



# A STUDY ON CONSUMER AWARENESS TOWARDS GREEN PRODUCTS

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## ABSTRACT

Consumer's awareness about green products is important in give information to the green consumer purchasing behaviour. The study brings out green products awareness among the consumers in Adilabad district. The main objective of the study is to know about the consumer awareness of green products. The data was collected from 123 respondents. Secondary data was collected from the available literature sources. The core idea of green marketing is to create awareness among people on the environmental issues and how consumer would be helping the environment if they switch over green products. The green marketing aims to provide more information to people and also gives consumers more choices to switch over the green life style. I create awareness among the people about environmental products because it does not harm people's health and environment. It can be used to define a product which does not eat up resources or degrades the environment and has the ability to ensure the safeguarding of the environment.

**KEY WORDS:** Green products, Green marketing, Consumer Awareness, Degrades

Consumer purchasing.

## INTRODUCTION

Green products are products that do not harm the surrounding whether in their production, use disposal, some of these green products when in use, help save energy, reduce carbon footprint or the emission of greenhouse gases, and does not lead to considerable toxicity or pollution to the environment. These products are made up of recycling materials. These recycle products help in reducing the need for new raw materials and the amount of waste send to landfills and incinerators (because waste can be diverted to making recycle products)

As the world's economy is hurriedly developing, the global environment Green is increasingly weakening. Protecting environment and creating a safe living environment has become one of the most important concerns of consumer green marketing generally aims to encourage environment friendly products and safe environment where people stay. At present green marketing is broadly becoming a rare throughout the world as concerns towards environment have begun in the past few decades. Every year the population of

people who are rotating towards green brands or environment friendly products are increasing thus magnifying the a rare .The need sustainable business practice by corporation around the world is identified to be a result of overall increase in the consumer awareness of lack of environment protection and social inequities. Thus business in nearly every industry nowadays want to protect 'green' features of their products and services in every chance they get. Thus success of any green marketing strategy is heavily dependent on its target consumer

## REVIEW OF LITERATURE

Sheikh, Mirza (2014) examined the consumer behaviour towards green products and how they will settle on their green buy choice. The information was gathered from 200 respondents through poll and theories were tried utilizing Pearson concentration. It was discovered that brand and sex distribution have a frail association with consumer green behaviour while value, quality, and green marketing have an unequally positive one.

The study by Meenakshi Hand (2006) has indicated that activity groups and the media have played a major role in enhancing the environment awareness and consciousness of consumers in recent years. Most studies on the subject show that although the awareness and environment behaviour of consumer across countries. Education levels, and age and income groups may differ, environment concerns are increasing worldwide

Kumar (2015) attempted to know how one could make awareness among consumer about green marketing and to test consumer frame of mind towards eco-friendly/green products. The study focused on that marketers need to stress on green marketing as consumer are prepared to pay an exceptional cost for green products. The real mishap to green products in India is absences of instruction and deficient research work I the field eco-accommodating products.

## OBJECTIVE OF THE STUDY

- To identify the factors influencing the customers to buy the products
- To find out the level of satisfaction of customer regarding green products

## RESEARCH METHODOLOGY

A descriptive research was undertaken to meet the objectives of the study with the collection of primary data. The primary data was collected from respondents.

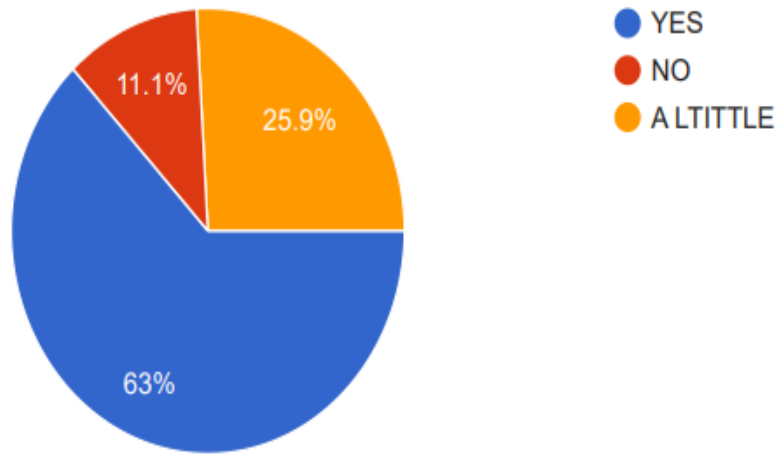
### PRIMARY DATA:

The primary data was collected from respondents in Adilabad District through a questionnaire a sample of 54 respondents.

