CUSTOMERS' PERCEPTION ON USE OF GREEN PRODUCTS: WITH REFERENCE TO DHARMAPURI TOWN

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Abstract

The green products are the need of the hours. The human and all the lives in the globe are under the big threat. The essential usage of the green products is increasing every day. The paper is studying the customers' perception towards using green products in Dharmapuri Town, Tamil Nadu. A sample of 150 respondents was selected from the study area. Their perception on the use of green product was empirically analyzed.

Key words: Customers' perception, green marketing, Green products

INTRODUCTION

Green marketing is the marketing of environmentally friendly products and services. It is becoming more popular as more people become concerned with environmental issues and decide that they want to spend their money in a way that is kinder to the planet. This paper aims to analyze the customers' perception on use of green products in Dharmapuri Town of Tamil Nadu.

GREEN MARKETING

Green marketing can involve a number of different things, such as creating an eco-friendly product, using eco-friendly packaging, adopting sustainable business practices, or focusing marketing efforts on messages that communicate a product's green benefits. This type of marketing can be more expensive, but it can also be profitable due to the increasing demand. For example, products made locally in North America tend to be more expensive than those made overseas using cheap labor, but they have a much smaller carbon footprint because they don't have to fly across the globe to get here. For some customers and business owners, the environmental benefit outweighs the price difference.

Some marketers try to capitalize on the growing number of green consumers by simply taking a green marketing approach to products that might not otherwise be considered green. They try to position their products as a better choice for the environment when they're really not. An example of this is when a company uses the color green in their packaging, or the word green somewhere in their messaging, when there is not anything particularly eco-friendly about their product, nor it's not more eco-friendly than competing products.

REVIEW OF LITERATURE

Mohd. Salman Shamsi (2017) published an article on Green Product and Consumer Behavior: An Analytical Study. The study made with an aim to understand the concept of green product and consumer behavior towards it. The study also investigates the relationship of green product usage and purchase intention with demographic variables (age, gender, income and educational qualification). Primary data was collected using structured questionnaires and analyzed using descriptive statistics as well as Pearson's chi-square test for independence. The results reveal an important insight concerning the factors that are majorly responsible for motivating as well as demotivating consumer behavior towards green products. Environmental sustainability and personal consciousness of customers are found to be motivating factors while unavailability and unawareness are deemed demotivating factors along with the cost of installation / usage.

Collins Marfo Agyeman (2014) studied consumers' buying behavior towards green products: an exploratory study. The study investigated the relationship between variables that affect consumers' buying behaviour for green products and identifies the price levels consumers prefer to pay for green products in the district. An attempt has also been made to examine the factors that affect the green products' buying behaviours of the consumers. Convenience sampling method was used to select 200 respondents living in the district and who make purchases for the products. The primary data was collected from the respondents with the help of pre-tested structured opened and closed-ended questionnaires. In pursuance of the study's stated objectives, the formulated hypotheses were subjected to regression and chi-square analyzes. The findings of the study reveal that there is significant relationship between the variables which affects consumers' buying behaviour for green products. Similarly, the factors affecting the consumers' buying behaviour have major implications on purchasing decisions. Green marketers can therefore understand, identify and design marketing mix strategies to appeal to the preferences of the market segments for green products

Major R. Rajasekaran and N. Gnanapandithan (2013) investigated A Study on Green Product and Innovation for Sustainable Development. The basic objective of the study is to realize the requirement of innovative green products for today's global market and also try to identify the negative impact of non-green products. For the purpose of the study, a particular city (Coimbatore city –Tamil Nadu State) has been selected, collected required data from various available resources, analysed with suitable statistical methods and identified facts. The study reveals that the so called green products or organic products has more positive impact to the mankind's and helps to eradicate certain issues pertaining to green technology. It helps for the sustainable development.

OBJECTIVES

This article aims to identify the perception of customers to use green products in Dharmapuri Town.

RESEARCH METHODOLOGY

This study is an empirical research based on survey method. The present study is confined to Dharmapuri Town of Tamil Nadu. Dharmapuri Town has been purposively chosen for the study.

The required primary data relating to the customers perception on factors influencing to use green product have been collected in Dharmapuri Town during the months of January and February 2019. The population of the research study consists of all the customers using green products in Dharmapuri Town. As the list of green buyers could not be obtained, the method of sampling used for selecting sample respondents for the study is non-probability convenience sampling method. The sample size selected for the study is 150 respondents.

