

Perception towards Green Products In Karur District

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ABSTRACT

India is the second largest country in the case of population. Due to excessive extraction of natural resources, use of heat emitting instruments and deforestation, nature is causing some drastic effects on India. Hence, everyone has diverted their attention towards the protection of environment thereby keeping them protected from the ill effects of diseases and natural calamities. In order to protect the environment, people are changing their attitude towards the purchase of environmentally friendly products i.e. green products. In this background, it has been decided to carry out a research on the perception level of consumers towards green products in Karur district of Tamil Nadu. For the purpose of analysis, data has been collected from 100 respondents and was analyzed by using percentage analysis and Chi-Square Test and Ranking Analysis. The study concludes with findings and suitable suggestions.

Key words: Green products, Consumers, Awareness and Factors

1.1 INTRODUCTION

Environmental issues like global warming, depletion of natural resources, changing weather, are most talked about issues now a day. Climate change is the major threat faced by the people in the recent times. This may directly or indirectly affect the way one behaves, specifically while making a purchase decision. The greediness of a human being and desire to get maximum with minimum resulted into a ruining the essential supporting systems of life i.e. land, water and air (Smith, 2009). The environment has become a mainstream issue and consequentially consumers are becoming more concerned about their habits and the effect that these

have on the environment (Krause, 1993). Hence, the impact of environmental problems now more clearly visible to one and is resulting into desire to do something in one form or the other (Sanjeev Kumar et al, 2012).

1.2 STATEMENT OF THE PROBLEM

In this present world all the natural resources are over consumed. Due to this, the world is facing a huge problem of drastic climate change. Therefore, the traditional production and consumption pattern have in decreasing trend and people realized the importance of using green products. Though there are many number of sustainable and green products in the market, people still have lot of problems in choosing the right products due to lack of awareness and perception. Thus, in the present study, an attempt has been made to know whether the consumers are having awareness about green products and what are the factors influencing them to purchase green products in Karur district of Tamil Nadu.

1.3 OBJECTIVES OF THE STUDY

The present study has been carried with the following objectives

1. To study the socio-economic characteristics of green product consumers.
2. To know the awareness level of consumers towards green products.

1.4 SCOPE OF THE STUDY

The present study is limited to Karur district in Tamil Nadu, India. Karur is one of the export hubs of Tamil Nadu. It is predominantly an agricultural region in the Cauvery delta. No comprehensive study has been made so far in this district towards the perception of consumers towards green products and their behaviour. Therefore, study is an important one for the consumers as well as the marketers.

1.5 METHODOLOGY

The present study is of both descriptive and analytical in nature. Closed ended questionnaires have been used for primary data collection. Primary data has been collected from 100 consumers following non-probability purposive sampling method due to unavailability of population source. The primary data required for the study have been collected from September, 2017 to March, 2018. Secondary data sources include information from journals, books, magazines and websites. Descriptive statistics like percentage analysis has been used to describe the socio-economic and demographic variables of the sample respondents, and to analyze the awareness level of consumers about green products, Chi-Square test has been used.

2. REVIEW OF LITERATURE

D.Geeta (2014) concluded that the consumption level of the consumers are very high and are not sustainable. Hence there is a need for green marketing to change the consumer's behavior and attitude towards more environmental friendly life styles. **S.K.Gujral (2016)** stated that marketer should also take initiatives in the case of marketing of green products. **Farideddin Allameh Haery et al., (2013)** found that the green marketing has significantly influenced the intention of the consumers while purchasing the green products. **Monika Koller et al., (2011)** found that the customers' loyalty was not the perception or importance of ecological values on the purchase of green products.

3. DATA ANALYSIS AND INTERPRETATION

Concerns related to the environment are evident in the increasingly environmentally conscious market place. The environmental concern which includes food safety, human health, environmental impact (Yiridoe et al, 2005) and availability of product information also support the intention to buy. Socio economic factors are the

most responsible efficient selection and utilization of green products. The socio economic background has been defined and described in the following section in order to understand the awareness level of consumers towards the green products. The parameters such as age, gender, education, occupation, monthly income, nature of family, number of members in the family and number of earning members in the family are considered in the present study to understand the socio-economic and demographic profile of the respondents. In order to analyze the awareness level, ten factors have been asked. They are Reusable water bottle, LED Bulbs, Recyclable paper, Green stationary, Disposal glasses, Recyclable plastics, E-Bike/Cycles, Solar Power, Paints and Energy saving electronic equipments. If a respondent is aware about a green product, a score of 3 is allotted, 2 for neutral and 1 for unaware. The maximum score that is assigned by the respondent for all the ten factors is 30 and the minimum score of 10. The respondents who scores equal to and above 15 are classified as having high level of awareness and those who scored below 15 are classified as having low level of awareness. Significance of the awareness level of consumers towards Green products is analyzed by using Chi-Square test. The results are exhibited in the following tables.

