



Consumption Behaviour Towards Green Products in Kerala

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Abstract: Consumers are said to be the main components of the Kerala economy. Using products that are not harmful to nature is essential for the development of Kerala. Change the existing environmental awareness in Kerala and highlight the environmental responsibilities of the society is essential. Water pollution, air pollution, and noise pollution are the main problems that Kerala is facing in today's era. This study shows how knowledgeable the people of Kerala are about environmental problems. This study is also a journey to answer the question to whether public in Kerala is reluctant to buy green products or not. This study also tries to find out whether consumers are making interventions in Kerala society in such a way as to promote green products. Through this study green products are studied which are acceptable to consumers in Kerala.

Index Terms – Consumption behaviour, green product, sustainable goods, environmental awareness, environmental friendly goods

I. INTRODUCTION

A lot of importance is given to consumer preference for a customer. Its governments are enabling consumers to shift their preferences towards more environmentally conscious thinking. Similarly, climate change and global warming are becoming important reasons for consumers to think about environmentally higher levels. Human activities due to burning of garbage lead to global atmospheric warming. Products with low carbon footprint and low hazardous emission are known as green products. Green products are those that are water efficient, biodegradable and recyclable. For the people and animals of Kerala, it is said that green products are not harmful to the earth. Environmental attributes are perceived as a more positive benefit for green products. For example, products are manufactured with less water and energy use during production. In an environmentally conscious Kerala economy, consumers are increasingly looking at these recycled products as a healthy means of environmental protection. More use of green products leads to reduction of diseases like allergies.

II. Review of literature

Dr. Joji Alex N (2021) This studies the use of green products in India. The literature reviews are written by classifying it as awareness of green products on price, quality, product advice and awareness about the attitude of consumers purchasing intention. The study has been done by taking 323 samples using purposive sampling method.

Vini a c and Dr sindhuja R (2021) This study explains about the consumer perception on green marketing in Kerala: - a brief study on the conceptual aspects of green marketing in Kerala state. The effect of green product, green advertisement and green package on consumers is clarified. 89 samples were selected using random method out of which 40 were males and 49 were females. Simple tools like pie diagrams and bar diagrams are used here. Women are more aware of green products than men. The findings of this study show that those who are well aware of green products belong to the youth group.

Tanusri Pillai and K. Jothi (2020) Analytics learns about green products and the consumer behavior towards them in Kerala. The stress on the green market, consumers' awareness and eco-friendly products are explained

in detail through this study. Data analysis and interpretation have been done using one way ANOVA and correlation tools. Conclusions indicate a positive relationship between quality awareness and cost.

III. Statement of the Problem

The green product itself has been severely affected by the fact that the products available from shops are packed in plastic covers. Even though initiatives such as Harita Mission in Kerala help to recover such products, there have been many reports of households trying to burn more products. Therefore, this study is about green products, usage of green products by consumers, awareness of green products and factors influencing green products.

IV. Objectives

- 1.To explain about consumers buying green goods in Kerala
- 2.To analyze factors influencing consumption of green products among the selected respondents in Kerala.

V. Data source and methodology

Descriptive method is used in type of research. A study has been done here by classifying Kerala into three regions. Thiruvananthapuram from the southern region and Ernakulam from the central region and Kozhikode from the northern region have been selected for the study. From all three areas, Data collection is done by collecting information from one hundred people randomly. Questionnaire method using the scale method is adopted here. Survey and thereby analyze method is adopted. Percentage method and tables are used as analyzing tool.

VI. Data analysis and interpretation

Total respondent-based analysis

Selected districts in Kerala	Female	Male	Total
Thiruvananthapuram	50	50	100
Ernakulam	50	50	100
Kozhikode	50	50	100

3 districts have been selected from Kerala. 50 people from male category and 50 from female category have been selected as respondents from Thiruvananthapuram district. 50 people from male category and 50 from female category have been selected as respondents from Ernakulam district. Similarly, 50 people from the male category and 50 from the female category have been selected as respondents from Kozhikode district.

