

Consumers’ Perception towards Green Products With Reference To Vellore District

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Abstract: The global warming called the scientists, environmentalists, social organizations to take concrete efforts to stop further deterioration of ecological environment. The awareness of environmental protection among the consumers is to use the quality products without affecting the environment. Consumers are ready to accept the change of lifestyle in order to reduce the environmental impact. Consumption of green products is a way to protect the environment and it manufactured by sustainable, designed to repair and not throwaway, to be recycled or is produced from recycled materials and not containing toxic materials. This paper is an attempt to study on Consumer Perception towards Green products in Vellore District.

Key words Green products, Environment, Perception, Eco-friendly.

I. INTRODUCTION

The consumer behaviour on green products has the perception and knowledge of environment friendliness to make criteria of a product to be purchased. The knowledge on green products have a positive effect on purchasing behaviour and those who have more knowledgeable on environmental issues have more intentions to act in favour of the environment when purchasing a products. The increasing awareness of environment has initiated the consumers concern about the environmental protection and created great demand for green products. This results most of the concerns begun to develop strategies on green products to preserve the environment and satisfying consumers’ preferences on green products. In this backdrop this study aim to analyse the consumers perception towards green products included in this research paper.

II. STATEMENT OF PROBLEM

Green products has the global concern for the past few years and now it will become important concern for the safeguarding the environment. Therefore, it is important to know the consumers purchasing behaviors about the green products. Consumer awareness is highly significant for the environment when purchasing the green products instead of regular products. Hence, it is important to understand the consumers’ perceptions towards the green products.

III. SAMPLING TECHNIQUE USED

The target population for the data collection is the consumers in the study area. The data has collected on the

basis of geographical and administrative factors. Vellore district constitutes three Divisions: Vellore, Ranipet and Tirupattur with thirteen Taluks, namely: Vellore, Katpadi, Gudiyattam, Anaicut, Pernambut, Arakkonam, Ranipet, Arakonam, Walaja, Arcot, Nemili, Tirupattur, Vaniyambadi, Ambur and Natrampalli. In order to collect primary data for the study, all the three divisions are taken from the Vellore District. In each division two Taluks are selected for the study. In each Taluk a samples of 25 respondents were selected randomly selected. Hence, the sample size for the present study was 150 respondents.

IV. DEMOGRAPHIC PROFILE OF THE RESPONDENTS

Table 1.1
Demographic Profile of the Respondents

Demographic Variables	No. of Respondents	Percentage	
Gender	Male	99	66.00
	Female	51	34.00
	Total	150	100.00
Age	21 to 30 years	47	31.33
	31 to 40 years	37	24.67
	41 to 50 years	22	14.67
	51 to 60 years	26	17.33
	Above 60 years	18	12.00
	Total	150	100.00
Education	Up to school level	7	4.67
	Higher Secondary level	42	28.00
	Graduates	81	54.00
	Post graduates	17	11.33
	Professional	3	2.00
	Total	150	100.00
Occupation	Government employee	4	2.67
	Private employee	36	24.00
	Students	38	25.33
	Businessmen/Self employed	44	29.33
	Professional	9	6.00
	Others (House wife/Retired, unemployed etc.)	19	12.67
	Total	150	100.00
Income	Below Rs. 15,000	27	18.00
	Rs. 15,001 to Rs. 30,000	50	33.33
	Rs.30,001- to Rs. 45,000	47	31.33
	More than Rs. 45,000	26	17.33
	Total	150	100.00

Computed from primary data

Table 4.1 shows that, out of total 66 per cent are males and the rest of 34 per cent are female respondents in the consumer perception towards organic products. This shows the least composition of female respondents in consumer’s perception towards green products in Vellore District.

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The age shows a maximum of 31.33 percent are from the age group of 21 to 30 years. The second largest group aged between 31 to 40 years with 24.67 per cent of the total responses. About 17.33 per cent are aged between 51 to 60 years and 14.67 per cent are aged between 41 to 50 years. The lowest percentages come from respondents aged above 60 years with 12 per cent to the total data collected. It is found that the respondents belong to age group of 31 to 40 years are more in the green products.

The educational qualifications shows that majority of the respondents (54 per cent) are having educational qualification of to Graduates, followed by 28 per cent are higher secondary level of educational qualification, 11.33 per cent are having post graduate level as their educational qualification, 4.76 per cent are having up to school level as their educational qualification and 2 per cent are professional level as their educational qualification. This shows that majority of the respondents have (47.33 per cent) graduate level of educational qualification in the green products.

The nature of job of respondents from consumer's perception and preference towards green product Vellore District is selected for the study. Table 4.5 gives the occupation wise distribution of respondents of consumer's perception and preference towards green product Vellore District.

