

# An Analytical Study Of Green Products And The Consumer Behavior Towards Them In Kerala

Tanusri Pillai, K. Jothi

**Abstract** : Green Marketing refers to a broadly inclusive marketing notion that production, marketing, consumption of goods and services take place in such a way as to make the consumers more aware of the effects of global warming, non-biodegradable waste, and the risks from toxins etc. All retailers and customers are particularly receptive to the ideas of sustainable goods as well as utilities sought by them. With developing markets and expanding consumer volumes, the consumption designs are corrupting the environment radically. The Government, consumers and manufacturers have understood the value of this issue. The innovative work division of ventures is constantly attempting to create products that are environment-friendly and cause less environmental damage. Marketing Brands are actively seeking to create environment-friendly goods. The present study deals with the idea of green products and consumer behaviour towards them.

**Keywords:** green marketing, green products, services, consumers, purchase behaviour.

## 1. INTRODUCTION

Any product before sale experiences different phases of production and at each phase there is broad utilization of resources like water, fuel, energy and so on. In this way, it turns out to be critical to enhance the utilization of these resources at each phase so as to alleviate the potential environmental damage. During the production, utilization and discard after use a product can be a source of major environmental risks. So, to address these issues, a product has to be evaluated depending on its effects on the environment at each phase of its use—from the stage of crude material extraction/acquisition to the finished product. Any product which has less damaging effects on the environment than other similar products have is considered a 'green product'. In India, environmental security has been a legislative need with an entrenched administrative routine; the spotlight has been more on outflows and waste management. In any case, there has been less accentuation on product arranged models till date. The improvement and execution of such principles for green products will achieve an adjustment in the market accessibility of green products and lift Sustainable Consumption and Production (SCP) in India.

## 2. OBJECTIVES

- To analyze the significance of the consumers' behaviour of buying green products in Kerala.
- To create awareness among consumers about green products.
- To identify and improve the factors influencing the quality of green products.
- To analyse the factors that influence the intention of the consumer to buy green products.

• *Tanusri Pillai is currently pursuing Doctorate Degree in Commerce in Karpagam Academy of Higher Education (Deemed to be University), India.*

• *Dr.K.Jothi is currently serving as Assistant Professor in the Department of Commerce, Karpagam Academy of Higher Education (Deemed to be University), India.*

## 3. REVIEW OF LITERATURE

R.Mahesh & P.Gomathi (2016) directed "A study on Rural Consumers Buying Behavior of Green Products with unique reference to chosen towns in Tirupur District". The analyst has scrutinized the environmental awareness and components impacting the consumers' purchasing behavior of Green products in Tirupur area. The experimental research was done among 200 respondents who had obtained green products. Essential information was gathered by a booked meeting strategy with an organized poll by embracing a helpful testing procedure. Rate examination, weighted positioning, Chi-square test and ANOVA test were utilized to gauge the interrelationship between the consumers' statistic factors and their environmental awareness. The outcomes revealed that the products initially developed with normal fixings and products which don't hurt and pollute the environment are the main considerations impacting the consumers to buy the green products. Subsequently, the study presumed that the consumers' dimension of awareness about green products is high. The marketers additionally have a duty to influence the consumer to comprehend the requirement for the advantages of green products when contrasted with non-green products. Kumar (2015) attempted to know how one could make awareness among consumers about green marketing and to test consumer frame of mind towards eco-friendly/green products. The study focused on that marketers need to stress on green marketing as consumers are prepared to pay an exceptional cost for green products. The real mishap to green products in India is absence of instruction and deficient research work in the field of eco-accommodating products.

Sheikh, Mirza et al(2014) examined the consumer behavior towards green products and how they will settle on their green buy choice. The information was gathered from 200 respondents through poll and theories were tried utilizing Pearson connection. It was discovered that brand and sex distinction have a frail association with consumer green behavior while value, quality and green marketing have an unequivocally positive one. C.Dilip Kumar and S.M.Yamuna, (2014) the study entitled on "A study on consumers inclination towards green marketing products", has analyzed the consumer awareness, fulfilment of green products and inspected the variables impacting consumer's green acquiring expectation towards eco-friendly products. The

analysis was confined to an organized poll and 100 respondents in Coimbatore city utilizing helpful testing strategies and it found that the plan, value, quality, amount, strength, unpolluted environment, and accessibility are the parts of eco-friendly products which will have an effect on the decision and inclination of clients. At last, the analysts reasoned that consumers need to utilize green products later on which are normally biodegradable/recyclable for a safe environment. Cherian and Jacob (2012) examined consumers; frame of mind towards environment-friendly products. They displayed a theoretical structure of green marketing and different ways by which diverse consumer credits are identified with the idea of green marketing. It was inferred that there is a requirement for green marketing and for change in consumer behavior and frame of mind towards an environmentally clean way of life. The specialists prescribe investigating the elements that urge consumers to participate with green marketing, that is, through the use of green products.

### 3. METHODOLOGY OF RESEARCH

#### Research Design

The research study was conducted to determine the impact of green product and consumer behavior in Kerala.

#### 2.1 Data Collection Instruments and Sampling Techniques

The design of Questionnaire is on a 5-point Likert scales extending from 'strongly disagree' to 'strongly agree', and utilized to gather information from the consumers of green

products. For this examination, Random inspecting procedure was utilized for the collection of information. Poll was conducted among 231 on respondents to get the information required for leading the examination.

#### 2.2 Data Analysis and interpretation

One-way ANOVA and CORRELATION were conducted to determine the impact of green product and consumer behavior in Kerala.

#### 2.3 Null Hypothesis

##### 2.3.1 ANOVA

H01: There doesn't exist any abrupt variation on age groups with regard to the Quality, Cost, Awareness, Availability and Increase in buying behaviour.