## DATDA ANALYSIS

### 1. Do you aware of green products

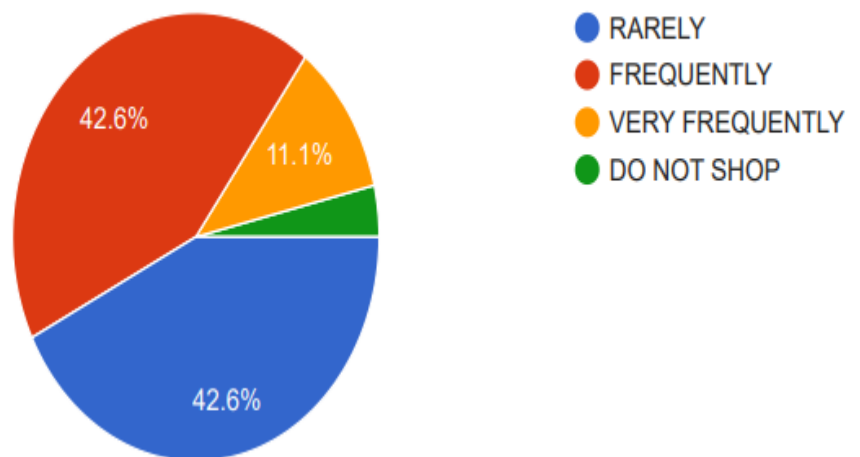
OPTION	PERCENT
YES	63%
NO	11.1%
A LITTLE	25.9%o



Out of 54 responses 63% are aware of green products, 11.1% are not aware of green products, 25.9% are little bit aware of green products.

**2. How often do you buy green products**

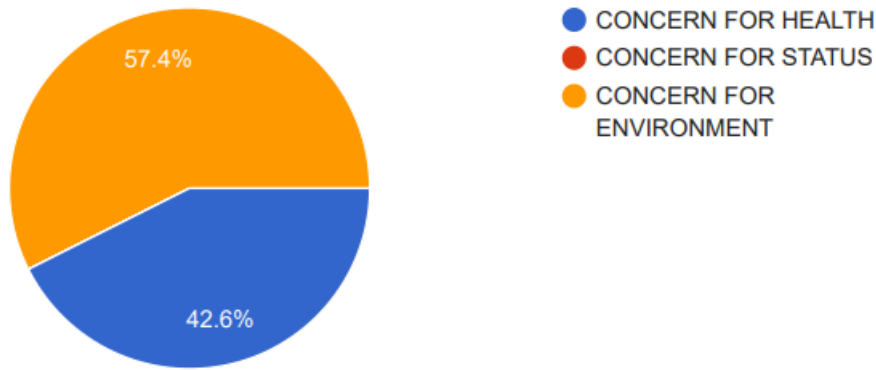
Option	Percent
Rarely	42.6%
Frequently	42.6%
Very frequently	11.1%
Do not shop	



Out of 54 respondents 42.6% are frequently buying the green products, 42.6% are rarely buy the green products 11.1% are very frequently buy the green products.

