

“Customers Perception towards Green Products and Green Marketing”

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Abstract:- This research study aims to explore the concept of green products and green marketing. Indian consumers are observed with changing their preferences towards green products. Initially this change was observed only in electronic products but now same is observed in all the segments of the products. Consumers prefer the products having less harm or no damage to the environment. Human needs and wants are unlimited but manufacturer should think that natural resources are limited. Therefore this study makes an attempt to understand the awareness of customers towards green products, their perception towards environment and their willingness to buy the green products. For this study, data was collected through 457 respondents. From the responses it has been observed that awareness of green products influences customer’s willingness to try green products. As well as, it is found that the customers willing to purchase green products are more environmentally conscious.

Key Words:- Green Products, Consumer perception, Green Marketing, Consumer willingness, Buying pattern, Awareness etc.

Introduction:-

The term Green Products and Green Marketing came in to prominence in the early 1990’s in mid Europe where some products found harmful to the environment and eco-system. Therefore new products were introduced in the market which damages less to the environment. Such products are named as green products. Here green products come under green marketing process that consists of its planning, production and selling the products to the consumer by reducing damage to environment.

Green products and green marketing in India is a new concept and having less awareness among the consumers. These products are available in the market. The marketing of these products are assumed to be safe to the environment. Producers takes care that production of these products

will have minimum effect or no effect on environment, minimum use of natural resources, less air and water pollution and no use of toxic substances etc.

Green products are those products where manufacturer make sure that it replaces its natural ingredients with artificial one and has minimum effect on environment. Production of such products helps to protect the environment. Such products are very useful to human being and their health. Green products conserve energy too. It helps to conservation of environment by reducing carbon gas emission, and making pollution free production.

Through this research an attempt has been made to understand the concept of green marketing, green products, awareness of green products and factors affecting on buying decision of green products.

Indian consumers are very conscious about the concerns related to environment. They believe nature is god hence they purchase the products having less harm to the nature. Even environmental issues like pollution, water scarcity, too much heat and illness because of pollution gives more cause for environmental concern. Hence environmental factor should be the key factor in purchase decision. Therefore customers purchase decision, their intention to buy green products and their attitude towards the green products is the basic theme of this research paper.

1) Objectives of research study

Current research was conducted with the following objectives

1. To understand the concept of green product and Green Marketing
2. To examine the awareness of green products among the consumers.
3. To study consumers perception towards green products.
4. To determine factors affecting buying decision of green products.

Scope of the research:-

Current research consists of geographical as well as conceptual scope. Conceptual scope of the study is confined with the concept of green marketing and production of green products. It also deals with the perception of consumers towards green products while they purchase. Geographical scope of the study is related with the Pune City. Reason behind the selection of Pune city is its diverse population and different industrial belts.

2) Why Green Marketing?

Now a day it is common news to read in the newspaper that pollution damages the nature, human beings, crops, forest and wildlife. Many of the research paper explored that it is we human being damaged the natural system of environment. Manufactures are putting their efforts to fulfil the customers demand at any cost without considering the damage of eco-system. But it is important

to remember that these natural resources are limited and our wants are indefinite. Hence manufacturers should find the way so there will be very less or no harm to the nature during production, advertising and selling i.e. all the business activities. Therefore green marketing is absolutely essential and it should be considered seriously by all the stakeholders of the business. Looking towards climate change issues we can observe there is a growing interest among the consumers of entire world about environment conservation and sustainability. Hence it is the moral responsibility of the companies to create awareness about the green products they manufacture through their promotional strategies. Marketing is the only business function that interact with the end users or consumers. Therefore companies should establish strategic programs to create awareness of green products, educate the customers regarding use of green products etc.

