



A STUDY ON ATTITUDE OF PEOPLE TOWARDS GREEN PRODUCTS

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ABSTRACT:

The consumer attitude towards green products has become a significant area of study in contemporary marketing research, driven by increasing environmental concerns and sustainability initiatives. This paper examines the various factors influencing consumer attitudes towards green products, including environmental consciousness, perceived product quality, pricing, and socio-demographic variables. Through a comprehensive literature review, this study provides insights into the motivations and barriers shaping consumer behavior towards green products. Understanding these attitudes is crucial for marketers to develop effective strategies for promoting and encouraging sustainable consumption patterns. Additionally, this research underscores the need for further investigation into the evolving dynamics of consumer attitudes in the context of environmental sustainability.

KEYWORDS:

CONSUMER ATTITUDE, GREEN PRODUCTS, ENVIRONMENTAL CONSCIOUSNESS, SUSTAINABILITY, CONSUMER BEHAVIOR, MARKETING STRATEGIES.

1.1 INTRODUCTION

Green products are those items considered eco-friendly. This means that the manufacturer of the particular product took the proper steps in ensuring that the environment was not harmed during its manufacturing process. The raw materials used in the product were derived from sustainable sources. And the production should have a low impact on the environment regarding waste, carbon emissions and energy use. Competition is one of the major challenges that a business man want to face in a modern world. Every industry is composed of many individual firms and each individual firm is providing similar goods and services.

Naturally this situation makes a big chance for competition among this firms. so in order to becoming the market leaders every business wants to adopt different strategies. Nowadays one of the major strategy adopted by companies to capture market is the marketing of green products or eco-friendly products. A green product provides a lot of advantages to us. Today people giving more attention to protection of environment, as they are aware about the appearance of hole in the ozone layer, destruction of forest etc. Because of these factors green products get more attention in today's world. The term 'green' has nothing to do with color, but the choice of name is appropriate because green is a color that is often associated with nature. Green products are considered kinder to the environment than non-green goods, in one way or another. The term is widely used and it doesn't take much for a product to be called green, so it can cover a wide range of

consumer goods. A product is considered earth-friendly if it is biodegradable, meaning that it will pose no threat to the earth and environment, when it is released to the air, water or earth while in use or when disposed of. These types of products usually decompose much quicker in a landfill, than similar items that are not biodegradable.

1.2 STATEMENT OF THE PROBLEM

In modern world people are concerned about the environment. Green products have a vital role in the protection of the environment as it does not make a negative impact to the nature. A company can increase its competitive position by providing green products. This study is conducted to know the attitude of people towards green products like solar power products, paperbags, handi craft items and clay products.

1.3 REVIEW OF LITERATURE

Aditya maheswari and Guan malthotre (2011) wrote an article entitled "Green marketing: A study on Indian youth". This study focus on the awareness, perception and parameters considered by the consumers while purchase the green products. Statistical tools like percentages and one way ANOVA were used, to analyze the purchase behaviour through parameters considered by the consumers while purchasing the products such as price, availability, convenience, brand name and variety of the products.

Ishawini and Sarojkumar Datta (2011) in their paper

analyzed with the objective of pro environmental concern and its influence to green purchase behaviour of the consumers. In order to achieve the objectives consumers' preference, pro environmental concern, and knowledge about the environmental issues are the variables used.

1.4 OBJECTIVES OF THE STUDY

The following are the importance objectives of the study

- ✓ To know the attitude of people towards green products
- ✓ To analyze those factors which induces people to purchase green products

1.5 SAMPLING DESIGN

The present study entitled as A Study on attitude of people towards green products. The convenient sampling method was used by the researcher for selecting the respondents with the help of interview schedule.

1.5.1 METHODOLOGY

The data for the study have been drawn from both primary and secondary sources. Data have been taken from 50 respondents.

1.5.2 TOOLS FOR RESEARCH

Simple percentage analysis tool is copied for research.

Under this section, the following parameters are taken into consideration; namely, Green products. The interpretation of the data is given under each table.

