



CONSUMER ATTITUDE TOWARDS GREEN PRODUCTS

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ABSTRACT

The current rapid growth in the economy and the patterns of consumers' consumption and behavior worldwide are the main cause of environmental deterioration. As the environment continues to worsen, it has become a persistent public concern in the developed countries and has recently awakened developing countries to the green movement. "Green Marketing" refers to holistic marketing concept wherein the production, marketing consumption and disposal of products and services happen in a manner that is less detrimental to the environment with growing awareness about the implications of global warming, not non-biodegradable solid waste, harmful impact of pollutants etc. This paper is essentially exploratory in nature and has four objectives. The objectives are consumer opinion towards key issues of green products, attitudes of respondents towards green products, factors influencing the purchase of green products and the impact of demographic factors on the purchase of green products. The result from the independent sample t-test shows that there were no significant differences between gender in their environmental attitudes and attitudes on green products. The rotated factor matrix validated the underlying dimensions of environmental attitudes into four major dimensions. Results from the multiple linear regression analysis revealed that consumer attitudes on the respondents and their personal use towards the environment contributed significantly to their attitude on the green product. However, environmental protection did not contribute significantly to consumers' attitudes on the green product.

Key words: Environmental attitude; green products; consumer attitude.

1. INTRODUCTION

Green marketing is the marketing of products that are presumed to be environmentally safe. It incorporates a broad range of activities, including product modification, changes to the production process, sustainable packaging, as well as modifying advertising.

An example of this will be the existence of varying social, environmental and retail definitions attached to this term. Other similar terms used are environmental marketing and ecological marketing.

Green, environmental and eco-marketing are part of the new marketing approaches which do not just refocus, adjust or enhance existing marketing thinking and practice, but seek to challenge those approaches and provide a substantially different perspective. In more detail green, environmental and eco-marketing belong to the group of approaches which seek to address the lack of fit between marketing as it is currently practiced and the ecological and social realities of the wider marketing environment.

Green marketing is the practice of promoting products or services that are environmentally friendly or have a positive impact on the planet. It involves incorporating sustainability principles into various aspects of **marketing, such as product design, packaging, messaging, and promotion.**

2. REVIEW OF LIERATURE

Paper 1: The failure of green marketing to move beyond the limitations of the prevailing paradigm and also examined for their effect in the marketing/environment relationship, namely economic, political and technological dimensions of the cultural frame of reference. (Kilbourne, 1998)

Paper 2: Perceived environmental impact on everyday life is another significant predictor of Sustainable consumption behavior at the individual level. It evokes emotional reactions toward environmental degradation and increases individual commitment to environmental protection (Chawla, 1999)

Paper 3: Investigated the consumer behaviour of Jordian consumer's revels environment consciousness. But positive tendency in "Green Products" does not show have positive impact of buying decisions. (Alsmadi, 2007)

Paper 4: Ethical consumerism refers to buyer behaviour that reflects a concern with the problems that arise from unethical and unjust global trades, such as child and low-paid labour, infringement of human rights, animal testing, labour union suppressions, inequalities in trading relations with the Third World and pollution of the environment. (Bowen,2000)

Paper 5: Consumerism can maybe be distinguished as a development that at first started as a procedure, which was introduced to ensure consumers against practices of exploitative marketing. After some time, this has expanded and turned out to be more extensive in nature. At the point when the present plan concerning purchaser activism is mulled over, it can be watched that insurance of the earth is the most essential angle (Dono et al., 2010)

Paper : Many Past studies have applied behavioral theories like Personality theory, TBP, TRA, and Environmental concerns to understand consumer's intentions toward green apparel in the Indian context (Jaiswal and Kant, 2018; Joshi and Rahman, 2015; Kautish et al., 2019; Patel et al., 2020; Khare and Kautish, 2022)

OBJECTIVES

- 1) To determine awareness of eco-friendly products among customers.
- 2) To study the awareness of consumers with respect to green marketing.
- 3) To know customer's attitude towards the green marketing.

3. RESEARCH METHEDODOLOGY

The study is to found out the consumer attitude towards green products. Primary data is collected with the help of the structured questionnaire. mainly to highlight the conceptual analysis of eco-friendly products. The questionnaire is designed in such a way that there are several questions included for studying the objectives of the research. The questions include firstly on the opinion towards the consumers using green products, secondly, on the consumer aspects that determine the opinion about the green products, thirdly factors influencing the purchase of green products and lastly the impact of demographic factors on the purchase of

the green product. The sampling technique involved is convenient sampling. The sample size considered for the study is 90.

