EPRA International Journal of

Multidisciplinary Research

Monthly Peer Reviewed & Indexed International Online Journal

Volume: 5   Issue: 6 June   2019

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GREEN PRODUCTS AND CONSUMER AWARENESS LEVEL: A STUDY

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ABSTRACT

These days, climate has turned into a standard issue in the current focused world. Green marketing is a noteworthy pattern to know the purpose behind ecological issues like an unnatural weather change, ozone exhaustion, contamination, loss of bio-decent variety and deforestation. The reason for the examination is to discover the awareness levels of purchaser's towards Green items in Hyderabad. The investigation is for the most part cantered on deciding the distinction in the awareness level among consumers with respect to Green Products. The primary data were collected survey method with a structure questionnaire from 284 respondents using Convenience sampling. It was used to measure the awareness level of consumers towards Green products and every age of the individuals ware targeted in this research study for to get the awareness level of consumer towards Green products. The data were analysed with the help of statistical tools like descriptive statistics, percentages, ANOVA by using SPSS 23.0 Version. The study concluded that consumers green awareness levels are very high; they are very much familiar climate degradation, and consumer's having great ability to recognize green attributes in green items.

KEY WORDS: *Awareness level, climate degradation, Green attributes, Green item, ozone exhaustion*

1. INTRODUCTION

As the world's economy is speedily building up, the worldwide condition is progressively debilitating. Securing condition and making a protected living condition has turned out to be a standout amongst the most significant worries of buyers. Green showcasing by and large intends to support naturally well disposed items and a protected situation where individuals can remain. As per the American Marketing Association green advertising is the promoting of items that are attempted to be naturally sheltered. At present green showcasing is comprehensively turning into a marvel all through the world as worries towards condition have started in the previous couple of decades. Consistently the populaces of individuals who are pivoting towards green brands or natural well disposed items are expanding hence amplifying the wonder. The

requirement for reasonable strategic approaches by partnerships around the globe is recognized to be an after effect of in general increment in the customer consciousness of absence of natural assurance and social disparities. Along these lines, organizations in about each industry these days need to secure "green" highlights of their items and administrations in each shot they get. The accomplishment of any green promoting procedure is vigorously reliable on its objective buyers.

The center thought of green marketing is to make mindfulness among individuals on the ecological issues and how customers would support the earth in the event that they change over to green items. Consequently green advertising means to give more data to individuals and furthermore gives purchasers more decisions to change over to green way of life. Driven by the green utilization,

undertakings start to accept client as the guide of the green showcasing procedure. A green purchaser can be distinguished to be one who evades any item which may mischief harm to any living creature, cause disintegration of the earth during procedure of assembling or during procedure of use, devour a lot of non-sustainable power source, includes exploitative testing on creatures or human subjects (Elkington, 1994).

2. LITERATURE REVIEW

Hari Sundar G. Slam et al. (2011) distinguished that the basic leadership styles as Perfection/high quality-conscious customer, Brand Consciousness, Novelty, Shopping Consciousness, Price Consciousness, Impulsiveness, Choice and Brand dependability.

Moloy Ghoshal (2011) inspected that green marketing was still in earliest stages. In the impression of promoting researchers, green advertising alludes to eco-level and market division and the job of auxiliary variables and monetary motivating forces in impacting purchaser conduct. The green advertisers must comprehend to fulfil two destinations: improved natural quality and consumer loyalty.

Charles W Lamb et al (2004) clarified that Green Marketing‖ has likewise turned into a significant route for organizations to manufacture mindfulness and faithfulness by advancing a prominent issue. By situating their brands as biologically stable, advertisers can pass on worry for nature and society all in all.

As indicated by *Roger A Kerin et al (2007),* Green Marketing takes numerous structures. It originates from item advancement openings that radiate both from customer research and its Pollution Prevention Pays‖ program. This program requests representative recommendations on the best way to diminish contamination and reuse materials.