AGE AND AWARENESS

H₀: There is no significant relationship between Age and Awareness

TABLE 1
DISTRIBUTION OF SAMPLE RESPONDENTS ACCORDING TO THEIR
AGE AND LEVEL OF AWARENESS

AGE (in years)	AWARENESS LEVEL		TOTAL
	HIGH	LOW	
Upto 25 years	22(34.4)	42(65.6)	64(100)
Between 26 to 40 years	5(25.0)	15(75.0)	20(100)
Above 40 years	4(25.0)	12(75.0)	16(100)
Total	31(31.0)	69(69.0)	100(100)

Source: Primary Data $\chi^2 = 0.947$ (Insignificant); **H₀** Accepted

Table 1 depicts that majority of the sample respondents belonging to the category of upto 25 years of age and is having low level of awareness about green products. Chi-Square test confirms that there is no significant association between age and awareness.

GENDER AND AWARENESS

H₀: There is no significant relationship between Gender and Awareness

TABLE 2
DISTRIBUTION OF SAMPLE RESPONDENTS ACCORDING TO THEIR
GENDER AND LEVEL OF AWARENESS

GENDER	AWARENESS LEVEL		TOTAL
	HIGH	LOW	

Male	9(22.0)	32(78.0)	41(100)
Female	22(37.3)	37(62.7)	59(100)
Total	31(31.0)	69(69.0)	100(100)

Source: Primary Data $\chi^2 = 2.660$ (Insignificant); H_0 Accepted

Table 2 indicates that majority of the sample respondents belonging to the category of female and is having low level of awareness about green products. Chi-Square test confirms that there is no significant association between gender and awareness.

EDUCATIONAL QUALIFICATION AND AWARENESS

H_0 : There is no significant relationship between Educational qualification and Awareness

TABLE 3
DISTRIBUTION OF SAMPLE RESPONDENTS ACCORDING TO THEIR EDUCATIONAL QUALIFICATION AND LEVEL OF AWARENESS

EDUCATIONAL QUALIFICATION	AWARENESS LEVEL		TOTAL
	HIGH	LOW	
Upto School	6(66.7)	3(33.3)	9(100)
UG	15(31.9)	32(68.1)	47(100)
PG	10(22.7)	34(77.3)	44(100)
Total	31(31)	69(69)	100(100)

Source: Primary Data $\chi^2 = 6.779$ (Significant); H_0 Rejected

Table 3 shows that more number of the sample respondents belonging to the category of UG as their educational qualification and is having low level of awareness about green products. Chi-Square test rejects that there is a significant association between educational qualification and awareness.

NATURE OF OCCUPATION AND AWARENESS

H_0 : There is no significant relationship between Nature of Occupation and Awareness

TABLE 4
DISTRIBUTION OF SAMPLE RESPONDENTS ACCORDING TO THEIR NATURE OF OCCUPATION AND LEVEL OF AWARENESS

NATURE OF OCCUPATION	AWARENESS LEVEL		TOTAL
	HIGH	LOW	
Government Employee	3(21.4)	11(78.6)	14(100)
Private Employee	8(29.6)	19(70.4)	27(100)
Business/Profession	8(32.0)	17(68.0)	25(100)

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Others	12(35.3)	22(64.7)	34(100)
Total	31(31)	69(69)	100(100)

Source: Primary Data $\chi^2 = 0.928$ (Insignificant); H_0 Accepted

Table 4 displays that more number of the sample respondents belonging to the category of others and is having low level of awareness about green products. Chi-Square test confirms that there is no significant association between nature of occupation and awareness.

NATURE OF FAMILY AND AWARENESS

H_0 : There is no significant relationship between Nature of Family and Awareness

TABLE 5
DISTRIBUTION OF SAMPLE RESPONDENTS ACCORDING TO THEIR
NATURE OF FAMILY AND LEVEL OF AWARENESS

NATURE OF FAMILY	AWARENESS LEVEL		TOTAL
	HIGH	LOW	
Joint Family	11(34.4)	21(65.6)	32(100)
Nuclear Family	20(29.4)	48(70.6)	68(100)
Total	31(31)	69(69)	100(100)

Source: Primary Data $\chi^2 = 0.0251$ (Insignificant); H_0 Accepted

Table 5 clears that majority of the sample respondents belonging to the category of nuclear family and is having low level of awareness about green products. Chi-Square test confirms that there is no significant association between nature of family and awareness.

