

# Consumer Buying Intention towards Green Products in Rajapalayam

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## ABSTRACT

With growing markets and increasing consumer volumes, the production, as well as consumption patterns is degrading the environment drastically. The government, consumers and producers have realized the worth of this issue. The research and development department of industries are continuously working to develop products that are environment-friendly and cause less environmental destruction. Products which are capable of being recycled, and possess healthy disposal are often termed as green products. The manufacturing, marketing, and consumption of such products are being promoted by the government as well as non-governmental organizations. The present study aims to understand the concept of green product and consumer behavior towards it. The study also investigates the relationship of green product usage and purchase intention with demographic variables (age, gender, income and educational qualification). Primary data was collected using structured questionnaires and analyzed using descriptive statistics. The results reveal an important insight concerning the factors that are majorly responsible for motivating as well as de-motivating consumer behavior towards green products.

## 1. Introduction

The current rapid growth in the economy and the pattern of consumption and behavior worldwide are the main causes of environmental degradation. Increasing consumption and production have burdened the environment with harmful and adversely affecting components. Grunert (1993) reported that the consumption patterns of private households account for around 40% of environmental degradation. This concern is being well addressed by the households, manufacturers, marketers as well as the government. Through research and development, new products and processes are being developed to decrease the adverse effects on the environment and build a sustainable future.

The Green product refers to a product that incorporates the strategies of recycling or is manufactured using recycled or recyclable content and/or uses less toxic material to reduce the impact on the environment. Accordingly, the situation in which consumers want to buy products that have been produced in a way that protects the natural environment is termed as green consumerism. These include:

1. Green IT Project by State Bank of India
2. Lead-free paints by Kansai Nerolac
3. Wipro's green machines
4. Energy-efficient light bulbs
5. Energy-efficient cars
6. Energy from renewable sources of energy such as windmills and solar power
7. Digital ticket by Indian Railways.

## 2. Literature Review

**Cherian and Jacob (2012)** studied consumer's attitude towards environment-friendly products. They presented a conceptual framework of green marketing and various ways in which different consumer attributes are related to the concept

of green marketing. It was concluded that there is a need for green marketing and a need for a shift in consumer behavior and attitude towards an environmental friendly lifestyle. The researchers recommended exploring the factors that encourage consumers to cooperate with green marketing, that is, through green product usage.

**Bhatia and Jain (2013)** also provided a brief review of environmental issues, green products, green consumer practices and awareness level of consumers. Consumers' perceptions and preferences towards green products were analysed through structured questionnaires. The results showed that consumers are well aware of green marketing practices and products. Green values among consumers were also found to be high.

**Sheikh, Mirza, Aftab, and Asghar (2014)** investigated the consumer behavior towards green products and how they will make their green purchase decision. The data was collected from 200 respondents through questionnaire and hypotheses were tested using Pearson correlation. It was found that brand and gender difference have a very weak relationship with consumer green behavior while price, quality and green marketing have a strongly positive one.

**Kumar (2015)** made an effort to know how we can create awareness among consumers about green marketing and to probe consumer attitude towards eco-friendly/green products. The study stressed that marketers need to emphasize on green marketing as consumers are ready to pay a premium price for green products. The major setback to green products in India is lack of education and insufficient research work in the field of eco-friendly products.

## 3. Objectives

- To understand the concept of green product.

- To know consumers' buying intentions regarding green products.
- To know the factors motivating as well as demotivating green product usage/ purchase.

#### 4. Research Methodology

The research design used for the study was a descriptive design. The present study is based on primary data collected through questionnaires distributed to 80 consumers. The sampling was done using convenience sampling method in Rajapalayam town of Virudhunagar district. Descriptive statistics were used to analyze the data.

#### 5. Results and Discussions

**Table 1**  
**Demographic profile of the respondents**

Variable		Frequency	Percentage (%)
<b>Gender</b>	Male	38	47.5
	Female	42	52.5
<b>Age</b>	15-25	23	28.75
	25-35	47	58.75
	35-45	10	12.5
<b>Educational Qualification</b>	Intermediate	18	22.5
	Graduate	28	35
	Post graduate	24	30
	Doctorate	10	12.5
<b>Income</b>	Below Rs 2 lakhs p.a	42	52.5
	Rs 2 lakh-Rs 4 lakhs p.a	16	20
	Rs. 4 lakhs-Rs 6 lakhs p.a	14	17.5
	Above Rs. 6 lakhs p.a	8	10

The table 1 depicts that 42 respondents were female, 58.75 % of respondents lies in the age of 25-35, 35% of respondents were graduates and majority of 52.5 % of respondents holds below Rs. 2, 00,000/- as a Income.

**Table 2**  
**Factors motivating for green product usage/purchase**

Factor	Frequency	Percentage
Social recognition	12	15
Government incentives/policies	15	18.75
Environment sustainability	25	31.25
Personal consciousness	19	23.75
Peer pressure	3	3.75
Cost of installation/usage	6	7.5

Table 2 shows the factors that usually motivate the respondents for buying / using green products. It is clearly seen that environment sustainability is the most effective factor followed by personal consciousness of the respondents that persuaded them to buy a green product.

**Table 3**  
**Factors de-motivating green product usage**

Factor	Frequency	Percentage
Unawareness	25	31.25
Unavailability	22	27.5
Resistance to change	13	16.25
Inefficiency perception	8	10
Peer/social pressure	3	3.75
Cost of installation/usage	9	11.25

Table 3 shows the main factors responsible for demotivating or hindering green product usage or purchase. Consumers mainly refrain from using green products due to their unavailability as well as unawareness about such products.

**Table 4**  
**Usage and purchase intention statistics**

Variable	Usage	Percentage (%)
Green product usage	22	27.5
Purchase intention	58	72.5

Table 4 shows that 27.5% of the sample is already using some or the other green products while 72.5% of them intend to purchase one of them in the near future.

#### 6. Findings

The present study finds out that, consumers are motivated to use green products because of environmental sustainability and their personal consciousness towards the environment. However, unavailability of such products and unawareness refrain them from using such products.

#### 7. Conclusion

In the present era of development and growth, environment is being degraded at a rapid rate. It is hence, necessary to worry now rather than regret later. Green products can lower the negative impact on environment and ensure a sustainable future for the coming generations. Moreover, irrespective of demographic variables, most consumers intend to purchase such products to safeguard the environment.

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