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## Consumer Perception - A Study on Green Products

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### Abstract:

Green marketing is one of the important trend in the modern times. Going concern over the environment protection the companies are taking initiative towards eco-friendly products. Environmental protection is increasingly becoming a necessity. The present study aims to investigate the consumer perception towards the green products. A total of 200 responded to the structured questionnaire based on likert scale. The findings of the study helps the organization to promote the green products with benefits and features, which help the human with health and safety. The research has given a good inputs to the business organizations regarding the green products. Consumers mostly prefer the green products which are offering at high quality products over the conventional goods. The research results also found the disappointments towards pricing and promotional strategies of the green products.

**Keywords:** Green Marketing, Green Products, Environmental Concern, Consumer Perception.

### Introduction:

Green Marketing is one of the trending terms in today's business. Every business organization is taking initiative to satisfy the customer's needs. Green marketing means the products which are manufactured under green process. It is also known as environmental marketing. According to the American Marketing Association, "green marketing is the marketing of products that are presumed to be environmentally safe". It incorporates the activities for modification of the products, change in the production process, packing and labeling and also the latest advertising the green products.

Green products are the products which replaces the artificial ingredients with natural ones and to protect the environment. It is also known as Eco-friendly products. Green products are less harm and safe goods to human health. Green products helps in conserving energy, minimize the carbon footprint, toxic free chemicals, protecting the environment

### Literature Review:

- Gan, Wee, Zucie (2008) showed that there is a positive relationship between environmental consciousness and consumer purchase decision but brand consciousness negatively influences consumer's green products buying decision. They also found in their study that higher price and unfamiliar brand decrease the likelihood to purchase the green products.

- A survey executed by Chang and Fong (2010) on consumers who were experienced in purchasing green products had identified that there is a positive association between green product quality with consumer satisfaction and consumer loyalty.
- Sanjeev, Radha and Anita (2012) assessed consumer awareness and perception towards green products on Indian youngsters and found that respondents who demanded to be informed about green products actually don't know as to what green products literally represent. Even they can't differentiate between green and non-green products.
- A study conducted by Johir Ishak and Tajimul (2014) on Bangladeshi consumers discovered that current distribution channel used by the marketers' to make green products available to consumer is disappointing and insufficient. They also proved that existing distribution channel and environmental awareness have a negative relationship.

From the previous literature review on consumer perception on green products. The study was conducted to explore and assess the consumer behavior and purchasing attitudes about green products.

### Objectives:

1. To study the consumer perception towards green products
2. To analyze the consumer's knowledge about the pricing and promotional strategies.

### Research Methodology:

The present study was conducted with the help of primary and secondary source of information. The primary data was collected through a structured questionnaire. The data was collected from the respondents who are aware about green products. The study was conducted through convenience sampling. Likert scale points from 1 to 5 been subsumed in this research. where, 1 is Strongly Disagree (SDA), 2 is Disagree (DA), 3 is for Neutral (N), 4 is for Agree (A) and 5 is Strongly Agree (SA), to analyze the consumer perception towards the green products. The data was collected from 200 respondents from different age groups, income levels, and occupation.

### Results & Discussion:

The data was collected from the 200 respondents on Green product, the following table represents the demographic profile of the respondents. The data was collected to know the significant impact of consumer perception.

**Table No 1: Demographic Profile of the Respondents about Green Products**

	<i>Category</i>	<i>No. of Respondents</i>	<i>Percentage (%)</i>
<b><i>Gender</i></b>	Male	136	68
	Female	64	32
	<b>Total</b>	<b>200</b>	<b>100</b>
<b><i>Age</i></b>	Below 20	34	17
	21-30	66	33
	31-45	50	25
	Above 45	50	25
	<b>Total</b>	<b>200</b>	<b>100</b>
<b><i>Occupation</i></b>	Employee	60	30
	Business	40	20
	Students	80	40
	House Wives	10	5
	Others	10	5

	<b>Total</b>	<b>200</b>	<b>100</b>
<b>Monthly Income</b>	Below 10000	40	20
	10001-30000	86	43
	30001-40000	64	32
	Above 40001	10	5
	<b>Total</b>	<b>200</b>	<b>100</b>

Source: Primary

From the data collected it is observed that most of the respondents are male with 68% and the rest are female with 32%. Most the respondents are from the age group of 21-30 years with 33% which is highest compared to the other age groups. Students respondents are comprising of 40%, the other respondents are 30% Employees, 20% Business, 5% housewives, 5 % others. The monthly income levels are also considered for the analysis, under this category 43% respondents are from the group of 10001-30000 income level, 32% comprises of 30001-40000 income levels.