Age Group

Selected districts in Kerala	Age group	Female	Male	Total	Total
Thiruvananthapuram	Up to 20	10	8	18	100
	21-50	17	20	37	
	Above 50	23	22	45	
Ernakulam	Up to 20	16	14	30	100
	21-50	23	24	47	
	Above 50	11	12	23	
Kozhikode	Up to 20	13	15	28	100
	21-50	20	18	38	
	Above 50	17	17	34	

Three districts have been selected from Kerala. 18 people including 10 women and 8 men have been selected from Thiruvananthapuram district up to the age limit of 20. In Thiruvananthapuram district, 37 people including 17 women and 20 men have been selected from the age group of 21 to 50 years. Similarly, in Thiruvananthapuram district, 47 people including twenty-three women and 24 men from the age group above 50 years were selected as respondents.

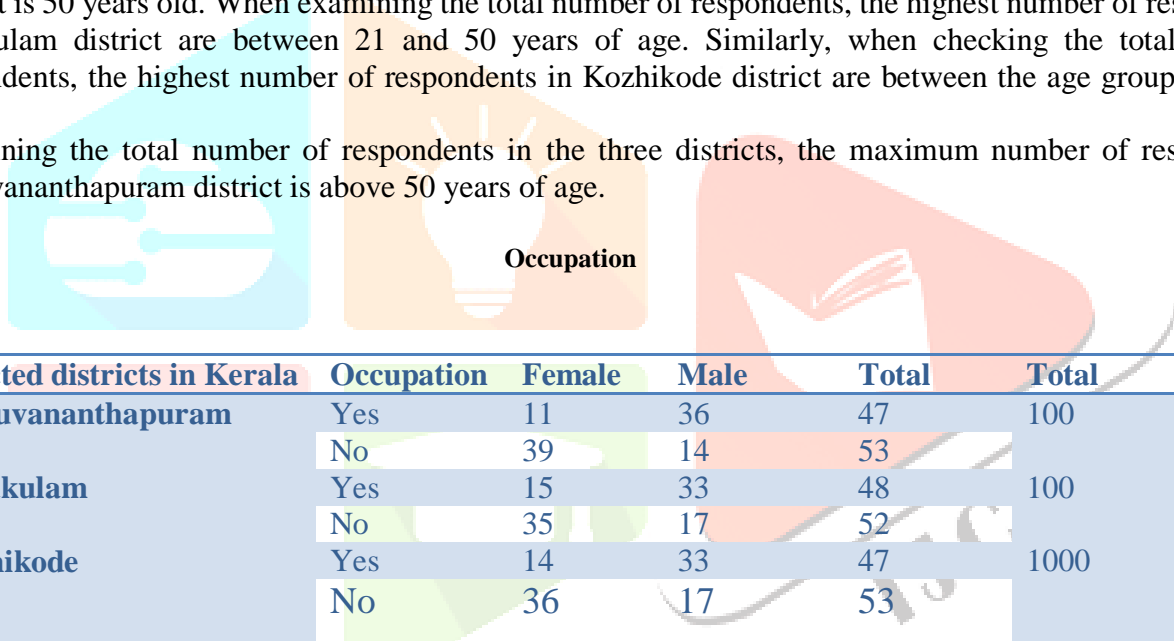
30 people including 16 women and 14 men have been selected from Ernakulam district up to the age limit of 20. In Ernakulam district, 47 people including 23 women and 24 men have been selected from the age group of 21 to 50 years. Similarly, in Ernakulam district, 23 people including 11 women and 12 men from the age group above 50 years were selected as respondents.

28 people including 13 women and 15 men have been selected from Kozhikode district up to the age limit of 20. In Kozhikode district, 38 people including 20 women and 18 men have been selected from the age group of 21 to 50 years. Similarly, in Kozhikode district, 34 people including 17 women and 17 men from the age group above 50 years were selected as respondents.

