Review Article

Factors Influencing The Consumption Of Green Products In Karur District

P.Padma
Ph.D. Part-Time Research Scholar,
Pg And Research Department Of Commerce,
Kongu College Of Science And Management,
Affiliated To Bharathidasan University, Tirurchirappalli,
Karur, Tamil Nadu, India.

Dr.Chi.Nanjappa
Assistant Professor And Research Supervisor,
Pg And Research Department Of Commerce,
Kongu College Of Science And Management,
Karur, Tamil Nadu, India.

Abstract

The Impact Of Environmental Concerns Have Risen The Attention From Human Society Since Last Decade. Today, Environmental Awareness Is Spreading Thick And Fast And Has Directed The Central And State Governments To Introduce Programmes Regarding Environmental Issues At All Levels. The Main Objective Of The Study Is To Identify The Awareness Of Consumers About The Eco-Friendly Products And Environmental Concern That Influences The Consumers On The Consumption Of Eco-Friendly Products. Both Primary And Secondary Data Have Been Used In The Study. Data Were Collected Through Interview Schedule Method From 169 Sample Respondents. The Collected Data Have Been Analysed By Using Factor Analysis And Path Analysis. The Results Show That The Interrelationship Exists Between Environmental Concern And Awareness Towards Eco-Friendly Products. Awareness About Eco-Friendly Products Purchase And Concern On Environment Has Direct Relation And Statistically Significant With The Consumption Of Eco-Friendly Products.

Key Words: Awareness, Environment, Eco-Friendly Products, Consumption

1.Introduction

The Products Manufactured Through Green Technology That Caused No Environmental Hazardous Are Called Eco-Friendly Products (Monica Loss, 2013).Green Is One Of The Newest Product Classifications. A Factor In Considering The Greenness Of A Product Is That Perception Of Environmental And Social Performance Is Influenced By Situational Factors Related To The Product Use. The Performance Of Green Products Relates To Their Impact On Society And Physical Environment Before, During And After Consumption.

Consumers Who Buy Green Products Are The Most Predominant In The Green Marketing Strategy. A Strong Commitment To Environmental Sustainability In Product Design And Manufacture Can Yield Significant Opportunities To Grow The Business. If The Marketers Want To Sell A Greener Product To Consumers, First One Needs To Understand The Consumers About The Issues And The Determinants Of Consumer Purchase Decision Towards Green Products.

The Influence Of Environmental Concern On Consumer Behaviour Investigated The Variables That Predict Green Buying And Buying Products That Are Environmentally Beneficial. Consumers Are Willing To Pay More To Maintain A Cleaner And Greener Environment And Marketers Also Have The Responsibility To Make The Consumers Understand The Need And Benefits Of Green. Healthy Consumption Life Style Is A Good Predictor For Attitude Toward Organic Food, Meanwhile Attitude Toward Organic Food Directly Influence To Buying Intention Toward Organic Food. The Effect Of Green Marketing On Consumer's Intention To Purchase By Considering The Corporate Image As An Inter-Mediatory In Retail-Sale Environment Indicated That Green Marketing Has A Significant Effect On Social Responsibility And Product Image (Afzaal Ali And Israr Ahmad (2012).

Consumers' Awareness Towards Green Foods Consumption Indicated That Green Food Is Not Only About Being Organic But It Also Encompasses The Concept Of Food Safety, Health Issues, Environmental Hazard As Well As Animal Welfare. Thus, Most Of The Respondents Were Aware Of The Green Concept Which Is A Strong Indicator Of Consumers' Intention To Go Green In Food Consumption (G.Glegg Et Al, 2005).

2.Statement Of The Problem

In The Present Century, Marketers Need To Understand The Process By Which Consumers Make Their Purchase And Consumption Decisions. The Greater Perceived Importance Is Placed On Consumer Insight By Awareness About The Product And Satisfaction Through Product Consumption. The Use Of Predictive Exploration Among The Marketers Is Increasing These Days. Predictive Exploration Generally Emphasizes Observing Future Purchase Of Consumers Based On The Frequency Of Purchasing A Product. The Frequency Of Purchase May Be Influenced By Two Factors Namely Satisfaction Derived From Consuming Product Or Awareness About The Product.

