

# Awareness, Attitude and Problems Faced by the Consumers on Green Products

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## Abstract

Green marketing comprises the emerging and advertising the goods & services that satisfy the buyer necessity for reliable price, easy availability and quality of the product without having a destructive influence on the environment. This study aims to know the perception of green product towards consumer behaviour. Primary data were collected to use structured questionnaires and analysed to use descriptive statistics as well as average rank analysis and average score analysis for independence. The study found that respondents were mentioned the green products are available only at high price as main problem. Similarly, the respondents also worried about lack of reliable quality measures on the green products. Among the type of the green products, respondents were greatly aware of personal care type of green product.

**Keywords:** Green marketing, Environment-Friendly, Destruction, Consumer Behaviour

## Introduction

Green product is a product that guards the environment and substitutes the non-natural components with natural ones and is also called Eco - friendly products. These are fewer injurious to human healthiness and they conserve vitality. Going green products while in use, help preserve energy, diminish carbon foot mark or the emission of greenhouse gases, and does not lead to substantial toxicity or pollution to the environment. These products cut down on consumer energy consumption and improve utility production.

## Statement of the Problem

The natural resources of the earth have to be used thoughtfully to satisfy the human needs causing minimal environmental damage. If not followed then the mankind will face many consequences of environmental deprivation. The general public and the government, individuals and groups, consumers and producers, young and old should participate in all concerns. Trades will incur extra costs in pursuing eco-friendly green developments that will however be cost-effective in time. To gain a more complete understanding of the key factors influencing environmentally mindful purchases, consumers are examined about their purchase intentions and attitudes towards environmental sustainability.

## Review of Literature

Dr. D. Geetha & D. Annie Jenifer (2014) in their paper on “A study on consumer behaviour towards purchase of environmental -friendly products in Coimbatore” examined the outcome of environmental– consumers buying behaviour and friendly products. To up hold environmental – friendly products and green market it is imperious to conduct a research study. This study ware conducted in Coimbatore city selecting 100samplegreen consumer. This study found that the maximum of the consumers in Coimbatore are aware of environmental issues and green products in the market.

There is a positive approach and behaviour towards environmental – friendly products. Prof. Nandini Desa (2015) in his study on “A Study of Consumer Awareness Towards Eco Friendly Buildings in Pune City” analysed the responsiveness level and to present a snapshot of growths and important features of Eco- friendly buildings. The survey method of data collection was used. The analytical study showed that people do not possess clarity on the importance of eco-friendliness and also lack interest to take initiative for understanding the same. The study declared that majority of the people lack knowledge on the various certification programs offered by the Pune city.

## Objectives of the Study

1. To study the awareness of the respondents using green products.
2. To analyse the problems faced by the respondents in buying green products.

## Statement of the Problem

Indian consumer is increasingly conscious on the benefits of environmentally friendly and sustainable practices; the environment issues that are faced in their day to day living that give more cause for concern. Indian shoppers are increasingly becoming aware of what goes into a product and prefer to buy goods that use raw material that are not harmful to the environment. With regard to product attributes, environmental consideration is the key factor influencing buying decision among the consume. To gain a more complete understanding of the key factors influencing environmentally

mindful purchases, consumers are examined about their purchase intentions and attitudes towards environmental sustainability. The main issues examined includes

- What are green products and their awareness?
- Does the consumer’s behaviour have any impact on environment?
- Whether the consumer’s buying behaviour have significant influence in purchasing green products?
- What is the level of satisfaction derived after consuming green products?
- What are the barriers perceived by the consumers that prevent them from buying green products?

## Scope of the Study

Green marketing will be successful only if the marketer understands the green consumer behaviour. The concept of green consumption has come into existence in response to the development of eco-friendly products. Eco-friendly environment and eco-friendly consumption form the healthy side of life. Eco-friendly products/green products mean products should be environmentally compatible having minimal impact on the environment. This is the responsibility of the companies to produce eco-friendly products. The reason behind this concept is that consumer expects corporate culture should transform toward the protection of the environment rather than maximization of profits. The study attempts to examine the consumer’s perception and satisfaction on green products. It also concentrates on the problems faced by the consumers in the consumption of green products.

## Research Methodology

### Area of Study

Tirupur is a city in the Kongu Nadu region of the Indian State of Tamilnadu.

### Source of Data

To attain the purposes of the study primary and secondary data were collected. The primary data have been composed from the customers using green products in Tirupur city. The secondary data have been collected from books, journals, magazines and from Internet sources.

### Sampling Technique

The study adopted convenience sampling technique.

