



# An Analysis On The Factors Motivating The Demand For Green Products With Reference To Kerala

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## ABSTRACT

Today man realized the need to protect and preserve the environment for the sustenance of coming generations in this mother earth, at the meantime meeting the requirements of present generation. This problem can be practically solved by popularizing the consumption of green products, thus to popularize the concept of green consumerism. Green products are those products developed from locally available resources, which are less detrimental to the earth as well as to the health of man, less toxic, bio degradable with environmentally friendly packaging. They can be recycled, reused, thus reducing wastage and are sustainable. This study pertains to the motivating factors behind the demand for green products in Kerala. The tools used for the research includes descriptive statistics and factor analysis tested through spider diagram. The research instrument commonly used for the said analysis is a structured questionnaire with both closed ended questions and open-ended questions so that needed information can be collected effectively. Recently, a paradigm shift from voracious consumption to green consumption is being witnessed in Kerala.

*key words-* environmentally friendly, Green Consumerism, Green Consumption, Green Products, Motivating factors

## INTRODUCTION

Green products are those products which are energy saving and organic, leading to reduced resource consumption and less pollution. They do not create any health problems and also does not contain any materials that are detrimental to nature. It also conserves the natural resources for future generations. They are often bio degradable associated with recycling, refilling and reuse of resources. Only natural ingredients are used in the place of artificial ingredients. It does not include materials derived from endangered species.

The Government of India launched an eco-mark scheme in 1991 to encourage consumers to purchase green products. Cycle rickshaws (transport), hydropower electricity, automobiles powered by electricity, refrigerators with eco-friendly refrigerant, cosmetics(eco-friendly), textiles(eco-friendly), detergents(eco-friendly), ornaments(eco-friendly), handmade paper bags, jute bags etc. are some of the green products.

Now the population of Kerala realised the need for improving the environment. This enhanced environmental consciousness and social responsibility of the population resulted in the search for alternate ways to check this growing menace. One of the means was to use green products or environment friendly products. We can aptly remark that the environment friendly behaviours of consumers can be associated with their demand for green products because this consumption behaviour is closely related to environment and all the issues related to it.

The consumers who are environmentally conscious should be responsible towards the society. They can do so by the consumption they undertake in the society. Their consumption options and choices can bring the economy to be greener. In due time they will adapt to this green lifestyle. They are aware of the impact of their purchase and consumption on environment. Green consumers are those consumers who purchase eco-friendly products and are unwilling to buy products which affect their health. A genuine green consumer ushers in a consumer revolution. Now time has come to choose between the present comfort and sustainability for future generations.