**Table No 2: Source of Information about Green Products**

<i>Sources</i>	<i>Features</i>	<i>Frequency</i>	<i>%</i>
1	Advertisements	180	90
2	Word of Mouth	166	83
3	Group of People	76	38
4	Past experience	56	28
5	Shopkeeper's Recommendation	24	12
		<b>200</b>	<b>100</b>

Source: Primary

From the table no 2, it is very clear that most of the respondents are getting the source of information through Advertisements, which comprises of 90%. 83% of the respondents get the information about green products through word of mouth publicity. 38% of the respondents get information from group of people like friends, colleagues, colleges. 28% respondents get information about green products from past experience and shopkeeper's recommendations were 12% and was the least when compared to other sources.

**Table No 3: Green Products are different from Conventional Products**

<i>Response</i>	<i>Frequency</i>	<i>%</i>
<i>Yes</i>	150	75
<i>No</i>	30	15
<i>Not Sure</i>	20	10
	<b>200</b>	<b>100</b>

Source: Primary

From the Table no 3, Most of the consumer are aware about the Green Products and they can easily differentiate the Green Products and Conventional Products. 75% of the respondents agrees that Green Products are different from Conventional Products. 15% respondents says that there is no difference between Green Products and Conventional Products. And 10% are not sure of this statement.

**Table No 4: Consumer Knowledge on Green Product Features.**

<i>Consumer Knowledge</i>	<i>Features</i>	<i>Frequency</i>	<i>%</i>
1	Health & Safety	166	83
2	Natural Ingredients	122	61
3	Energy Efficiency	66	33
4	Eco Friendly Packing	72	36
5	Low Hazardous emission	56	28
6	Toxic Free Chemicals	46	23
7	Durability of the Products	36	18
8	Reusable	44	22
9	Recyclability	46	23
10	Renewable	42	21

Source: Primary

From the Table No 4, Most of the respondents says that the Green Products are Healthy and safe which comprises of 83%. 166 respondents says that green products are with natural ingredients with 61%. 72 respondents agrees that the green products are having Eco-friendly packing with 36%. 33% of the green products are energy efficient products. 43% says the green products are toxic free chemicals. 18% respondents agrees that they are durable in nature. Most of the respondents have no knowledge about reusable, recyclability and renewability.

**Table No 5: Most conventionally consumed Green Products**

<i>Consumption of Green Products</i>	<i>Features</i>	<i>Frequency</i>	<i>%</i>
1	Furniture	64	32
2	Herbal Medicine	68	34
3	Electrical Goods	56	28
4	Organic Food	64	32
5	Clothing	53	27
6	Household Products	42	21
7	Beauty Products	48	24
8	Automobile	8	4

Source: Primary

From the Table No 5, the consumers are aware of the green products and are most conventionally consuming the green products. Most of the respondents buy green furniture and herbal products. 68 respondents are mostly consuming the green products in regular basis with a percentage of 34%. Household products, organic food, clothing and beauty products are given preference in buying the green products. The least preference was given to automobile products.

**Table No 6: Most Sought Green Products**

<i>Most Sought Green Products</i>	<i>Features</i>	<i>Frequency</i>	<i>%</i>
1	Eco friendly Goods	124	62
2	Safety Goods	86	43
3	Pollution less Goods	55	28
4	Affordable Price	56	28
5	Health Conscious	44	22
6	Benefits from Goods	33	17
7	Energy Efficiency	45	23
8	Long lasting Effect	55	28

9	Durable Goods	35	18
10	Recyclable Products	38	19
11	Reusable Products	24	12

Source: Primary

From the table no 6, the green products are sought out to purchase based on the product features. Most of the respondents agrees that they purchase the green products which are Eco-friendly in nature, followed by safety products, less polluting goods, at a reasonable price, and having a long term good health. The green products are long lasting, durability, recyclable and reusable products are also given preference but at a least values.

**Table No 7: Consumer Perception of Pricing towards Green Products**

<i>Pricing of Green Products</i>	<i>SA</i>	<i>A</i>	<i>N</i>	<i>DA</i>	<i>SDA</i>	<i>Total</i>
<b>(a) Over Price</b>						
<i>Frequency</i>	42	46	76	28	8	<b>200</b>
<i>Percentage (%)</i>	21	23	38	14	4	<b>100</b>
<b>(b) No Fix Price</b>						
<i>Frequency</i>	24	96	34	32	14	<b>200</b>
<i>Percentage (%)</i>	12	48	17	16	7	<b>100</b>

Source: Primary

From the Table No 7, the table reveals that the consumer's perception towards pricing of the green products. 76 respondents says they are neutral with 38% with the pricing strategies of green products. More than 40% respondents agrees that the green products are overpriced. And 4% disagrees that the products are overpriced. Respondents feels that there is no fixed price for the green products. 96 responded that the green products are having no fixed price with 48%. 7% respondents are not aware of fixed prices.

