

## **Consumer Awareness and Purchase Attitude towards Green Products**

**Nitti Dua, Research Scholar**

**Jayoti Vidyapeeth Women's University, Jaipur**

### **Abstract**

The concept of green products is not very old. This research paper is an endeavour to examine consumer level of awareness and perception towards green products. The data has been collected by interviewing a total of 192 respondents in a city through well structured questionnaire. An increasing number of consumers have adequate knowledge about green products features, majority of them view green products as healthy and safe. Consumers prefer to believe that green products are offering high quality over conventional products but they are not having any precise opinion about the excessive prices of green products. The research results also find out consumers' disappointment towards the promotional measures taken by the marketer. This research will be a good cognizance for the marketers' and will increase their seriousness to focus more on making consumer more aware about green products benefits and bring about the adoption of green products.

**Keywords:** Global Warming, Green movement, Green Product, Conventional Product, Promotional Strategies, Availability, Purchase Intention

### **Introduction**

The increasing threats of climate change and global warming are alternating consumer's attention to environmental degradation and adverse influences of their consumption on environment. India is one of the most environmentally vulnerable countries in the world. Environmental protection is one of the major concerns in recent times in India. Huge populations also create challenges for the country to meet unlimited demand with limited resources. To deal with those challenges government, individual and industries are now focusing more on green products production and marketing. Consumer interest and motivation can impel the marketer to expand the green movement in our market place. But the awareness level of customer towards green product requires more attention. Consumers are less concern about environmental issues but they will be more attracted to green consumption if marketers can incorporate more benefits and attractive pricing with this. As it is different from conventional product, this study is an attempt to find out whether consumers are able to differentiate between green products and non green products and also which factors act as persuasive determinant for consumers in buying green products.

### **Literature review**

The American Marketing Association defines green marketing as the marketing of the products that ensures environmental safety and all the efforts taken by a firm for the purpose of production, promotion, packaging, products modification and introduction of new technologies are required to be responsive to ecological concerns. Green marketing is the exchange process of satisfying human needs and wants in which all included activities must be designed with minimum harmful impact on the natural environment with an intention to satisfy these needs. The holistic view of green marketing intended that environmental friendly strategies must be adopted by the marketers by considering the entire chain of the

events that the company enlists in because of the nature of environmental issues. Consumers' growing concern for environment and their own protection drives the demand for green products which motivates to improve the environmental performances of many companies. Consumers are the key who can drive the green marketing process.

Consumers are not extremely bound to environment and they put too much responsibility on industry and government Tan Booi Chen and Lau Teck (2010) pinpointed that consumer favourable attitudes towards the environmental protection didn't accelerate consumer attitudes on green products. It can be contrasted from the study conducted by Rouf Ahmad and Dr.Rajendran (2014). They investigated that consumer buying behavior could be altered with the level of consumer awareness but marketer and marketing should focus on educating the consumers' about to how green products are more beneficial to them.

The realization of the consumers about their roles and responsibilities towards environmental protection is gradually changing and companies are looking forward to making more environmentally friendly products, lessening the wasted materials and performing more organized operation. On the other hand, E.B. Khedkar (2015) pointed out that consumer think companies should act in accordance with the environmental laws set by the country but marketers' activities and advertisement were not act as influential factors to the decision regarding the purchase of green products.

Health consciousness preceded environmental concerns are the leading factors that motivate consumers' to purchase green products. Consumer's desire for organic food for the safety of health and environment influences their temptations towards organic foods. Customer's loyalty followed by global warming, products quality, price luxury and environmental awareness are regarded as the important influential factors in making green products purchase decision.

So it is observed from the above discussion that many studies have been conducted on consumer perception towards green products. However, to the best knowledge of the researchers no comprehensive study has so far been conducted to explore and assess consumer awareness and purchase attitude towards green products. So the study in hand is an exploratory research on the above mentioned area.

### **Objective**

- To know consumer's knowledge about various features of green product.
- To analyse consumer's intuitive understanding about the price of green product.
- To figure out if there is any misconception among consumers regarding the attributes of green product.
- To know customer's attitude towards the promotional strategies of green product.

### **Research methodology**

The present study is a primary data based exploratory study. The data has been gathered using a well structured questionnaire. The questionnaire has been developed by getting ideas from various literatures related to this study. The data has been collected from the individual who have heard about the term green product. The sampling technique used for this study was convenience sampling, since it was difficult to reach the population. Likert scale placing from 1 to 5 has been subsumed in this research, where, '1' means strongly disagree and '5'

means strongly agree, to analyse consumers' perception towards green products. The survey was conducted on 192 respondents of different ages in Dhaka city who met the objectives of the research. Both descriptive and inferential analysis (ANOVA) techniques have been used for the analysing the data.

