

Consumer Behavior towards Green and Eco-Friendly Products

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Abstract

With the growth of the economy there is also an increase in the consumption pattern all across the world. Due to this excess consumption, economy is being severely exploited. This also resulted in the various environmental problems like: Loss of biodiversity and ozone depletion which ultimately become a reason of people concern and sparked the green movement for the protection of the environment. Even in India the demand for the green product is rapidly increasing because of the consumers concern for the environment. The present study is about the “Consumer Behavior towards Green Product”. The present study aims to identify the relation or association between the factors that affect the consumers’ behavior for green products. For this purpose convenience sampling method was used and primary data were collected from the 40 respondents through online questionnaire containing close-ended questions.

Keywords: *Green product, Consumer behavior, Environment, Environment friendly.*

INTRODUCTION

While the globalization process is still moving forward at full speed, several issues have also been brought about by it. Environmental issue like: pollution, climate change, Ozone depletion and

Global warming have a negative impact on both animals and on human beings. Recently this problem is gaining limelight and people all around the world are started talking about this issue. Government all across the world in order to save the

environment has introduced some policies so that environment can be protected from further exploitation. This concern gave the fire to the concept of Going Green. One of the best steps taken by government in this regard is introducing such kind of products that are friendly to the environment. These kind of products lives positive impact on the environment as they are not harmless, recyclable, less toxic, energy efficient and biodegradable that is why it is known as “Green Products”. For this purpose green marketing is playing a major role and also utilized by the various organization which has changed how consumers approach buying green products.

Green behavior shows the behavior of the consumers towards green product it shows whether the consumers want to buy an environmental friendly product or not. Consumers nowadays are becoming more and more concern about the protection of the environment.

Nowadays wide range of the eco-friendly products is available in the market. The consumer buying behavior depends on his own beliefs and his concern for the environment. Buying a green product is beneficial for both the consumer as well as for the long term safety of the environment.

Green Product

The word sustainable or green refers to the product or service that leads economic development even while securing future generation. A green product is one that is environmentally friendly and made to have as little or no impact during its entire life cycle and even after it has served its purpose. Typically, green products can be distinguished by their focus on minimizing waste and maximizing its resource with efficiency. They are created by utilizing non-toxic materials and with eco-friendly processes and they have received certification from reputable agencies like: Forest Stewardship Council, Energy Star.

The following are some characteristics of a green product:

- Naturally biodegradable Recyclable and reusable
- Green products are produced without using any harmful chemicals and under sanitary conditions.
- Has a minimal or nonexistent plastic footprint
- The main feature of green product is that it has environmentally friendly packaging.
- The least amount of resources
- A diminished carbon footprint or none at all.

SOME EXAMPLES OF GREEN PRODUCTS

Sustainable Dishwashers

The amount of water and energy used by an eco-friendly or sustainable dishwasher is almost half as compared to a standard dishwasher. All these are beneficial to the consumers as well as good for the environment.

LED Lights

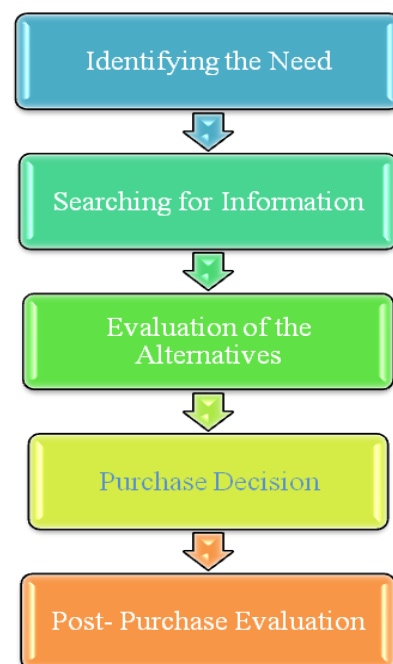
By reducing energy consumption we can minimize the negative impact on environment. The simple method is to switch to LED lighting; this will increase the longevity of standard light bulbs' even with wholesome quality brightness. Apart from this, LED lamps have no hazardous chemicals and almost no UV emissions.

