Consumer Attitude Towards Green Products In Jammu City

[1]Asheesh Gupta, [2]Dr. Sushil Kumar Mehta
[1]Post Graduate MBA, [2]Associate Professor
[1,2]School of Business
[1,2]Shri Mata Vaishno Devi University, Katra, Jammu and Kashmir, India -182320

Abstract: In the present business world, environmental issues play a significant purpose in marketing. With the rise in the economic growth of nations across the world the purchasing power of the consumers has also increased and this results in neverending demand that has to be met by the organizations which in turn has put an immense strain on the environment .That is why organizations and consumers around the world are focusing on green products and eco-friendly activities . Thus, this study intended to obtain information from consumers regarding attitude towards green products in the Jammu city.

Keywords: Green Products ,Consumer attitude, Buying Behavior and Environment, Consumer intention.

1. Introduction:

India positions fifth among the most contaminated nations on the planet. As indicated by the ongoing information 22 of the world's most polluted urban areas are in India. A thorough analysis of air pollution data revealed that 64% of cities surpass the WHO annual exposure guideline for PM 2.5 that leads to enormous health problems. The main reason of this is the never-ending demand of consumers and the organizations that are trying to cope up with it by any means. This results in practices which intentionally or unintentionally harm the mother nature. Although today the consumers are more conscious in preserving the environment by discarding harmful products and are giving a thought to environment friendly products. Moreover, the organizations are also realizing the consumers' needs in accordance with the current scenario and are trying to make the products more ecofriendly. So, the organizations that are environmental stewards stands a chance of acquiring many loyal customers. **Green** is an umbrella term that alludes to products and practices that are natural, sustainable, and additionally in any case earth benevolent.

Even though the market for eco-friendly products is still a newborn child stage in our nation, this is relied upon to change. These ecofriendly products are also referred as green products. So basically, the products that are made through green innovation and that caused no ecological dangers are called green products. The advancement of green innovation and green products is essential for the protection of natural deposits and sustainable development. As a way of thinking, green marketing runs parallel with the societal marketing ideology and embraces the view that coping up with the consumer's needs isn't sufficient rather marketing should emphasize the environment of society altogether. Thusly, it is a part of corporate social duty. Also, it is the behavior and perception of a consumer toward green product through which the success or failure can be evaluated. Thus, this paper emphasizes the consumer attitude on green products.

2. Review of Literature:

- **(Mudhassir, 2010).**Green marketing alludes to an integrated marketing concept where in the production, marketing, consumption, and disposal of products and services occur in a way that is less destructive to the environment with developing mindfulness about the ramifications of global warming harmful effect of contaminations etc. Both the consumers and marketers are getting progressively sensitive to the need for a switch into green solutions **.**
- **D'Souza et al. (2007)** expressed that demographics is likely to play an improtant role with respect to both the enthusiasm of green product and certification.
- **Hans, Jim (2007)** noticed that green marketers have exploited confusion prevailing in the market place among the consumers' minds. They deliberately make bogus or overstate 'green claims '. Following a similar rationale, it gets conceivable to contend that green marketing prompts to a pipedream where consumers needs eco-friendly products.
- **Tanuja Jain (2018)** depicted that in present business scenario environmentally sustainable development has become a crucial issue. Thus, green marketing is one of the blueprints an organisation can embrace on to accomplish this. The research paper makes an endeavour to examine the mindfulness and willingness of the consumers to opt for green products. This research presumed that the consumers who are acquainted with nature friendly products are reluctant to buy expensive eco-friendly products.

- **Vaishali and Manvinder (2016)** clarified that the students are clarified that the students are getting increasingly mindful of ecological issues and covetous of buying eco-friendly products. This study is an attempt to analyse the perception, awareness and purchase intention towards green products. The finding revealed that approximately 40 percent become aware of green marketing by internet and social media sites.

