

Trend of Green Product Special Reference to Ernakulam District

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Abstract:

Green behaviour is the choice made by the consumers whether to buy an eco- friendly product or not. Consumers concern towards a safe environment has been frequently increasing. Nowadays the market contains wide variety of products that are environmentally safe. Need of the Study Day by day diseases are increasing. It is because of the change in lifestyle. We have to maintain a good health care by practicing a better timetable in the life style. The main goal of green products is prevention as well as promotion of the body's own capacity for maintenance and balance. Green product helps to promote health, increase immunity and resistance – and to cure disease. Green products are very safe for health and providing less side effects compared to allopathic medicines. So now a day's peoples are going to purchase the green healthcare products. Henry Garrett's ranking method, 5-point likert scale and Chai-square method are used for this study. this study conducted to analyse the influential factors of green product adoption and the awareness level of the green products among respondents.

Keywords:Green Products, Influential Factors, Customers, Eco-Friendly, Green Marketing, Awareness level

Introduction:

According to the American Marketing Association Green Marketing of products that are presumed to be environmentally safe. At present green marketing is widely becoming a phenomenon throughout the world as concerns towards environment have begun in the past few decades. Every year the populations of people who are turning towards green brands or environmental friendly products are increasing thus magnifying the phenomenon.

Over the last decade environmentalism has emerged to be a vital aspect due to increasing issues related to acid rains, depletion of ozone layer and degradation of land and many more pressing environmental issues. Global ecological imbalance and global warming have called upon environmentalists, scientists, social organizations and alert common men to initiate the concrete efforts to stop further deterioration of ecological environment. With this emerged the concept of green movement, which promotes green production methods, green marketing and green lifestyle. In order to preserve the environment, both the developed and developing countries are actively participating in this Green Movement.

Green Marketing is collection of activities, which includes undertaking market analysis to identify the market for green products and ideas, studying consumer's green attitudes and behaviors, dividing the green market into different segments based on consumer's perception

and keenness towards greenness developing a green positioning strategy and evolving a green marketing mix programme.

Green, Environmental and Eco-marketing are part of new marketing approaches which do not just refocus, adjust or enhance existing marketing thinking and practice, but seek to challenge those approaches and provide a substantially different perspective. Precisely, Green Marketing belong to the group of approaches which seek to address the lack of fit between marketing as it is currently practiced and the ecological and social realities of wider marketing environment.

Over the last decade, consumer consumption of goods and services has increased tremendously across the world, leading to depletion of natural resources and severe damage to the environment (Chen & Chai, 2010). Some of the serious repercussions of environmental damage are global warming, increased environmental pollution, and decline in flora and fauna (Chen & Chai, 2010). Various countries across the globe are beginning to realize this threat and have started working towards minimizing the harmful impact of their business activities on the environment.

Green lifestyle has become common in developed countries than in developing countries. Many firms have started green marketing and strategies for the development of green products to save the environment and to gain long term profits. Nowadays, we have lot of green products in the market e.g. CFL bulbs, Electric home appliances, jute bags, rechargeable batteries, solar chargers.

Review of literature:

Varghese Anu and J.Santhosh (2015), conducted a study to find out the impact of eco-friendly products on consumer behavior in Kollam district, Kerala. The study was designed as descriptive in nature based on survey method. Both primary and secondary data was used for study. Sample for the study was around 80 consumers selected on convenience basis. The study reveals that one should know the importance of being nature friendly. Environmental sustainability has become an essential ingredient to doing business responsibly and successfully. So constant efforts should be taken by Government, NGOs, Educational Institutions, Business Houses and society at large to create awareness among consumers to promote eco-friendly buying behavior.

Digel Aman and Dr.Yazdanifard Rashad (2014), focused on what makes green marketing successful, consumer's behavior and their perceptions towards green products, the reason why marketers decided to adopt green marketing and how marketers can implement the green marketing mix. The study is descriptive in nature. The study reveals that nowadays people are more concerned about the environment and they are worried whether the natural resource could be sustained for the upcoming generation. Even if the eco-friendly products were found as expensive, they preferred green marketing.

Dr.Shruti.P.Maheshwari (2014), focused to investigate consumer beliefs and attitudes on green products, consumer awareness on the availability of environmentally friendly products and influence of marketing efforts put by marketers with reference to consumers. The study is based on both primary and secondary data. The study was carried out in various cities of Madhya Pradesh (India). One hundred and twenty women consumers, with an age ranging from 21 to 45 years were approached with a structured questionnaire. The study confirms that the consumers are not exposed enough to green product marketing and brands to promote and sell products that are environmentally friendly and function effectively.

