

Determinants of Consumer Attitudes towards Green Products: A Study of Chennai City

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Abstract

The aim of the study that consumer attitude towards green products relates to its health aspects. The present study shows that consumers are having more conscious about health so they are willing to purchase the green products. The research findings of this study implies that should environmental consciousness , product quality, no preservatives, health conscious and price of green products will make consumers will be more likely to have purchase behavior of green products. Consumers in Chennai are highly concerned about the environment should be the first target segment for green product marketers. When consumers get health conscious and awareness about green products is positive they display higher concern for environment and probably make more steps to reduce the impact of environment

Key Words: Environmental consciousness, Health conscious, Product taste, Chemical free, Green Purchase behaviour.

INTRODUCTION

Green marketing refers to the process of selling products and/or services based on their environmental benefits. Such a product or service may be environmentally friendly in it or produced and/ or packaged in an environmentally friendly way. The obvious assumption of green marketing is that potential consumers will view a product or service's "greenness" as a benefit and base their buying decision accordingly. In order to position green product offerings, companies must first segment the market according to levels of pro-environmental purchase behavior and then target the "greener" consumer segments. The main motive of this research is to know about the factors influencing consumer attitude towards green products in Chennai City.

SCOPE OF THIS STUDY

This study was conducted in the context of factors influencing consumer attitude towards green products. Demographic variables (age, gender, educational level and income level) and non- demographic variables (health conscious, taste, price, and environmental concern) investigated to see whether these variables will have a relationship with the green product's consumption level

STATEMENT OF THE PROBLEM

Past studies on perceived seriousness of environmental problems mainly focused on finding out subjects' perception of the most serious problems, how serious they thought the problems were, and how subjects from different cultures perceived the issue differently. From this study the researcher is going to analyses the factors affecting consumer attitude towards green products in Chennai City.

OBJECTIVE OF THE STUDY

To study about demographic conditions of consumers

To assess and evaluate factors influencing the consumer attitude towards green products

SAMPLE DESIGN

Primary data will be collected using the simple random sampling method and a self- developed questionnaire distributed to the respondent. This sampling method is chosen for its easiness and cost efficiency to collect responses.

SOURCES OF DATA

The present study is based on both primary and secondary data. The primary data will be collected from green product consumer attitude. The secondary data were collected from various Journals, Books, Dailies, Previous Thesis works, Libraries and also from various Websites

SAMPLE SIZE

The data were collected using questionnaire method from 125 respondents. But some questionnaire has inadequate information. The sample size took for this study is 100.

PLACE OF THE STUDY

The study was confined in Chennai City of Tamil Nadu.

TABLE: 1
DEMOGRAPHICS OF THE RESPONDENTS

Particulars	Gender	No.ofRespondents	Percentage
Gender	Male	17	34.0
	Female	33	66.0
	Total	50	100.0
Age of the Respondents	Age	No.ofRespondents	Percentage
	18-25	16	32.0
	25-35	6	12.0
	35-45	22	44.0
	Above45	6	12.0
	Total	50	100.0
Marital Status of the Respondents	MaritalStatus	No.ofRespondents	Percentage
	Married	8	16.0
	Unmarried	42	84.0
	Total	50	100.0
EducationLevelofthe Respondents	Education	No.ofRespondents	Percentage
	Higher Secondary	12	24.0
	UnderGraduate	21	42.0
	PostGraduate	17	34.0
	Total	50	100.0
Monthly Incomeofthe Respondents	MonthlyIncome	No.ofRespondents	Percentage
	BelowRs.50000	14	28.0

Source:PrimaryData

The above table shows that female’s consumers have more preference for buying greenproducts as compared to male respondents. More number of educated respondents prefers to buygreen products. Age group of 35-45 prefers to buy green food as compared to other age groups. Also people of earning income group from100000 to 200000 prefer to buy green products.

TABLE: 2
UNIVARIATE ANALYSIS BETWEEN FACTORS INFLUENCING CONSUMER ATTITUDE

		ValueLabel	N
EnvironmentalConsciousness	1.00	StronglyAgree	23
	2.00	Agree	27
NoPreservatives	1.00	StronglyAgree	41
	2.00	Agree	9
ProductTaste	1.00	StronglyAgree	43
	2.00	Agree	4
	3.00	Neutral	3
ChemicalFree	1.00	StronglyAgree	38
	2.00	Agree	11
	3.00	Neutral	1
	1.00	StronglyAgree	28
PriceSensitivity	2.00	Agree	14
	3.00	Neutral	3
	5.00	StronglyDisagree	5
HealthConsciousness	1.00	Stronglyagree	25
	3.00	Neutral	8
	4.00	Disagree	3
	5.00	Stronglydisagree	14

Source: PrimaryData

The above table shows that univariate analysis between factors influencing consumer preferences.

TABLE: 3
ONEWAY ANOVA TEST BETWEEN AGE AND FACTORS

		Sum of Squares	Df	MeanSq uare	F	Sig.
Environmental Consciousness	Between Groups	5.596	3	1.865	12.858	.000
	Within Groups	6.383	44	.145		
	Total	11.979	47			
NoPreservatives	Between Groups	1.293	3	.431	3.150	.034
	Within Groups	6.019	44	.137		
	Total	7.313	47			
ProductTaste	Between Groups	.589	3	.196	.715	.548
	Within Groups	12.078	44	.274		
	Total	12.667	47			
ChemicalFree	Between Groups	2.265	3	.755	3.605	.021
	Within Groups	9.214	44	.209		
	Total	11.479	47			
PriceSensitivity	Between Groups	92.334	3	30.778	22.897	.000
	Within Groups	59.145	44	1.344		
	Total	151.479	47			
Health Consciousness	Between Groups	21.899	3	7.300	14.330	.000
	Within Groups	22.413	44	.509		
	Total	44.313	47			

Source: PrimaryData

TABLE: 4 T-TEST

	Health Consciousness		Mean	Std.Deviation	Std. Error Mean
GENDER	StronglyAgree	28	1.6786	.47559	.08988
	StronglyDisagree	5	1.8000	.44721	.20000

Source:PrimaryData

TABLE: 5
FACTORS INFLUENCING CONSUMER ATTITUDE GREEN PRODUCTS

Particulars	Score 6	Score 5	Score 4	Score 3	Score 2	Score 1	TotalScore	Rank
Health Consciousness	42(252)	23(115)	29(116)	2(6)	0(0)	4(4)	493	I
Environmental Consciousness	26(156)	24(120)	27(108)	21(63)	0(0)	2(2)	449	II
NoPreservatives	11(66)	21(105)	30(120)	16(48)	12(24)	10(10)	373	III
ChemicalFree	19(114)	16(80)	17(68)	18(54)	10(20)	20(20)	356	IV
Product Taste	0(0)	8(40)	12(48)	26(78)	31(62)	23(23)	251	V
PriceSensitivity	0(0)	6(30)	4(16)	19(57)	45(90)	26(26)	219	VI

Source: Primary Data

CONCLUSION

Green marketing is familiar in recent days; Change in the habits of consumers is the major reason for consumption of green products. Consumers are willing to buy green products because it produced without using any chemical preservatives. This Study reveals that consumer attitude towards green products relates to its health aspects. The present study shows that consumers are having more conscious about health so they are willing to purchase the green products. It was also identified that many of the female consumers are having more interest to buy green products. And customers were lack of awareness about green products. Therefore this study suggests that more awareness is needed about green products. Researcher also suggests that marketer have to promote the availability of the green products in order to increase the size of the products.

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