

Consumers' Source of Awareness and Preference of Green Products in Tirunelveli Taluk

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Abstract:- Green products/ eco-friendly products are products which cause less damage at the time production, use or disposal. Consumers are more aware in protecting environment from harmful products. Therefore, they were more conscious while buying green products. The present study is attempted to investigate the consumers' source of awareness towards green products. Primary data were collected from 150 respondents. Data were analyzed through percentage analysis and garrett ranking method.

Keywords:- Awareness, Consumers', Green Product and Environment.

I. INTRODUCTION

India is ranked as 11th place in highest polluted country. The reason behind this is more development of industries and behaviour of the consumers'. Now-a-days consumers are more conscious in protecting the environment by avoiding harmful products. They are interested and aware in buying the green products/ eco friendly products. It means it protect the environment damage at the time of manufacturing and at the time of using the products. These products are recycled for reuse. Green is slowly becoming the symbolic colour in India. There is a growing interest among the consumers in global level regarding protection of environment. Thus, this paper focus consumers source of awareness towards green products.

II. REVIEW OF LITERATURE

Vaishali and Manvinder¹ (2016) explained that the students are becoming more aware of environmental issues and desirous of purchasing eco-friendly products. The present study is an attempt to investigate awareness, perception and purchase intention towards green products. 56 samples were collected and analysed. The findings of the study reveal that approximately 40 percent become aware of green marketing by internet and social media sites.

Anbukarasi and Dheivanai² (2017) highlighted that the environment has become a mainstream issue in the

current competitive world. The purpose of the study is to find out the awareness level of consumers towards select green FMCG. 384 samples were collected and analyzed using ANOVA and independent t test. Finally, the study concluded that the consumers are familiar about the environmental aspects and also their green awareness is high. Male consumers' level of awareness is high when compared to the awareness level of female consumers during the study period.

Tanuja Jain³ (2018) described that in today's business environmentally sustainable development has become a key issue. Thus green marketing is one of the strategies a firm can adopt to achieve this. The present paper makes an attempt to analyse the awareness and willingness of the consumer to buy green products. 100 samples were collected and analyzed using chi square. This study concluded that the consumers who are aware of eco-friendly products and have a preference for eco-friendly products are not willing to buy expensive eco-friendly products.

Zillur and Afzal⁴ (2018) highlighted that the consumers green products awareness is significant in indicating the way of the green products buying decision. This study aims to investigate the sources of consumers' awareness toward green products and its impact on purchasing decision. Data were collected from 300 respondents and analysed using regression analysis. This study reveals that green products awareness as the critical factor which significantly affects consumers green purchasing decision.

III. STATEMENT OF THE PROBLEM

People are facing more environmental problems due to development of more technologies. These problems are associated with human consumption so the problem is highly depends upon the consumers behaviour. Manufacturers need to produce the green products and create awareness among their consumers. Therefore, manufacturers must know their source of information which will reach the consumers as soon as possible. This paper focuses the consumers' source of awareness towards green products.

IV. OBJECTIVES

The objectives of this study are

- To analyse the demographic factors of selected respondents from Tirunelveli Taluk.
- To examine the most influencing source of information of respondents.
- To examine the consumers’ most preference of green products

V. RESEARCH METHODOLOGY

This study is based on both primary and secondary data. Primary data which were collected through interview

schedule. The sample size is 150 and data were analyzed through percentage analysis and Garrett ranking system. Secondary data were collected from journals, articles, etc.

➤ *Demographic Profile of Respondents*

Table 1 explains the demographic profile such as age, education, occupation and income of respondents of the study. With regard to respondents, most of them (58.7 per cent) are female respondents. Most of the respondents (46 per cent) are within the age group of 36-45 years and 44.7 per cent of the respondents do not possess formal education. Most of the respondents 30.7 per cent are employed. The family monthly income of 45.3 per cent of the respondents is between 40000-60000.