Tesla Electric Cars

Tesla emerged as the face of the electric vehicle revolution during a time when the transportation sector was unable to minimize its carbon impact. Electric vehicles (EVs) manufactured by Tesla are extremely effective, clean energy-powered electric motors, unlike conventional vehicles. The business also enjoys the devoted consumer. Despite being a green product, there is a considerably greater demand than there is supply.

Consumer Behavior

Consumer behavior is the process of analyzing the group, organization and individuals and their way of selecting, securing and disposing of particular products, services, ideas and experience that they use for the satisfaction of their needs and it also includes analyzing the impact of the process on the society as well as on the consumer. This consumer behavior has following 5 steps presented below:



It is not necessary that every consumer will go through from each possible step because it is entirely depends on the kind of purchase decision made by the consumer. For example if a consumer is purchasing a product again and again then it shows his loyalty to particular product in such case the little effort is required to

make while making a purchasing decision (it is a routine one decision). In such a case consumer does not need to go through from each step because the consumer exactly knows what he wants to buy it helps the consumers to shift quickly through the steps. But this process is completely opposite if consumer is making some new purchase here the purchasing process can be extended for many days even it can took a month or longer. So the significance of each step may vary as per the situation surround the purchase, musketeer should keep this in mind.

Research Methodology

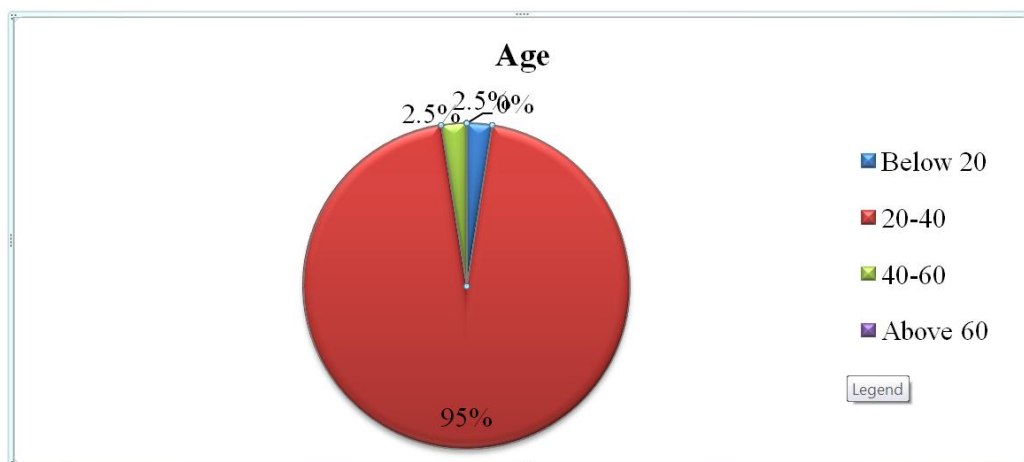
Research methodology describes the method or process used for conducting the research. Primary data and secondary data were being used for this research paper. Original data was collected by using Convenience sampling method. A detailed

questionnaire was created. A total of 40 responses were received. To present the primary data pie chart were used. Secondary data was collected from journals, articles and so on. Secondary data was used for framing the theoretical background.

DATA ANALYSIS AND INTERPRETATION

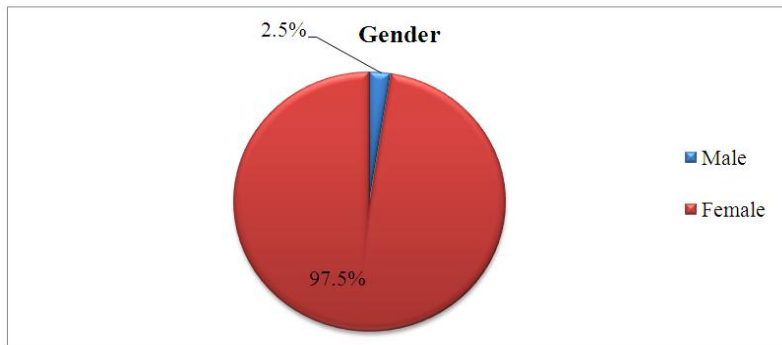
Age of the respondents

Interpretation: -Above chart shows the age group of different respondents. 2.5% of the respondents are aged below 20 years. 95% of the respondents fall under the age group of 20-40 years. 2.5% of the respondents fall under the age group of 40-60 years. Above chart conclude that majority of the respondents belong to the age group of 20-40 years.



