CONSUMER'S OPINION TOWARDS ENVIRONMENTAL PRODUCTS WITH SPECIAL REFERENCE TO CHENNAI CITY – AN ANALYSIS

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ABSTRACT: The main idea of this study is to assess the opinion of the consumers regarding the earth friendly or green products and its marketing. Samples of 560 respondents are selected from Chennai city for the purpose of data collection. Data is collected with the help of structured questionnaire with likert's five scale rating. Statistical tools used for this study are Friedman test and Pearson correlation coefficient.

KEYWORDS: Green opinion, green consumer, suggestive measures, pricing factor and perception.

I. INTRODUCTION

Every human being has his own needs and wants. Marketing converts a consumer's needs into wants. When a consumer decides to satisfies his needs he has to make his purchase decision after evaluating and comparing various products available in the market. The choice of any consumer is based on the purchasing power of a consumer and the popularity of the brand which he purchases. Very less number of consumers is concerned about the environmental consequences of the product that he purchases. Green consumer behavior is concerned with various aspects such as environmental knowledge, green purchasing behavior, environmental attitude and green opinion. Among various other aspects this study is made with the idea of gathering consumer's opinion on environmental marketing and to know the suggestions that are given by them to develop green marketing effectively.

II. OBJECTIVES OF THE STUDY

1. To know about the consumer opinion on suggestive measures for development of green marketing.
2. To analyse consumer opinion on pricing of green products.
3. To study the consumer opinion on green product characteristics.
4. To study the consumer perception on environmentally friendly products.

III. STATEMENT OF THE PROBLEM

The opinion of the consumer plays an important role in his purchasing decision. When a consumer develops a favourable attitude towards a particular type of product he develops interest which ultimately leads to purchase of the same. Therefore it is important to study the perception or opinion of a consumer in any research related to marketing in order to transform negative attitude of a consumer into positive attitude. Opinions of the consumers towards environmentally friendly products are known as green opinion according to this study. Assessing the opinion of consumers towards eco friendly products are vital to study the green consumer behavior as the green opinion of any consumer can be effective to promote green marketing.

IV. STATISTICAL TOOLS USED FOR THE STUDY

1. **Friedman's Two Way Analysis Of Variance**

When the assumption necessitated for two ways analysis of variance is parametric test do not hold good the data can be analyzed by Friedman's non-parametric procedure. The method utilizes the ranks within a block, suppose there are k-treatments and 'n' blocks, each block of size k and each block of size k.

2. **Correlation Coefficient**

Karl Pearson's Coefficient of Correlation statistical tool is used to find out the level of association between two metric variables as to what extent two variables are related and to what extent variations in one variable implies corresponding variation in the other. The formula for correlation is as follows:

$$r = \dfrac{\dfrac{\sum xy}{n} - \left(\dfrac{\sum x}{n}\right)\left(\dfrac{\sum y}{n}\right)}{\sqrt{\dfrac{\sum x^2}{n} - \left(\dfrac{\sum x}{n}\right)^2}\sqrt{\dfrac{\sum y^2}{n} - \left(\dfrac{\sum y}{n}\right)^2}}$$

t test for correlation coefficient is

$$\textbf{3.} \quad t = \dfrac{r\sqrt{n-2}}{\sqrt{1-r^2}}$$

which follows Student t distribution with n-2 degrees of freedom

where n = No. of sample

r = Coefficient of correlation

V. RESULTS AND DISCUSSIONS

Null Hypothesis: There is no significant difference among mean ranks towards factors of green opinion

Table 1 showing Friedman test for significant difference among mean ranks towards factors of green opinion

Factors of Green opinion	Mean Rank	Chi Square value	P value
Consumer opinion on Suggestive measures for development of green marketing	2.98	544.923	<0.001**
Consumer opinion on Pricing of green products	1.43		
Consumer opinion on Green product characteristics	2.89		
Green consumer perception	2.70		

Source: Computed from primary data

Note: ** denotes significant at 1% level

Since P value is less than 0.01, the null hypothesis is rejected at 1% level of significance. Hence it is concluded that there is significant difference among mean ranks towards factors of green opinion. Based on the mean ranks, consumer perception on suggestive measures of green marketing (2.98) has the most number of favorable opinions among factors of green opinion which is followed by consumer perception on green product characteristics (2.89) and green consumer perception (2.70) and so on.

Therefore it is clear that consumers strongly agree towards the suggestive measures that can be taken in order to promote marketing of green products. Various suggestions relating to provision of allowances for manufacturers to produce environmental products, reducing prices of products and using appropriate green promotional strategies are given by consumers whether to which suggestion has to be implemented in practice. It is also noteworthy that a huge numbers of consumers perceive the green product characteristics in an environmentally feasible way. Green consumer perception is the third highly ranked factor as many consumers have a perception that green products can save the earth from destruction and contamination of natural resources. Consumers believe that reducing, recycling or reusing the products prove to be earth friendly in nature as these methods can avoid landfills and release of dangerous chemicals into air which may lead to pollution.

Table 2 showing Pearson Correlation Coefficient between factors of Green opinion

Factors of Green opinion	Suggestive Measures for development of green marketing	Pricing of green products	Green product characteristics	Green consumer perception
Suggestive measures for development of green marketing	1.000	0.223**	0.449**	0.413**
Pricing of green products	-	1.000	0.294**	0.324**
Green product Characteristics	-	-	1.000	0.585**
Green consumer perception	-	-	-	1.000

Source: Computed from primary data

Note: ** denotes significant at 1% level

The correlation coefficient between consumer perception on suggestive measures of green marketing and consumer perception on pricing of green products is 0.223 which indicates 22.3 percent positive relationship between consumer perception on suggestive measures of green marketing and consumer perception on pricing of green products and is significant at 1% level. The correlation coefficient between consumer perception on suggestive measures of green marketing and consumer perception on green product characteristics is 0.449 which indicates 44.9 percent positive relationship between consumer perception on suggestive measures of green marketing and consumer perception on green product characteristics and is significant at 1% level. The correlation coefficient between consumer perception on suggestive measures

of green marketing and green consumer perception is 0.413 which indicates 41.3 percent positive relationship between consumer perception on suggestive measures of green marketing and identification of eco friendly products and is significant at 1% level.

The correlation coefficient between consumer perception on pricing of green products and consumer perception on green product characteristics is 0.294 which indicates 29.4 percent positive relationship between consumer perception on pricing of green products and consumer perception on green product characteristics and is significant at 1% level. The correlation coefficient between consumer perception on pricing of green products and green consumer perception is 0.324 which indicates 32.4 percent positive relationship between consumer perception on pricing of green products and green consumer perception and is significant at 1% level.

The correlation coefficient between consumer perception on green product characteristics and green consumer perception is 0.585 which indicates 58.5 percent positive relationship between consumer perception on green product characteristics and green consumer perception and is significant at 1% level.

VI. CONCLUSION

It can be concluded that when a consumer perceives a green product in a positive way he is more likely to purchase an environmentally friendly product although it may not be within his purchasing power. Consumers are of the opinion that most of the eco friendly products are bio-degradable, non-polluting, energy saving and reduces wastage. They agree to the green product characteristics very strongly. Consumers believe that giving incentives to manufacturers who produce and market green products and providing discounts and offers to customers who purchase such products can help in effective and efficient marketing of environmental products. Government must take care in promoting environmental marketing by providing them platform to market their products in effective way. At the same time consumers feel that premium prices of eco friendly products restrain them from buying the same. Government should take over the marketing and distribution of environmental products entirely in order to make them cheap so that people can purchase these products without any hesitation.

VII. REFERENCES

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