The Impact Of Studying Consumption Of Eco - Friendly Products Brings Academic Understanding Together With Everyday Life. Another Great Thing About Studying Consumption Of Eco-Friendly Products Is That It Exhibits Possible Solutions To Environmental And Social Problems. Hence, An Attempt Is Made To Find Out Answer For The Following Questions:

➢ Are The Consumers Aware Of The Eco-Friendly Products?
➢ Are The Consumers Satisfied On The Consumption Of Eco-Friendly Products?

3.Review Of Literature

Shirmila Stanley (2015) Conducted A Study To Know The Awareness Among Women In Chennai Towards Green Products And Examine The Buying Motives And Perception Of Women Towards Eco-Friendly Product. In This Study They Have Used Both Primary And Secondary Data. Convenient Sampling Techniques Have Been Used To Collect The Data. It Was Found In This Study That Positive Attitudes Concerning Willingness To Pay An Extra Price For Green Products Are Also Correlated With Purchase Intention. **R.Rajasekaran And Et Al., (2013)** Found That The Eco-Friendly Preference And Eco-Friendly Product Quality Increases Then Implications Customer Satisfaction Will Increase. Both Variables That Were Eco-Friendly Preference And Eco-Friendly Product Quality Have Effects On Their Implications Customer Satisfaction Either Partially Or Simultaneously. **Genesis Guanghai (2018)** Conducted A Study On "The Effects Of Environmental Awareness And Consumption Value On Green Make Up Product Purchase Intentions". The Main Objective Of The Study Was To Know The Awareness Level Of Green Products. Sem Model And Frequency Analysis Were Used To Analyse The Data. **Zainabzurfiquar (2015)** Conducted A Study On "Green Marketing: Environmental Concern And Customer Satisfaction". The Objective Of The Study Was To Know The Awareness Level Of Green Marketing And Green Products. Quantitative Technique Has Been Adopted Thereby Using The Questionnaire Method. The Findings Of The Study Showed That People Are Less Aware About The Importance Of Green Products.

4.Research Methodology

Karur District Has Been Selected As The Locale Of The Study, Owing To The Reason That The District Is One Among The Industrially Developed And Commercially Vibrant Districts Of Tamilnadu. The Study Is Both Descriptive And Analytical In Nature. The Respondents Are Being Selected On The Basis Of Particular Characteristics Of The Population And The Interest In A Specific Field. A Well Structured Interview Schedule Will Be Prepared And Administered Among The Respondents To Obtain Primary Data. Proposed Sample Size Of The Study Is 200, And Further Statistical Test Will Be Carried Out After Testing The Reliability Of The Data Collected. The Total Number Of Sample Respondents Drawn From The Study Area Is 200. Due To Terminating The Interview In Progress And Unwillingness To Provide Complete The Data By Few Respondents, Total Sample Size Of 169 Respondents Has Finally Resulted In. A Purposive Sampling Method Has Been

Adopted In The Study. The Study Aimed At Analyzing The Urban Consumer Consumption Towards Eco-Friendly Products And Karur Has Been Consciously Selected. The Respondents Have Been Identified From A Number Of Shops Dealing With The Eco-Friendly Products And Green Shops In The City. The Respondents Purchasing Eco-Friendly Products Have Been Selected. The Primary Data For The Study Were Collected During The Period Between January 2020 To February 2020. The Statistical Tools Such As Mean, Standard Deviation, Analysis Of Variance, Factor Analysis And Sem Model Have Been Applied.

5.Results And Discussion

Table 1-Relationship Between Personal And Socio Economic Variables And The Awareness Of The Sample Respondents About Eco-Friendly Products