## ANALYSIS ON MOTIVATING FACTORS INFLUENCING THE DEMAND FOR GREEN PRODUCTS

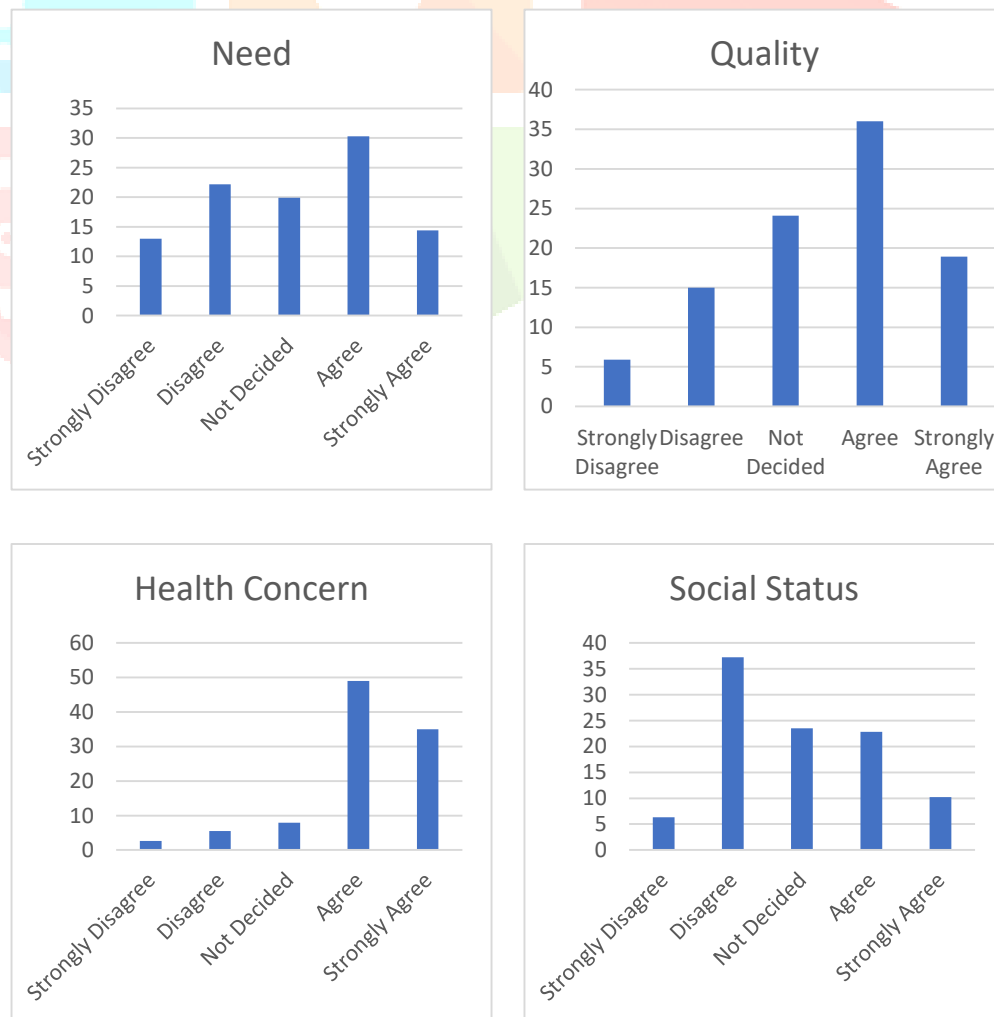
There are several motives behind buying green products like the environmental concerns, social status, health consciousness, quality of the products, needs of the consumers etc. In order to understand the attitude of consumers regarding purchase of green products, it is necessary to understand which factor really contribute or motivate towards the decision of buying green products. The different motives are measured in terms of a five point likert scale, where 5 is given for strongly disagree and 1 is given for Strongly agree. The percentage analysis of the different motivating factors are summarized in the table below.

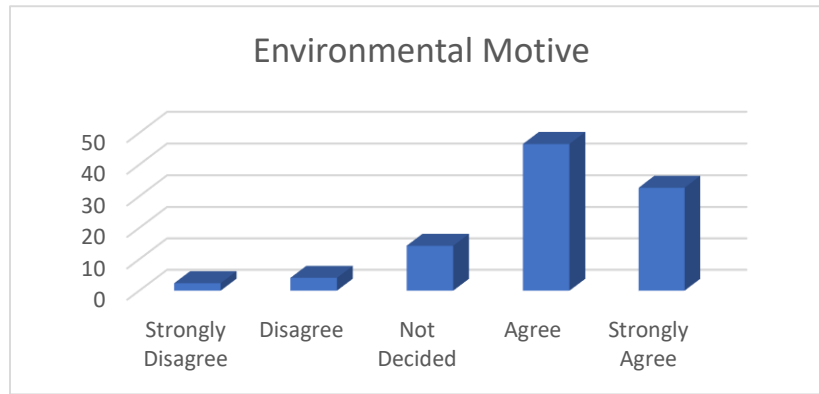
Table -1 Motivating factors behind Green Products

	Strongly Disagree	Disagree	Not Decided	Agree	Strongly Agree
Environmental motive	2.4	4.1	14.3	46.5	32.7
Social status	6.3	37.2	23.5	22.8	10.2
Health concern	2.6	5.5	7.9	49	35
Quality of green products	5.9	15	24.1	36	18.9
Need	13	22.2	19.9	30.3	14.4

Source: Survey Data, 2018

There are several motives behind buying green products in Kerala. It is individualistic hence varies according to different characteristic of the population. This can be explained in the following figures graphically.

