

## A STUDY ON AWARENESS AND BUYING BEHAVIOUR OF GREEN PRODUCTS

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### **ABSTRACT:**

Nowadays our society is more involved with the natural environment. Governments everywhere the world is making efforts to attenuate human impact on environment. Understanding the society new consideration, businesses have begun to change their behavior and have integrated environmental problem into organizational activities. This research focus to know the factors that influences the customer perception to buy green products and to investigate the level of awareness of consumers about green products and practices. For the purpose of research, 100 samples were selected based on a convenient sampling technique. To find out the study, Simple percentage analysis and Ranking analysis tools were applied. The study suggests that that green consumers can use their buying power to make a difference, but at a high cost in terms of effort and time, which is a significant barrier.

Key Words: Awareness and buying behaviour, green products.

### **INTRODUCTION**

Green products can refer to anything from greening product development. Going by alternative names such as sustainable products, environmental friendly products or eco-friendly products, all of that purpose similar ideas though perhaps in additional specific fashion, green products is essentially a way to brand your product message in order to capture more of the market by appealing to people's want to decide on merchandise and services that are better for the environment. Educational disciplines have integrated green issues in their literature. Governments everywhere the world have become so concerned about green products and even they have attempted to regulate them.

There are several environmental problems compact by the assembly of products and rendering of services, and thus there are also some ways a corporation can market their eco-friendly offerings. Green products can appeal to large variety of these problem: an item can save water, reduce greenhouse gas emissions, cut virulent pollution, clean indoor air, and/or be easily recyclable. When put side by side with the competition, an additional environmental marketing claims your product or service will build, additional doubtless it's the buyer can choose it, provided the value purpose isn't an excessive amount of on the top of the choice.

### **GREEN PRODUCTS AND THEIR CHARACTERISTICS**

The products those are made through green technology which caused no Environmental hazards are called green products. We can define green products by following measures:

- Products those are originally grown
- Products those are recyclable, reusable and biodegradable
- Products with natural ingredients
- Products containing recycled contents, nontoxic chemical
- Products contents beneath approved chemical
- Products that do not harm or grime the environment
- Products that will not be tested on animals
- Products that have eco-friendly packaging i.e. reusable, refillable containers.

In addition, there are economic benefits of environmental marketing:

- i. Increase in revenues due to receipt of funds from the sale of products at higher prices, because these goods are positioned as environmentally friendly, increasing the company's market share and improving the goods;
- ii. Reduction of costs - saving as a result of utilization, the sale of by-products and production wastes, likewise as reduction of penalties for environmental damage.

## STATEMENT OF THE PROBLEM

At present awareness on green product by individuals has been increased. It is not solely due to awareness; it is conjointly due to the unhealthy impact on health of human. Artificial fertilizers, manures and pesticides produce downside even to the level of cancer. Understanding the impact of non-organic products, people started victimization or adopting green product for normal consumption. From this previous studies researcher can be able to realize that consumers assume typical products have top quality than eco-friendly. So, the aim of this study is to create awareness on the positive impact on green products and to examine factors which influence the purchase of eco-friendly products during the broad method, so as to demonstrate what factors used by companies from the marketing-mix influence the consumer to purchase green products. Furthermore, other factors they don't rely upon the business, but more on the consumer point of view will also be examined. Thus, this explicit study has been carried out.

## OBJECTIVES OF THE STUDY

- ☐ To study the consumer perception about green products.
- ☐ To identify the factors that influences the customer perception to buy green products.
- ☐ To investigate the level of awareness of consumers about green products and practices.
- ☐ To investigate the satisfaction of consumers about green products

## RESEARCH METHODOLOGY

The present study is aimed at analysing the level of awareness and consumer behaviour towards green products based on exploratory and descriptive in nature. Primary data has been collected and applied for this research study. For this study, Questionnaire was the Primary Data source which is applied to collect the information / opinion about green products in Coimbatore city. A convenient sampling technique has been adopted for this research. Simple Percentage Analysis and Ranking Analysis tools used to analysis the objective of the study