### Statistical Tools and Techniques

The present study formed the basis of the identification of the related statistical techniques. They are listed as follows:

- Average Score Analysis
- Average Rank analysis

### Limitations of the Study

- The generalization of the finding is not applicable to any similar situation.
- The present study focuses only on the consumer perception and satisfaction on green products in Tirupur city. This study is not applicable to any other geographical location.

### Analysis & Interpretation

#### Source of Awareness to Evaluate on Green Products

**Table 1 Source of Awareness**

Sources	No. of Respondents	%
Family Members	251	18.65
Relatives/Friends	317	23.55
Neighbours	118	8.77
Colleagues	70	5.20

Dealers	20	1.49
Television Commercials	276	20.51
Internet Commercials	28	2.08
Print Media Commercials	266	19.76
<b>Total</b>	<b>1346</b>	<b>100</b>

**Source:** Primary Data

It is evident from the table 23.55 per cent of the respondents were conscious of the eco-friendly products through relatives/friends, 20.51 per cent of the respondents were aware through television commercials, 19.76 per cent of them were aware through print media commercials, 18.65 per cent of the respondents were aware through family member. 8.77 per cent of the respondents were aware through neighbors, 5.2 per cent of them were aware through colleagues, 2.08 per cent of them were aware through internet commercials and 1.49 per cent of the respondent's conscious of the eco- friendly products through dealer.

#### Awareness of Green Product

Lot of green products are obtainable in the market and out of which only five kinds of products have been chosen for evaluation in this thesis. The product lines chosen are 'household', 'cosmetics', 'personal care', 'stationeries and 'apparel' respectively. Table No.02 shows the level of responsiveness towards green products by the respondents.

**Table 2 Awareness of Green Products**

Product	VH	H	M	L	VL
Household	54 (9.00)	290 (48.33)	225 (37.50)	22 (3.67)	9 (1.50)
Cosmetics	97 (16.17)	244 (40.67)	147 (24.50)	98 (16.33)	14 (2.33)
Personal care	147 (24.50)	192 (32.00)	175 (29.17)	59 (9.83)	27 (4.50)
Stationeries	32 (5.33)	173 (28.83)	142 (23.67)	85 (14.17)	168 (28.00)
Apparel	117 (19.50)	225 (37.50)	160 (26.67)	54 (9.00)	44 (7.33)
Overall	(14.90)	(37.47)	(26.67)	(10.60)	(8.73)

**Source:** Computed Figures in parenthesis indicate percentage

The above table depicts the level of awareness about the green products selected for this study. The result states that 48.33 per cent of respondents were highly aware about the household based green products, 40.67 per cent of them were highly aware of green products in cosmetics, 32 per cent of them were highly aware of personal care related green products. Similarly, 28.83 per cent of them were

highly aware of green products in stationeries and 37.5 per cent of them were highly aware of green products in apparel. Mostly (37.47 per cent) of the respondents were highly aware of green products considered in this study. Among those products, household related products awareness seems higher. This influence might happen due to a greater number of women respondents' participation in this research.

**Table 3 Sources Influenced to Purchase Green Products**

Source	HI	I	N	NI	HNI
Green blogs and online forums	54	337	147	48	14
	9.00%	56.17%	24.50%	8.00%	2.33%
Shopping websites	60	313	153	56	18
	10.00%	52.17%	25.50%	9.33%	3.00%
Specialized reports	57	228	231	55	29
	9.50%	38.00%	38.50%	9.17%	4.83%
Documentaries on TV	101	263	105	103	28
	16.83%	43.83%	17.50%	17.17%	4.67%
Company websites	74	247	142	109	28
	12.33%	41.17%	23.67%	18.17%	4.67%
Online product reviews	154	247	81	99	19
	25.67%	41.17%	13.50%	16.50%	3.17%
Recommendations	238	212	71	60	19
	39.67%	35.33%	11.83%	10.00%	3.17%
Print media	202	200	82	91	25
	33.67%	33.33%	13.67%	15.17%	4.17%
TV advertisements and infomercials	242	250	82	22	4
	40.33%	41.67%	13.67%	3.67%	0.67%
Word of mouth	286	234	63	10	7
	47.67%	39.00%	10.50%	1.67%	1.17%
Overall	24.47%	42.18%	19.28%	10.89%	3.19%

Source Primary Data (HI-Highly Influenced, I-Influenced, N – Neutral, NI-Not Influenced, HNI-Highly Not Influenced)

The above table depicts the list of possible sources, which may influence to purchase the green products. Key finding states that most (42.18%) of the respondents were influenced through the factors considered for evaluation. Among those factors, word of mouth, recommendations and print media advertisements are highly influencing the respondents. Therefore, it is suggested that the manufacturers and dealers should concentrate on the highly influential factors.

