

CONSUMERS PURCHASE BEHAVIOR AND PERCEPTION TOWARDS GREEN PRODUCTS

Dr.R. Ramanan, M.Com, M.Phil,Ph.D

Government Arts and Science College for Women –Bargur, Krishnagiri

shivavikas2011@gmail.com

Abstract— Green consumerism has increasingly more received thought since the improved level of consumer awareness towards green products. Therefore, the aim of this paper had been to observe the influence of consumer awareness of green products on green pay for intention. In this study, perception of green products was conceptualized as a multidimensional changeable comprised of green commercial awareness, eco-label, green marketing, green packaging, and green product value. By using a survey, a total of 140 questionnaires from respondent. The results of the study point out that there is significant variation between socio-economic characteristics of consumers and their perception towards eco-friendly products. Consumers are aware about availability of such products but awareness needs to be created properly about benefits, labels used and availability of such goods to increase its consumption. In contrast to many study conducted by researchers, it has been found that only annual family income had significant manipulate on perception of the respondents towards eco-friendly products. Other demographic factors such as age, gender, education and profession did not have significant impact eco-friendly perception of the respondents. Therefore, it is important for marketers of eco-friendly products to include these aspects in their promotional strategies to inspire consumers to purchase eco-friendly products..

Keywords— Include at least 5 keywords or phrases

I. INTRODUCTION

Green consumer is the pronouncement process and physical movement individuals engage in when evaluating, acquiring, using, or disposing of goods and service. Consumer analysis seeks to determine the accepting currents and cross currents in the green consumer's minds .it focuses on the causes rather than the result of helpful marketing strategies and tactics employed by the firms that are successful in the market.

Environmentalism is emerging very fast as a key international phenomenon during the last decade due to boost in environmental apprehensions and natural pressures from non-governmental organizations, environmentalists and government agencies (Jain and Kaur, 2004; Samhat et al, 2000). This phenomenal increase in environmentalism is motivating consumers to demand the environmental friendly products (Sheu et al, 2010).

With the augment in the technologies there has been a raise in the business activities which has affected the surroundings harmfully. The environment has been demoralized extensively; this over growth of environment has resulted in weather change, universal warming, pollution, depletion of the ozone layer etc. These issues have raised concerns to protect our environment which has led to the concept of going green. Government has introduced policies to save the environment from further poverty and so has the corporations opted for environmentally friendly practices. One of the first steps that were taken regarding this ecological concern was to introduce products that were thought to environmental friendly and had effective status for consumers (D'Souza et al., 2006).

These products have optimistic effects on the surroundings as they are less toxic, environmental, recyclable, force efficient, renewable due to which they are termed as "Green Products". Since of the negative effects on environment, green advertising behavior have been a major tool that is utilized by various organizations, which have brought about a change in buyers' purchasing come up to towards green items (Cohen, 1973).Green behavior is the selection made by the consumers whether to buy an eco-friendly product or not. A consumers fear towards a safe environment has been regularly rising. Nowadays the market contains a wide variety of products that are environmentally safe. The purchase activities of the consumers depends on the beliefs and the awareness of the consumer towards.

II. REVIEW OF LITERATURE

Cheah and Phau (2011) study that the influence of eco-literacy, interpersonal influence and value orientation on consumer’s attitude towards environmentally friendly products and found that these factors had strong associate relationship with attitudes of consumers. Raksha and Shaw (2012) studied whether brand commitment of consumers influenced the consumer’s attitude on environmental-friendly initiatives of organizations and suggested that companies should involve in more activities to attract consumers. Kumar and Anand (2013) study that there was significant connection between environmental behaviour and environmental understanding of consumers and there was significant relationship between personal norms and purchase objective of consumers about eco-friendly paper. Besides, there was significant relationship between environment-friendly approach of consumers and their acquire intention towards eco-friendly paper. Geetha and Jenifer (2014) found that the benefit for health, quality and reliability, variety and quantity, environment and ambience, customer services and friendship recommendation were the factors influencing consumer’s purchase of eco-friendly products.

III.OBJECTIVES OF THE STUDY

1. To examine the consumer buying behaviour about green products.
2. To analyse the buying perception of consumer behaviour of green products.
3. To study consumer preference towards green products

IV.SCOPE OF THE STUDY

The present study highlights consumer buying behaviour about green products, buying observation of consumer behaviour of green products. The green products replace the non-natural ingredients with natural ingredients and there are contributing to protecting in the environment and in safeguard of in our Nation. The present study is Consumers Purchase Behavior and perception towards Green Products in Salem city.

V. RESEARCH METHODOLOGY

The Salem city in Tamil Nadu has been purposively selected for the present study for consumer buying behaviour about green products. The data have been collected from 140 consumers of eco-friendly products by adopt random sampling method the questions are evaluated by using Likert five point scale (5 = strongly agree and 1 = strongly disagree). To complete the objectives of the study and percentage analysis, have been used.

VI.DATA ANALYSIS AND DISCUSSION

A descriptive research was undertaken to meet the objectives of this study with the collection of both secondary and primary data.