Ernakulam district has the highest number of female respondents from 21 to 50 where the limit is 20. Thiruvananthapuram district has the highest number of female respondents in the age group above fifty. Kozhikode district has the highest number of male respondents in the age group up to 20 years. Ernakulam district has the highest number of male respondents in the age group of 21 to 80 years. Thiruvananthapuram district has the highest number of male respondents above 50 years of age.

When examining the total number of respondents, the highest number of respondents in Thiruvananthapuram district is 50 years old. When examining the total number of respondents, the highest number of respondents in Ernakulam district are between 21 and 50 years of age. Similarly, when checking the total number of respondents, the highest number of respondents in Kozhikode district are between the age group of 21 to 50 years.

Examining the total number of respondents in the three districts, the maximum number of respondents in Thiruvananthapuram district is above 50 years of age.



Selected districts in Kerala	Occupation	Female	Male	Total	Total
Thiruvananthapuram	Yes	11	36	47	100
	No	39	14	53	
Ernakulam	Yes	15	33	48	100
	No	35	17	52	
Kozhikode	Yes	14	33	47	1000
	No	36	17	53	

When examining the respondents of the three districts, it can be understood that unemployment among women in Thiruvananthapuram district is more. Male unemployment is highest in Ernakulam, Kozhikode districts when respondents from all three districts are examined. Examining the respondents in all the three districts, it can be understood that more men are employed than women. Similarly, women are more likely to be unemployed than men. It can be understood that men in Thiruvananthapuram district have more employment opportunities than women.

Thiruvananthapuram and Kozhikode have the highest rates of unemployment when the total respondents in all three districts are examined. Similarly, Ernakulam district has more employed people.

Factors influencing consumption of green products among the selected respondents in Kerala.

factors influencing consumption of green products	Thiruvananthapuram		Ernakulam		Kozhikode	
	Female%	Male%	Female%	Male%	Female%	Male%
Quality	11	9	12	11	5	10
Cost	22	26	20	33	11	8
Awareness	42	30	34	12	41	51
Availability	10	12	20	26	22	14
Increase in buying behaviour	15	23	14	18	21	17

When examining the factors that influence consumers towards green products in three districts of Kerala, five factors are mainly included in it. It includes quality cost awareness availability increasing buy hire. It was found that 12% women in Ernakulam district choose green products looking for more quality.5% of women in Kozhikode district see green products as the least quality criteria for selection.

Men in Thiruvananthapuram district choose green products the most by looking at the cost. Males in Kozhikode district are least likely to choose green products based on cost. Men in Kozhikode district choose green products the most due to awareness.12 percent of men in Ernakulam district chose green products the least in terms of awareness. 26% of men in Ernakulam district choose green products the most in terms of availability. Thiruvananthapuram district has the least choice of green products, looking at the availability of 10%.23 percent of men in Thiruvananthapuram district chose green products the most in terms of increasing buy behavior. 14 percent women in Ernakulam district choose green products the least in terms of increasing buy behavior.

It can be understood that 51 percent of the males choose green products by looking at the awareness factor the most. It can be understood that 42% of the women in Thiruvananthapuram choose green products by looking at the second most important factor called awareness. When checking all the factors, Kozhikode has the least 5% of women who choose green products by looking at their quality.

VII. Suggestions

Consumers in Kerala should be aware of global warming, biodegradable materials and toxic products. Consumers and retailers in Kerala should be well aware of the need to use sustainable goods. For the promotion of the business sector in Kerala, there should be a good understanding of the volume of customers and products that do not cause environmental damage.

Environment-friendly products should be branded for business in Kerala.

VIII. Conclusion

Increasing the use of green products is essential to protect the environment. This study clarifies the problems faced by consumers while purchasing green products. Green products are further promoted by lean marketing. Respondents say that green product certificates and symbols are used very little by many brands. Increasing consumption of green products helps improve human health.

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