

A STUDY ON CONSUMERS' BUYING BEHAVIOUR TOWARDS SELECTED GREEN PRODUCTS IN KUMBAKONAM.

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Abstract

The paper focuses on the recent trends in marketing eco friendly products. The researchers have analyzed the reasons for consumers opting to buy eco friendly green products. Raising awareness on the safety of the earth and the responsibility in every individual to handover a safe environment to the future progenies has acted as a stimulus for this study. The researchers made a deep study into the various eco friendly green products that are used by consumers and have identified the potential gaps for the marketers to tap their sale. The paper suggests possible suggestions to attract consumers and reasons for the lack in sale. The paper focuses also on the consumer's buying value and their attitude towards the recent products in the market.

Keywords: Green Products, Consumer Behavior, Consumer Satisfaction

I INTRODUCTION

Indian literate and urban consumer is getting more aware about the merits of Green products. But it is still a new concept for the masses. The consumer needs to be educated and made aware of the environmental threats. The new green movements need to reach the masses and that will take a lot of time and effort. By India's Ayurveda heritage, Indian consumers do appreciate the importance of using natural and herbal beauty products. Indian consumer is exposed to healthy living lifestyles such as yoga and natural food consumption. In those aspects the consumer is already

aware and will be inclined to accept the green products. India is already one of the largest economies in the world, and will continue its rapid urbanization and economic development over the next few decades. This is a cause for celebration, but one tempered by the recognition of challenges this growth presents: rising consumption and demand for energy, increasing greenhouse emissions, and constraints on critical natural resources such as land, water and oil. Like all other countries, India needs to find a way to ensure energy and environment sustainability without compromising its economic and social development. Despite India's strong policy framework and some successes, environmental degradation has not been arrested on a large scale.

While globalization process continues in the full speed across the worlds, this process has also brought some problems with it. Leading one of these problems is environmental problems that affect all living beings negatively. These aforementioned environmental problems have started to come to the agenda more and more on the recent years and people have started worries about the future of the world and as result of this mostly prefer environmental friendly products. In returns to these attitudes of the consumers, companies have started to from of their marketing strategies so as to appeal increasing awareness of this environment-friendliness. These marketing strategies, named as green marketing, have caused companies to adopt green policies in their pricing, promotion, product features and distribution activities.

Taking into consideration that companies are socio-economic entities, it can't be expected that they remain unresponsive to the 'Environmental Awareness' that may direct consumer behaviors. Particularly marketing managers encounters with consumers sensible to environmental issues. The old perception on how

businesses are establishments with no other objectives but to profit leaves its place rapidly to a new perception which defines companies as establishments that are sensible to social problems. Apart from producing environmental friendly products and selecting environment – friendly markets, essentially understanding of 'Environmentally Friendly' is required to be integrated into the corporate culture.

II IMPORTANCE OF THE STUDY:-

Green marketing has become an important strategy in business since the international rise of environmental awareness among countries. With greater awareness rising among the public, especially with reference to the global warming and climate change phenomenon, people have become cautions with regards to their purchases, specifically towards the nature of purchased products. As environmental awareness is able to serve a clear purpose for green consumerism, consumer behaviors are able to show the applicative potential of green consumerism. This would underline the consumer buying behavior for green products.

III REVIEW OF LITERATURES

Furlow, N.E. (2009) in her article has presented the status of the American market now flooded with "green products" that are actually misleading in the name of environment protection. In the wake of attracting a green audience, companies often use claims that sound environment friendly, but are actually vague, and at times may be false. As a result, "Green washing" has become commonplace in the marketplace. The concern over green washing is not only that it misleads consumers, but also that if unscrupulous marketers continue to claim to be environmentally friendly, then companies true to their environmental mission lose their competitiveness. In addition, overuse and misuse of the

“green” claims can saturate the market to the point that the greenness of the product may become meaningless to the consumer. In the end, inaccurate environmental marketing will not only hurt consumers and firms, but it will also harm our environment. Environmental claims must, therefore, be honest, sincere and a reflection of the organisation’s mission.

Banyte, J., Brazioneine, L. & Gadeikiene, A. (2010) in their article have presented the interpretation of the conception of a green consumer based on the investigations of both foreign and Lithuanian scientific works. When describing a green consumer, its profile is generalized in the article. It encompasses both demographic and psychographic behavioral characteristics of a consumer. The article has introduced the findings of empirical research into the demographic and psychographic behavioral profiles of female consumers of eco-friendly food products in Lithuania. In order to choose effective solutions of green marketing, it is necessary to investigate their various characteristics (demographic and psychographic) as only knowing green consumer attributes, their personality and lifestyle, the motives to buy ecological product, usefulness and attitude. The survey was conducted with 105 women, all buying eco-friendly food products with the help of a questionnaire. It was noticed that 40% of the respondents are to be attributed to less devoted green consumers according to their disposition to contribute to environmental conservation. Though they were concerned about the environmental issues, they were too busy to change their lifestyle. Majority of respondents said they always read the labels of eco-friendly food products and study their marking in search of information. Such consumers were found to be having an expressed need to change. Half of the respondents attributed themselves to the type of health fanatics in terms of motives. More educated consumers perceive

environmental issues better and are more sensitive to them. The respondents who are inclined to contribute to environmental conservation and who are sensitive to ecological problems tend to pay more for eco-friendly products.