TABLE - 1

Demographic characteristics of the green consumers

Particulars	Variable	No. of Respondents	Percentage
Age	Below 25	21	15.0
	26-30	30	21.4
	31-35	25	17.9
	Above 36	64	45.7
	Total	140	100.0
gender	Male	69	49.3
	Female	71	50.7

	Total	140	100.0
Marital status	Married	100	71.4
	Unmarried	40	28.6
	Total	140	100.0
Educational Qualification	Up to school level	17	12.1
	Graduate/diploma	36	17.9
	Post Graduate	62	44.3
	profession	25	25.7
	Total	140	100.0
Family income	Below Rs 25,000	13	9.3
	Rs25000-Rs50000	26	18.6
	Rs50000-Rs75000	97	69.2
	Above Rs75000	4	2.9
	Total	140	100.0

Source: primary data

The above Table shows that out of the total 140 sample respondents 45.7 per cent of the respondents are in the age group of above 36 years, 21.4 per cent of the respondents are in the age group of 26 – 30 years. 50.7 per cent of the respondent belongs to female category and 49.3 per cent of the respondents belong to male category. Among the 71.4 Per cent of the respondents are married and 28.6 per cent of the respondents are unmarried. 44.3 per cent of the respondents are graduates, 25.7 per cent of the respondents are post graduates, 17.9 per cent of the respondents fall in the category of 10th – 12th std, 6.4 per cent of the respondents fall in below 10th std, 5.7 per cent of the respondents fall in others category. Majority 69.2 percent of the respondent has Rs50000-Rs75000.

PERCEPTION TOWARDS ECO-FRIENDLY PRODUCTS

observation of the respondents have been measured for eco-friendly products by asking statements such as, are good for environment, have better quality/performance, are high priced, are well promoted, easy to distinguish and finally appreciate the package/design of such products.

TABLE-2

PERCEPTION TOWARDS ECO-FRIENDLY PRODUCTS

Factors	Highly satisfied %	Satisfied %	Neither %	Dissatisfied %	Highly dissatisfied %	Total %
Have better quality/performance	14.24	50.48	30.36	2.0	1.90	100
Are good for the Environment	37.10	55.29	7.67	0.9	-	100
Are high priced	24.76	47.52	22.95	8.76	2.00	100

Are well promoted	30.38	25.76	21.95	10.43	11.48	100
Easy to distinguish	12.38	35.29	29.57	14.24	10..52	100
Appreciate package/design	19.10	30.43	31.33	15.33	3.81	100

Source: primary data

The above table shows that roughly, 91% respondents agree that environmental products are good for the environment and do not harm it in any way. Only 9% respondents believe that such products are not good for the surroundings. Hence, only marginal proportion of the respondent believes that eco-friendly products are not good for the environment. Majority of the respondents i.e. 64% believe that the eco-friendly products are better in terms of quality and performance as compared to conventional ones. Almost 30% are not aware about the performance or quality of such products. It could be because they might have never used eco-friendly products. When asked to the respondents that the eco-friendly products are high priced, 74% agreed to it and 22% gave neutral response as they might not be aware about the price of such products

Only 55% of respondents agreed that eco-friendly products are well promoted. But big 21% respondents showed disagreement towards the statement probably they have not seen advertisements of such products. Approximately, 47% respondents feel that they can distinguish between eco-friendly products and conventional products. 51% respondents showed disagreement and neutral response as they might not be able to distinguish between eco-friendly and conventional products. 50% of the respondents appreciated the package or design of the eco-friendly products. Almost, 33% gave a neutral response probably because they have never seen or purchased eco-friendly products

GREEN PRODUCTS PURCHASE BEHAVIOUR OF CONSUMERS

From the Principal Component Analysis, three groups were obtained and the statements were analysed and are given below in the following TABLE – 4

TABLE-4

GREEN PRODUCTS PURCHASE BEHAVIOUR OF CONSUMERS

Behaviour	No. of the Respondents Percentage													
	1	2	3	4	5	6	7	8	9	10	11	12	13	Total
I wish to see less packaging Waste	13 (9.3)	21 (15.1)	24 (17.1)	13 (9.3)	14 (10.0)	20 (14.3)	8 (5.7)	8 (5.7)	6 (4.3)	2 (1.4)	6 (4.3)	3 (2.1)	2 (1.4)	140 (100)