Moisander (2007) Green purchase behaviour represents a complex form of ethical decision-making behaviour and is considered a type of socially responsible behaviour. As a socially responsible consumer, the green consumer “takes into account the public consequences of his or her private consumption and attempts to use his or her purchasing power to bring about social change”.

Hughner (2007) found that while many consumers showed a positive attitude towards purchases of organic food products (67%), only a small number of consumers (4%) actually purchased those products. This study found that 30% of the consumers in UK have reported their concern towards the environment, but rarely translated their concern into a green purchase. It is thus clear that there exists a gap between consumers’ thinking and actual actions. This discrepancy or gap between consumers’ favourable attitude towards, and actual purchase behaviour of green products is referred to as ‘green purchasing inconsistency’ or ‘green attitude-behaviour gap’. It signifies that consumer positive attitude towards green products does not always translate into action. It is essential to examine why environmental attitudes have a weaker influence on consumer green purchase behaviour; there might be possible factors such as price and availability of the product, and social influences among others that lead to the discrepancy between consumer attitude and purchase behaviour. Once these factors are determined through proper research, steps can be taken to address these issues and encourage consumers to actually purchase green products.

Objectives:

1. Level of awareness about various dimensions of green products
2. To find out the influential factors to buy green products.
3. To analyse the relationship between income level and spending pattern of green products

Research methodology:

The process used to collect information and data for the purpose of making business decisions. The methodology may include publication research, interviews, surveys and other research techniques, and could include both present and historical information. There are several important aspects to research methodology. This is a summary of the key concepts in scientific research and an attempt to erase some common misconceptions in science. Methodology is the systematic, theoretical analysis of the methods applied to a field of study. It comprises the theoretical analysis of the body of methods and principles associated with a

branch of knowledge. Typically, it encompasses concepts such as paradigm, theoretical model, phases and quantitative or qualitative techniques. The Methodology is the general research strategy that outlines the way in which a research project is to be undertaken and, among other things, identifies the methods to be used in it.

Research Design

The research design refers to the overall strategy that you choose to integrate the different components of the study in a coherent and logical way, thereby, ensuring you will effectively address the research problem; it constitutes the blueprint for the collection, measurement, and analysis of data. The function of a research design is to ensure that the evidence obtained enables you to effectively address the research problem logically and as unambiguously as possible. A research design is one that minimizes bias and maximizes the reliability of the data.

Sources of data collection

Data used for the research has been collected from primary and secondary sources.

Primary data

Primary data is collected by the researcher or through investigators or enumerators for the first time. It is original in character. Census survey of population, court records, personal diaries etc are coming under this category. Here, Primary data are considered as the questionnaire to which the statistical methods are applied for the purposes of analysis and interpretation.

Secondary Data

The secondary data are those data, which have already been collected, tabulated and presented in some form by someone else for some other purposes. It means data that are already available. It is in the form of finished products.

The data collected were classified and presented using tables and graphs. The data analysis has been done by using appropriate mathematical and statistical tools such as percentage, weighted average, chi-square method, Likert 5 point scale and Garret Ranking method

Data analysis and interpretation:

Objective 1: Level of awareness about various dimensions of green products

Table 1
Level of awareness about various dimensions of green products

Statements	Very high	High	Average	Low	Very low	Conditional value	Calculated value	Conclusion
Aware of the benefits of green products for health.	3	25	55	10	7	300	307	Favorable
Aware of the benefits of green products for environment.	6	25	50	11	8	300	310	Favorable
Aware of various brands offering green products.	5	15	37	23	20	300	262	Unfavorable
Aware of various symbols or certifications or other identifiers which declare the product as green.	1	18	34	27	20	300	253	Unfavorable

Source: Primary Data

Table 1 reveals the opinion of the respondents regarding the level of awareness about various dimensions of green products. Table shows that about 3 % of the respondents have a very high level of awareness regarding the benefits of green products for health, 25 per cent have high level of awareness, 55% have an average awareness level, ten per cent have low level of awareness and the remaining 7% have very low level of awareness with the same.

About 6% of the respondents have a very high level of awareness regarding the benefits of green products for environment, 25% have high level of awareness, 50% have average level of awareness, 11% have low level of awareness and the remaining 8% have very low level of awareness with the same.

About 5% the respondents have a very high level of awareness regarding the various brands offering green products, 15% have high level of awareness, 37% have only average awareness level, 23% have low level of awareness and the remaining 20% have very low level of awareness with the same.