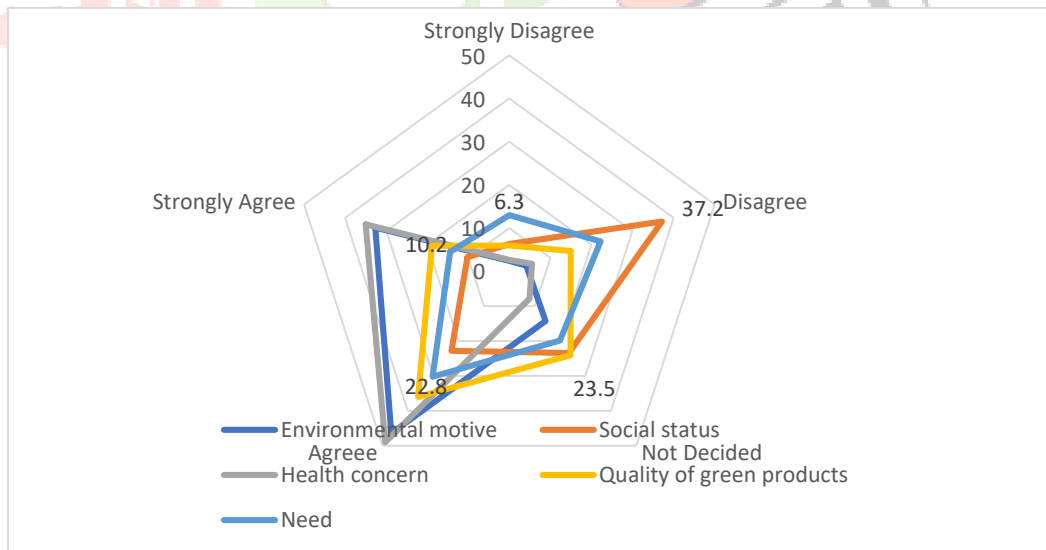




Source: Survey Data, 2018

Figure 1. Factors motivating green products

The analysis revealed that about 80 percent (79.2%) of the respondents in Kerala agrees (agree and strongly agree combine together) the statement that genuine environmental concern motivates to buy green products. This is a very optimistic outcome of this study as a whole, because the study indirectly underline the importance of environmental awareness. Besides that, about 84 percent of the consumers agrees that they buy the product due to their health consciousness. Quality and need of the products are less likely the motives behind buying green products. In order to have a clear picture of the different motives behind green products the responses of the different motives are depicted in a pictograph with the help of spider/radar diagram given below. Here different colours are used to indicate different motives and corresponding responses are given in percentages.



Source: Survey Data, 2018

Figure 2 Spider diagram-Motivating factors behind Green Products

A simultaneous analysis of the above situation is given as in figure. From this spider diagram, it can be very clearly inferred that Environment and Health concern are the most prominent motive behind buying green products. The social status has least importance in motivating the consumers in buying green products.

The picture clearly shows that the inclination of quality motive is highly towards disagree perception of customers. This means that it is not due to the quality motive that people are buying green products rather due to environmental and health consciousness that they are buying the green products. It is mythical to say that social status influences the buying behaviour in the case of demand for green products.

### CONCLUSION

In India, particularly in Kerala it seems that more than fifty percent of the total population are conscious of environmental issues. From the Government of Kerala to NGO's working on environmental awareness, students and appallingly consumers are moving towards green and this momentum now garners speed. They are aware of the social and economic impact of their buying decisions. The challenge is to achieve the twin theme of environmental protection and at the same time meeting the needs of the consumer and achieve their satisfaction.

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