DEMOGRAPHIC FACTORS	NO OF RESPONDENTS	PERCENTAGE
GENDER		
Male	62	41.3
Female	88	58.7
Total	150	100
AGE		
20-25	32	21.3
26-35	44	29.3
36-45	70	46.7
46-55	4	2.7
Total	150	100
EDUCATION		
Illiterate/Schooling	67	44.7
Graduate	50	33.3
Post Graduate	18	12.0
Any other	15	10.0
Total	150	100
OCCUPATION		
Student	39	26.0
Employed	46	30.7
Self employed	30	20.0
Housewife	35	23.3
Total	150	100
INCOME		
Below 20000	3	2.0
20000-40000	59	39.3
40000-60000	68	45.3
60000-100000	20	13.3
Total	150	100

Table 1:- Demographic Profile of Respondents
Source: Primary Data

➤ *Source of Consumers’ Awareness*

Media reach is inevitable for the information of products especially green products. Chart 1 explains that the audiences are addicted to advertisement on television with the score of 5.46 was the first source of information,

followed by hoarding (with score of 5.42). Websites (with score of 2.90) is given as sixth rank by respondents. Hence, the manufacturers can reach the customers easily through television for promoting their products.

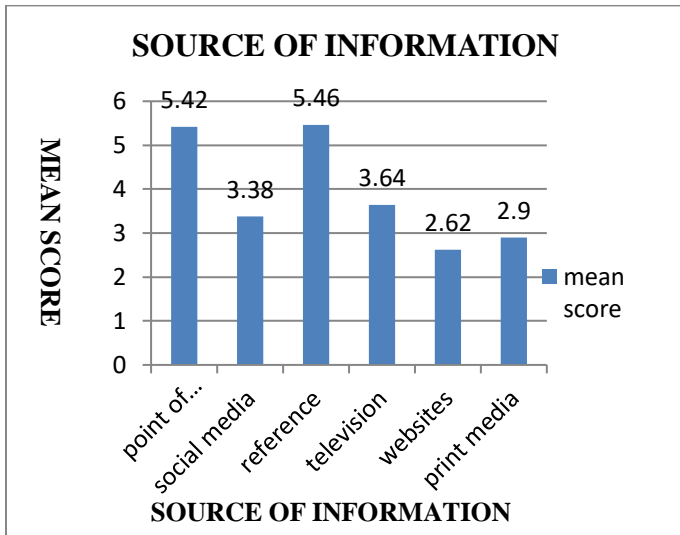


Chart 1:- Source of Information

➤ Preference of Products

Chart 2 explains that the utilities items with mean score of 3.64 was the first product prefer by the consumers, followed by package products with mean score of 3.38, electronic items with mean score of 2.90 whereas FMCG product was given as fourth rank with the least mean score of 2.62.

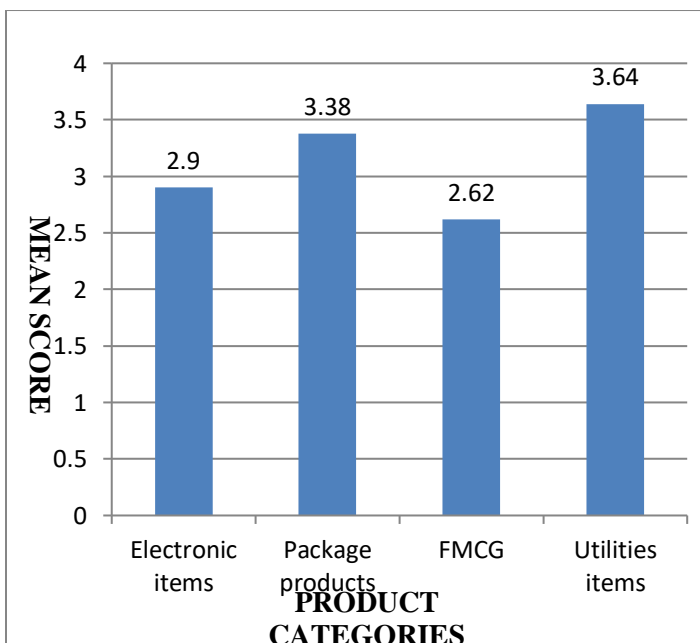


Chart 2:- Preferences of Green Products

VI. CONCLUSION

It can be concluded that reference group is found to be medium of information for respondents mostly. It reveals that consumers believe their friends, family, etc and video /audio visual is the right media to convey the message and also create awareness among consumers. Manufacturers have to concentrate in producing more utilities items like reusable straws, hydroflash insulated tumbler, reusable snack bag, foldable water bottle, etc. due to consumer prefers utilities items more.

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