumers thinks that products are not good for the environment.
- 78% of Consumer's agree with the statement that green products are really eco-friendly and only 2% of Consumer's completely disagree with this statement.
- May of the percentage of consumer prefer to buy green products directly from the manufacturer's, because they think that reliable products can be brought from them 32% of consumer are willing to buy it from anywhere.
- While ranking the source of getting awareness products advertisement got first rank, second rank goes to family and friends and only a 18% of respondents says that the source of awareness is from others.
- 82% of consumer says that government should take necessary steps to promote green products and in case

of companies attitude towards producing green products more than 50% of consumers think that they are not sincere in promoting green products.

- In the green category, majority of Consumer's buy home products and 20% buy cosmetics, 16% buy Consumer's durables and only a few percentages prefer other products.
- When purchasing a product Consumer's prefer more to buy green product but that most restriction of choosing product is expensive and unaware about green product
- 78% of Consumer's recommend green products to others and more than 60% of respondents are satisfied with the quality of products.

Suggestions:

- Govt should conduct awareness programs and campaigns to educate consumers about green products.
- Encouragement and subsidies should be provided to Manufactures to produce green products.
- Media should increase their role towards green products. There should be advertisement which shows the the importance of green products.
- Rules and regulations should be made for strict in the case of using Environment friendly products.
- Education about green products should be given from school levels and manufactures should also get proper information and training to produce green

Conclusion

The objective of this study was to present some insights regarding factors that influence consumer's perceptions and willingness to pay for green products. The most significant factors found were personal benefit, price, and convenience of use, performance, availability, concern for environment and health concern. These factors along with product category has significant influence in determine the total premium that an individual was willing to pay for green products. The result, thus, should be able to assist the governments, policymakers, producers and marketers in taking into consideration the market potential of the product categories for which consumer are willing to pay premium. Results of the study indicate that the majority of the consumers appeared to be aware of the concept green, though there were some differences as far as understanding of the concept green was concerned.

To promote green products and practices education campaigns needs to be designed keeping in mind the message content that should reflect importance of safety, health and personal benefits. Government should strengthen its effort in informing the public about safety issues and policies related with the concept green by exploring mass and social media. In addition, government authorities should put their efforts in promotions consumers' awareness and positive perceptions towards green products. A certification system should be created whereby marketers would be granted certificate only if their products are guaranteed to have met the safety requirements. The local policymakers should also consider making environmental certification a mandatory requirement throughout all industry.

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