	N	% Of Total N	Sum	Mean	F	Sig.
Age						
Upto 25	50	29.6%	859.00	17.1800		
26 To 40	66	39.1%	1157.00	17.5303	4.612	.011*
Above 40	53	31.4%	962.00	18.1509		
Gender						
Male	55	32.5%	980.00	17.8182	1.055	
Female	114	67.5%	1998.00	17.5263	Z-Value	0.293
Marital Status						
Married	107	63.3%	1912.00	17.8692	2.551	.012*
Unmarried	62	36.7%	1066.00	17.1935	Z-Value	
Education						
Upto School	84	49.7%	1514.00	18.0238		
Ug	66	39.1%	1120.00	16.9697	6.595	.000**
Pg	12	7.1%	222.00	18.5000		
Profession	7	4.1%	122.00	17.4286		
Occupation						
Govt. Employee	19	11.2%	324.00	17.0526		
Private Employee	54	32.0%	928.00	17.1852	4.413	.005**
Business/Profession	13	7.7%	225.00	17.3077		
Others	83	49.1%	1501.00	18.0843		
Income						
Upto Rs.10,000	84	49.7%	1485.00	17.6786		
From Rs.10,001 To Rs.25,000	59	34.9%	1015.00	17.2034	4.724	.010*
Above Rs.25,000	26	15.4%	478.00	18.3846		
Nature Of Family						
Joint Family	28	16.6%	485.00	17.3214	Z-Value	.304
Nuclear Family	141	83.4%	2493.00	17.6809	-1.030	
No. Of Family Members						
Upto 3	25	14.8%	431.00	17.2400		
4-6	131	77.5%	2317.00	17.6870	.748	.475
Above 6	13	7.7%	230.00	17.6923		
No. Of Earning Members						
One Member	99	58.6%	1758.00	17.7576		
2 Members	59	34.9%	1012.00	17.1525	6.167	.003**
Above 2	11	6.5%	208.00	18.9091		

Source : Computed Data   * Significant At 5% Level;   ** Significant At 1% Level

It Is Observed From The Table That There Is A Significant Relationship Between All The Socio Economic Variables Except Gender, Nature Of Family And Number Of Family Members. Education And Occupation Are Significant At 1 Per Cent Level. It Indicates That The Awareness Level Of Consumers Is Highly Based On The Education And The People Those Are In The Elite Group.

Factors Influencing The Consumption Of Eco –Friendly Product

To Understand The Influence Of Factors On The Consumption Behaviour Towards Eco-Friendly Products, The Exploratory Factors Analysis With Kmo And Bartlet's Test (Table 2) Was Applied To Reduce The Factors In Order To Get The Model Fit.

Table 2-Kmo And Bartlett's Test

Kaiser-Meyer-Olkin Measure Of Sampling Adequacy.		.859
Bartlett's Test Of Sphericity	Approx. Chi-Square	5648.236
	Df	378
	Sig	.000

Source : Computed Data

The Bartlett 'S Test Of Sphericity Was Run Along With Kmo. Kaiser – Mayer – Olkln Measure Of Sampling Adequacy Is Computed Which Is Found To Be .859. It Is Indicated That The Size Is Good Enough For Sampling. The Overall Significance Of Correlation Matrices Is Tested With Bartlett Test Of Sphericity (Chi – Square = 5648.236 And Significant At .000) Support For Validity Of The Factor Analysis Of The Data Test.

Out Of 29 Statements Used For Analysis, Four Factors Were Extracted And Named As Awareness, Concern, Consumption And Satisfaction. The Eigen Values Obtained In The Factor Analysis Has Been Presented In The Following Table.

Table 3-Eigen Values Extracted From The Factor Analysis

Explained Variance High Each Factor	25.791	20.930	18.761	14.756
Cumulative Explained Variance	25.791	46.720	65.481	80.237

Relationship Of Influencing Factors Towards Eco-Friendly Products Consumption Among The Respondents

In Order To Identify The Relationship Between The Factors Influencing Eco-Friendly Products Consumption Among The Respondents, Path Analysis Was Applied. The Analysis Shows The Role Of Selected Constructs Influencing Respondents Consumption On Eco-Friendly Products And Satisfaction Namely Awareness About Eco-Friendly Products (Aware), Concern Of Environment (Concern), Consumption On Eco-Friendly Products (Consumption) And Satisfaction About Eco-Friendly Products (Satisfaction). The Result Is Shown In The Figure .

Relationship Of Influencing Factors Towards Eco-Friendly Products Consumption Among The Respondents
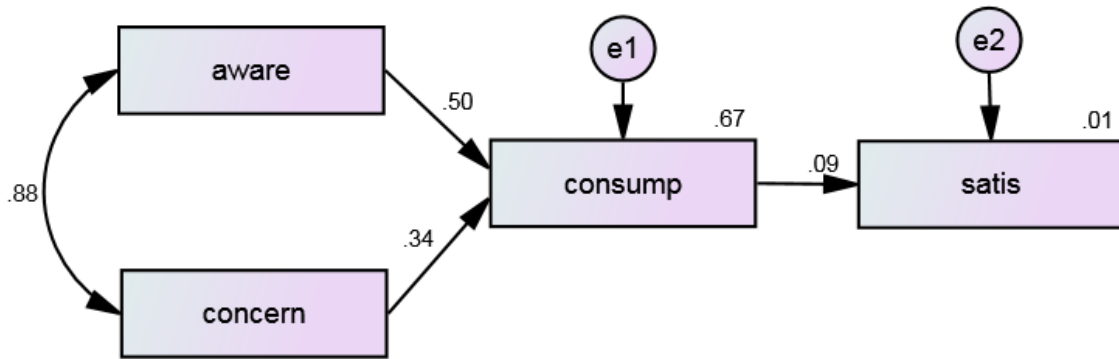