green issues are consumers' responsibility	22 (15.7)	12 (8.6)	25 (17.9)	18 (12.9)	22 (15.7)	14 (10.1)	5 (3.6)	7 (5.0)	3 (2.1)	3 (2.1)	3 (2.1)	3 (2.1)	3 (2.1)	140 (100)
green issues are an crisis issue	21 (15.0)	18 (12.8)	20 (14.2)	13 (9.3)	13 (9.3)	17 (12.2)	11 (7.8)	4 (2.9)	6 (4.3)	5 (3.6)	2 (1.4)	4 (2.9)	6 (4.3)	140 (100)
I am troubled about how all of my activities	30 (21.4)	32 (22.9)	15 (10.7)	15 (10.7)	9 (6.4)	8 (5.7)	10 (7.2)	7 (5.0)	6 (4.3)	7 (5.0)	-	-	1 (0.7)	140 (100)
production of green products will eventually increase	10 (7.1)	11 (7.9)	7 (5.0)	14 (10.0)	15 (10.7)	18 (12.9)	17 (12.1)	8 (5.7)	8 (5.7)	10 (7.1)	10 (7.1)	7 (5.0)	5 (3.7)	140 (100)
Green products that are packaged in an recyclable	18 (12.9)	16 (11.4)	8 (5.7)	21 (15.0)	14 (10.0)	10 (7.1)	12 (8.6)	15 (10.7)	7 (5.1)	9 (6.4)	4 (2.9)	3 (2.1)	3 (2.1)	140 (100)
Green product usually comes smaller in part but higher in Prices.	-	-	-	1 (0.7)	1 (0.7)	5 (3.6)	5 (3.6)	13 (9.3)	18 (12.9)	21 (15.0)	23 (16.4)	23 (16.4)	30 (21.4)	140 (100)
eco-friendly product cost are same	6 (4.3)	4 (2.9)	7 (5.0)	4 (2.9)	14 (10.0)	8 (5.7)	24 (17.1)	11 (7.9)	15 (10.7)	10 (7.1)	15 (10.7)	17 (12.1)	5 (3.6)	140 (100)
I'm ready to pay more for green products	3 (2.1)	2 (1.4)	3 (2.1)	6 (4.3)	4 (2.9)	8 (5.7)	8 (5.7)	11 (7.9)	19 (13.6)	22 (15.7)	9 (6.4)	18 (12.9)	27 (19.3)	140 (100)
vary my lifestyle by purchasing green products	11 (7.8)	9 (6.4)	11 (7.9)	4 (2.9)	9 (6.4)	11 (7.9)	11 (7.9)	24 (17.1)	15 (10.7)	12 (8.6)	9 (6.4)	8 (5.7)	6 (4.3)	140 (100)
choose to buy Green products	3 (2.1)	8 (5.7)	12 (8.6)	12 (8.6)	9 (6.4)	5 (3.6)	10 (7.1)	12 (8.6)	13 (9.3)	14 (10.0)	17 (12.1)	16 (11.4)	9 (6.5)	140 (100)
product from a brand that has a green image	2 (1.4)	4 (2.9)	5 (3.6)	7 (5.0)	8 (5.7)	11 (7.9)	10 (7.1)	11 (7.9)	17 (12.1)	12 (8.6)	14 (10.0)	17 (12.1)	22 (15.7)	140 (100)
I'm alert that a strong brand	1 (0.7)	3 (2.1)	3 (2.1)	12 (8.6)	8 (5.7)	5 (3.6)	9 (6.4)	9 (6.4)	7 (5.0)	13 (9.4)	28 (20.0)	21 (15.0)	21 (15.0)	140 (100)

The above Table shows that thirteen influencing factors were listed down in the questionnaire. Out of the 140 sample respondents for the factor “packing waste” 9.3 per cent of the respondents have given 1st Rank, for the factor “ green consumer responsibility” 15.7 per cent of the respondents have given 1st Rank, for the factor “green issue” 15.0 per cent of the respondents have given 1st Rank, for the factor “activates ” 21.4 per cent of the respondents have given 1st Rank, for the factors “increase the green product” 7.1 per cent of the respondents have given 1st Rank, for the factor “packed recyclable” 12.9 per cent of the respondents have given 1st Rank, for the factor “cost are same” 4.3 per cent of the respondents have given 1st Rank, for the factor “pay to ready” 2.1 per cent of the respondents have given 1st Rank, for the factor “ lifestyle changes” 7.8 per cent of the respondents have given 1st Rank, for the factor “choose

the green product” 2.1 per cent of the respondents have given 1st Rank, for the factor “green image” 1.4 per cent of the respondents have given 1st Rank, for the factor “ strong brand” 0.7 per cent of the respondents have given 1st Rank

VII. CONCLUSIONS

The study has been undertaken with the consumer’s observation and purchase behaviour of green products. The outcomes of the study indicate that there is significant difference between socio-economic characteristics of consumers and their perception towards eco-friendly products. Consumers are aware about availability of such products but awareness needs to be created properly about benefits, labels used and accessibility of such products to increase its consumption. In contrast to many study conducted by researchers, it has been found that only annual family income had significant influence on perception of the respondents towards eco-friendly products. further demographic factors such as age, gender, education and occupation did not have significant impact eco-friendly perception of the respondents Therefore, it is important for marketers of eco-friendly products to include these aspects in their promotional strategies to motivate consumers to purchase eco-friendly products. This reveals that consumers are enthusiastic to purchase eco-friendly products because those products are safer and good for health and have superior quality. Therefore, it is important for marketers of eco-friendly products to include these aspects in their promotional strategies to motivate consumers to purchase eco-friendly products

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