



INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS (IJCRT)

An International Open Access, Peer-reviewed, Refereed Journal

CONSUMER PERCEPTION ON GREEN MARKETING IN KERALA

A BRIEF STUDY ON THE CONCEPTUAL ASPECTS OF GREEN MARKETING IN KERALA STATE

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Abstract: The problem that policy makers face in Kerala now a days is to effectively and efficiently balance the twin themes of economic development and at the same time minimizing the damage to the environment. Kerala, known for its paradoxical social development not matched to economic development, have extensive environmental awareness .along with this they possess societal and environment responsibility .but Kerala today faces problems like pollution , severe traffic noise, non-availability of pure water, limitations in disposal etc. therefore the keralite want to unravel these problems seriously as they affect their well-being. This green awakening force then to avail the green products. Thus the prominence of green products assumes significance during this context. This paper tries to research the factors which impede the demand for environment friendly products by the population of Kerala.

Index Terms - environment, economic development, environmental awareness, environment friendly goods.

I. INTRODUCTION

Keralites experiences dramatic climatic changes which affect the living conditions of an honest majority of population in our state. These are all because of the environmental abuses, human misuse of natural resources and failure to protect the blue planet. This has created a shift within the environmental consciousness of the people of Kerala and encourages the population to protect the natural resources from depletion .this ensures the utilization of green products among the population of Kerala. This analysis aims to unravel this puzzle to policy makers by forwarding certain suggestions to mitigate the imbalance between environment growth and environment protection. Sustainable development seeks to make the competing goals of process and environmental protection compatible. The government recognised the need for environmental protection while achieving sustainable development. Preventive strategy includes creating awareness among the population on environmental destruction and degradation. additionally thereto it should extend choices for suitable substitutes for goods that increase the intensity of environmental damage. Here comes the role of green products or environment friendly goods. A green product is that the one that has less environmental impact and may be a smaller amount detrimental to the health of population than the other alternatives available for the merchandise . But no product are getting to be green in its full sense because all products will necessarily have some impact on our surroundings .. The 2012 Greendex survey reflected that Indian consumers are choosing to buy for environment friendly products. .environment friendly

purchasing is critical since from various studies, it's revealed that 40% environment damage is because of unplanned house hold purchase. The role of consumers are highlighted during this statement .they possess the capacity to increase or decrease or to minimise the environmental damage. according to a survey conducted by national geographic channel, india is one of the countries within the highest order whose environmentally sustained consumption is increasing through years. the same is that the case with Kerala as compared to other states in india .an analysis of consumer behaviour towards green products assumes importance today, as we all are increasingly concerned about the environment and for the protection of mother earth. But this environmental consciousness of keralites isn't translated into the increased demand for environment friendly goods practically. This paper tries to analyse the factors which impede the demand for environment friendly products by the population of Kerala. This paper may help policy makers to identify the ways through which we'll increase the demand for environment friendly products in kerala. These efforts are often materialised to cause suggestions to reinforce and to increase the utility of eco-friendly products among keralites.

II. Literature Review

This creates a background to the study by examining and evaluating other research exhausted the similar area. so on conduct the research on the topic of “socio-economic status and consumer behaviour towards Consumer demand and green products in kerala”, a review of earlier studies on the topics related to this is often often relevant and essential. So an thorough understanding of what has already been done on the world by other research scholars, academicians, politicians and policy makers are quite significant. variety of the important reviews among them are

International journal of research in it and management (ijrim) [vol-6 issue- 7 july 2016] published on line a bit of writing entitled “A Study On Consumer’s Perception Towards Eco-Friendly Products In Ahmedabad” by Preeti Pillai (Assistant Professor, marketing, ljims) and Dr.S.O.Junare.

This study aims to understand the perception of consumers towards eco-friendly white goods, awareness about its availability and thus the demographic profile of consumers. The target group for analysis were individuals from age group 21 years and above and thus the info was collected from 105 respondents using convenience non-probability sampling technique. Questionnaires were distributed through on line method (e-mail) and offline method (hand delivery) .likert scale has been adopted for analysis. Variables taken for analysis include age, gender, income, education, occupation, perception towards green products etc. Although majority of respondents are in favour of the use of green products as they're good for environment and have good quality with high price. But the study shows that the consumers aren't able to identify green products from conventional products which they are not well marketed .female young persons and better income bracket are the potential green consumers as per the findings of the study. Other findings of the study are that every one are aware of environment deterioration .the concept of white green products aren't clearly defined. The study is confined to the town of ahmedabad alone. apart from it the study doesn't take into account other factors which influence the buying decision of the consumers. All this laid the inspiration for further research within the subject .