3) Literature Review

1. **Lavanya.K & Dr.P. MadhanKumar (2019)**¹Researcher conducted the study with the aim of understanding the consumer’s perception regarding green products and green marketing strategies. It elaborates that environmental issues are highly considered by all the stakeholders like consumers, marketers, government etc. Study found that customers are willing to purchase the environment friendly products having very less harm to the nature. Customers have a positive attitude towards green products. Irrespective of the type of products customer’s acceptance for green product has been increased.
2. **Bikramjit Singh Hundal (2019)**²A quantitative research approach was used by the researcher to examine the consumers perception towards purchase of green products. Researcher found that customers preferences for products are changing from traditional to environment friendly products due to increase in awareness. Researcher urged the need of green product promotion for customer’s awareness so masses can adopt it and use it. Researcher found that consumers acceptability for green product is still to take momentum as lack of awareness, no proactive promotion and no stringent regulations. Researcher conducted the study through focussing on consumers desire, trustworthiness of marketer, preferences of consumers, green products awareness and customers awareness etc.
3. **Sanjeev Kumar, Radha Garg(2012)**³In the given research it has been observed that researcher conducted the study focussing on young customers in India and their intention

¹Lavanya.K & Dr.P. MadhanKumar (2019), “Consumer Perception Towards Green Products And Strategies That Impact The Consumers Perception”, International Journal Of Scientific & Technology Research Volume 8, Issue 11, November 2019 Issn 2277-8616

²Bikramjit Singh Hundal (2019), “Consumer Perception towards Green Products: A Factor Analytic Approach”, Pacific Business Review International, Volume 7, Issue 10, April 2015.

³ Sanjeev Kumar, Radha Garg (2012), “Consumer Awareness and Perception towards Green Products: A Study of Youngsters in India”, International Journal of Marketing & Business Communication, Volume 1 Issue 4.

to buy green products. Study conclude that majority of the respondents perceive green products as the product that protects the environment where as some customers feel it as energy saving product. Study found that male respondents observed more keen to purchase green products compared to female respondents. Consumers observed with the willingness to pay even higher than the regular prices of the products. But interesting thing came out of the research is that consumers are not well aware about exact ingredient of green products. Hence researcher suggested marketer regarding promoting the green products with environmental concerns.

4. **R.Dharmalingam (2019)**⁴It was an attempt made by the researcher to determine the extent of acceptance the change of life style with the objective of protecting the environment by the consumers. Researcher explored that consumers can give their contribution for environment protection by consuming the green products. Manufacturer should manufacture the products by reducing use of natural resources and adopting recyclable practices etc. Manufacturer should avoid the use of toxic materials in the production. Research observed that consumers had a positive perception towards the use of green products but still their awareness of green product is still lagging behind. Study also highlighted that consumers buying decision affected by the demographic factors. Intentions to buy these products vary from individual to individual.
5. **Dr. B. Subatra (2020)**⁵In this research paper researcher studied the green marketing concept and green products potential through consumers perception. This research paper highlighted the effect of brand, brand name, and brand evaluation on consumers buying decision of green products. Research found that customers have a positive attitude towards the use of green products. Consumers were observed giving preferences to the green labelled products. Researcher observed that higher prices had hardly any effect on buying decision of green products. Consumers were observed giving preferences for recycled products.
6. **Dr. M. Gurusamy Prof. A. Chakraborty (2020)**⁶Researcher explored the changing behavior of Indian consumer especially in terms of increasing environmental concerns and awareness. Here researcher hypothesized and proved that buyers environmental belief influences their buying decision of green products. Packaging and design also found significant factors impacting on consumers choices for green products.

4) Research Methodology

⁴R.Dharmalingam (2019), "Consumers' Perception towards Green Products With Reference To Vellore District", International Journal of Engineering and Advanced Technology (IJEAT)

ISSN: 2249 – 8958, Volume-9 Issue-1,

⁵Dr. B. Subatra (2020), "Consumer Perception Towards Green Products With Special Reference To Salem Town", Journal of Information and Computational Science. ISSN 1548-7741

⁶Dr. M. Gurusamy Prof. A. Chakraborty (2020), "An Empirical Study on Green Marketing from the Indian Consumer Perspective with Special Reference to Bengaluru", Published by: The Mattingley Publishing Co., Inc., ISSN: 0193-4120 Page No. 8559 - 857

“Customers Perception towards Green Products and Green Marketing”

Research is a systematic process of gathering of evidences, facts and measuring them to achieve research objectives and prove hypotheses. Current study is an empirical research consisting of both primary as well as secondary data. Primary data was collected through a structured questionnaire. A well administered questionnaire was sent to respondents through Google form and responses were received. Secondary data was collected through scholarly research paper and various reports. Sampling technique used in the research process was purposive sampling (Non random sampling). Sample size for the current research was 457 respondents.

