

A Study on Opinion of Consumers towards Recyclable

Green Products - An Empirical Approach

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ABSTRACT

“Green Marketing” is a newer issue in the eyes of marketers. “Green Marketing” is defined as the marketing of products that are presumed to be environmentally safe. There is a common perception among the general population that the term green marketing refers only to advertising or promoting products that possess environmental characteristics. Polansky (1994) defines green marketing as: The green marketing provide five important like good for the environment, save money, save time, reduces waste and healthier. This present study, primary objective is study about the customer’s attitude and perception towards green marketing products with the reference to Chennai. The secondary objectives of this study is to find out the level of awareness, measure the level of satisfaction in terms of quality, cost, availability and sources of green marketing products in Metro city like Chennai. As resources are limited and human wants are unlimited, it is important for the marketers to utilize the resources efficiently without waste as well as to achieve the organization’s objective. So green marketing is inevitable. Many Authors are defining green products by following measures: Products those are originally grown. Products with natural ingredients. Products those are recyclable, reusable and biodegradable. Products containing recycled contents, non- toxic chemical. Products that do not harm or pollute the environment Products that will not tested on animals. Recently, the entire country people attitudes turn towards “going green”. A lot of people from all different parts of the world are doing their part in order to keep the earth healthy. More and more people are switching to behaviour consumers, governments and businesses. Further, 12% of the US population is identified as “True Greens” by Mintel (a market research firm), who are consumers seeking out and buying green products.

Keywords: Green marketing, customers, attitude, perception, satisfaction, eco-friendly and natural Environment.

I. INTRODUCTION

There are a number of potential problems that must overcome. One of the main problems is that firms using green marketing must ensure that their activities are not misleading to consumers or industry, and do not breach any of the regulations or laws dealing with environmental marketing. Green marketing claims must clearly state environmental benefits. A problem of the firms face is that those who modify their products due to increased consumer concern must contend with the fact that consumers' perceptions are sometimes not correct.

Conventional wisdom has it that the Indian middle class values price over almost any other attribute in its purchasing decisions and is relatively indifferent to environmental concerns. However, eco-friendly products

seem to be the new mantra of the economically better off Indians. Indians in the future are likely to get attracted to environment-friendly products and packages. Indians think the government needs to play a prominent role in supporting green innovation and consumers want their government to mandate disclosure of ingredients and greater label clarity a message, perhaps, for corporate social responsibility programmes as well. So, the key strategy for marketing could be choosing ecological responsible products and packaging, which will be convenient for consumers, thus, complementing environmental concerns with commercial considerations.

TOP 10 GREEN BRANDS IN INDIA 2014

Amul, Dabur India ltd, Infosys, Taj hotels, Britannia industries, Suzlon industries, Hindustan Unilever, Wipro technologies, Maruti udyog ltd, Godrej consumer products.

CUSTOMERS BENEFIT THROUGH GREEN PRODUCTS

S. no.	Product categories	Customer benefits
1.	CFL bulbs	Save money, last longer
2.	Hybride cars	Quite rides
3.	Natural cleaners	Safety, peace of mind
4.	Organic products	Safety, better taste
5.	Recycled papers	Save money
6.	Solar powered cell phones	Extended use
7.	Alternative fuel	Environment friendly

II. OBJECTIVES OF THE STUDY

1. To find out the customer's attitude and perception towards green products
2. To observe the customer's awareness related to green products in Chennai.
3. To examine the mean difference between the Gender of the respondents with regard to Study variables

III. LITERATURE REVIEW

Green marketing concept emerges from societal marketing (Kotler, 1999). Green marketing is an attempt to characterize a product as being environmental friendly (eco friendly). It holds the view that marketing which is a part of business not only has to satisfy customers in particular, but also has to take into account the interests of society in general. That is, all those who are affected by the activities of a business should be kept in mind when setting the objectives and the policies of an organization. Thus, a green company is based on its corporate vision that includes environmental concerns as the company's functioning. This simply means that the company realizes the needs of the ecosystem with which it interacts. For example, any company wants —to be a good company, having concern for the community and the environment|| . This has already helped to increase the recent trend towards the —greening|| of the companies.

