



ATTITUDE OF THE GREEN PRODUCTS CONSUMER: APPLICATION OF FACTOR ANALYSIS SPECIAL REFERENCE TO TIRUPUR DISTRICT

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Abstract: Consumer attitude is termed as the favourable or unfavourable feeling that customers have toward the various aspects of the products. Customer with positive attitude towards the products results in likeliness to buy the product and negative attitude towards the products results in unlikely to buy the product. Customer attitude consists of the trust, sensation and behaviour towards the product. In this study researcher analyses the attitude of the consumer towards the various aspects of the green products like uncertainty in performance, health benefits, government initiatives, locating the stores, competition, awareness, advertisement, contribution of social media, environment friendliness, government regulation, availability and convenience in disposal of package etc. To collect 510 samples in various part of Tirupur District.

Index Term: Consumer Attitude, Buying Behaviour, Green Product, Advertisement, Environment

I.INTRODUCTION

Consumer attitude is termed as the favourable or unfavourable feeling that customers have toward the product. Customer with positive attitude towards the products results in likeliness to buy the product and negative attitude towards the products results in unlikely to buy the product. There are three components for the customer attitude. The three components are beliefs, feeling and behaviour towards the product. Belief is the first component of the customer attitude. Customer may have positive or negative belief towards the product or service. Some of the beliefs of the customer towards the product are natural and some are based on the condition and situation in which the product is experienced. Feeling is the second component of the customer attitude. Consumer will have certain feeling over the product or brand. These feelings are sometimes derived from the belief and sometime it is independent of the belief. Behavioural intention is the intention of the consumer to buy the product or not buy the product. Consequences of the belief and feeling will be reflected on the behavioural intention.

Sometimes consumer behaves irrespective of the attitude towards the product. Some of the reasons for these kinds of behaviours are ability of the customer, availability of resource, influence of society and measuring attitude. Ability of the consumer to buy the product or service based on willingness. For example high school student may want to buy the motor bike for his personal usages. Even though he has enough money to buy it, but cannot ride as his age is not enough for getting driving licence. Sometimes customer may not have enough money to buy the desired product even though he is willing to buy the product. Norms, belief and culture of the consumer hinder the consumer's intention to buy the product. For example, student think of smoking but his parents protect him from smoking. Difficulty in measuring the attitude also negatively affects the behavioural intention of the customer to buy the product. Customer may not be conscious enough to identify whether they have positive or negative feeling

towards the product or services. When market researcher ask about the performance of the certain product, consumer may not sure about they have positive or negative belief toward the product. Hence it is difficult to measure.

PROBLEM STATEMENT

- This proposal based on the response of Tirupur Dist
- This analysis is study into consumer attitude and level buying green product

OBJECTIVE

The objective of this research is to evaluate consumer attitude and awareness how to affect buying nature of green product.

- To study the consumer attitude about Green product
- To examine the factor intention to buying green product
- To analysis consumer decision making based on their attitude

II. REVIEW OF LITERATURE

Shweta Singh, Deepak Singh and Thakur (2014) have conducted a study on consumer's attitude and purchase intention towards the green products in FMCG sector. From the study the researchers found that consumers satisfied with the past purchase of green product purchase eco-friendly products again and again. That is satisfaction on the past leads to the purchase intention of the green products. Words of mouth and advertisement of the green products results in purchase intention. Purchase intention and willingness to pay high price positively correlated. Also they found that positive attitude towards the green product does not result in purchase of green product always. There were the differences in the attitude of the consumer towards the purchase intentions among the male and female.

Javeed Mohammed Khan (2013) has conducted research on a study on consumer's attitudes towards green marketing and green product. The researcher states that green marketing is needed for manufacturer and retailer to match the attitude and behavior of the consumers towards the product which are environment friendly. They believe that there is a lack of knowledge about the green product among the consumers and suggested that manufacturer may come up with the green product and green packaging. Manufacturer of green product should emphasis green themes on the advertisement to encourage the customers to buy the green products. With changing attitude of the customer's willingness to pay high for the green product, organization needs to tackle growing demands for the green products. Green product marketing initiative such as proper supply chain, pricing and green packaging are needed at the current situation.

III. RESEARCH METHODOLOGY

Research methodology shows the way in which the research is conducted. It helps the researcher to formulate the research problem, objective of the research, collecting the data and presenting the result collected through study. According to Fraenkel and Warren, population of the study defined as the complete set of individuals having the common characteristics in the research area. The population of the study is the consumer who use green product in Tirupur district.