## REVIEW OF LITERATURE

**Handayani & Prayogo (2017)**, the study stated that green marketing is a process of coming up with products and services, utilizing promotions that result in customer satisfaction for customers who desire products and services of high quality and performance offered at convenient prices without simultaneously causing detrimental effects towards the environment. **Stamatios Ntanos (2018)**, the study made green products is a broad concept that entails numerous areas of research and green products which are presumed to be environmentally safe. Going green is often associated with recycling, reducing ones' waste output, and reusing and it is related to consumer buying habits and the purchase of products that use less material and it produce less waste, as well as items that are manufactured with the environment in mind. **Anitha & Vijai (2020)**, the study states that Green revolutions, going green, environmental protection, sustainable lifestyle, sustainable development, protecting our earth and many have become a natural phenomenon in day to day life. **Tran Huu Ai (2020)**, the study analyzed in research that "Effect of green marketing", will require more capital to maintain a product variety of green market as per customer needs but in long term and green market investment gives return in terms of customer trust towards brand and loyalty. **Rajadurai et al., (2021)**, the study states that green products have gathered impetus which is largely due to a shift in the attitudes and behavior of consumers. It is a global phenomenon which has believed to bring positive values to the society by embracing all activities connected to product modification, production processes and packaging, and producing advertising campaigns that are environmentally friendly. **Xu, Wang, & Yu (2021)** the study investigates on green consumption behavior as well as customers' intention to purchase green products. That shows the health consciousness has a positive influence on attitudes and intentions to purchase green product.

## ANALYSIS AND INTERPRETATION

### SIMPLE PERCENTAGE ANALYSIS

The collected primary data from 'N' respondents were analyzed using simple percentage method. To find out the percentage of respondents, the respondents were classified into different factors like age gender, qualification, occupation, level of awareness about green products, willingness to pay, buying behavior, etc... The extent of satisfaction level of the respondents under each classification was also found out.

From the findings, it shows that 84% of the respondents are female based on gender category.

42% of the respondents are aware about green products through television and willing to pay more if environmentally friendly features increase the price of a products. Respondents are prefer to buy green products in local retail shops and will always consider using green products in future.

## RANKING ANALYSIS

### MARKETING ELEMENTS THAT STRONGLY INFLUENCE THE BUYING GREEN PRODUCTS

PARTICULARS	5	4	3	2	1	AVERAGE TOTAL	RANK
	1	2	3	4	5		
PRODUCT	42	22	28	4	4	206	1
PACKAGE	52	24	18	4	2	180	4
PLACE	44	32	18	2	4	190	3
PROMOTION	60	24	10	0	6	168	5
ALL THE ABOVE	50	26	10	6	8	196	2

### MARKETING ELEMENTS THAT STRONGLY INFLUENCE THE BUYING GREEN PRODUCTS

RANK	FACTORS
1	PRODUCT
2	ALL THE ABOVE
3	PLACE
4	PACKAGE
5	PROMOTION

From the ranking analysis, most of the respondents are highly influenced by Product and next preference to place, package and promotion.

## Suggestions:

From the study it is evident that, even the self-declared green consumers were not equipped or

motivated enough to make decisions regarding the most significant issue for each purchase, and alter their purchase accordingly. In addition, they did not have the time for research, information interpretation and product search required for green purchasing. Researcher states that green consumers can use their buying power to make a difference, but at a high cost in terms of effort and time, which is a significant barrier. Some important suggestions from the respondents are

- Using eco-friendly products
- Avoid using plastic
- Gather and spread environmental information
- Water harvesting
- NGO should come forward for environmental protection
- Recycling scrap

## CONCLUSION

The main purpose of the study was to assess the link between variables specific to environmental consciousness and pro-environmental purchase and conservation behaviors. From the demographic analysis of the sample data it was established that, consumers were likely to be consumers of young age. As far as education is concerned, all of them were educated. The Indian market consumers who are aware about green products or environmentally friendly products are willing to pay more if the price of green products is high. Because they believe that green products will improve their health and enhance the quality of life. The study of consumer concerned about the environment revealed that, consumers were concern about the environment, but not highly, in fact not sufficiently. There exists inconsistency in consumer attitude and behavior towards environment friendly products. The implication was that “if consumer is not highly concerned with environmental issues, they are less likely to behave green”. An attitude of indifference or just a feeling towards the environment is not sufficient to drive consumers to behave in a green manner. This shows there is a great need to educate consumers and raise their level of concern about the problems that mankind is facing.

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