Hypotheses:-

H1:- “Customer Awareness about green products has a significant effect on green product purchase”

H2:- “Customers who purchase green products tend to be environmentally conscious.”

5) Data Analysis

Table No. 1.1 :- Demographic Profile of Respondents

Demographic Factors		Frequency	Percentage
Gender	Male	289	63%
	Female	168	37%
Age	Up to 25	46	10%
	25 to 35	99	22%
	35 to 45	135	30%
	45 to 55	95	21%
	More than 55	82	18%
Occupation	Salaried	259	57%
	Business	82	18%
	Retired	59	13%
	Other	57	12%
Income	Up to 5 Lakh	141	31%
	5 to 10 Lakh	140	31%
	10 to 15 Lakh	89	19%
	More than 15 Lakh	87	19%

Interpretation:- Above table explains demographic profile of the respondents. From the table it is observed that four demographic factors were taken in to consideration during data collection. Survey was dominated y male respondents (63%) as there were only 37% female respondents. Looking towards age wise distribution it has been observed that age group of 35

to 45 respondents (30%) were more in number followed by age group 25 to 35 (22%) and 45 to 55 (21%). From frequency distribution it is observed that there were 258 salaried respondents followed by 82 businesses, 59 retired employees and 57 were other profile respondents. From the income data it is observed that there were 31% of respondents from the income group of up to 5 and 5 to 10 lakh rupees respectively. It was followed by the income group 10 to 15 lakhs and more than 15 lakhs with 19% each.

Table No.2 Customer’s perception towards green products

Sr. No.	Perception	Mean	Std. Dev.
1	Green products are environment friendly products	4.32	0.32
2	Green products are user friendly products	4	0.57
3	Green products are better quality products compared to traditional products	4.65	0.64
4	Procuring raw material and manufacturing are the important practice in green products.	3.9	0.27
5	Green products avoid use of plastic, less chemicals and less use of natural resources.	4.5	0.42
6	Green products helps in sustainability of environment	4.5	0.19
7	Green products are better for health	4.8	0.78
8	Green products can reuse, recyclable.	4.67	0.27
9	Green products are cost efficient	2.7	0.28
10	Green products use will reduce the environmental issues definitely.	3.8	0.24

Interpretation: -Above table shows the perception of the respondents. Five likert scale was used to understand the perception of the respondents with the given statements. Here in this scale 5 represents strongly agree with the statement while 1 represents strongly disagree. From the mean values it can be inferred that all the statement except last two have shown a favourable perception towards the green products. All the statements mean value was observed 4 and above shows they were agree with the statements. From the last two statement it can be depicted that customers perceive green products as costly as mean value was 2.7 and only use of green products will not solve the environmental issues completely (3.8). Standard deviation of all the statement shows there is less deviation and hence reflects more reliability in mean values.

H1:- “Customer Awareness about green products has a significant effect on green product purchase”

Table No.3:- Customers awareness about green products awareness

Customers awareness about Green Products	Mean Value	Std. Deviation
I am aware how to identify green products	3.78	0.39
I am aware the color represents green products	4.5	0.05
I am aware health benefits of green products	4.2	0.47
I am aware green products are environmental friendly products	4.5	0.63
I am aware availability and prices of green products.	3.89	0.41

Table No.4:- Willingness of purchase of green product.

Willingnessto try green products	Frequency	Percentage
Strongly willing to buy	338	74%
Willing to buy	67	15%
Moderately willing to buy	32	7%
Not sure	20	4%
Not willing to buy	0	0%
Total Responses	457	100%

Interpretation:- From the table no. 3 it is observed that customers are enough aware about the green products. Out of five statement regarding awareness three statement shown mean value greater than 4 and remaining two statement mean value was less than 4 but greater than 3.5. Standard deviation of this statement is also less than 1 shows very less deviation in mean values. Hence it can be inferred that customers are well aware about the green products.

From table no.4 explores the frequencies of willingness to try the green products. Table shows that around 89% of the respondents shown their favourable remark and willing to try green products. Where as there were no customer who don't wants to try green products.