Attitude of the consumer towards that green product are measured with the help of 16 statements. 16 variable of the attitude are reduced into the 6 factors by using factor analysis. To assess whether factor analysis will be suitable for measuring the attitude of the consumer towards the green product, Kaiser-Meyer-Olkin Measure of Sampling Adequacy is used.

TABLE No:1

KMO AND BARTLETT'S TEST (ATTITUDE OF THE CONSUMER TOWARDS GREEN PRODUCTS)

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.685
Bartlett's Test of Sphericity	Approx. Chi-Square	468.654
	Df	120
	Sig.	.000

From the table Kaiser-Meyer-Olkin Measure of Sampling Adequacy value 0.685 (Greater than 0.5) indicates that factor analysis is suitable for the reducing the 16 variables in to the fewer factors. From the Bartlett's Test of Sphericity, Approx. Chi-Square value is 468.654 and significant value is 0.000. So there is significant association among the various statements regarding the attitudes of the consumer on green product. Hence the factor analysis can be applied to reduce dimension using principle component analysis.

TABLE No: 2

COMMUNALITIES(ATTITUDE OF THE CONSUMER TOWARDS GREEN PRODUCTS)

	Initial	Extraction
CAS1	1.000	.651
CAS2	1.000	.626
CAS3	1.000	.772
CAS4	1.000	.757
CAS5	1.000	.695
CAS6	1.000	.595
CAS7	1.000	.714
CAS8	1.000	.686
CAS9	1.000	.683
CAS10	1.000	.677
CAS11	1.000	.734
CAS12	1.000	.742
CAS13	1.000	.594
CAS14	1.000	.683
CAS15	1.000	.767
CAS16	1.000	.649
Extraction Method: Principal Component Analysis.		

Principle component analysis is used as the extraction method to measure the total variance in the data through identifying the maximum variation created by the minimum number of the variables.

TABLE No: 3

TOTAL VARIANCE EXPLAINED (ATTITUDE OF THE CONSUMER TOWARDS GREEN PRODUCTS)

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings				Rotation Sums of Squared Loadings	
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.100	25.622	25.622	4.100	25.622	25.622	2.257	14.107	14.107
2	2.000	12.498	38.120	2.000	12.498	38.120	2.219	13.870	27.977
3	1.577	9.857	47.977	1.577	9.857	47.977	2.082	13.011	40.988
4	1.231	7.694	55.671	1.231	7.694	55.671	1.823	11.391	52.379
5	1.109	6.929	62.600	1.109	6.929	62.600	1.354	8.462	60.841
6	1.009	6.304	68.903	1.009	6.304	68.903	1.290	8.062	68.903
7	.833	5.206	74.110						
8	.795	4.968	79.077						
9	.655	4.093	83.170						
10	.624	3.898	87.068						
11	.479	2.992	90.060						
12	.403	2.519	92.579						
13	.372	2.327	94.906						
14	.325	2.032	96.938						
15	.264	1.650	98.588						
16	.226	1.412	100.000						

Extraction Method: Principal Component Analysis.

After checking the suitability of the factor analysis, number of factors to be extracted from the 16 variable considered for measuring the attitude. The factors having Eigen Value greater than 1 is taken for the dimension reduction by using principle component analysis.

From the Table 4.3.2.1c, there are 6 components having Eigen Values greater than 1. Sums of squared loadings before and after rotation are given in the above table. Percentage of variance and cumulative percentage of variance before and after the rotation for 6 components are given in the above table. Total variance explained by the 6 factors of attitude is 68.903%. Factor 1 explains 14.107%, Factor 2 explains 13.870%, Factor 3 explains 13.011%, Factor 4 explains 11.391%, Factor 5 explains 8.462% and Factor 6 explains 8.062% of the total variance of the 16 variables of the attitude of the consumer towards green product. CAS5 and CAS1 are taken as the factor 5 and factor 6 respectively.

IV. FINDINGS

- Kaiser-Meyer-Olkin Measure of Sampling Adequacy value 0.685 (Greater than 0.5) indicates that factor analysis is suitable for the reducing the 16 variables into the fewer factors.
- There is significant association among the various statements regarding the attitudes of the consumer on green product.
- Sixteen variables of attitude are reduced into the six factors.
- Total variance explained by the 6 factors of attitude is 68.903%.

V. CONCLUSION

Attitude of the customer with respect to the environment and health plays an important role in behavioural change of the customers. Also findings of the study reveals that awareness level of the customer towards attributes of green product such as environmental benefits, health benefits, price ranges, availability, availability at point of sale and various brands of green product are average. So it is important for the marketer to frame strategy for improving the awareness on various attributes of the green products. Increased knowledge and importance of the green product to safeguard the environment is results in losing fear of environmental deterioration and favourable behaviours towards the green products

Reference

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