- **Jain andKaur(2004),** discovered that Indian consumers surveyed report high level of worry for the environment and commitment in environmental behaviour. They show an eagerness to take eco-friendly actions, look out for environment -related information and follow activities that will help to conserve the ecological balance. Green marketing is thus seen as a source of competitive advantage.

- **(Menon and Menon, 1997),** In this era, environmental change and swift depletion of natural deposits and biodiversity are a portion of the difficulty's humankind must deal with. The subject of green marketing is broad, having significant ramifications for the business plans and public policy. Unmistakably, green marketing is an mandatory part of the overall corporate strategy.

- **Peter Kangis (1992),** recommends that the problems both for marketers and for buyers, elevated by the idea of green products, are due to many reasons , such as the absence of acceptable definition of green marketing ,the lack of a understandable apprehension of Cumulative effect   in the issues influencing the environment ,and the clear and covert purposes for concern about such issues. Proposed that, in the hands of deceitful marketers, green marketing can transform into green gold.

- **Vasanthkumar N. Bhat (1993)** proposed that since inputs, production processes, distribution, use, and disposable methods are chosen during the design stage, any organisation proceeds out with a green marketing program must begin with the green design. It should emphasize on waste management strategies to cut down wastes and furthermore presents a strategy to differentiate green design alternatives which can give designers with guidance to choose superior designs.

- **Gujral S.K.(March,2016)** inferred that just by having a green product doesn't result essentially in a market achievement. Finding the proper target group with effective market research procedures, exploiting existing patterns, giving buyers information about green accreditation and right and dependable correspondence will assist with building a genuine green business. Likewise, Green marketing ought not disregard the financial part of marketing, and Marketers need to comprehend the ramifications of green marketing. Usage of recyclable materials in a safe and naturally innocuous way should turn out to be significantly more systematized and universal. In green marketing, customers are eager to pay more to keep up a cleaner and greener environment.

- **Sundeepa. S (2011)** examine that green or environmental marketing comprises of all exercises implied to create and encourage any exchange expected to satisfy human demands, to such an extent that the fulfilment of these necessities happens with negligible detrimental impact on the natural habitat. End consumers and industrial buyers likewise can constrain the organisations to incorporate the environment into their corporate culture and make sure that all associations limit the unfavourable impact of their activities on the nature. It is recommended that organisations. An eco-friendly committed association may not just produce products that have diminished their unfavourable effect on nature, however, these may likewise have the option to pressurize their suppliers to carry on in an all the more naturally "dependable" style. It is recommended that a firm advance the expanded utilization of Green Marketing.

- **Hardeep. S,(2011)**dissects that Green marketing is viewed as the essential part of progress in business process these days. As indicated by Henion "Green Marketing is identified as the usage of marketing programs coordinated at the ecological cognizant market portion." Keeping at the top of the priority list all the points related to the environmental protection, the part of green marketing is relied upon to be seen at all degrees of the business procedures in this era of internationalization. The fundamental accentuation has been made on the investigation of the idea and requirement for green marketing in the business process to make our environment human friendly. As society turns out to be progressively worried about the ecosystem, organizations have started to change their operations trying to build greenery to the greatest conceivable. here is the most extreme need to create mindfulness, execute, and follow green marketing as much as could be expected in the present business universe of innovative advances.

3.   Research Methodology:

The area of the study is confined to Jammu city. To determine the consumer attitude towards eco-friendly products a well-structured questionnaire on the online form has been devised. At first, various research papers were discussed with the research guide. As a result , the questionnaire was prepared and shared with the target respondents. Random sampling method has been used.

Sample Size: The Sample size for the research comprises of 100 respondents and includes both male and female consumers. Convenient random sampling technique was adopted to determine the sample size.

Collection of Data: This study is based on primary data which was collected through a questionnaire that was shared with the respondents. In the questionnaire, there were total 15 questions out of which 7 were demographic variables and the rest 8 questions were asked to understand the consumer behavior. To obtain the responses, 5 point Likert's scale has been used where 1 means strongly disagree and 5 means strongly agree. Respondents belong to the Jammu city.