Only one per cent of the respondents have a very high level of awareness regarding the various symbols or certifications or other identifiers which declare the product as green,

18% have high level of awareness, 34% have an average awareness level, 27% have low level of awareness and the remaining 20% have very low level of awareness with the same.

Objective 2: To find out the influential factors to buy green products.

Henry Garrett's ranking method Garrett's Ranking Technique - Major influencing factor. To find out the most significant factor which influences the respondent, garret ranking technique was used. As per this method, respondents have been asked to assign the rank for all factors and the outcome of such ranking has been converted into score value with the help of the following formula:

$$\text{Percentage position} = 100(R_{jj}-0.5) / N_j$$

Table 2

Influential factors to buy green products

No.	Influential Factors	Garret Score	Percentage	Rank
1	Eco- friendly	3104	62.08	4
2	Advertisement	2788	55.76	7
3	Brand image of the product	2220	44.44	9
4	Quality	3728	74.56	2
5	Easy availability	2641	52.82	8
6	Long usage of the product	1972	39.44	12
7	Health conscious	2068	41.36	10
8	Recommended by family or friends	1425	28.5	14
9	No side effects	2949	58.98	5
10	No chemical ingredients	4106	82.12	1
11	Attractive packaging	2850	57	6
12	Reusable	3420	68.4	3
13	Celebrity endorsement	1404	28.08	15
14	Economic aspect	1693	33.86	13
15	Convenience	2018	40.36	11

The above table shows that, no chemical ingredients has been ranked first influencing factor with the score of 4106 followed by quality ranking second, with the score of 3728. Reusable has been ranked as third influencing factor, with the score of 3420. Eco friendly and no side effect are the fourth and fifth ranked factors. With the score of 3104, 2949. Attractive packaging factor has been sixth rank with the score of 2850. Celebrity endorsement is not an effecting factor of consumer buying decision. This technique has been used to find the majority of the customer by order of their preference and presented in the above table.

Objective 3: To analyse the relationship between income level and spending pattern of green products

H0: There does not exist any significant association between monthly income and spending pattern of respondents on green products.

H1: There exists a significant association between monthly income and spending pattern of respondents on green products.

Table 3**Monthly income level and spending pattern of respondents**

Monthly income level	Spending pattern				
	0-10%	10-30%	30-50%	Above 50%	Total
Less than 25000	22	22	4	1	49
25000-50000	12	15	4	0	31
51000-75000	3	3	1	1	8
Above 75000	1	9	1	1	12
Total	38	49	10	3	100

Source: Primary Data

TABLE 4**Result of Chi-Square Test**

Table value	16.919
Calculated value	2.1093
Degree of freedom	9
Level of significance	0.05
Result	Accepted

Since the computed value (2.1093) is less than table value (16.919), the null hypothesis is accepted. So we can say that there is no significant association between monthly income and spending pattern of respondents on green products.

Findings:

3 % of the respondents have a very high level of awareness regarding the benefits of green products for health, 25 per cent have high level of awareness, 55% have an average awareness level, ten per cent have low level of awareness and the remaining 7% have very low level of awareness with the same. About 6% of the respondents have a very high level of awareness regarding the benefits of green products for environment, 25% have high level of awareness, 50% have average level of awareness, 11% have low level of awareness and the remaining 8% have very low level of awareness with the same. About 5% the respondents have a very high level of awareness regarding the various brands offering green products, 15% have high level of awareness, 37% have only average awareness level, 23% have low level of awareness and the remaining 20% have very low level of awareness with the same. Only one per cent of the respondents have a very high level of awareness regarding the various symbols or certifications or other identifiers which declare the product as green, 18% have high level of awareness, 34% have an average awareness level, 27% have low level of awareness and the remaining 20% have very low level of awareness with the same.

Quality, reusability, eco friendly and no side effects are the main influential factors of green product buying behaviour. Celebrity endorsement is not an effecting factor of consumer buying decision. There is no significant relation between monthly income and spending pattern of respondents on green products.

Conclusion:

Green marketing is an emerging concept which is found to be more beneficial than traditional marketing. It has become very inevitable to encourage the production and distribution of eco-labeled or green products and services. Green marketing involves product modification and production process and packaging which will be beneficial for the environment. From the study it was concluded that people have only average level of awareness about green products. They are aware of the benefits of green products for health as well as for the environment. The research was based on the customer awareness and the influential factors towards green products. In this research, it is found that respondents prefer a specific brand because of the chemical free product and quality of the products. Also, it is found that respondents with different age groups have different perceptions, like customers between age group 36-45 years are most interested with buying green products. At the same time there is no relation between gender, age and income relate with the satisfaction towards green product. They can save money by reusable feature of green products.

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