The occupation of the respondents selected shows 29.33 per cent are business men/self employed, 25.33 per cent are students, 24 per cent are private employee 12.67 per cent are other category of house wife/retired, unemployed etc., 6 percent are from professionals and 2.67 percent are from Government employees. This shows that majority of the respondents (27.73 per cent) are business men/self employed, students (25.33) and private employee (24 percent) in the consumer's perception towards green products in the Vellore District.

The monthly income distribution indicates that 33.33 per cent are earning income of Rs. 15,001 to Rs. 30,000, 31.33 per cent respondents are earning income of Rs. 30,001 to Rs. 45,000, 18 per cent are earning income of upto Rs.15,000 and 17.33 per cent of the respondents are earning income of above Rs, 45,000. This shows a good number consumers are distributed to all category of income and consumers belonging higher income groups also respond positively, moreover they are also willing to pay more for green product of green products.

V. CONSUMER PERCEPTION TOWARDS GREEN PRODUCTS& RESULTS

The environmental perception includes the knowledge about the environment, environmental impacts and collective responsibility of sustainable development to differentiate knowledge about facts and knowledge about

actions. The knowledge on green products have a positive effect on environmental purchasing behaviour and those who have more knowledgeable on environmental issues have more intentions to act in favour of the environment when purchasing a products. The consumer perception towards green products has presented in the Table 1.2.

Table 1.2
Consumer Perception towards Green Products

S. No.	Statements	Strongly Agree	Agree	Neutral	Strongly Disagree	Strongly Disagree	Total
1.	Green products are eco-friendly products	53	61	19	8	9	150
		35.33	40.67	12.67	5.33	6.00	100.00
2.	The biodegradable and recyclable features are considered in the green products	61	64	10	11	4	150
		40.67	42.67	6.67	7.33	2.67	100.00
3.	Green products are user friendly	40	74	25	10	1	150
		26.67	49.33	16.67	6.67	0.67	100.00
4.	Green products are energy efficient and better quality	50	69	17	10	4	150
		33.33	46.00	11.33	6.67	2.67	100.00
5.	The perceived quality of green products are long lasting and durability	35	22	18	41	34	150
		23.33	14.67	12.00	27.33	22.67	100.00
6.	Good manufacturing practices is considered as a part of green products	33	46	23	34	14	150
		22.00	30.67	15.33	22.67	9.33	100.00
7.	There are no harmful gases, using less plastic, less smoke and less radiation products are perceived as green products.	66	23	31	18	12	150
		44.00	15.33	20.67	12.00	8.00	100.00

Source form Primary Data

Table 1.2 clearly indicates that a maximum of 40.67 percent, 42.67 percent are strongly agree, agree respectively with the biodegradable and recyclable features are considered in the green products. The next level 79.33 percent are agree with green products are energy efficient and better quality. The respondents of 76 percent are agree with green products are eco-friendly products and 75.33 percent agree with green products are user friendly products. The respondents of 59.33 percent know the there no harmful gases and less radiation products are perceived as green products and 52.67 percent agree with good manufacturing practices are followed in the green products. The respondents of 38 percent only agree with the perceived quality of green products are long lasting and durable in nature.

2.1 Consumer Perception towards the Environmental Concern

The awareness of environmental issues and the advent of a "green product" movement may have seen a change in attitudes of the consumers. The consumers are paying more attention on green products. The environment protection programmes has also increase the awareness on green products. The support for the green products actively not only fulfils their needs but those are also environment friendly. The behaviour of every person towards the environmental perception has presented in the Table 1.3.

Table 1.3
Consumer Perception towards the Environmental Concern

S. No.	Statements	Strongly Agree	Agree	Neutral	Strongly Disagree	Strongly Disagree	Total
1.	Society needs to take action to protecting environment for healthy living.	34	54	14	28	20	150
		22.67	36.00	9.33	18.67	13.33	100.00
2.	People think to take some action for environment protection.	24	44	34	32	16	150
		16.00	29.33	22.67	21.33	10.67	100.00
3.	Environmental protection is an important concern but people are not ready to change in their living habits	10	35	54	34	17	150
		6.67	23.33	36.00	22.67	11.33	100.00
4.	Do you take environmental consideration into account when buying a product?	37	20	29	44	20	150
		24.67	13.33	19.33	29.33	13.33	100.00
5.	Do you think the environmental issues as a problem but somebody else’s problem	17	58	24	16	35	150
		11.33	38.67	16.00	10.67	23.33	100.00
6.	The earth is like a spaceship with only limited room and resources.	29	49	46	11	15	150
		19.33	32.67	30.67	7.33	10.00	100.00
7.	There are limits to which our industrialized society can expand.	22	73	25	14	16	150
		14.67	48.67	16.67	9.33	10.67	100.00
8.	Mankind is severely abusing the environment.	16	64	24	34	12	150
		10.67	42.67	16.00	22.67	8.00	100.00
9.	Do you feel guilty of your living style is harmful to the environment.	12	40	36	40	22	150
		8.00	26.67	24.00	26.67	14.67	100.00