According to Hawken (Ecology of Commerce, 1995) business has three issues to face. These are what it takes, what it makes and what it wastes. What it takes is materials from the environment, (its ecosystem) through extracting, mining, cutting, hunting and other means. What it makes is the products of commerce, goods and

services that are derived from the natural environment through the process of conversion and transformation. What it wastes represents eco-costs arising from garbage, pollution and destruction of natural systems, which are the consequences of taking and making processes. And these costs are not internalized in most of the accounting systems so far. Zimmer et al. (1994) identified seven major categories of concern: concern for waste, wildlife, the biosphere, population, health, energy awareness, and environmental technology.

The solution to environmental and social ills is now looked at on consumer purchase behaviour (Wells, 1990). Consumers must value protecting the environment before they can have the intention of buying environmentally friendly products. It is argued that consumers must feel that, when they purchase an environmentally friendly product, they will make some sort of material difference. So far, studies have found consumers' perceived level of selfinvolvement toward protection of the environment to be relatively low; hence the reason why pg. 61 consumers are less likely to engage in ecologically favourable behaviours (Wiener and Sukhdial 1990). As part of the solution, Bei and Simpson's (1995) study suggested that emphasizing the importance of environmental issues can motivate consumers' environmental behaviour. Therefore, marketers should communicate to the target audience that buying green products could have a significant impact on the welfare of the environment (Laroche, Bergeron, and Barbaro-Forleo 2001). (Polonsky 1994b) opined that increased use of Green Marketing is depending on five possible reasons. 1. Organizations perceive environmental marketing to be an opportunity that can be used to achieve its objectives [Keller 1987, Shearer 1990] , 2. Organizations believe they have a moral obligation to be more socially responsible [Davis 1992, Keller 1987,] , 3. Governmental bodies are forcing firms to become more responsible [Davis 1992]; 4. Competitors' environmental activities pressure firms to change their environmental marketing activities [Davis 1992] , 5. Cost factors associated with waste disposal, or reductions in material usage forces firms to modify their behaviour [Keller, K.L. (1993]

Review of the related literature shows various issues related to green marketing challenges and other face of green marketing products in manufacturer and customer point of view. At the same time, there is not so much research or a unique study related to customer attitude and perception towards green marketing in India.

3.1 Green purchasing behaviour

Green consumer behaviour is the behaviour of an individual who considers environmental or social issues while making purchasing or non-purchasing decisions (Peattie, 1992). Green purchase behaviour refers to purchasing and consuming products that have minimal impacts on the environment (Mainieri et al., 1997). There are different terms used interchangeably with green purchase behaviour, such as green buying behaviour (Kim and Choi, 2003), proenvironmental purchase behaviour (Soutar et al., 1994) and environmentally responsible purchase behaviour (Follows and Jobber, 2000). Pro-environmental behaviour can be defined as the action of an individual or group that contributes to the sustainable use of natural resources (Halpenny, 2006). Activities that can be classified into green purchase behaviour), energy saving (Kim, 2002; Kim and Choi, 2003), waste and recycling behaviour (Barr and Gilg, 2007) and participation in any nature-related activities (Aini et al., 2003). It is notable that pro-environmental behaviours differ from general purchase-related consumer behaviours. General purchase behaviour is driven by an assessment of its benefits and costs that are of immediate relevance solely to the individual consumer performing the behaviour. By contrast, environmentally conscious behaviour is

unlikely to deliver instant personal gain or gratification, but rather a future-oriented outcome (e.g. cleaner environment) that often benefits society as a whole (Mc Carty and Shrum, 2001; Kim and Choi, 2005).

IV. STUDY AREA PROFILE

Chennai is the biggest industrial and commercial centre in South India, and a major cultural, economic and educational centre. It is the sixth-largest city and fourth-most populous metropolitan area in the country. As a growing metropolitan city in a developing country. The Chennai Metropolitan Area as recently as January 2015 has been ranked the fourth-largest economy in India, and the third highest GDP per capital. Chennai is one of the metropolitan cities with lot of pollution and environmental hazards. So, within the Chennai city the researcher are collecting the primary data in this present study

V. RESEARCH METHODOLOGY

Every researcher need require data's there are two types of data are used by most of the research. There are primary and secondary data. The Primary data has been collected from 150 customers in Chennai with the help of a self administered questionnaire. The Secondary Data related to attitude and perception towards green products was collected form appropriate journals, literatures and websites.

5.1 Sample Size

The sample size for the present study is 150 only. The researchers adopted the convenient (non random) sampling technique for the present research work.

5.2 Statistical tool used

Percentage Analysis and Mean Rank technique and Independent sample t test.