Meenakshi Handa (2006) has shown that Activist gatherings and the media have assumed a noteworthy job in upgrading the natural mindfulness and cognizance of customers as of late. Most examinations regarding the matter demonstrate that in spite of the fact that the mindfulness and ecological conduct of buyers crosswise over nations, instructive dimensions, and age and salary gatherings may contrast, natural concerns are expanding around the world.

Joseph and Rupali Korlekar (2012) , there might be an extension for top to bottom research on unpractised advertising to be directed in creating nations like India, not just on comprehension clients,, observation anyway to watch the point by point

profile of such clients who have a more prominent inspirational disposition towards green showcasing and green items. **The study by Ann Kronrod et al (2012)**, featured and characterized the surprising frequency of decisive ecological messages inside the media. Ecological companies, which are populated with the individuals who see ensuring nature as an exceedingly significant issue, ought to recall the way that not all buyers are as proficient and worried about the earth.

3. OBJECTIVES

- To study the Respondents demographical factors awareness level towards Green products.
- To examine the awareness level of consumer towards effect of climate degradation
- To identify the consumers ability to recognize green attributes in green items.

4. HYPOTHESES

- **Ho1:** There is no significant mean difference of Respondents demographical factors awareness level towards Green products.
- **Ho2:** There is no significant difference of consumer awareness level towards climate degradation.
- **Ho3:** There is no significant mean difference of consumer's ability to recognize green attributes in green items.

5. METHODOLOGY

- *Research Design:* Explanatory research
- *Source of the Data:* *Primary data* has been collected by conducting survey of target green customers. *Secondary data* has been collected by the referring various Journals, Periodicals such as Magazines, Business newspapers research papers, social networking site and online blogs/articles.
- *Data Collection Methods:* Data has been collected using structured questionnaire through Survey and personal interview methods
- *Sample Area:* Hyderabad city
- *Sampling Method:* Convenience sampling method has been used to collect sample of 284 Green respondents.
- *Statistical Tools used:* Descriptive Analysis and ANNOVs by using SPSS 23.0 Version*.*

6. RESULTS AND DISCUSSIONS

Table1: Demographic profile of respondents

Age	No of Responses	Percentage
20-25	60	21.1
26-30	80	28.2
31-35	79	27.8
36-40	48	16.9
41 and above	17	6.0
Gender		
Male	194	68.3
Female	90	31.7
Education		
Below Graduation	39	13.8
Graduation	116	40.8
Post Graduation	86	30.3
Above PG	43	15.1
Occupation		
Student	25	8.8
Govt employee	77	27.1
Private employee	119	41.9
Business	35	12.3
self employed	28	9.9
Income for month (in rupees)		
Below 20,000	25	8.8
20,001-30,000	125	44.0
30.001 - 40,000	65	22.9
40,001-50,000	39	13.7
50,001 and above	30	10.6
Total	*284*	*100.0*

Age: With regards to the age distribution of the respondents, it was found that majority of them belonged to the age group of 26-30 years 28.2%, those belonging 31-35 years of the age accounted for 27.8%, while those in the age group of 20 -25 years accounted for 21.1%, and 36-40 years accounted for 16.9% and 6.0% accounted for 41 and above age group of the total respondents.

Gender: A close look at the table 1 reveals that the male respondents accounted for a higher percentage 68.3%, when compare female respondents 31.7%.

Education: With respect to the educational status, 40.8% of the respondents had secure Graduation, 30.3% of the respondents were post graduation, and 15.1% of them were above graduation and 13.8% of them were Below Graduation.

Occupation: It is evident from disk 1, the majority of the respondents working as a private employee 41.9%, 27.1% of the respondents ware Govt employee, 12.3% of the respondents were Business, 9.9% of them were self employed and 8.8% of the respondents were Student.

Income for month: As it can be seen from table 1, the income of the respondents in the case of 44.0% of the respondents ranged from Rs.20, 001-30,000; while 22.9% reported to have a monthly income Rs.30,001-40,000; 13.7% of the respondents reported monthly income Rs 40,001-50,000; 10.6% of the respondents reported monthly income 50,001 and above; and finally, 8.8% of the respondents reported monthly income Below 20,000.