**Problems Associated in Buying the Green Products**

Every consumer product must consider the problems associated with the products. This activity may help to reduce the complaint history and improve the brand loyalty among consumer. The following table shows the sequence of problems associated in buying the green products mentioned by the respondents.

**Table 3 Problems faced in buying Green Products**

Problems	R-1	R-2	R-3	R-4	R-5
High Price	236 (39.3)	81 (13.5)	150 (25.0)	66 (11.0)	67 (11.2)
Lack of Promotion	129 (21.5)	124 (20.7)	94 (15.7)	141 (23.5)	112 (18.7)
Product Complaints	84 (14.0)	92 (15.3)	116 (19.3)	187 (31.2)	121 (20.2)
Lack of Reliable Quality Measures	81 (13.5)	179 (29.8)	140 (23.3)	112 (18.7)	88 (14.7)
Lack of Awareness	73 (12.2)	121 (20.2)	103 (17.2)	91 (15.2)	212 (35.3)

**Source:** Computed Figures in parenthesis indicate percentage

It is observed from the above table that 39.3 per cent of the respondents were mentioned high price as rank -1, 23.5 per cent of them were mentioned lack of promotion as rank - 4 and 31.2 per cent of them were mentioned product complaints as rank - 4. Similarly, 29.8 per cent of them were mentioned lack of reliable quality measure as rank - 2 and 35.3 per cent of the respondents were mentioned lack of awareness on the green products as rank - 5. Nearly 39.3% of the respondents were mentioned high price as main problem. Similarly, the respondents also worried about lack of reliable quality measures on the green products. Hence, it is suggested to companies and government that this kind of frustrations should be avoided as quickly as possible for better prospect.

### Summary of Findings

- Nearly 23.55 per cent of respondents were aware of the green products through relatives/friends; followed by television commercials (20.51%), print media commercials (19.76%), family members (18.65%) and neighbours (8.77%). The resultant table depicts that the dealers are less contributing or attracting very less compared to other categories. Despite the initiatives on print media and television commercials, the dealers should take additional efforts, which should not be focusing only on profit. They might consider and promote the green products for social cause. Thereby, the dealers can enhance the consumer loyalty.
- Most (39.3%) of the respondents were mentioned the green products are available only at high price as main problem. Similarly, the respondents also worried about lack of reliable quality measures on the green products.

### Average Score Analysis

- The respondents were aware of the list of green products considered for this study. Among the type of the green products, respondents were greatly aware of personal care type of green product.

### Average Rank Analysis

- The green products are now selling at high price, which is considered as a main problem.

### Suggestions

- Organisations both Private and Public are a strong forecaster that plays a significant role in inspiring customers to go green and hold green purchasing behaviour. They could prove their contributions and provisions by taking initiative to expand consumer awareness of green products by creating effective green marketing campaigns or environmental-related activities such as energy conservation to contribute for a better workable environment.
- The price of the green products should be affordable to encourage purchase.
- It is suggested that the consumers may develop the attitude to pay premium value for green products.
- The consumers may use the green products which are renewable and recyclable to protect the environment.

### Scope for Further Research

Only the environmental concerns influencing purchase attitude of the consumers shall be taken for the study considering different geographical areas and reviewing the results. The green product bought by the respondent was judged by the respondents'

perception. The perceived green products should be defined clearly on more specified industries. This is because factors identified could be varied among different industries. This research can be followed by measuring the influence of those factors, so that policy on educating consumers about green products can be systematically and effectively implemented by company, green-conscious institution, education institution, and government.

The study undertaken on the title has brought in its wake a series of openings that can be utilized in future as a fertile ground for further research. Some of the areas has outlined below:

- A deeper research can be undertaken on the eco - label and eco – certification of Green Products.
- A study can be made on Green Advertising and Its Impact on Consumer Skepticism and Purchasing Patterns.
- A further study can be made on the usage of a corporate blog as a tool for enhancing consumer brand knowledge and consumer brand emotion towards Green Products..
- A comparative study can be made on green products and non – green products.

## Conclusion

Government and non-government organizations are the strong predictors who plays an important role in encouraging consumers to go green and embrace green purchasing behaviour. Marketers on the other hand should play their role to make sure that their products are of high quality and competitively priced. Green products should be integrated with thoughtful green marketing strategies that fulfil individual needs and maximize customer satisfaction.

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