

# A STUDY ON REASONS FOR NOT BUYING GREEN PRODUCTS AMONG URBAN CONSUMERS IN CUDDALORE DISTRICT

**Dr .P. PARTHIBAN & R.ELANGO**

Assistant Professors of Economics

Thiru. Vi. Ka. Government Arts College

Thiruvarur - 610 003, Tamil Nadu

## Abstract

The need for green products has been realized to overcome the problem of environmental degradation. This paper makes an exploratory analysis of urban consumers' rating on not buying green products. This study has been conducted in urban areas in Cuddalore district. In this urban area, 150 consumers are selected using stratified random sampling method. The relevant data are collected from the respondents with the help of schedule. The reasons for not buying the green products are obtained through qualitative 5 point rating scale method. The reasons for not buying the green products are: not available in full range of variety, green products are not easily available in shopping outlets and green products are very expensive.

**Key words:** Green products, green marketing, green business, environmental sustainability, environmental degradation, etc.

## 1. Introduction

The need for green products has been realized to overcome the problem of environmental degradation. Green products are eco friendly and they do not pollute the earth. Green products are recyclable and minimization of hazardous waste generation. The importance of green products has been observed that it prevents the level of waste generation. The green product development is a significant achievement in reduction of environmental pollution and it is clear that such products are recyclable, possession of recyclable content, possession of less toxic content and minimum level package. The concept of green product is associated with green consumer. Hence, the consumers buy eco friendly product.

## 2. Methods and materials

This study makes an exploratory analysis of urban consumers' rating on reasons for not buying green products. This study has been conducted in urban areas in Cuddalore district. In this urban area, 150 consumers are selected as sample by adopting stratified random sampling method. The relevant data are collected from the respondents with the help of schedule. The collected data are classified and tabulated. The data analysis has been carried out with the help of mean, ranking method and analysis of variance.

### 3. Results and discussions

This section deals with the respondents' rating on reasons for not buying green products. It can be assessed with the help of 7 factors on a 5 point rating scale.

**TABLE 1**  
**Age wise Respondents' Reasons for not Buying Green Products**

Variables	20-30 years	30-40 years	40-50 years	50-60 years	Mean
Lack of awareness about green products	2.04	2.28	2.56	2.80	2.42
Green products are very expensive	3.14	3.38	3.66	3.90	3.52
Green products are not promoted properly	1.69	1.76	1.94	2.21	1.90
Lack of confidence in the performance of green products	2.87	3.11	3.39	3.63	3.25
Green products are not available in full range of variety	3.94	4.13	4.15	4.18	4.10
Green products are not easily available in shopping outlets	3.66	3.90	4.08	4.12	3.94
Labels of green products are not informative and their contents are not inform about their greenness	1.77	2.01	2.29	2.53	2.15
Average	2.73	2.94	3.15	3.34	3.04

Source: Primary Data

Sources of Variation	SS	DF	MS	F
Variation due to reasons for not buying green products	18.7368	6	3.1228	307.3046
Variation due to age structure	1.457886	3	0.485962	47.82193
Error	0.182914	18	0.010162	
Total	20.3776	27		

Table 1 indicates the age wise respondents' rating on reasons for not buying the green products. Out of the 7 reasons for not buying green products, the respondents rate that non-availability of green products in range of variety is the foremost reason for not buying green products. Green products are not easily available in shopping outlets is rated as second reason. Expensive is the third reason for not buying the green products. Lack of confidence in the performance of green products is the fourth reason for not buying the green products. Lack of awareness about the green products, labels of green products are not informative, and green products are not promoted properly are fifth, sixth, and seventh reasons for not buying green products. Further, computed F value (307.30) is greater than its tabulated value at 5 per cent level significance. Hence, the variation among the reasons for not buying the green products is statistically significant. In another point, the computed F value (47.82) is greater than its tabulated value at 5 per cent significance level. Hence, the variation among the age groups is statistically significant.