Table 2: Scale construction

Questionnaire	Items	Alpha
Awareness level towards climate degradation	6 Items	0.802
Green Attributes	7 Items	0.798

This confirms the validity and reliability of present studies paper. Major variables: Awareness level towards climate degradation and consumer's ability to recognize green attributes in green items. Alpha values were calculated one after the other for each the variables to test for the reliability and validity of the destiny take a look at. The Cronbach's alpha values for Awareness level towards climate degradation and Green Attributes are observed to be 0.802 for 6 Items and 0.798 for 7 Items.

Table 3: Descriptive Statistics

	N	Mean	Std. Deviation
Age in years	284	2.58	1.169
Gender	284	1.32	.466
Education	284	3.38	1.075
Occupation	284	2.87	1.062
Income in Rupees	284	2.73	1.134
Valid N (Listwise)	284		

Table 2 reveals the descriptive statics of the demographical factors of the respondents and revealed that the mean values of Age, Gender, Education, Occupation and Income are found to be 2.58, 1.32, 3.38, 2.87 and 2.73 with standard deviations of 1.169, .466, 1.075, 1.062 and 1.134 respectively.

Results of ANOVAs

To know any significant difference between demographical factors and awareness levels of the respondent's Analysis of variance test is conducted. It helps to identify statistical mean difference between groups from the sample of the population.

- **Ho1:** There is no significant mean difference of Respondents demographical factors awareness level towards Green products.

Table 4: ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Age in years	Between Groups	45.623	9	5.069	4.069	.000
	Within Groups	341.349	274	1.246		
	Total	386.972	283			
Gender	Between Groups	5.988	9	.665	3.285	.001
	Within Groups	55.491	274	.203		
	Total	61.479	283			
Education	Between Groups	24.681	9	2.742	2.484	.000
	Within Groups	302.484	274	1.104		
	Total	327.165	283			
Occupation	Between Groups	16.136	9	1.793	1.620	.009
	Within Groups	303.300	274	1.107		
	Total	319.437	283			
Income in rupees	Between Groups	14.548	9	1.616	1.269	.004
	Within Groups	349.114	274	1.274		
	Total	363.662	283			

This section reveals any significance mean difference between respondent's demographical factors and their awareness level towards Green products. From the table 4, it is indicated that all the demographical factors of the respondents from the population were statistically significant with their awareness level towards the green products. Demographical factors like Age, gender, education, occupation and income are statistically difference with their awareness level and their F-distribution value found to be statistically significant, followed with values of Age: $F(9,274) = 4.069$, $p< .05$,

followed with values of gender $F_{(9,274)} = 3.285$, p< .05; Education: $F_{(9,274)} = 2.484$, p< .05; Occupation $F_{(9,274)} = 1.620$, p<.05, Income in rupees: $F_{(9,274)} = 1.269$, p<.05. Finally demographical factors of respondent clearly shows statistical significant mean difference, because

demographical factors p-values were less than significant values (p<.05).

- **Ho2:** There is no significant difference of consumer awareness level towards climate degradation.

Table 5: ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Toxic substances in the environment	Between Groups	7.188	18	.399	1.214	.000
	Within Groups	87.136	265	.329		
	Total	94.324	283			
Reduction of natural resources	Between Groups	6.438	18	.358	.874	.010
	Within Groups	108.393	265	.409		
	Total	114.831	283			
Health problem to human beings	Between Groups	8.462	18	.470	1.172	.004
	Within Groups	106.271	265	.401		
	Total	114.732	283			
Hazardous waste	Between Groups	19.784	18	1.099	2.740	.000
	Within Groups	106.315	265	.401		
	Total	126.099	283			
Climate change	Between Groups	8.561	18	.476	6.176	.005
	Within Groups	20.407	265	.077		
	Total	28.968	283			
Global warming	Between Groups	23.052	18	1.281	3.068	.007
	Within Groups	110.610	265	.417		
	Total	133.662	283			