For the purpose of the research study, both primary and secondary data have been used. Required primary data have been collected from the investors with the pre-tested, well-structured and non-disguised Questionnaire. The secondary data relating to the theoretical portions have been collected from various books, journals, magazines, working papers, newspapers and websites.

TOOLS USED FOR DATA ANALYSIS

The statistical tools used for analyzing the data are:

Percentage Analysis: The analysis of simple Percentage is used in comparing between more than two collections of data.

Mean: Mean is determined by adding all the data points in a population and then dividing the total by the number of points.

Friedman Test Statistics: The Friedman test is used to compare three or more matched or paired groups when the dependent variable being measured is ordinal.

Statistical Package for Social Sciences (SPSS) software version 20.0 and MS-Excel 2007 software have been used for making statistical calculations of the present study.

FINDINGS

Reason for interested in protecting environment

Table 1
Reason for Keeping the Environment Protected

Reason for Keeping the Environment Protected	Frequency	Percent
Keep the living place clean and tidy	48	32.0
Using eco-friendly product	39	26.0
Following government rules and regulation	21	14.0
Try to reduce air and noise pollution	15	10.0
All the above	27	18.0

Total	150	100.0

Table 1 explains that 32 per cent of the customers are interested to keep the living place clean and tidy, 26 per cent of the customers are interested to use eco-friendly product, 14 per cent of the customers are interested to follow government rules and regulation, 10 per cent of the customers are interested to try to reduce air and noise pollution and 18 per cent of the customers are interested in all the above.

Table 2
Green Product Means

Green Product Means	Frequency	Percent
Biodegradable	38	25.0
Ozone friendly	27	18.0
Recyclable	33	22.0
Less energy consumption	07	5.0
All the above	45	30.0
Total	150	100.0

Table 2 shows that 25 per cent of the customers said Green Product means Biodegradable, 22 per cent of the customers said Green Product means Recyclable, 18 per cent of the customers said Green Product means Ozone friendly, 5 per cent of the customers said Green Product means Less energy consumption and 30 per cent of the customers said Green Product means all the above.

Table 3
Green Products Identified By

Green Products Identified By	Frequency	Percent
Eco labels	39	26.0
Green seal	53	35.0
Ingredients	25	17.0
Recyclable sign	33	22.0
Total	150	100.0

Table 3 reveals that 35 per cent of the customers identify Green Products through Green seal, 26 per cent of the customers identify Green Product through Eco labels, 22 per

cent of the customers identify Green Products through Recyclable sign and 17 per cent of the customers identify Green Products through Ingredients.

SOURCES OF AWARENESS OF GREEN PRODUCTS – FRIEDMAN TEST MEAN RANK

Table 4 reveals the results of sources of awareness of green products using Friedman test mean rank.

Table 4

Sources of Awareness of Green Products - Friedman Test Mean Rank

Sources of Awareness of Green Products	Mean Rank	Rank
Television	3.64	8
Magazines	4.76	3
Internet Ads	4.42	6
Newspaper	4.03	7
Radio	4.49	5
Friends/Relatives	5.04	1
Awareness Programs	4.67	4
Outdoor media	4.96	2

Table 4 explains that Friends/Relatives are the prime source of awareness on green products with the highest mean score of 5.04, Outdoor media are the second prime source of awareness on green products with the mean score of 4.96, and Magazines are the third prime source of awareness on green products with the mean score of 4.76. Awareness Programs (4.67), Radio (4.49), Internet Ads (4.42), Newspaper (4.03) and Television (3.64) are ranked fourth, fifth, sixth. Seventh and eighth sources respectively.

SOURCES OF AWARENESS OF GREEN PRODUCTS - FRIEDMAN TEST STATISTICS

Table 5 reveals the results of Friedman test statistics of the sources of awareness of green products.

H_0: The mean ranking of the sources of awareness of green products does not differ.

Table 5

Sources of Awareness of Green Products - Results of Friedman Test Statistics

N	150
Chi-Square	26.445
Df	7
Asymp. Sig.	0.000**

** Significant at 0.01 Level

From Table 5, it is clear that the significant value is 0.000 at 1% level of significance. As the significant value is lesser than .01, the null hypothesis is rejected and the result shows that the ranking of the sources of awareness of green products differ. It implies that the ranking of the sources of awareness of green products differ from worker to worker and it is not similar among all the workers.

CONCLUSION

The findings from the study shows the people are well aware of the Green marketing in the study area. Their perception towards the green product shows that the people know the importance of green marketing. In the future, the people will be taking decision on the basis of importance of the nature. The government and other Non-Governmental organizations should take further steps to improve the awareness about the green marketing among the general public.

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