**3. Motive to use green products**

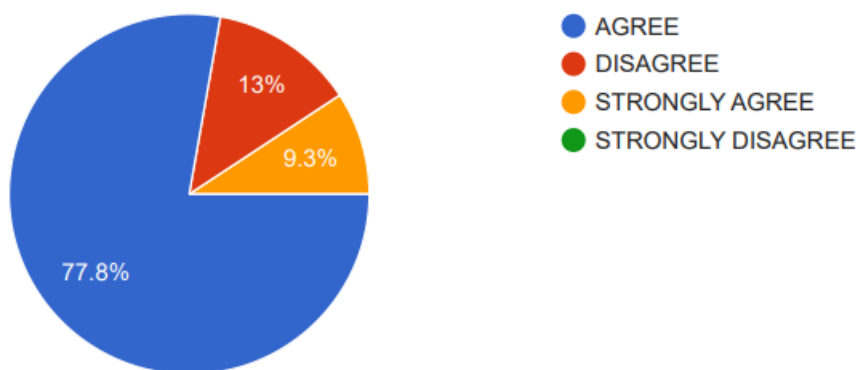
Option	Percent
Concern for health	42.8%
Concern for status	0
Concern for environment	57.4%



Out of 54 respondents 42.8% are concern for health and 57.4% are concern for environment.

4. For healthy living consumers buy green products even its over priced

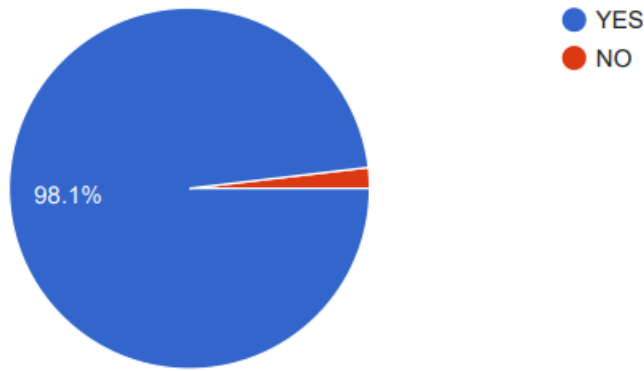
Option	Percent
Agree	77.5%
Disagree	13%
Strongly agree	9.3%
Strongly disagree	0



Out of 54 respondents 77.8% are agree for buying the green products even it is over priced, 13% are disagree of buying the green products, 9.3% are strongly agree to buy the grren products even it is over priced.

5. Do you believe green products or healthy to save resources and manage waste

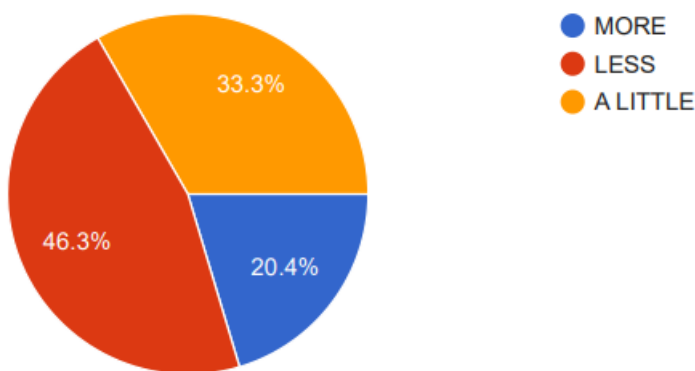
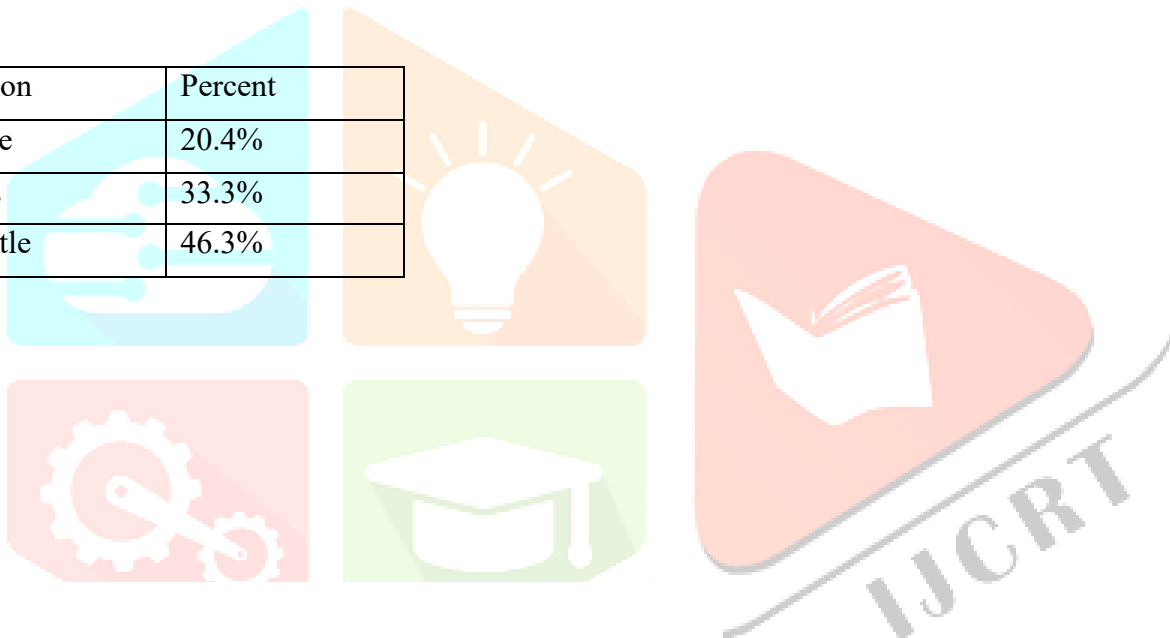
Option	Percent
yes	96.1%
NO	4.4%