4.   Objectives of the Study:

1. To ascertain the relationship between Income and buying behavior regarding green product.
2. To analyze the relationship between gender and purchasing behavior regarding green product
3. To ascertain the perception of consumers regarding green products.

5.   Hypotheses:

1. **H_0-**There is no significant relation between Monthly Household Income and Willingness to buy green product if its expensive
2. **H_0-** There is no significant relation between willingness to go out of way to buy a green product and gender.
3. **H_0-** There is no significant relation between preference of public transport and occupation.
4. **H_0-** There is no significant relation between willingness to go out of way to buy a green product and occupation.

6. Scope of the Study:

Green marketing has now evolved as one of the major area of interest for marketers as it may provide competitive advantages. However, not much research with respect to green products has been done in Jammu and there is question about the recognition of green products among consumers. The attitude of the consumers in Jammu towards green products and the relationship between attitude and behaviors also questionable. The marketers of this region need to know the attitude and factors that persuade the consumers to by the green products.

This study will help the new startups and the traditional companies or outlets in Jammu that don't possesses green products in their product line to analyze the current scenario and formulate strategies accordingly.

7. Data Analysis:

Table 1: Demographic Profile of Respondents

			Total
Gender	Male	62	100
	Female	38	
Age	18-25	27	100
	26-35	67	
	36-45	5	
	46-60	1	
	Above 60	0	
Occupation	Student	70	100
	Self Employed	10	
	Govt. Employee	9	
	Private Employee	11	
	Retired	0	
Monthly Household Income	Less than 50,000	19	100
	50,000-1,00,000	69	
	1,00,000-2,00,000	12	
	2,00,000-3,00,000	0	
	More than 3,00,000	0	

Interpretation: As shown in the table above , it is noticeable that most of the respondents lie in the age group of 26-35 years i.e. 67 respondents, whereas 62% of the respondents were male and out of 100, 70 of them are students and 11 of them are working as private employees and 69 % of the respondents belong to the group having a monthly household income of Rs 50,000-1,00,000.

Table 2 : Eco-friendly Products are Expensive

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	1	1.0	1.0	1.0
	Disagree	4	4.0	4.0	5.0
	Neither Agree nor Disagree	1	1.0	1.0	6.0
	Agree	19	19.0	19.0	25.0
	Strongly Agree	75	75.0	75.0	100.0
	Total	100	100.0	100.0	

Interpretation: From the data it is evident that 94 respondents out of 100 feels that ecofriendly products are expensive and only 5% disagree to that statement.

Table 3: The Relation between Monthly Household Incone and Willingness to buy green product if its expensive

Correlations

			willing to pay if green features increases the price of a product	Monthly Income
= Willing to pay if green features increases the price of a product		Pearson Correlation	1	.462**
		Sig. (2-tailed)		.000
		N	100	100
Monthly Income		Pearson Correlation	.462**	1
		Sig. (2-tailed)	.000	
		N	100	100

**. Correlation is significant at the 0.01 level (2-tailed).

Interpretation: From the above table it can be seen that the value of coorelation is 0.462 which shows that there is a positive correlation between monthly income and willing to pay if green features increases the price of a product. As the p-value is 0 at a significant level of 0.01. When the p-value is less than α-value i.e. $0.000 < 0.01$, the null hypothesis is rejected. Hence, the alternative hypothesis is accepted. So, there is a significant positive correlation between between monthly income and willing to pay if green features increases the price of a product.

1. **To Explore the variations in levels of purchase behavior based on gender.**

Table 4: Purchase Behavior Based on Gender

Group Statistics

	Gender	N	Mean	Std. Deviation	Std. Error Mean
Go out of way to buy green product	Male	62	2.92	1.191	.151
	Female	38	2.16	.973	.158

Interpretation: Here out of 100 respondents, 62 were males and 38 were females. As the standard deviation of the responses of both male and female respondents are close to each other i.e. 1.19 and 0.97 hence it can be assumed that it has equal variances.