5.3 Hypothesis of the study

In order to understand the relation between different parameters and demographic, researcher have formulated the following alternate hypothesis which we wish to prove.

H1: There is no relationship between decision maker of the family and green product awareness of the customer.

H₂: There is no significant mean difference between the Gender of the respondents with regard to Study variables

VI. DATA ANALYSIS

Data is analyzed based on questionnaire of variables that shows factors influencing purchasing of green products and level of satisfaction towards green products.

6.1 Mean Ranking of the study variables

In order to analyze the opinion of the respondents towards the twelve study variables a mean ranking test was carried out. The study variables were identified through earlier literature works. It is observed from table 1 that the variable eco friendly secured first rank (M = 3.36) followed by Quality (M=3.14) and brand name (M = 3.12).

Table 1: Mean Ranking of the study variables

S.NO	FACTORS	MEAN SCORE	RANK
1	Attitude	2.90	11
2	Perception	3.11	4
3	Quality	3.14	2
4	Cost	3.2	5
5	Brand name	3.12	3
6	Availability	3.02	7
7	Eco friendly	3.36	1
8	After sales service	2.98	8
9	Guarantee & warrantee	3.1	6
10	Comfortable	2.96	9
11	Packing	2.91	10
12	Goodwill	2.66	12

Source: Primary data

6.2 Comparison of Study variables among the Gender of the respondents

Hypothesis

H₂= There is no significant mean difference between the Gender of the respondents with regard to Study variables

In order to measure how far the mean score of opinion on twelve variables varies between the Gender of the respondents an Independent sample T Test was conducted to analyze the significant mean differences. The results are discussed below.

Table 2

T Test between Study variables among the Gender of the respondents

Variables	Gender				T Value
	Male		Female		
	Mean	SD	Mean	SD	
Attitude	3.38	.825	3.35	.807	1.078
Perception	4.20	.756	3.80	.863	0.586
Quality	3.73	.893	3.97	.811	4.305*
Cost	4.57	.809	4.09	.512	1..566
Brand name	3.69	.806	3.03	.780	1.979
Availability	3.93	.893	3.69	.809	1.423

Eco friendly	43.89	.783	4.02	.707	7.515*
After sales service	3.73	.893	3.97	.453	0.305
Guarantee & warrantee	4.57	.809	4.09	.535	1.212
Comfortable	3.69	.806	3.03	.580	1.971
Packing	3.93	.893	3.69	.609	.447
Goodwill	4.02	.783	3.82	.807	0.887

****Significance at one percent level * Significant at five per cent level**

T test results

As per the table 2, significant mean difference between the gender of the respondents were found with regard to the study variables Quality ($t= 4.305$, $P < 0.01$) and Eco friendly ($t= 7.515$, $P < 0.05$). The other study variables does not differ significantly between the gender of the respondents.

VII. CONCLUSION

Green marketing is a tool for protecting the environment for the future generation. Now this is the right time to select "Green Marketing" globally. It will come with drastic change in the world of business if all nations will make strict roles because green marketing is essential to save world from pollution. Green marketing is a tool for protecting the environment for the future generation. In all over the Chennai city, the people and customer have awareness and satisfaction related to green products as per their attitude and perception. Meanwhile, if the entire Chennai customers are became natural eco-friendly user, definitely Chennai will become a one of the finest clean city in future.

VIII. RECOMMENDATIONS

Green awareness is on the rise, and the demand for eco- friendly products is growing. At the same time, buyer expectations are also getting bigger. Although the market for green and environmentally-friendly products is still nascent in India, this is expected to change. All consumers remain primarily concerned with finding products that are the right balance of quality and price. Through better marketing of environmental and green benefits and by aggressive pricing, producers and marketers will be best able to position their products and gain market share in this important new segment. The study suggests that pro-environmental anxiety is a likely judge of green buying behaviour. Also, consumers wish for eco-friendly products and thus the right mix of ecofriendly products and service, promotion, PR and management know-how is needed to target and attract the consumers who may be willing to buy eco- friendly products.

The government should change the environment protection for promoting the green products in India. The Chennai is the metropolitan city, that is the reason why, all the customers are aware of the green products. At the same time, the customer and retailer and manufacturer of the green products should develop their self-interest to

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use the green product in their day to day life. The Chennai Corporation should take initiative on using the green product for protecting the city.

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