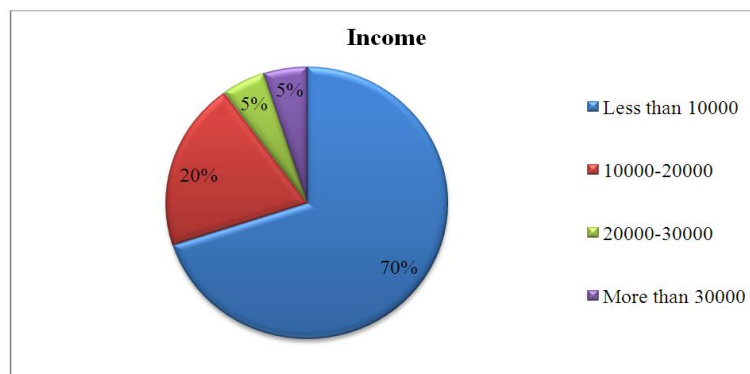
GENDER OF THE RESPONDENTS

Age of the Respondents



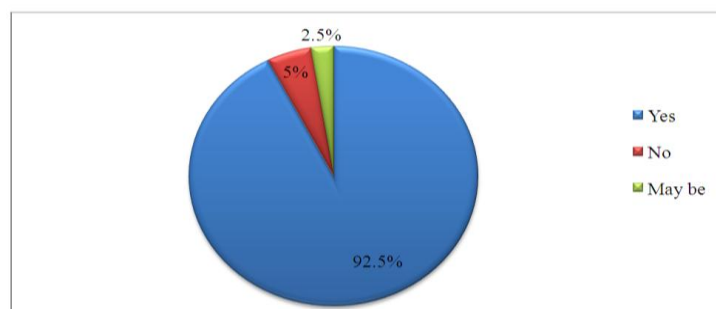
Interpretation: Out of the sample of the 40 respondents, 97.5% of the respondents are female and 2.5% of the respondents are male.

Income of the Respondents



Interpretation: Above figure reveals that 70% of the respondents have income less than Rs. 10000. 20% of the respondents belong to the income category ranges between 10000-20000. 5% of the respondents belong to the income category ranges 20000-30000 and also only 5% of the respondents have income more than 30000. It is concluded that majority of the respondents have income below Rs. 10000.

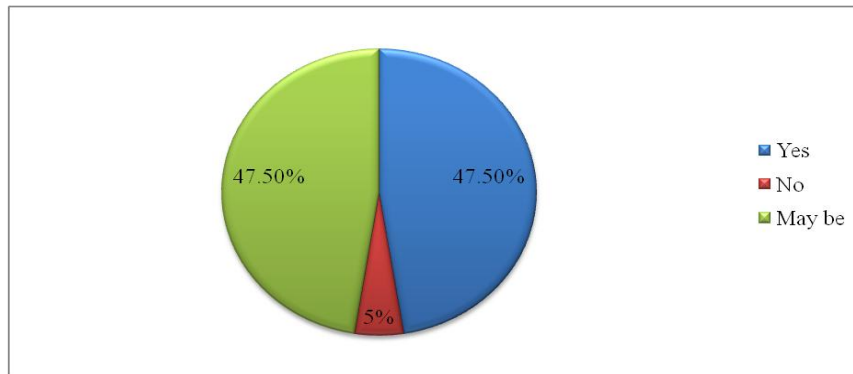
Awareness of the Respondents about Green Products



Interpretation:

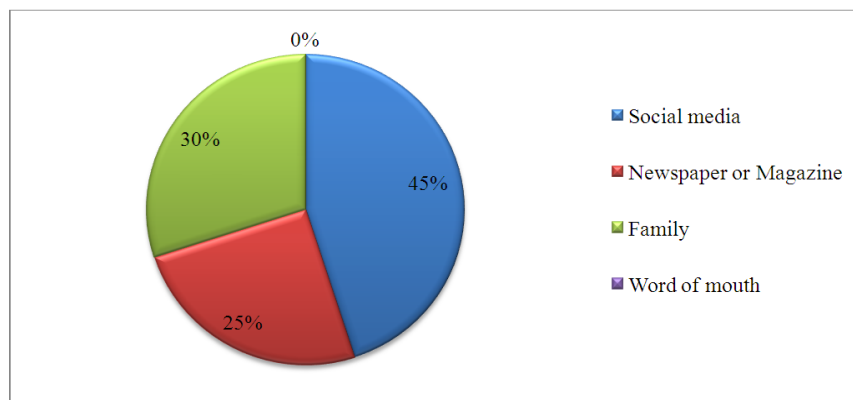
Above chart concluded that 92.5% of the respondents have knowledge about the concept of green products whereas only 5% of the respondents have no idea about the green product. 2.5% of the respondents think they may or may not aware about the green products.

Awareness of the People around Respondents about Green Products



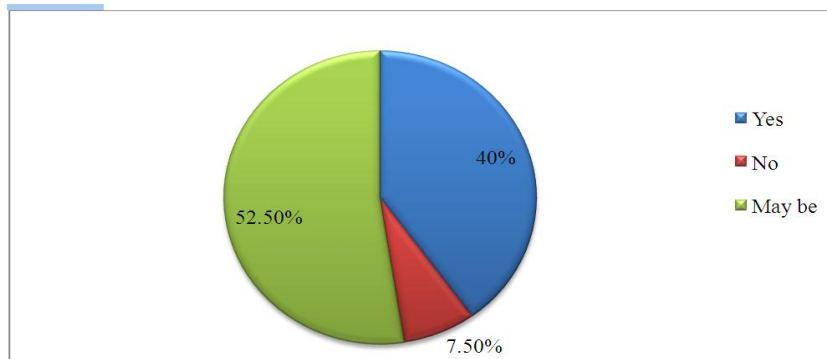
Interpretation: From the above chart it is concluded that according to the respondents 47.50% people around them are aware about green product as well as 47.50% may or may not aware about it whereas only 5% are not aware about it.

Classification on The Basis of How Respondents Became Aware of Green Products



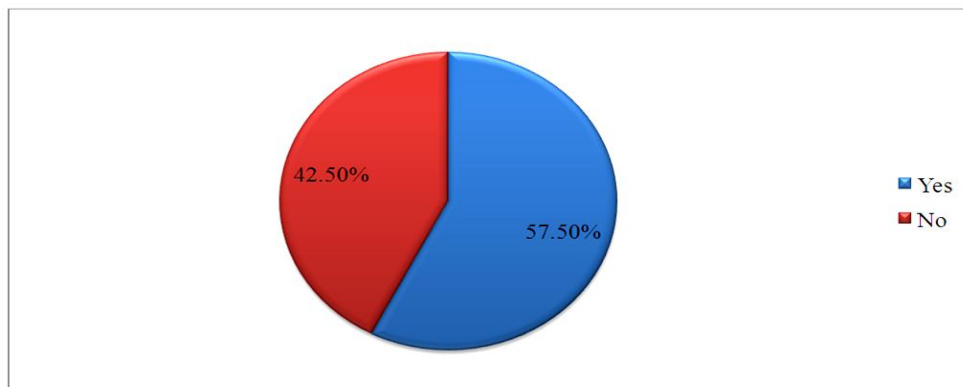
Interpretation: From the above chart it comes to know that 45% of the respondents heard about Green product through Social media mode, 25% of the respondents heard through Newspapers & Magazines, 30% of the respondents became aware about it through Family. It is concluded that social media is playing a major role in making awareness about green products.