Table 1.3 clearly indicates that majority of the (63.33 percent) respondents agree with there are limits for industrialized society can expanded whereas 20 percent are disagree with the statement. Similarly, the respondents of 58.67 percent agree with society needs to take action to protecting environment for healthy living whereas 32 percent are disagree with the statement. About 53.33 percent are agree with mankind is severely abusing the environment whereas 30.67 percent are denied with the statement. About 52 percent are agree with earth is like a spaceship with only limited room and resources. The respondents of 45.33

percent are agree with people are thinking to take some action for environment protection. The respondents of 50 percent agree and 34 percent disagree with they think the environmental issues as a problem but somebody else’s problem. The respondents of 38 percent agree with environmental consideration are taken into account when purchasing the products and 34.67 percent agree with feel guilty of living style is harmful to the environment. The respondents of 30 percent are agree whereas 34 percent are disagree with environmental protection is an important concern and however but people are not ready to change in their living habits to safeguard the environment.

Table 1.4
One way ANOVA for Consumer Perception towards the Environmental Concern

Demographic Variables		N	Mean	S.D.	Std. Error	95% Confidence Interval for Mean		F/T Value	Sig.
						Lower Bound	Upper Bound		
Age	21 to 30 years	47	26.11	7.96	1.16	23.77	28.44	2.728	0.032*
	31 to 40 years	37	29.97	5.21	0.86	28.24	31.71		
	41 to 50 years	22	28.41	6.69	1.43	25.44	31.37		
	51 to 60 years	26	29.42	7.00	1.37	26.59	32.25		
	Above 60 years	18	31.33	6.80	1.60	27.95	34.71		
	Total	150	28.60	7.03	0.57	27.47	29.73		
Education	Up to school level		28.00	8.04	3.04	20.56	35.44	3.854	0.005*
	Higher Secondary level		29.68	5.09	0.80	28.08	31.29		
	Graduates		28.63	6.60	0.73	27.17	30.09		
	Post graduates		24.44	9.81	2.31	19.57	29.32		
	Professional		39.33	7.37	4.26	21.02	57.64		
	Total		28.60	7.03	0.57	27.47	29.73		
Occupation	Government employee	4	28.75	6.85	3.42	17.85	39.65	3.829	0.003*



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	Private employee	36	30.31	6.68	1.11	28.05	32.57		
	Students	38	24.53	7.70	1.25	22.00	27.06		
	Businessmen/Self employed	44	30.16	6.22	0.94	28.27	32.05		
	Professional	9	29.33	4.09	1.36	26.19	32.48		
	Others (, House wife/Retired, unemployed etc.)	19	29.53	6.68	1.53	26.31	32.75		
	Total	150	28.60	7.03	0.57	27.47	29.73		
Income	Below Rs. 15,000	27	29.22	4.85	0.93	27.30	31.14	0.665	0.575
	Rs. 15,001 to Rs. 30,000	50	28.94	6.69	0.95	27.04	30.84		
	Rs.30,001 to Rs. 45,000	47	28.85	8.09	1.18	26.48	31.23		
	More than Rs. 45,000	26	26.85	7.60	1.49	23.78	29.92		
	Total	150	28.60	7.03	0.57	27.47	29.73		
Gender	Male	99	30.39	6.00	0.60	3.03	7.52	4.313	0.001*
	Female	51	25.12	7.60	1.06	2.84	7.71		

The calculated F value of 2.728, 3.854, 3.829 with respect to age, education, occupation is significant at 5 percent level. Since, the p value is less than 0.05, the null hypothesis stating that there is no significant difference between demographic variables of age, education, occupation and with respect to consumer perception towards environmental concern is rejected. Similarly, the calculated T value of (4.313) gender is significant at 5 percent level. Since, the p value is less than 0.05, the null hypothesis stating that there is no significant difference between demographic variable of gender and consumer perception towards environmental concern is rejected. Hence, it can be stated that there is a significant difference between demographic variables and consumer perception towards environmental concern. Thus, it can be concluded that the demographic variables such as

age, education, occupation, gender is vary as the perception towards environmental concern.

However, the calculated F value of (0.665) income is not significant. Since, the p value is mor than 0.05, the null hypothesis stating that there is no significant difference between demographic variables of income and consumer perception towards environmental concern is accepted.