Table 4-Relationship Of Factors With Consumption Of Eco-Friendly Products And Satisfaction

Hypothesis	Path Co-Efficient	T
H1: Awareness → Consumption	0.535	5.436**
H2: Concern → Consumption	0.359	3.720**
H3: Consumption → Satisfaction	0.096	1.155

Source: Computed Data   **** Significant At 1per Cent Level**

Environmental Concern Was Influencing Factor That Could Impact The Consumption Behaviour Of The Consumer In A Positive Way (Boztepe, 2012). It Is Also Supported That Awareness Has A Direct Impact On The Consumption Of Eco-Friendly Products (Yenoshin And Shinjan, 2005). It Was Clear That The Interrelationship Exist Between Environmental Concern And Awareness Towards Eco-Friendly Products. There Is Not Always A Positive Relation Between The Consumer Concern Towards The Environment And Awareness Towards Buying Behaviour Of Eco-Friendly Products (Hume 1991). Sources Of Awareness About Eco-Friendly Products Mainly Through Advertisement Which Includes Ecological And Environmental Friendly That Influence The Consumption Behaviour Of Environmental Concerned People (Zinkhan And Carlson, 1995).

Suggestions

- ❖ Customers Like Best Quality Of Product On Any Price, So It Should Add Quality For Products. Marketer Should Offer Affordable Price For Product And Gifts To Be Provided With Purchasing.
- ❖ More Emphasis Should Be Given For Advertising To Create Market Awareness And To Establish A Brand Image.

❖ Reviewing Awareness Of Consumers Who Consume Green Products In Specific Geographical Regions Will Immensely Help To Suppliers, Producers, Marketers And Other Relevant Parties To Stimulate The Demand.

❖ Articulate Sustainable Consumption Policies From Government Departments Are Also Needed To Consumer Awareness

❖ Environmental Awareness Should Be Created In The Minds Of Consumers During Their Childhood Days By Providing Environmental Education At School.

❖ Eco Clubs Play An Important Role In Creating Environmental Awareness Amongst The Future Generation. So Eco Clubs Should Be In Place In All Schools And Colleges.

❖ Consumer Awareness Must Be Expanded For Green Products By Creating Effective Green Marketing Campaigns Or Environmental Related Activities To The People.

❖ Consumers Are Less Likely To Purchase Green Products If They Are More Expensive. So Price Should Be Reduced For The Eco-Friendly Products.

❖ Companies Should Create Advertisement That Is More Focused On Green, Eco-Friendly Image That Will Influence Their Customers Purchasing Decision

Scope Of Future Research

The Findings Of This Study Provide Various Opinions For Future Research To Signify Its Uses For Awareness And Consumption Of Eco-Friendly Products. Such In-Depth Coverage Regarding Various Other Factors Which Has Not Been Mentioned In This Study Allows To Assess Dimensions. This Enables Research To Develop An Understanding Of Study The Area, The Consumer Tend To Understand Relation Between Consumption Of Eco- Friendly Products And Their Satisfaction Of Eco – Friendly Practices. The Study Utilised Quantitative Data, And Hence It Provides Detailed Description Of Consumers' Consumption And Satisfaction Towards Eco- Friendly Products. Therefore Its Findings Exhibit An Informative Framework For Further Research.

Conclusion

The Results Of This Study Focus On The Significant And Prime-Concern Of Investigating Relationship Between Socio – Economic Profile And Awareness Of Eco – Friendly Products. Majority Of The Variables Regarding Socio-Economic Profile Of The Respondents Were Significant And There Exist Relationship With Awareness Of Eco-Friendly Products. It Is Observed From The Analysis Eco-Friendly Products Are Very Expensive And It Was The Main Reason For Not Using Eco-Friendly Products, Followed By Eco-Friendly Products Are Not Available In Full Range Of Variety.

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