Table No. 5:- Chi-square test

Chi-Square Tests		
Awareness of green Products * Willingness to purchase green product.	Value	Asymp. Sig. (2-sided)

Pearson Chi-Square	2.816^a	.004
Likelihood Ratio	3.779	.020
N of Valid Cases	457	

Interpretation:- Above table shows the association between the statement of awareness of customers green products and their willingness to purchase the green products. 95% of confidence level and 5% of significance level was considered for the test. From the table p-value for this test was observed 0.004 which is far less than significance value (0.05). Hence it does not support null hypothesis therefore it supports alternative hypothesis. Hence alternative hypothesis is accepted. Therefore result shows customers green products awareness shows significant effect on green products purchase willingness.

H2:- “Customers willing to purchase green products tend to be environmentally conscious.”

Table No.5:- Cross Tabulation of Customers environmental Consciousness and Willingness to try green products.

Customers environmental Consciousness	Willingness to try green products					
	Strongly willing to buy	Willing to buy	Moderately willing to buy	Not sure	Not willing to buy	
Companies should produce environmental friendly products	92	34	12	1	0	139
Companies should create awareness of green products.	76	10	9	6	0	101
I will give preferences for environmental products	81	8	7	7	0	103
I will avoid buying the products have harm to eco-system.	52	9	3	5	0	69
I will encourage many to buy green products.	37	6	1	1	0	45
	338	67	32	20	0	457

Table No.6:- Chi-square test for Hypothesis II

Chi-Square Tests		
Willingness to try green products* Customers environmental Consciousness.	Value	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.916^a	.043
Likelihood Ratio	6.679	.040
N of Valid Cases	457	

Interpretation: - Above table shows the cross tabulation of the willingness to try green products and customers environmental consciousness. From the cross tabulation it can be depicted that customers are more environmentally conscious and hence they shown their willingness to try green products accordingly. To test their dependency and association chi-square test was run with 95% of confidence level and 5% of significance level. From the result mention in the chi-square table it can be observe that p-value is $0.043 < 0.05$. It shows that result does not support the null hypothesis hence null hypothesis is rejected and alternative hypothesis is accepted. Therefore it is proved that customer’s willingness to purchase green products are environmentally conscious.

Findings and Inferences:-

Findings and inference based on data analysis were drawn as follows.

- From the literature review green product concept revealed as manufacturing of the product having less harm to nature and eco-system.
- Survey was consisting with demographic factors like gender, age, occupation and Income and frequencies shows justified representation of the various strata.
- There was a favourable perception of customers towards the green products as mean value of perception statement was observed 4 and above.
- From the perception data it has been observed that customers perceive green products as costly products as its mean value was observed 2.7 and is far less than 3. It depicts consumers were not agree with the statement.
- Customers also opined that only use of green products will not solve the environmental issues but if awareness of green products done properly it may make a different impact.
- Customers perceive green products as healthy products and many health benefits can be gained by the regular use of green products.

- Customers were significant aware about the green products, its availability and their benefits.
- Hypothesis I show that awareness of green products among the consumers has a significant effect on willingness to try green products.
- Hypothesis –II also depicting that customer showing willingness to purchase green products are environmental conscious.

Suggestion:-

During interaction with the consumers as well as during survey it was observed that there is a lack of standardization of certifying that the purchased product is green product unless any authorised agency gives a mark or certification. Therefore here is the requirement of such standard authorities that have control over it and can provide green labels to it or green certification to companies. Though study found well awareness among consumers about green product still efforts from manufacturer side to educate the consumers should remain consistent. Still consumers have not accepted the green products and it will take time. Hence need to keep consistency in making aware the benefits of using green products, availability of green products among the consumers. Companies should make the strategies for green products considering long term aim. Hence they should not keep the prices so high that consumers will hesitate to buy it. Infact they can set the optimum prices. Companies can launch the green products strategically instead of converting all the products in to green products at a time. So they can win the market acceptability in the long run of the business.

6) Conclusion:-

This paper aims to explore consumer's awareness about green products and green marketing. The topic has been chosen because of environmental concern as the environmental problems becoming worst day by day. Current study statistically proved that consumers are well aware about the green products and it results in willingness to try to green products. At the same results investigated that consumers using green products are more conscious than the consumers using traditional products. Research study observed positive and favourable perception of consumers towards green products. Pricing was the major concern in buying green products.

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“Customers Perception towards Green Products and Green Marketing”

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