Further, the age group of 31 to 60 is having more concern about the environment whereas age group of 21 to 30 is less concern about the environment. Similarly, the education of professional is having more concern about the environment whereas up to school level less concern about the environment. The male category is having more concern about the environment whereas female category less concern about the environment. The occupation of private employee is having more concern about the environment than the other occupational category of respondents.

Table 1.5
One way ANOVA for Consumer Perception towards the Green products

Demographic Variables	N	Mean	S.D.	Std. Error	95% Confidence Interval for Mean		F/T Value	Sig.	
					Lower Bound	Upper Bound			
Age	21 to 30 years	47	26.21	5.13	0.75	24.71	27.72	3.263	0.014*
	31 to 40 years	37	25.24	4.48	0.74	23.75	26.74		
	41 to 50 years	22	29.00	5.60	1.19	26.52	31.48		
	51 to 60 years	26	24.50	3.95	0.78	22.90	26.10		
	Above 60 years	18	24.89	4.64	1.09	22.58	27.20		
	Total	150	25.93	4.95	0.40	25.13	26.73		
Education	Up to school level	7	18.14	5.49	2.08	13.07	23.22	6.316	0.001*
	Higher Secondary level	41	25.63	4.03	0.63	24.36	26.91		
	Graduates	81	26.60	4.92	0.55	25.52	27.69		
	Post graduates	18	27.22	4.48	1.06	24.99	29.45		
	Professional	3	22.00	1.00	0.58	19.52	24.48		
	Total	150	25.93	4.95	0.40	25.13	26.73		
Occupation	Government employee	4	24.25	4.35	2.17	17.33	31.17	3.467	0.005*
	Private employee	36	25.86	5.37	0.90	24.04	27.68		
	Students	38	28.42	4.44	0.72	26.96	29.88		
	Businessmen/Self employed	44	24.20	4.57	0.69	22.82	25.59		
	Professional	9	26.44	4.88	1.63	22.70	30.19		

	Others (, House wife/Retired, unemployed etc.)	19	25.16	4.55	1.04	22.97	27.35		
	Total	150	25.93	4.95	0.40	25.13	26.73		
Income	Below Rs. 15,000	27	24.37	5.08	0.98	22.36	26.38	3.512	0.017*
	Rs. 15,001 to Rs. 30,000	50	25.34	4.85	0.69	23.96	26.72		
	Rs.30,001- to Rs. 45,000	47	26.06	4.88	0.71	24.63	27.50		
	More than Rs. 45,000	26	28.42	4.39	0.86	26.65	30.20		
	Total	150	25.93	4.95	0.40	25.13	26.73		
Gender	Male	99	26.55	4.85	0.15	3.49		2.145	0.034*
	Female	51	24.73	4.96	0.14	3.50			

The calculated F value of 3.263, 6.316, 3.467, 3.512, and T value of 2.145 with respect to age, education, occupation, nature of job, gender is significant at 5 percent level. Since, the p value is less than 0.05, the null hypothesis stating that there is no significant difference between demographic variables of age, education, occupation, income, gender and with respect to consumer perception towards green products is rejected. Hence, it can be stated that there is a significant difference between demographic variables and consumer perception towards green products. Thus, it can be concluded that the demographic variables such as age, education, occupation, income, gender is vary as the perception towards green products.

Further, the age group of 41 to 50 is having more perception towards green products than the other age group of respondents.

Similarly, the education of Post Graduates is having more perception about the green products than the other education of respondents.

The income group of more than Rs. 45,000 is having more perception towards than the other income group respondents.

The occupation of students is having more perception about the green products than the other occupational category of respondents.

The male category is having more perception about the green products than the female category of respondents.

VI. DISCUSSION

This paper aims to study the perception on green product and how it influences the consumer buying behaviour. This paper gives important because of polluting the environment are worst condition on day by day, which continues deterioration of human life. Green products are a strategy to solve the problems of environmental concern in order to promote and safeguard the nature to benefit of firms, consumers and environment. Many concerns started the practice of green concept and to produce green products to fulfill the need and desire. The environmental issues results in consumers are ready to accept the change in use of green products. Hence, the firms should develop the green products strategy to satisfy the expectations of the customers. The firms should reduce the environmental impacts by way of distribute and transporting the raw materials or finished goods.

VII. CONCLUSION

This study statistically proved that level of age, education and income has significantly influence the perception on green products. The study has concluded that consumers have positive impact on green products. The people are having higher levels of income and education has more knowledge of environmental issues and green products. This has conversely reveals that the level of education has impact on the choice of the green house hold products in the consumers.

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