Classification on the Basis of the Respondents Who Consider Green Product While Shopping



Interpretation: Above figure shows that 40% of the respondents will consider the green products while shopping and only 7.50% of the respondents will not consider it. 52.50% of the respondents are not sure about it they may or may not consider the green products while shopping.

Classification on the basis of the Respondents who have recently bought any Green product

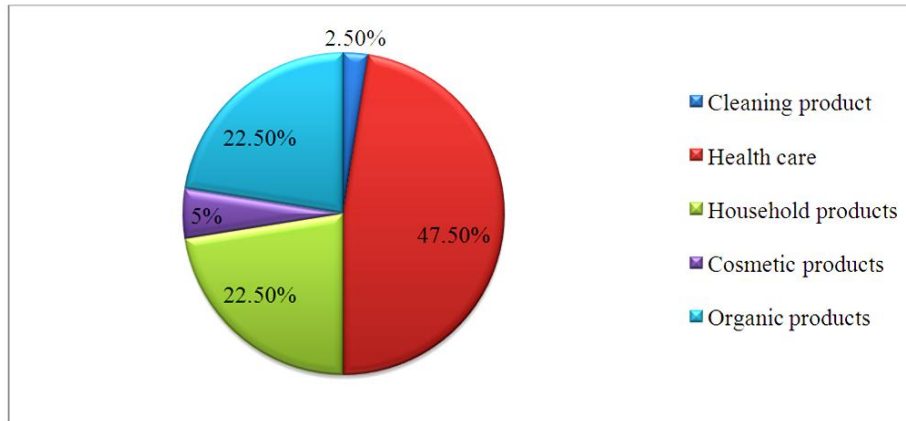


Interpretation: According to above chart, 57.50% of the respondents have recently purchased a green product whereas 42.50% of the respondents still have not purchased any green product.

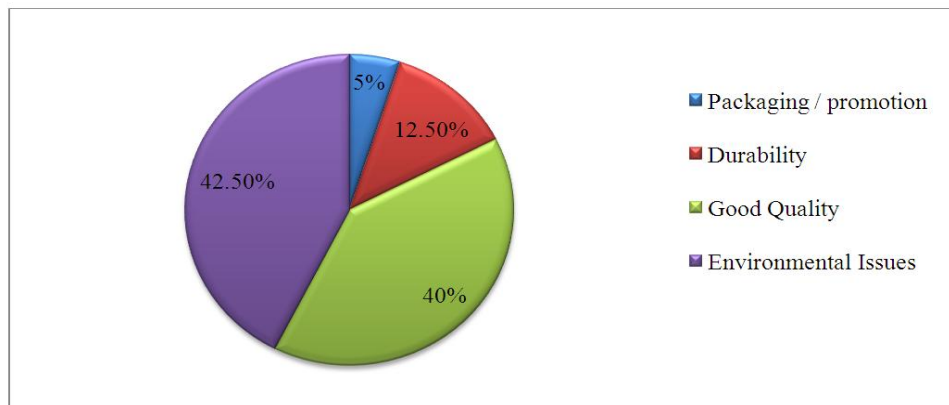
Classification on the Basis of Type of Green Product That Respondents May Prefer to Buy

Interpretation: Above chart reveals that majority of the respondents will prefer Health care product, household and organic products and only few will prefer cleaning and cosmetic

products. 47.50% of the respondents will prefer Health care product. 22.50% of the respondent will prefer Household and Organic product. Only 5% and 2.50% of respondents will prefer cosmetic and cleaning product.