Table 5, it is the reveals the respondents consciousness regarding effect of climate degradation. Climate degradation prompts numerous issues that would influence the way of life of human beings. This investigation dissects the consciousness dimension of the respondents on the result of climate degradation. Result revealed that awareness dimensions were statistically significant differences with results of climate degradation. Respondent's awareness dimensions and their F-value found that Toxic substances in the environment $F_{(18,265)} = 1.214$, p< .05, Reduction of natural resources $F_{(9,274)} = .874$, p< .05, Health problem to human

beings $F_{(9,274)} = 1.172$, p< .05, Hazardous waste $F_{(9,274)} = 2.740$, p< .05, Climate change $F_{(18,265)} = 6.176$, p< .05, and Global warming $F_{(9,274)} = 3.068$, p< .05. It indicated that awareness level dimensions statistically significant difference and dimensions p-value were smaller than the significant value. So, respondent's having great awareness level towards climate degradation.

- **Ho3:** There is no significant difference of consumer's ability to recognize green attributes in green items.

Table 6: ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Recyclable	Between Groups	9.153	18	.508	1.578	.005
	Within Groups	85.393	265	.322		
	Total	94.546	283			
Eco-friendly packaging	Between Groups	63.610	18	3.534	2.833	.000
	Within Groups	330.545	265	1.247		
	Total	394.155	283			
Non polluting	Between Groups	13.853	18	.770	1.238	.000
	Within Groups	164.721	265	.622		
	Total	178.574	283			
Non-toxic	Between Groups	52.900	18	2.939	2.598	.001
	Within Groups	299.786	265	1.131		
	Total	352.687	283			

Healthy for occupants	Between Groups	19.120	18	1.062	.762	.004
	Within Groups	369.359	265	1.394		
	Total	388.479	283			
To product from natural ingredients	Between Groups	4.246	18	.236	.864	.003
	Within Groups	72.328	265	.273		
	Total	76.574	283			
Low embodied energy	Between Groups	9.564	18	.531	1.593	.001
	Within Groups	88.380	265	.334		
	Total	97.944	283			

Table 6 indicates the consumer's ability to recognize green attributes in green products. Because, if anyone need to use green items, they should be recognise green attributes items that decides whether an item is green or not. The final consumer should be aware of the characteristics, features of the green products. The examination in this respect is made and the outcome is given above table. There is significant difference of consumer's ability to recognize green attributes in green items. Respondent's recognize factors and their F-value found that Recyclable $F_{(18,265)} = 1.578$, $p< .05$, Eco-friendly packaging $F_{(18,265)} = 2.833$, $p< .05$, Non polluting $F_{(9,274)} = 1.238$, $p< .05$, Non-toxic $F_{(9,274)} = 2.598$, $p< .05$, Healthy for occupants $F_{(9,274)} = .762$, $p< .05$, To product from natural ingredients $F_{(18,265)} = .864$, $p< .05$, and Low embodied energy $F_{(9,274)} = 1.593$, $p< .05$. It indicated that reorganization levels were statistically significant difference and dimensions p-value was lower than the significant value.

7. CONCLUSIONS

Climate can harm the lifestyle of human being. They have the duty to secure nature and condition. Use of green item will assist them with changing their way of life into a green one. Concerning the consequences of profile of the respondents demonstrated that 28.2% of respondents had a place with the gathering of 26-30 years and those having a place 31-35 years of the age represented 21.1%, and pursued with gender orientation profile, male respondents represented a higher rate 68.3%, when contrasted with female respondents 31.7%, as for the educational, 40.8% of the respondents had secure Graduation, 30.3% of the respondents were post-graduation, most of the respondents filling in as private worker's 41.9%, 27.1% of them were govt employee, The Income of the respondents on account of 44.0% of the respondents ran from Rs.20,001-30,000; while 22.9% answered to have a month to month pay Rs.30,001-40,000; research hypotheses explored respondent's demo graphical variables having incredible factual contrast with their awareness level towards green items, pursued with respondents having awareness in regards to impact of climate degradation and they are giving more inclination to utilize green things and client having redesign capacity to choose the green items bases on the green traits. Finally, the awareness level on the use of green items among the general public are extremely constrained. There is a need to instruct the general population on the use of green items and on distinguishing the green characteristics of items they use. This would secure the earth for the future generation.

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