“A Study On Consumer’s Perception On Eco-Friendly Products With reference to Kollam District In Kerala” may be a piece of writing published in epra(international journal of economic and business review-vol-3 july 2015) co-authored By Anu Varghese, professor ,St.John’s College,Anchal And Santhosh.J,St.Mary’s, Hss ,Kottarakkara.the study aimed to analyse the customer behaviour towards the green products and factors influencin the consumer behaviour, particularly the impact of eco-friendly products on consumer behaviour within the kollam district of kerala. It also studies the extent of consumer awareness on green products while trying to identify the problems faced by the eco -friendly consumers this study basically plan to highlight the role of green marketing in kerala. Survey method, compiling structured questionnaire has been used for the study which is supposed as descriptive in nature. Convenience sampling method was used for the aim of collecting data from around 80 consumers within the kollam district. according to the study conducted, the educated female consumers top the use of the merchandise and thus the issues identified are less availability, high price and low promotion of green products. Most of the consumers buy products from super market which they like organic products, particularly, vegetables .it is suggested that the notice on

environmental problems and resultant encouragement of the use of green products should be implemented to shift upwards the customer demand for green products .it are often through with the help of the active participation of eco clubs and by the actions of state , ngo's, educational institutions etc. Thus paving the way for the event of green marketing within the society.

within the international journal of research in commerce and management published in february 2012,an article titled “consumer attitude towards green products of fmcg sector: an empirical study” co-authored by Dr. K.P.V. Raman Kumar, Dean (R & D)Director, Scsvmv Deemed University, Kanchipuram, Manoj Krishnan C.G.,Tkm Institute Of Management, Kollam And Suma S.R, Scsvmv Deemed University, Kanchipuram. It deals with green marketing concept and thus the fmcg sector is one of the growing industries concentrating on green marketing issues .this study specialize in the consumer's attitude and attractiveness towards green products and fmcg sector. The key concepts identified are environment protection, green marketing and eco-friendly products. Hypothesis developed on the thought of gender, environmental attitude, attitude towards green products, desirability, price, place, promotion and packages and consumer's buying decisions. it had been supported empirical analysis which used convenience sampling to collect information from 150 respondents like academicians, students, business personals ,office workers etc. Having exposure to fmcg categories with suitable questionnaire. The respondents were from thiruvananthapuram, kollam and alappuzha districts. Using spss package, data were analysed using descriptive statistical tools like central tendency, percentage analysis, and hypothesis testing and correlation analysis. The study concluded with the statement that the twin objectives of green marketing are the improved environmental quality and customer satisfaction. there is no gender discrimination towards environmental attitudes and each one are keener to pay high price for green products. the foremost limitation of this analysis is that the study isn't supported specific green products but is based on general fmcg products thus creating a neighborhood for further research on the topic .

Wilson Kong , Jaratin Lily, Rini Suryati Sulong And Amran Harun (Universiti Malaysia Sabha) in their article entitled “The Influence Of Consumer's Perception Of Green Products On Green Purchase Intention” published in international journal of asian science (2014) discussed about the influence of consumer perception of green products on green purchase intention.

III. Theoritical framework and Analysis

The variables identified for the study are green corporate perception, eco- label, green advertising, green packaging and green product value. Altogether four hypothesis are developed for the study .this was a cross sectional study with a self-administered questionnaire sent to the respondents through off line and online methods. A five point likert scale was used for the aim . Sample size is 159.the respondents selected were above 18 years aged who had independent decisions regarding purchase of products. multivariate analysis and multiple regression analysis had been adopted for the survey. The findings of the study showed that green advertisement and green packaging has no significant impact on purchase intention whereas all the other three variables studied influenced the acquisition intention during a positive manner .this study is restricted to green consumerism in malaysia. it's significant to note that malaysia has been ranked ninth for the customer awareness on the impact of pollution and heating . But it's astonishing to hunt out out that only 20% of the consumers are willing to pay more for green products during this context. What the study reminded is that the consumer's perception on green consumers differs geographically. Here the study depends on consumer attitude in Malaysia which is completely different from Kerala. This necessitated further analysis on the consumption of green products.