H02: There doesn't exist any abrupt variation on Income groups with regard to the Quality, Cost, Awareness, Availability and Increase in buying behaviour.

##### 2.3.2 CORRELATION

H03: There doesn't exist any correlation among Quality and Awareness

H04: There doesn't exist any correlation among cost and Increase in Buying Behavior

**TABLE: 1 ONE WAY ANOVA (AGE)**

H01: There doesn't exist any abrupt variation between age groups with regard to the Quality, Cost, Awareness, Availability and Increase in buying behaviour.

		Sum of Squares	df	Mean Square	F	Sig.
Quality	Between Groups	71.271	4	17.818	0.807	0.522
	Within Groups	4989.803	226	22.079		
	Total	5061.074	230			
Cost	Between Groups	93.054	4	23.264	1.401	0.034
	Within Groups	3751.656	226	16.600		
	Total	3844.710	230			
Awareness	Between Groups	57.026	4	14.257	0.701	0.592
	Within Groups	4597.762	226			
	Total	4654.788	230	20.344		
Availability	Between Groups	13.607	4	3.402	0.286	0.887
	Within Groups	2692.142	226	11.912		
	Total	2705.749	230			
Increase in Buying Behavior	Between Groups	25.783	4	6.446	0.630	0.642
	Within Groups	2312.823	226	10.234		
	Total	2338.606	230			

\* Significant at the 5% level

#### 2.4 Analysis

From the above Table, it is clear that null hypotheses are rejected as the values of  $p < 0.05$  for Cost. For the

remaining dimensions such as Quality, Awareness, Availability and Increase in buying behaviour, null hypotheses are accepted as the values of  $p > 0.05$ .

#### 2.5 Inference

There exists an abrupt variation between age groups with regard to the Cost.

There doesn't exist any abrupt variation between age groups with regard to Quality, Awareness, Availability and Increase in buying behaviour.

**TABLE: 2 ONE WAY ANOVA (INCOME)**

H02: There doesn't exist any abrupt variation among Income groups with regard to the Quality, Cost, Awareness, Availability and Increase in buying behaviour.

		Sum of Squares	df	Mean Square	F	Sig.
Quality	Between Groups	140.635	5	28.127	1.286	0.271
	Within Groups	4920.438	225	21.869		
	Total	5061.074	230			
Cost	Between Groups	145.555	5	29.111	1.771	0.020
	Within Groups	3699.155	225	16.441		
	Total	3844.710	230			
Awareness	Between Groups	91.462	5	18.292	0.902	0.481
	Within Groups	4563.326	225	20.281		
	Total	4654.788	230			
Availability	Between Groups	11.794	5	2.359	0.197	0.963
	Within Groups	2693.955	225	11.973		
	Total	2705.749	230			
Increase in Buying Behavior	Between Groups	68.823	5	13.765	1.364	0.239
	Within Groups	2269.783	225	10.088		
	Total	2338.606	230			

\* Significant at the 5% level

### 2.6 Analysis

From the above Table, it is clear that null hypotheses are rejected as the values of  $p < 0.05$  for Cost. For the remaining dimensions such as Quality, Awareness, Availability and Increase in buying behaviour, null hypotheses are accepted as the  $p$  values are  $> 0.05$ .

### 2.7 Inference

There exists an abrupt variation between Income groups with regard to the cost.

There doesn't exist any abrupt variation among Income groups with regard to Quality, Awareness, Availability and Increase in buying behaviour.

## 3. CORRELATION

**TABLE: 3 CORRELATION TEST BETWEEN QUALITY AND AWARENESS**

H03: There is no relationship between Quality and Awareness

		Quality	Awareness
Quality	Pearson Correlation	1	0.551**
	Sig. (2-tailed)		0.000
	N	231	231
Awareness	Pearson Correlation	0.551**	1
	Sig. (2-tailed)	0.000	
	N	231	231

Significant at the Level of 0.01

connection prevailing ( $r=0.551$ ) among the variables identified for the study.

### 3.1 Analysis

Table 4 illustrates the output of Pearson's correlation test between the Quality and Awareness. From the above table it is found that there is an association between the variables. Also, it is evident that there is a high positive

### 3.2 Inference

Thus, it's confirmed that there prevails an association between Quality and Awareness.

**TABLE: 4 CORRELATION TEST BETWEEN COST AND INCREASE IN BUYING BEHAVIOR**H<sub>04</sub>: There is no relationship between cost and Increase in Buying Behavior

		Cost	Increase in Buying Behavior
Cost	Pearson Correlation	1	0.553
	Sig. (2-tailed)		0.000
	N	231	231
Increase in Buying Behavior	Pearson Correlation	0.553	1
	Sig. (2-tailed)	0.000	
	N	231	231

Significant at the Level of 0.01

### 3.3 Analysis

Table 4 Shows the Result of Pearson's correlation test between the cost and Increase in Buying Behavior. From the above table it is found that there is a significant relationship between the variables. Also, it is evident that there is a high positive correlation ( $r=0.553$ ) between the study variables.

### 3.4 Discussion

Thus, it is clear that there is a positive relationship between cost and Increase in Buying Behaviour.

## 4. CONCLUSION

A positive relationship is observed between Increase consumers' buying behaviour to that of Quality, Awareness and cost. So, if the quality of the green product is better, then the number of consumers will increase. And also, the consumers should have enough awareness about green products to improve the buying behaviour. The cost of the green product also should be comfortable to be purchased by the consumer. It can be concluded that when the quality, awareness and cost of the green products are good to the consumers then the intention of the consumers to buy the green products also will be increased simultaneously. The manufacturing companies should use Green Strategies to enhance the Green consumers' needs and also to protect the environment for the next generation.

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