**Table No 8: Consumer Perception on Benefits of Green Products**

<i>Benefits of Green Product</i>	<i>SA</i>	<i>A</i>	<i>N</i>	<i>DA</i>	<i>SDA</i>	<i>Total</i>
<b>(a) Low Quality</b>						
<i>Frequency</i>	24	36	86	42	12	<b>200</b>
<i>Percentage (%)</i>	12	18	43	21	6	<b>100</b>
<b>(b) No long lasting positive effect</b>						
<i>Frequency</i>	20	54	76	32	18	<b>200</b>
<i>Percentage (%)</i>	10	27	38	16	9	<b>100</b>
<b>(c) Lasted long time</b>						
<i>Frequency</i>	12	24	73	83	8	<b>200</b>
<i>Percentage (%)</i>	6	12	37	42	4	<b>100</b>
<b>(d) Partial or Side effects</b>						
<i>Frequency</i>	4	25	77	62	32	<b>200</b>
<i>Percentage (%)</i>	2	13	39	31	16	<b>100</b>

Source: Primary

From the Table no: 8, the table reveals the consumer perception on the benefits of the Green products. Most of the respondents agrees that the green products are having low quality with 43%. Very few respondents agrees that the green products are having low quality. 38% respondents agree at a neutral level for no long lasting positive effect, followed by Agree level at 27%, least with 9%. 42% respondents disagree that the green products



are lasted long time. 39% respondents agrees that the green products are having partial and side effects at a neutral level, followed by disagree level with 31%. Very few respondents strongly agrees that the green products are having partial or side effects.

**Table No 9: Consumer Perception regarding Promotional Strategies of Green Products**

<i>Promotional Strategies</i>	<i>SA</i>	<i>A</i>	<i>N</i>	<i>DA</i>	<i>SDA</i>	<i>Total</i>
<b>(a) Not easy to Understand</b>						
<i>Frequency</i>	12	72	56	48	12	<b>200</b>
<i>Percentage (%)</i>	6	36	28	24	6	<b>100</b>
<b>(b) Adequately Communicated</b>						
<i>Frequency</i>	42	74	52	22	10	<b>200</b>
<i>Percentage (%)</i>	21	37	26	11	5	<b>100</b>
<b>(c) Not well Communicated</b>						
<i>Frequency</i>	58	98	33	6	5	<b>200</b>
<i>Percentage (%)</i>	29	49	17	3	3	<b>100</b>
<b>(d) Skeptical &amp; Hard to believe</b>						
<i>Frequency</i>	46	78	46	22	8	<b>200</b>
<i>Percentage (%)</i>	23	39	23	11	4	<b>100</b>

Source: Primary

From the Table No: 9, the tables shows the Consumer Perception regarding Promotional Strategies of Green Products. Most of the respondents says it is not easy to understand the green product and its features. 37% respondents says that the green products are adequately communicated to the consumers. 49% agrees that the information about green products are not well communicated. And 39% agrees that the green products are skeptical and very hard to believe.

**Table No 10: Consumer Perception regarding availability of Green Products**

<i>Availability</i>	<i>SA</i>	<i>A</i>	<i>N</i>	<i>DA</i>	<i>SDA</i>	<i>Total</i>
<i>Frequency</i>	16	86	54	32	12	<b>200</b>
<i>Percentage (%)</i>	8	43	27	16	6	<b>100</b>

Source: Primary

From Table no 10, indicates the clear opinion of the consumers about the availability of the green products while purchasing. 43% agrees that the green products are available for purchases and the least percentage of 6% was strongly disagreeing the statement. 27% of the respondents are neutral about availability of Green Products.

**Table No 11: Consumer intention while purchasing the Green Products**

<i>Intention of the Buyers</i>	<i>SA</i>	<i>A</i>	<i>N</i>	<i>DA</i>	<i>SDA</i>	<i>Total</i>
<b>(a) Environment Consideration</b>						
<i>Frequency</i>	52	64	38	34	12	<b>200</b>
<i>Percentage (%)</i>	26	32	19	17	6	<b>100</b>
<b>(b) Products Label</b>						
<i>Frequency</i>	38	86	36	35	5	<b>200</b>
<i>Percentage (%)</i>	19	43	18	18	3	<b>100</b>
<b>(c) Healthy Living</b>						

<i>Frequency</i>	38	76	48	26	12	<b>200</b>
<i>Percentage (%)</i>	19	38	24	13	6	<b>100</b>

Source: Primary

Table No: 11, Discloses the information about green products with an environmental consideration intensely at the time of purchase of green products. Most the respondents prefer to find whether the products are eco-friendly or not. The respondents agreed that they buy these products for healthy living.

## Conclusion:

The present study was conducted to know the consumer awareness and their attitude towards green products. It is found that there is positive difference between green products and conventional products. Consumers are aware about the feature of the green products. Advertising and word of mouth publicity considered to be leading source of information on green products. It is found that the consumers are aware about the benefits of the green products. It explores that consumers feels that the green products are not convenient to buy. The marketer has to ensure the availability of the products to the consumers. Regarding the promoting strategies the consumers are having a negative impact. The eco-friendly and environmental safety are the very important factors while purchasing the green products. The marketer as to give an assurance of the product benefits to the consumers with adequate information. The marketer should take initiatives to make the consumers aware about the green products and their benefits, along with the price of the products and other benefits.

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