IV. Methodology

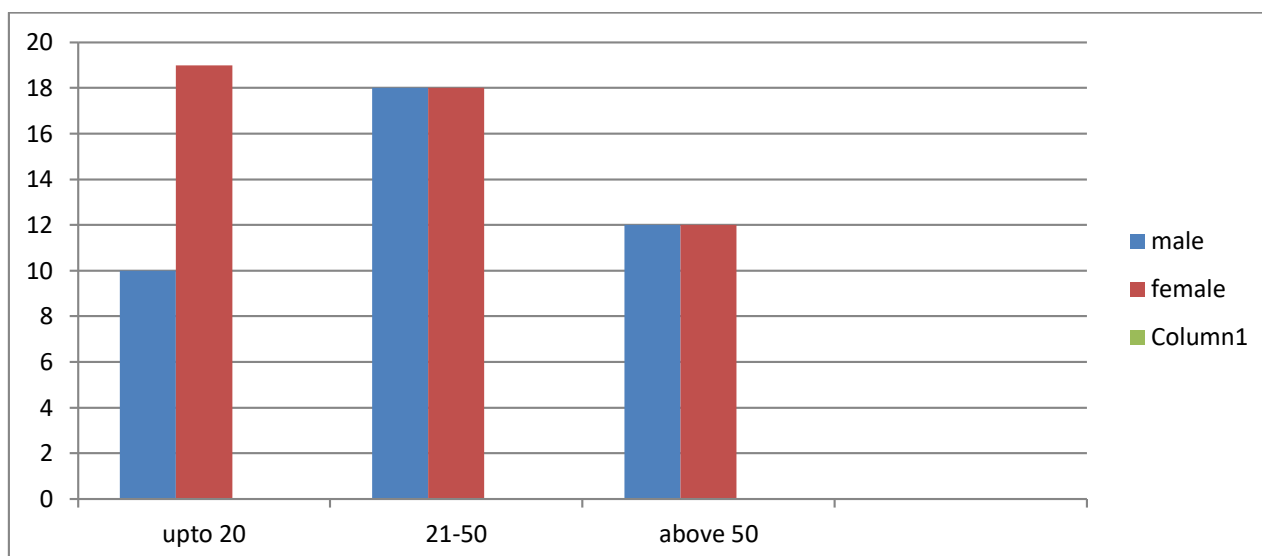
Methodology adopted and thus the refore the analysis We are aware that the environmental awareness and therefore the responsibility to protect the environment has not been translated into the purchasing power of consumers towards green products in kerala. There are certain factors which restrict the demand for green products in kerala.in order to analyse it mailed questionnaire has been used. The sampling method was adopted for gathering samples of 89 individuals from Kerala.About 175 questionnaires are mailed but only 108 responded ,of which 19 are found to be defective.the research tools used are simple tools incuding bar diagram and pie chart . Out of 89 samples, 49 are females and 40 are male:

MALE	FEMALE	TOTAL
40	49	89

According to the above analysis, about 55% females and 45% males responded positively to the mailed questionnaire. This itself shows the positive response of females to that of male.

The respondents are asked to state their age group, income, occupation and education level. These are stated in the following:

Age group	Male	Female
Upto 20	10	19
21-50	18	18
Above 50	12	12

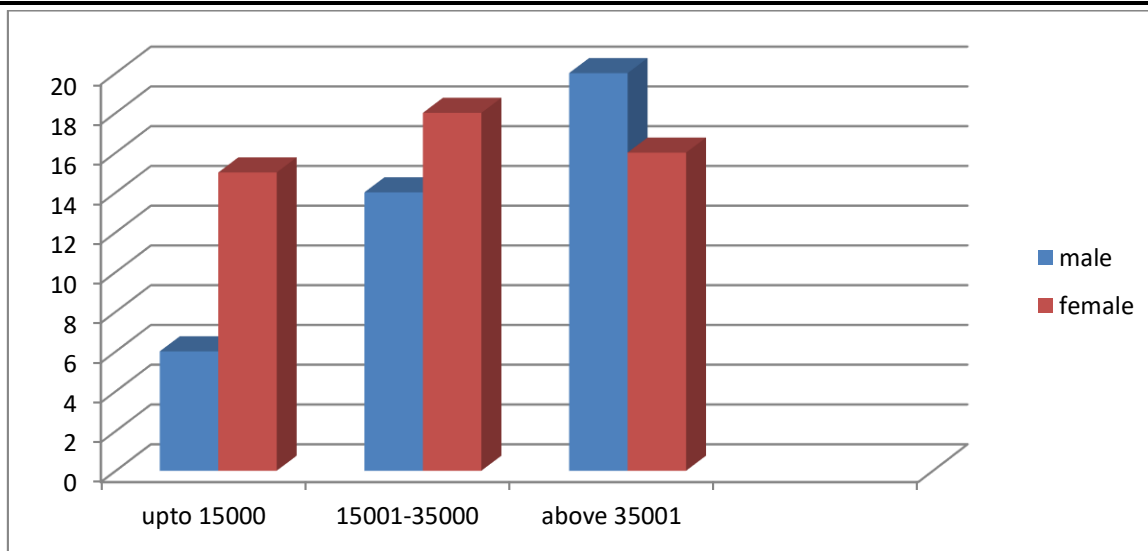


Of these, majority of males belonged to the age group 21-50, whereas there is no difference between the age group below 20 and between 21 and 50 in the case of female category.

Occupation	Male	Female
Yes	31	38
no	9	11

From the above diagram, we can find that about 78% of male and 77% of female have jobs.