Out of 54 respondents 98.1% are believe green products are healthy to save resources and manage waste,4.4% are not believe green products are healthy to save resources and manage waste.

6. Availability of green products

Option	Percent
More	20.4%
Less	33.3%
A little	46.3%



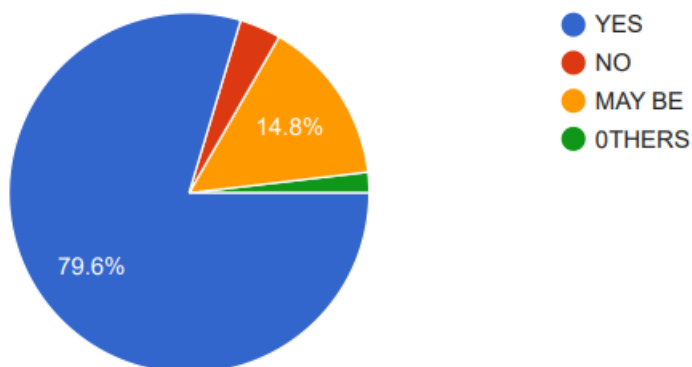
Out of 54 respondents 46.3% are available of green products,33.3%are less available of green products 20.4% are little available of green products.

7. Do you consider the environment products while buying the products

option	percent
Yes	79.6%

No	
May be	14.5%
others	

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Out of 54 respondents 79.6% are consider the environment products 14.6% are maybe consider the green products.

## FINDINGS

- The study it examines the majority of the people buying the green products because it concerns for health.
- The study examines the knowledge, satisfaction motive and awareness are the factors that influences the buying behaviour of the consumer
- The research finds the most of the green products fulfils the needs of the consumer
- Green products prevents the earth from becoming a large dump yard the coming years in short using eco-friendly products will preserve the plant and all its inhabitants from the ill effects of human activities.

## SUGGESTIONS

- There is a lack of awareness regarding availability of eco -friendly products, companies, should focus on advertising eco-friendly branding, in-store display and pamphlets
- Educate the people about the advantages of green products
- Manufactures while making green marketing strategies must focus on the demographics profile of customer.

## CONCLUSION

Environment can damage the way of human begin . they have the responsibilities to protect nature and environment.

- Usages of green products will help them to change their life style into a green

- There is a need to educate the people on the usages of green products and on identifying the game attributes of products they use.
- This would help to protect the environment for the future generation

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