Ali, A., Khan, A.A., Ahmed, I. & Shahzad, W. (2011) in their research article have examined the Pakistani consumers’ intention to buy environmentally friendly products. The prime focus of this research paper was to examine and investigate the hypothesized relationship between predictor and criterion variable i.e. green purchase attitude (GPA) and green purchase intention (GPI). The second was to determine the relationship of criterion variable and outcome variable i.e. green purchase (GPI) intention and green purchase behavior (GPB). The third objective was to ascertain the moderating effect of perceived product price and quality (PPP&Q). The tests revealed that there is not only a positive correlation between GPA and GPI but also a person’s GPA had a significant impact on his GPI. Similarly GPI is positively correlated with GPB. The results have shown that consumers with intentions to buy green products exhibit higher actual buying rates than those who demonstrate no intention of buying. The higher the offerings of green products with competitive price and quality as compared to traditional products, the stronger the relationship between purchase intention and purchase behaviour.

Tiwari (2016) in her study entitled, "Green marketing in India: An Overview", Increasing awareness on the various environmental problems has led a shift in the way consumers go about their life. There has been a change in consumer attitudes towards a green lifestyle. People are actively trying to reduce their impact on the environment. However, this is not widespread and is still

evolving. Organizations and business however have seen this change in consumer attitudes and are trying to gain an edge in the competitive market by exploiting the potential in the green market industry. In the modern era of globalization, it has become a challenge to keep the consumers in fold and even keep our natural environment safe and that is the biggest need of the time. Green marketing is a phenomenon which has developed particular importance in the modern market and has emerged as an important concept in India as in other parts of the developing and developed world, and is seen as an important strategy of facilitating sustainable development. In this research paper, main emphasis has been made of concept, need and importance of green marketing. Data has collected from multiple sources of evidence, in addition to books, journals, websites and news papers. It explores the main issues in adoption of green marketing practices. The paper describes the current Scenario of Indian market and explores the challenges have with green marketing

Khan and Mohsin (2017) , in their paper entitled, "The power of emotional value: Exploring the effects of values on green product consumer choice behavior", Using the theory of consumption values, this research proposes to explore the consumer choice behavior for green products in Pakistan. Functional value (price and quality), social value, conditional value, epistemic value, and emotional value and environmental value were used to study the consumer choice behavior for green products. It also gauges the extent to which emotional value moderates the impact of other consumption values on green product consumer choice behavior. Based on a sample of 260 respondents, the results indicate that functional value (price), social value and environmental value have a positive impact on green product consumer choice behavior, while conditional value and epistemic value have a negative effect. Functional value (quality)

and emotional value do not influence green product consumer choice behavior. As a moderator, emotional value has a significant effect on the role of functional value, social value, conditional value, epistemic value and environmental value. This confirms and significantly adds to the literature of green product consumer choice behavior in a developing market.

IV STATEMENT OF THE PROBLEM:-

Green marketing generally aims to promote environmentally friendly products and a safe environment where people could say. Businesses in almost every industry now-a-days are flaunting the "green" features of their products and services in every chance they get. This study has been undertaken to know the factors which influence the buyer in making the decision regarding purchase of green products in kumbakonam.

V SCOPE OF THE STUDY:

The present study is an in-depth study confined to green products. The green products defined paper made products, jute products, solar products, CFL bulbs, paper plates/leafs and coir products.

Thus the present study would focus on consumers buying behavior towards selected green products in kumbakonam,

VI OBJECTIVE OF THE STUDY:

- To study the nature and states of green products in kumbakonam.
- To study the factors that influences the consumers' buying decision towards green products.

- To access the expectation of the consumers' from the green products producers/manufactures.
- To measure the level of the consumers satisfaction towards green products in study area.
- To offer various suitable suggestion to increase the usage of green products.

VII RESEARCH HYPOTHESIS:-

There is no significant difference between decision towards green products and the demographic factors.

There is no significant difference between level of consumer's buying satisfaction in green products and the demographic factors.

VIII METHODOLOGY OF DATA COLLECTION:-

Survey method has been followed for the study. Both primary and secondary source of data were used.

XI SAMPLE SIZE:-

Sample of 120 buyers was collected from Kumbakonam town and they were conveniently selected by the researcher on the spot by adopting non-probability sampling.