Income level	Male	Female
Upto 15000	6	15
15001-35000	14	18
Above 35001	20	16

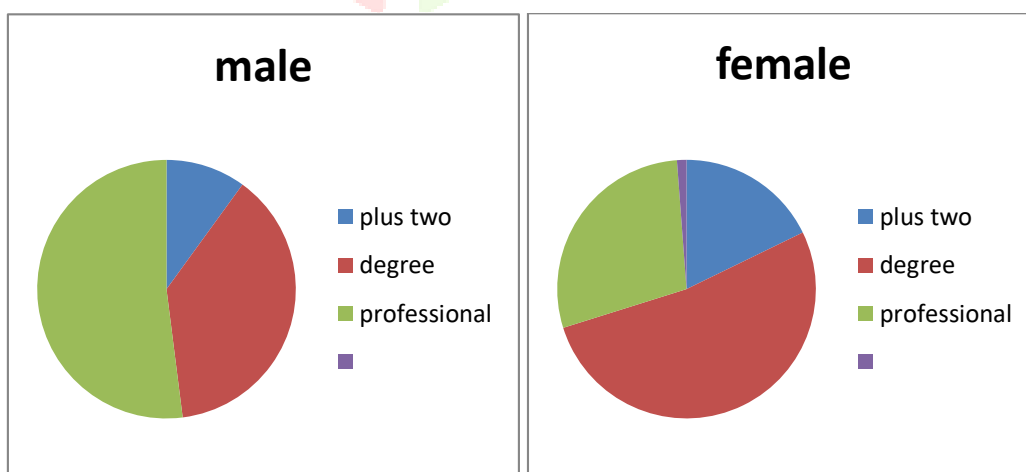


Income level	Male(%)	Female(%)
Upto 15000	15	31
15001-35000	35	37
Above 35001	50	32

As far as the income level is concerned, 15% of male have income up to 15%, but the majority of male respondents that is about 50% are included in the income category above 35001. But in the case of female, the majority respondents are in the income category 15001-35000.

Level of education	male	Female
Plus two	4	9
Degree	15	26
professional	21	14

Level of education	male	Female
Plus two	10	18
Degree	38	53
professional	52	29



Are you aware of green products?	male	Male(%)	Female	Female(%)
Yes	38	95	44	90
no	2	5	5	10

Factors inhibiting the green purchasing decisions	male	Male(%)	Female	Female(%)
Lack of awareness about the product	2	5	5	10
High price of the product	32	80	42	86
Lack of social commitment	9	23	6	12
lack of environmental awareness	1	2.5	2	4
improper guidance in the shop	19	47.5	28	57
lack of clarity in the green claimability of products	31	78	39	80
No exclusive display of products	38	95	47	96
Limited exclusive shops	32	80	41	54
misperceptions about the quality of the product	18	45	24	49

We can infer from the above that 5% of males and 10% females are unaware of the green products. According to 86% males and 80% females express that the high price of the product inhibits the purchasing of green product. Lack of social commitment and lack of general awareness does not influence the purchasing decisions of the respondents to a larger extent. About 50% of males and females explained improper guidance in the shop as a hindering factor for the demand for green products. Nearly 80% of males and females find improper green claim as factor affecting the purchase of green products. About 80% of respondents consider limited green shops a great hindrance in the demand for green products. In addition to that half of the respondents did consider the quality of green products as an important determinant in the demand for green products

V. Findings and suggestions

Women are more conscious of green products than men. Of which, younger generation is way more conscious of green products. Women from middle income group and professional degree holders from women answer the need for green products. education did influence the demand for green products positively. One distinguishing factor that gain attention is that majority of consumers are aware of green products, but this awareness isn't converted into actual purchasing practically. a significant impediment is that there is no other way available to identify green products, apart from the claims of producers, labels like eco-friendly, biodegradable, earth friendly etc. the majority of middle income family consumers are the most demanding population for environment friendly products...A good majority of respondents of both genders explained that there isn't any exclusive display of green products at shops which reduce the demand for green products. There are also limited green shops within the state. Higher price of green products could also be a serious drawback to the demand for green products. one of the important suggestion is to provide some incentives to green products to ascertain its price. The display of green products exclusively at shops be made mandatory. At the same time the govt. should encourage producers to line up green shops at regular convenient places. Tax concessions should be provided to green producers to increase its production, which helps in discount. Conclusions Environmental concerns came to the forefront only recently. This analysis will give us an insight into the consumption behaviour of the population with regard to eco-friendly products in Kerala. The research may help to seem at certain factors which may influence the consumers' decision to urge eco-friendly products. This study can also be utilised to reinforce and to increase the demand for ecofriendly products among keralites. Environment friendly products and its awareness among the population are highly necessary for sustainable development. it is a step towards the welfare of future generation. It encourages innovations and subsequently green consumption especially this study will bring awareness among the population surveyed, about the green products that ultimately brings a positive change among them leading to a much better environment for us and for the long run generation.

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