4. RESPONDETSN ATTITUDE TOWARDS GREEN PRODUCTS IN GENDER WISE

Age of Respondents

Category	No. of respondent	Percentage (%)
Under 18	20	22%
18-24	30	33%
25-34	15	16%
35-44	5	6%
45-54	9	10%
55 or older	12	13%

Gender of Respondents

Category	Respondents	Percentage (%)
Male	50	55%
Female	31	34%
Prefer not to say	10	11%

Have you heard of "green" or environmentally friendly products before?

Category	No. of respondent	Percentage (%)
Yes	10	11%
No	40	44%
Maybe	41	45%

From where you came to know about green products?

Category	No of Respondents	Percentage
Newspaper	20	22%
Magazine	31	34%
Advertisement	30	33%
Internet	10	11%

What factors influence your decision to purchase green products?

Category	Respondents	Percentage
Environmental impact	9	10%
Health and safety	10	11%
Quality and performance	11	12%
Price	7	8%
Brand reputation	8	9%
Availability Product features	4	4%
Packaging	9	10%
Environmental issues	16	18%
Promotion campaigns	12	12%
Other (please specify)	5	6%

Are you willing to pay more on the green products?

Category	No of Respondents	Percentage
Yes	30	33%
No	40	44%
Maybe	21	23%

5. SUGGESTIONS

Experimental Research: Design experimental studies to test the effectiveness of specific green marketing interventions, such as eco-labeling, green product positioning, or environmental messaging. Examine how these interventions impact consumer perceptions, attitudes, and purchase intentions.

Psychological Factors: Investigate the underlying psychological mechanisms driving consumers' attitudes towards green products. Explore concepts such as environmental concern, environmental identity, and cognitive dissonance to better understand consumer decision-making processes.

Social Influence and Networks: Explore the role of social influence and social networks in shaping consumer attitudes towards green products. Investigate how peer recommendations, social media interactions, and online communities impact green purchase behavior.

6. CONCLUSION

In conclusion, the study on consumers' attitudes towards environmentally friendly products, or green marketing, provides valuable insights into the complex interplay between consumer preferences, environmental consciousness, and purchasing behavior. Through an analysis of survey data and qualitative interviews, the study sheds light on the factors shaping consumers' attitudes towards green products and the implications for marketing strategies in the context of sustainability.

The findings of the study underscore the growing awareness among consumers regarding environmental issues and the importance of eco-friendly products. A significant proportion of respondents expressed positive attitudes towards green products, citing concerns about personal health, sustainability, and ecological preservation as primary motivators for purchasing environmentally friendly alternatives. Despite these positive sentiments, however, actual purchase behavior varied among respondents, with price sensitivity emerging as a significant barrier to adoption. Many consumers cited higher costs as a deterrent to purchasing green products, highlighting the need for affordable and accessible options in the market.

The study also identified several influencing factors that shape consumers' decisions to purchase green products. Product quality, brand reputation, and perceived environmental benefits emerged as primary determinants of purchase intent. Social influence, including recommendations from friends, family, and online reviews, also played a crucial role in shaping consumer perceptions and behavior towards green products.

However, the study revealed several challenges and barriers to the widespread adoption of green products. Limited availability, lack of trust in eco-labeling, and skepticism about corporate greenwashing were identified as key obstacles hindering consumer acceptance of environmentally friendly options. Addressing these barriers will require concerted efforts from businesses to prioritize transparency, credibility, and authenticity in their green marketing efforts.

Overall, the study highlights the importance of aligning marketing strategies with consumer preferences and values in the context of sustainability. By emphasizing clear and verifiable environmental benefits, communicating product quality and performance, and addressing price concerns, companies can enhance consumer trust and drive adoption of green products. Leveraging social influence and advocacy networks can further amplify the impact of green marketing efforts, fostering a culture of sustainability and environmental stewardship among consumers.

In conclusion, the study underscores the critical role of green marketing in promoting environmentally friendly products and driving sustainable consumption patterns. By understanding and addressing consumer attitudes and barriers to adoption, businesses can capitalize on the growing demand for green products and contribute to positive environmental outcomes in the long term.