Table 5: Independent Samples t-Test - Gender-Wise willingness to go out of way to buy a green product

Independent Samples Test

| | | Levene's Test for Equality of Variances | | t-test for Equality of Means | | | | | | |
| | | F | Sig. | t | df | Sig. (2-tailed) | Mean Difference | Std. Error Difference | 95% Confidence Interval of the Difference | |
									Lower	Upper
Go out of way to buy green product	Equal variances assumed	9.559	.003	3.317	98	.001	.761	.230	.306	1.217
	Equal variances not assumed			3.482	90.083	.001	.761	.219	.327	1.196

Interpretation: From the independent T-test, the p-value is 0.001 because we have assumed that our variances are closer to each other when it compared with the level of significance which is 0.05 at 95% confidence level. Here, the p-value is less than α-value i.e. 0.001<0.05, we reject the null hypothesis. As we were trying to whether green product purchase behaviour of males and females is different or Hence, from the test, it is clear that there is a significant difference between the green product purchase behaviour of males and females .

Table 6 : Prefer Public Transport * Occupation Crosstabulation

Count

| | | Occupation | | | | Total |
		Student	Self Employed	Govt. Employee	Private Employee	
Prefer Public Transport	Strongly Disagree	0	1	2	4	7
	Disagree	1	1	2	1	5
	Neither Agree nor Disagree	0	0	0	1	1
	Agree	1	6	2	3	12
	Strongly Agree	68	1	3	2	74
Total		70	9	9	11	99

Table 7 : Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	85.393[a]	12	.000
Likelihood Ratio	73.932	12	.000
Linear-by-Linear Association	44.158	1	.000

N of Valid Cases	99	

a. 15 cells (75.0%) have expected count less than 5. The minimum expected count is .09.

Interpretation: When the Chi-square test has been applied for preferring public transport for commmutes and occupation. It has been found that p-value is 0.000 which is less than 0.05, This means there is no significant association between preference for public transport and occupation.

Table 8: Willing to go out of way if product is not available in my vicinity * Occupation Crosstabulation

Count

		Occupation				Total
		Student	Self Employed	Govt. Employee	Private Employe	
Willing to go out of way if product is not available in my vicinity	Strongly disagree	11	1	1	4	17
	Disagree	26	4	5	4	39
	Neither Agree nor Disagree	10	0	1	0	11
	Agree	20	5	2	3	30
	Strongly Disagree	3	0	0	0	3
Total		70	10	9	11	100

Table 9: Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.555a	12	.655
Likelihood Ratio	11.856	12	.457
Linear-by-Linear Association	1.616	1	.204
N of Valid Cases	100		

a. 16 cells (80.0%) have expected count less than 5. The minimum expected

count is .27.

Interpretation: When the Chi-square test has been applied for Willing to go out of way if product is not available in my vicinity and occupation. It has been found that p-value is 0.655 which is greater than 0.05, This means there is no significant association between Willing to go out of way if product is not available in my vicinity and occupation.

Table 10: Eco-friendly Products are easily accessible in the market

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	86	86.0	86.0	86.0
	Disagree	5	5.0	5.0	91.0
	Neither Agree nor Disagree	2	2.0	2.0	93.0
	Agree	5	5.0	5.0	98.0

Strongly Agree	2	2.0	2.0	100.0
Total	100	100.0	100.0	

Interpretation: From the table it is evident that 91respondents out of 100 considered that Ecofriendly Products are easily accessible in the market while 7 respondents agree to that statement.

Table 11: Willing to spread awareness regarding eco-friendly products in the Jammu city

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	1.0	1.0	1.0
	Disagree	4	4.0	4.0	5.0
	Neither Agree nor Disagree	4	4.0	4.0	9.0
	Agree	53	53.0	53.0	62.0
	Strongly Agree	38	38.0	38.0	100.0
	Total	100	100.0	100.0	

Interpretation: From the table it is evident that 88 respondents out of 100 are Willing to spread awareness regarding eco-friendly products in the Jammu city while 5 respondents disagree to that statement.