**TABLE 2**  
**Education wise Respondents' Reasons for not Buying Green Products**

Variables	Primary	Secondary	Higher Secondary	Under Graduate	Post Graduate	Mean
Lack of awareness about green products	2.85	2.64	2.51	2.26	1.88	2.42
Green products are very expensive	3.95	3.74	3.61	3.36	2.98	3.52
Green products are not promoted properly	2.16	2.07	1.89	1.74	1.68	1.90
Lack of confidence in the performance of green products	3.68	3.47	3.34	3.09	2.71	3.25
Green products are not available in full range of variety	4.23	4.19	4.15	4.11	3.86	4.10
Green products are not easily available in shopping outlets	4.17	4.16	4.03	3.88	3.50	3.94
Labels of green products are not informative and their contents are not inform about their greenness	2.58	2.37	2.24	1.99	1.61	2.15
Average	3.37	3.23	3.11	2.92	2.60	3.04

Source: Primary Data

Sources of Variation	SS	df	MS	F
Variation due to reasons for not buying green products	23.421	6	3.9035	340.4569
Variation due to educational status	2.519389	4	0.629847	54.93423
Error	0.275171	24	0.011465	
Total	26.21556	34		

At one point, the computed F value (340.45) is greater than its tabulated value at 5 per cent significance level. Hence, the variation among the reasons for not buying the green products is statistically significant. In another point, the computed F value (54.93) is greater than its tabulated value at 5 per cent level of significance. Hence, the variation among educational groups is statistically significant.

**TABLE 3**  
**Occupation wise Respondents' Reasons for not Buying the Green Products**

Variables	Government Employee	Private Employee	Business	Farmers	Agriculture Labours	Mean
Lack of awareness about green products	1.64	2.17	2.49	2.73	3.07	2.42
Green products are very expensive	2.84	3.27	3.59	3.83	4.07	3.52
Green products are not promoted properly	1.42	1.65	1.97	2.11	2.35	1.90
Lack of confidence in the performance of green products	2.27	3.00	3.32	3.56	4.10	3.25
Green products are not available in full range of variety	3.86	4.01	4.17	4.21	4.25	4.10
Green products are not easily available in shopping outlets	3.46	3.79	4.01	4.15	4.19	3.94
Labels of green products are not informative and their contents are not inform about their greenness	1.54	1.90	2.11	2.46	2.75	2.15
Average	2.43	2.83	3.09	3.29	3.54	3.04

Source: Primary Data

Sources of Variation	SS	DF	MS	F
Variation due to reasons for not buying green products	23.22499	6	3.870831	122.5575
Variation due to occupational status	5.115469	4	1.278867	40.49123
Error	0.758011	24	0.031584	
Total	29.09847	34		

It is inferred from the above analysis that at one point, the computed F value (122.55) is greater than its tabulated value at 5 per cent level of significance. Hence, the variation among the reasons for not buying the green products is statistically significant. In another point, the computed F value (40.19) is greater than its tabulated value at 5 per cent level of significance. Hence, the variation among occupational groups is statistically significant.

**TABLE 4**  
**Income wise Respondents' Reasons for not the Buying Green Products**

Variables	Below Rs 5,000	Rs5,000-10,000	Rs10000-15,000	Rs15000-20,000	Rs20,000-25000	Above Rs 25,000	Mean
Lack of awareness about green products	2.83	2.66	2.49	2.35	2.18	2.01	2.42
Green products are very expensive	3.93	3.76	3.59	3.45	3.28	3.11	3.52
Green products are not promoted properly	2.21	2.14	1.97	1.83	1.66	1.59	1.90
Lack of confidence in the performance of green products	3.66	3.49	3.32	3.18	3.01	2.84	3.25
Green products are not available in full range of variety	4.21	4.14	4.17	4.13	3.96	3.99	4.10
Green products are not easily available in shopping outlets	4.15	4.08	4.01	3.87	3.80	3.73	3.94
Labels of green products are not informative and their contents are not inform about their greenness	2.56	2.39	2.22	2.08	1.91	1.74	2.15
Average	3.36	3.24	3.11	2.98	2.83	2.72	3.04

Source: Primary Data

Sources of Variation	SS	DF	MS	F
Variation due to reasons for not buying green products	28.1052	6	4.6842	592.5795
Variation due to income status	2.113257	5	0.422651	53.46795
Error	0.237143	30	0.007905	
Total	30.4556	41		

At one point, the computed F value (592.57) is greater than its tabulated value at 5 per cent level of significance. Hence, the variation among the reasons for not buying the green products is statistically significant. In another point, the computed F value (53.46) is greater than its tabulated value at 5 per cent level of significance. Hence, the variation among the income groups is statistically significant.

#### 4. Conclusion

It could be seen clearly from the above discussion that the respondents have reasons for not buying the green products by citing the reasons that green products are not available in full range of variety, green products are not easily available in shopping outlets and green products are very expensive. The respondents have moderate reason for not the buying green products by citing the fact that lack of confidence in the performance of green products. The respondents have low level reasons for not buying the green products by citing the indicators that lack of awareness about green products, labels of green products are not informative and their contents are not inform about their greenness and green products are not promoted properly.

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