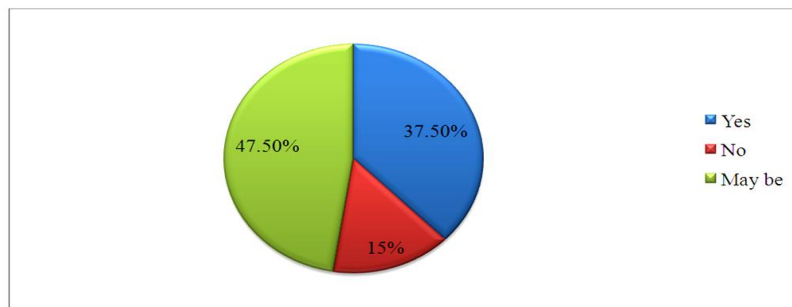
Classification on the basis of the feature of the green product that influence the respondents to buy it



Interpretation: As per the chart above we can see that 42.50% of the respondents are more influenced by the environmental issue to buy a green product. 12.50% of the respondents are attracted towards its durability and 40% of the respondents are influenced by its Good quality. Only 5% of the respondents are considering it due its packaging & promotion.

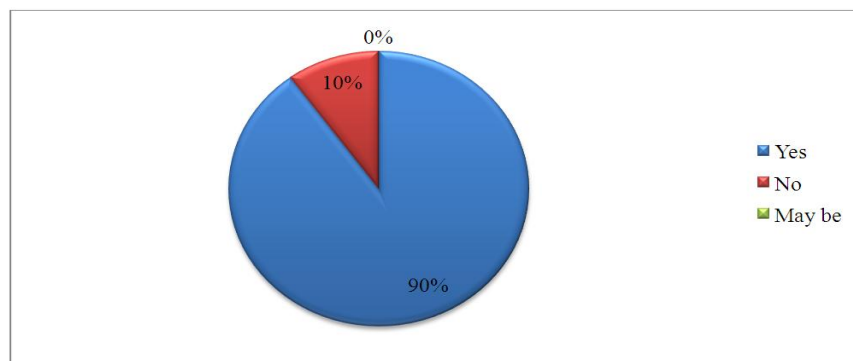
Classification on the basis of the respondents who are willing to pay excess for green product

Interpretation: Out of 100% respondents, 37.50% of the respondents are willing to pay excess whereas 15% of the responders are not willing to provide extra to buy a green product. 47.50% of the responders may or may not will to pay excess to buy a green product.

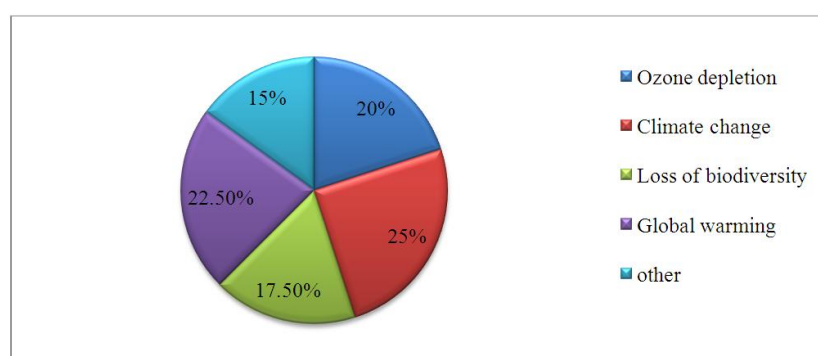


Respondents Who Think Green Product are Environment Friendly

Interpretation: 90% of the respondents are agreeing with the fact that Green products are environment friendly on the other hand 10% of the respondent are not agree with this.

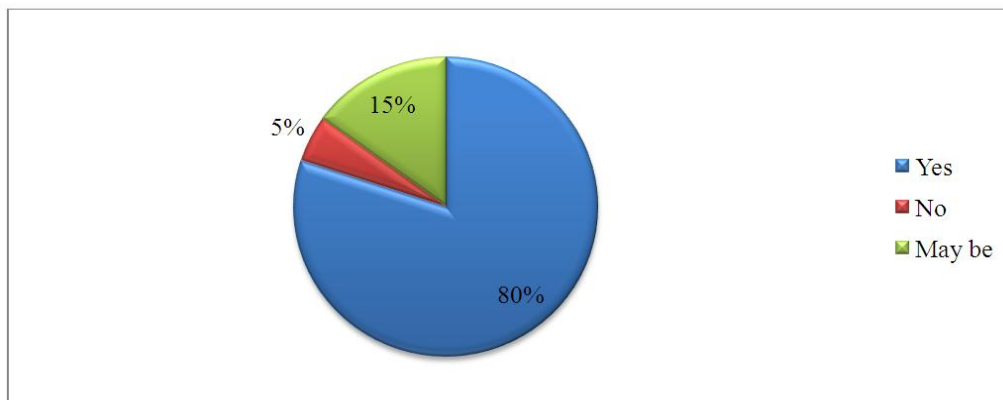


Respondents Views on Environmental Issues that can be Minimized by Using Green Products