INCOME OF THE FAMILY AND AWARENESS

H_0 : There is no significant relationship between Income of the family and Awareness

TABLE 6
DISTRIBUTION OF SAMPLE RESPONDENTS ACCORDING TO THE
INCOME OF THE FAMILY AND LEVEL OF AWARENESS

MINIMUM INCOME OF THE FAMILY	AWARENESS LEVEL		TOTAL
	HIGH	LOW	
Below Rs. 20,000	12(32.4)	25(67.6)	37(100)
Between Rs.20,000 to Rs.50,000	15(38.5)	48(61.5)	39(100)
Above Rs. 50,000	4(16.7)	69(83.3)	24(100)
Total	31(31)	69(69)	100(100)

Source: Primary Data $\chi^2 = 3.356$ (Insignificant); H_0 Accepted

Table 6 illustrates that more number of the sample respondents belonging to the category of between Rs.20,000 to Rs.50,000 as monthly income and is having low level of awareness about green products. Chi-Square test confirms that there is no significant association between nature of family and awareness.

NUMBER OF MEMBERS IN THE FAMILY AND AWARENESS

H₀: There is no significant relationship between Income of the family and Awareness

TABLE 7

DISTRIBUTION OF SAMPLE RESPONDENTS ACCORDING TO THE NUMBER OF MEMBERS IN THE FAMILY AND LEVEL OF AWARENESS

NUMBER OF MEMBERS IN THE FAMILY	AWARENESS LEVEL		TOTAL
	HIGH	LOW	
Upto 3	17(40.7)	16(59.3)	27(100)
Between 4 to 6	18(26.5)	50(73.5)	68(100)
Above 6	2(40)	3(60.0)	5(100)
Total	31(31)	69(69)	100(100)

Source: Primary Data $\chi^2 = 2.039$ (Insignificant); **H₀** Accepted

Table 7 shows that majority of the sample respondents belonging to the category of between 4 to 6 number of members in the family and is having low level of awareness about green products. Chi-Square test confirms that there is no significant association between number of members in the family and awareness.

NUMBER OF EARNING MEMBERS IN THE FAMILY AND AWARENESS

H₀: There is no significant relationship between Number of Earning members in the family and Awareness

TABLE 8

DISTRIBUTION OF SAMPLE RESPONDENTS ACCORDING TO THE NUMBER OF EARNING MEMBERS IN THE FAMILY AND LEVEL OF AWARENESS

NUMBER OF EARNING MEMBERS	AWARENESS LEVEL		TOTAL
	HIGH	LOW	
Upto 2	26(32.9)	53(67.1)	79(100)
Above 2	18(23.8)	16(76.2)	21(100)
Total	31(31)	69(69)	100(100)

Source: Primary Data $\chi^2 = 0.643$ (Insignificant); **H₀** Accepted

Table 8 shows that majority of the sample respondents belonging to the category of upto 2 number of earning members in the family and is having low level of awareness about green products. Chi-Square test confirms that there is no significant association between number of earning members in the family and awareness.

4. FINDINGS OF THE STUDY

- ❖ It is found that 34.4 per cent of the sample respondents belonging to the category of Upto 25 years of age are having high level of awareness than any other group.
- ❖ It is found that 37.3 per cent of the sample respondents belonging to the category of Female are having high level of awareness than any other group.
- ❖ It is found that 66.7 per cent of the sample respondents belonging to the category of Upto school level are having high level of awareness than any other group.
- ❖ It is found that 35.3 per cent of the sample respondents belonging to the miscellaneous category based on their nature of occupation are having high level of awareness than any other group.
- ❖ It is found that 34.4 per cent of the sample respondents belonging to the category of Joint Family are having high level of awareness than any other group.
- ❖ It is found that 38.5 per cent of the sample respondents belonging to the category of Between Rs.20,000 to Rs.50,000 based on their monthly income are having high level of awareness than any other group.
- ❖ It is found that 40.7 per cent of the sample respondents belonging to the category of Up to 3 numbers of members in the family are having high level of awareness than any other group.
- ❖ It is found that 32.9 per cent of the sample respondents belonging to the category of Up to 2 number of earning members in the family are having high level of awareness than any other group.

5. SUGGESTIONS AND CONCLUSION

The awareness level of consumers towards green products is very low. Though the consumers are very much interested in the purchase and use of green products, they find it difficult to differentiate the green products from the normal products. Therefore, the green product manufactures and markets should make necessary steps to distinguish their product from the normal ones. Government has to make special initiatives by conducting special camps and programmes in order to create the awareness about the green products to reap the benefits from it. By doing so, the environmental care may arise among the minds of people.

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