### **Results and discussion**

It is obvious to know respondents' socio-economic profile for analysing consumer awareness and purchase attitude towards green product because different socio-economic factors may have significant impact on consumer purchase attitude.

It is observed that, 75% were male and the rest 25% were female. The age has been categorized into five age groups. Most of the respondents participated in this study were in age group from 19 to 35. The level of education of majority of the consumers was secondary or higher. The study has been conducted on respondents with different occupations and a lion's portions of them are private service holder. Consumer's income has been classified into six categories.

The sources from where consumers get to know about green products. The greater numbers of the respondents were informed of green products through advertisement and another important source that makes consumer aware about green products is word of mouth communication. 69% of the respondents become acquainted with green products from peer groups, colleague, and friends. 36% of the respondents have learned about green products from their past experience and 29% of them have got recommendation from shopkeepers.

Consumers perceived differences between green products and conventional products. In totality 68% respondents were able to differentiate green products from conventional products. 20.08% had ambiguous knowledge regarding the differences and 10% of them were not able to sense anything that makes green products different from conventional products.

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Most of the respondents' comprehended green products as healthy and safe products. 38% of the respondents viewed green products as products produced with natural ingredients, 37% considered green products as energy efficient products, and 34% conceived green products as toxic chemical free products. A greater number of respondents were having indistinct knowledge about the other features of green products like biodegradability, durability, originally grown, reusability, recyclability and renewability.

The variety of green products purchased by the consumers. Of all types of green products listed in table 4, majority of respondents asserted that they mostly buy green furniture and herbal medicine. 31.8% of the respondents took into account green products while buying electrical appliances. Organic food, green household cleaning products, green clothing and green beauty products were also given preferences while buying green products but green automobile was the least preferable green product to the respondents.

The greater number of respondents was not sure about whether green products are overpriced or not. 36% of the respondents concluded that green products are not overpriced and rests

26% think the opposite of that. Of all the respondents, 60% accepted the fact that the maximum price charged by the retailer is not fixed by the producer.

Consumers' discernment regarding various attributes of green products. Consumers' perception towards the quality comparison between green products and conventional products suggests that a significant part (36%) of the consumers believed that, green products offer lower quality compare to conventional products. A larger portion of the consumers were unaware regarding this matter. The results also represent that, although majority of respondents have the knowledge about the longevity of green products, a considerable percentage (37.5%) of them are ignorant about the long lasting positive effects of these products. A Larger part (65.6%) of the consumers was aware of that green products are innocuous in nature

Consumers' judgment based on a five-point Likert scale towards the promotional strategies of green products. The analysis reveals that, majority of the respondents (40.6%) think that, the promotional messages regarding green products, communicated by the marketers are not easily understandable by the consumer. A remarkable percentage of the consumers believe that, green products are not well communicated or advertised. They also feel that, marketer's strategies to communicate the benefits of green product with the customers are not adequate and sometimes, the claims made by them regarding these products are very typical and hard to believe. So it is clear that, consumers possessed very pessimistic opinion towards the promotional strategies of green products.

Majority of the respondents viewed eco- friendliness as the most attractive feature of green products followed by safety, less polluting, acceptable price, long term health benefit, energy efficiency, long lasting effects, durability, recyclability and reusability.

Based on the F-test score and corresponding p-values it is found that consumer's perception differs only in terms of age and level of education. No significant difference has been found in case of other demographic factors.

Most of the consumer (66.1%) likes to take environmental consideration intensely while buying green products. Majority of them also prefer to find out whether the product's contents are ecofriendly or not. Only 54.1% of the customers agreed that they buy these products for healthy living.

### **Conclusion**

The study has been approached with an intension to explore the consumer awareness and purchase attitude towards green products in India. It can be inferred from the above study that consumer level of awareness about the differences between green products and conventional products found to be very favourable but consumers' have superficial knowledge about various features of green products. Advertisement and word of mouth communication observed to be the leading sources from where they get to know about it. From the analysis, it is found that consumer's knowledge is not so manifest about the various benefits of green products. Significant perceptual differences have been found among the consumers with different age and level of education in this regard. The research also explores that consumers' have assorted opinion concerning the price of the green products. But it was agreed by most of the consumers' that green products are not convenient to buy. So marketer should ensure green products obtainability to consumers. Consumers' are very negative regarding the

promotional strategies taken by the marketer to communicate various benefits of green product. As a consequence, they are dubious about green claims. So products positioning messages used by the marketer need to be more explicit and green claims should be more convincing. Marketer should adequately communicate the benefits of green products that provide assurance of the maximal satisfaction to consumer. It has been also found by the study that environmental safety and eco-friendly product contents are the important factors that drive consumer to buy green product. The overall analysis suggests that marketer should take initiatives in educating consumers' about green products and promote in that way so that consumers become more aware about several features, benefit and price of the products and get interested to buy the products.

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