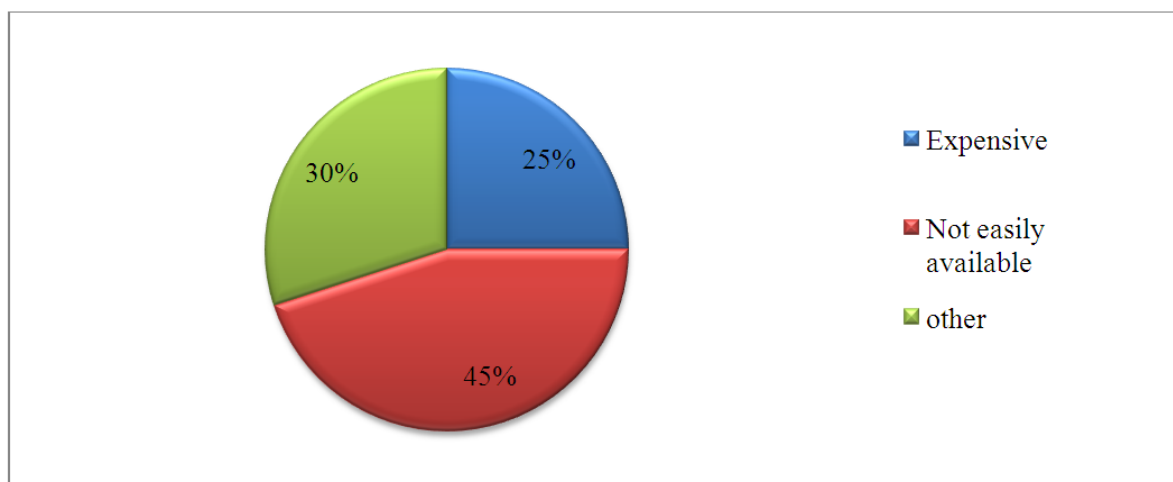
Interpretation: According to the above figure, 20% of the respondents think the problem of ozone depletion can be minimized by using green product, 25% of the respondents think problem of climate change, 17.50% of responders agree that problem of loss of biodiversity, 22.50 of the responders agree that situation of Global warming and only 15% of the responders thinks the other problem can be minimized by using Green products.

Number of Respondents believes that Green product helps to manage waste and save resources



Interpretation: Above chart shows that 80% of the respondents think that green products help in managing waste and saving resources on the other hand only 5% of the does not agree with this. 15% of the respondents think green product may or may not manage waste and save resources.

Reasons that Restricts the Respondents to Buy a Green Product



Interpretation: We can see here that 25% of the respondents are restricted to buy green product due to its cost whereas 45% of the respondent thinks that green product are not easily available. 30% of the respondents have some other reasons for not buying the green products.

CONCLUSION

Consumers want supreme quality product which is safe for their family as well as for them. Green products are the products which are safe for the consumers and also eco- friendly. The present study also shows that majority of the consumers

prefers the green product for health perspective also consumers buys the green product due to their concern for the environment as well as it is available in good quality. Even most of the consumers are willing to pay excess for the green product as they believe that green product helps in managing the waste and save the scare resources. The present study also reveals that the consumers are restricted to buy the green product due to its non-availability or not easily available. So the government is needed to take some serious steps to promote the green products and also needed to provide some incentives to the companies for manufacturing green products. The present study concluded that by using the green products we can minimized the problems relating to the environment it will also improve the life of present and future generation consumers.

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