8. Findings:
1. 94% of the respondents considered that green products are expensive as 70 % of the respondents were students.
2. Monthly income influence the customers for their willingness to pay if green features increases the price of a product.
3. Purchase behaviour of males and females differs in case of green products/eco-friendly products.
4. Willingness to go out of the way to buy green products if it is not available in the vicinity of the customer is not related with the monthly income.
5. Preference for public transport is not associated with the occupation. So, maybe respondents having lower income still prefers to travel by their vehicles rather than using public transport.
6. 91% of the respondents considered that green products are not easily accessible in the market.

9. Limitations:
1. The sample size of the study confined to Jammu city only.
2. The data from 100 respondents for this study were collected through a questionnaire and as a result generalization of findings is not applicable to any similar situation.
3. This study has not covered all the factors that depicts the attitude of respondents towards green products.
4. Due to the global pandemic COVID-19 only 100 samples were collected.

10. Scope for future research:
Further studies to understand the consumer attitude towards green products can be conducted on a large sample from different regions of UT, Jammu and Kashmir. Quantitative and qualitative exploration can be conducted to understand the consumer behaviour in depth. Large sample size may also help in drawing better inferences. Research should be conducted to examine various other factors that can influence that environmental consciousness and purchasing pattern of consumers

11. Conclusion:
This study predominantly focused to examine the attitude of consumers towards green products. It is found that the consumer perception towards green products is mainly influenced by age, gender, occupation, and monthly household income. The concern for the protection of the nature has been found among the respondents. Also, the majority of the respondents conceive that eco-friendly products are expensive and are not easily available in the market and these can be the main reasons that refrain and discourage people while thinking about buying these products.

References:

[1] Mudhassir, (2010). Green Marketing Examples. *StudyMode.com*. Retrieved 03, 2010, from http://www.studymode.com/essays/Green-Marketing-Examples-302385.html

[2] D'Souza, Clare & Taghian, Mehdi & Lamb, Peter & Peretiatko, Roman. (2007). Green decisions: Demographics and consumer understanding of environmental labels. International Journal of Consumer Studies. 31. 371 - 376. 10.1111/j.1470-6431.2006.00567. x.

[3] Tanuja Jain (2018) "A Study of Consumer Awareness for Green Marketing", *International Journal of Management, IT & Engineering, Vol.8,* PP: 83-96, ISSN: 2249-0558.

[4] Vaishali sethi and Manvinder (2016) "A Study of University Students Awareness, Perception and Green Purchase Intention of Eco-Friendly Products in Delhi NCR", *ELK Asia Pacific Journals, Vol.7,* ISSN: 2349-2317.

[5] Jain S. K. and Kaur G., (2004), Green Marketing: An Attitudinal and Behavioral Analysis of Indian Consumers? Global Business Review, Sage Publications, 5:2 187-205.

[6] Menon, A. and Menon, A. (1997), "Enviropreneurial marketing strategy: the emergence of corporate environmentalism as market strategy", Journal of Marketing, Vol. 61, pp. 51-67.

[7] Peter Kangis, (1992) "Concerns about Green Marketing", International Journal of Wine Marketing, Vol. 4 Iss: 2, pp.21 – 24

[8] Vasanthakumar N. Bhatt (1993), "Green marketing begins with green designs", Journal of Business and industrial marketing, Vol;8. Issue 4

[9] John Grant, (2008) "Green marketing", *Strategic Direction*, Vol. 24 Iss: 6, pp.25 – 27

[10] Gujral S.K. Green Marketing-Sustainable Development in International Journal in Management and Social Science, IJMSS Vol.04 Issue-03 (March, 2016), P. No. 65-70

[11] Sudeepa. S (2011),"Green Marketing: A Need of The Hour", Quest-*The Journal of UGC-ASC Nainital,* Vol: 5 (1), pp 168-172

[12] Hardeep. S, (2011),"Green marketing helps sustain life", *International Journal of Marketing and Management Research*, Vol: 2, (11), pp 64-82