1.6 DATA ANALYSIS

This analysis focuses on the importance, benefits and problems faced by peoples towards green products.

TABLE: 1 GREEN PRODUCT PURCHASED BY SOURCE OF AWARENESS INFORMATION ABOUT RECENT PURCHASE RESPONDENTS

GREEN PRODUCTS	RESPONDENTS	PERCENTAGE
Solar light	12	24
Solar heater	16	32
Paper bags	8	16
Handicrafts items	8	16
Clay products	6	12
TOTAL	50	100%

Source: Primary Data

From the above table it is clear that most of the people are in the habit of purchasing solar heater (32%). 24% of people purchased solar light. 16% of people purchased paper bags and 16% of people purchased handicraft items and only 12% of people purchased clay products.

TABLE: 2 SOURCE OF AWARENESS

SOURCE	RESPONDENTS	PERCENTAGE
Newspaper	9	18

Magazines	16	32
TV	6	12
Friends and relatives	12	24
Websites	7	14
TOTAL	50	100%

Source: Primary Data

From the above table 32% of people are come to know about green products through magazines and 24% of people got information about green products through friends and relatives. Newspaper provides awareness about green products to 18% of people. 14% of people are aware about green products through websites. TV provides awareness to a small percentage of people (12%).

CHART 1 SOURCE OF AWARENESS

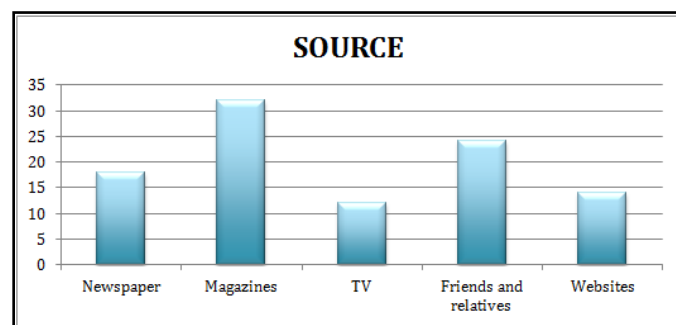


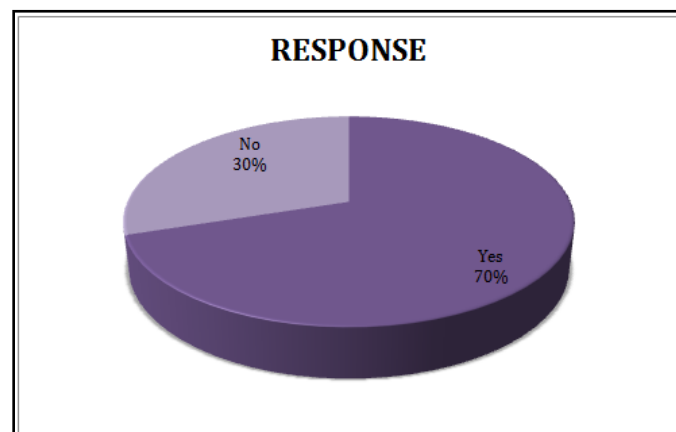
TABLE: 3 SHOWING INFORMATION ABOUT RECENT PURCHASE

RESPONSE	NO OF RESPONDENTS	PERCENTAGE
Yes	35	70
No	15	30
TOTAL	50	100

Source: Primary Data

From the above table 70% of people make recent purchase and 30% of people do not make recent purchase.

CHART: 2 CHART SHOWING INFORMATION ABOUT RECENT PURCHASE



1.7 FINDINGS

- ❖ 56% of people are purchased solar power products
- ❖ Most of the people are come to know about the products through magazines.
- ❖ Majority of the respondents make Recent Purchase

1.8 CONCLUSION

Green products or eco-friendly products have a prominent role in conservation of environment. So there is a need for promoting the green products. From this study, it is clear that most of the people are in the habit of purchasing green products like solar light, solar heater, paper bags, handicraft items and clay products. Most of the customers are willing to pay higher price for these products because of the quality and environment protection.

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