X TOOLS OF ANALYSIS:-

The researcher has applied the following statistical tools to process the collected data: Percentage analysis, ANOVA, Chi-square test, T-test, Correlation analysis.

XII AREAS OF THE STUDY:-

The present study covers buying who have using green products in Kumbakonam town only.

Table – I

Demographic profile

Source: Primary Data

The age of respondents are studied. Out of the 110 respondents have been studied, it is observed that majority of the buyers are the under the age group 30-45 years. 64(58.2 percent) respondents are the male and 46(41.8 percent) respondents are female. It is understood from the majority of the buyers of green products are male. Majority of the respondents 40(36.4 percent) are having degree qualification and 30(27.3 percent) of the respondents are post graduate qualification. It is understood that green products stores are mostly popular among the educated people. 75.5 percent of the respondents are married and only 24.5 percent of the respondents are unmarried. Above analysis leads to conclude that green products stores are mostly preferred by married. 30 percent are business peoples and 24(21.8 percent) of the respondents are professionals. It is understand that green products stores are mostly popular among the educated people. The income of the respondents are studied. Majority of the income level of the buyers' are 20000-30000 i.e., 23.6% (26 respondents)

| | | Percent | No. of Respondents |
|----------------------------|---------------------|----------------|---------------------------|
| Age | less than 15 years | 12 | 10.9 |
| | 15-30 | 35 | 31.8 |
| | 30-45 | 33 | 30.0 |
| | 45-60 | 20 | 18.2 |
| | above 61 | 10 | 9.1 |
| | Total | 110 | 100.0 |
| Sex | Male | 64 | 58.2 |
| | Female | 46 | 41.8 |
| | Total | 110 | 100.0 |
| Educational Status | Upto Hsc | 15 | 13.6 |
| | Diploma | 12 | 10.9 |
| | Degree | 40 | 36.4 |
| | Post graduate | 30 | 27.3 |
| | Professional degree | 13 | 11.8 |
| | Total | 110 | 100.0 |
| Marital status | Married | 83 | 75.5 |
| | Unmarried | 27 | 24.5 |
| | Total | 110 | 100.0 |
| Occupational Status | Professional | 24 | 21.8 |
| | Business | 33 | 30.0 |
| | Agriculturalist | 18 | 16.4 |
| | home maker | 13 | 11.8 |
| | Student | 22 | 20.0 |
| | Total | 110 | 100.0 |
| Monthly Income | less than 10000 | 2 | 1.8 |
| | 10000-20000 | 13 | 11.8 |
| | 20000-30000 | 26 | 23.6 |
| | 30000-40000 | 25 | 22.7 |
| | above 40000 | 10 | 9.1 |
| | no income | 34 | 30.9 |
| | Total | 110 | 100.0 |

Table - III

Very well-known Products

| Products | No. of Respondents | Percent |
|-----------------------|--------------------|---------|
| Paper made products | 95 | 86.3 |
| Jute products | 40 | 36.3 |
| Solar light | 41 | 37.2 |
| Cfl bulbs | 73 | 66.3 |
| Coir products | 14 | 12.7 |
| Electric motors/bikes | 44 | 40 |
| Food products | 77 | 70 |

Table - II

Green Products Concept

| Green Products Concept | No. of Respondents | Percent |
|---------------------------|--------------------|--------------|
| Television advertisements | 33 | 30.0 |
| Online advertisements | 19 | 17.3 |
| Print advertisements | 7 | 6.4 |
| Friends | 43 | 39.1 |
| Others | 8 | 7.3 |
| Total | 110 | 100.0 |

Source: Primary Data

The table 3.7 reveals that green products concept, out of 110 respondents studied, maximum of 39.1 percent are aware through friends and 30 percent of respondents are aware through television advertisements.

**Source: Compiled from Respondents’ Schedule PRODUCTS:
(Note: Multiple Responses)**

Majority of the respondents are viewed that purchasing green products. (86.3percent) paper made products, (70 percent) are the food products, solar light, electric motor bikes, cfl bulbs, jute products, coir products. These green products are customers frequently purchased.

Table - IV

| How Long Been Using | No. of Respondents | Percent |
|---------------------|--------------------|--------------|
| less than 3 years | 72 | 65.5 |
| 3-6 years | 31 | 28.2 |
| 6-9 years | 5 | 4.5 |
| more than 9 years | 2 | 1.8 |
| Total | 110 | 100.0 |

How Long Been Using

Source: Primary Data

Majority of 65.5 percent of the respondents are using green products less than 3 years. Very few (1.8 percent) of the respondents only are using them for more than 9 years.

FACTORS WHICH INFLUENCE TO PURCHASE GREEN PRODUCTS:

To know the level of satisfaction with factors which influence to purchase green products in various parameters non-parametric Friedman’s test has been employed.

Table – V

LEVEL OF SATISFACTION WITH FACTORS WHICH INFLUENCE TO PURCHASE GREEN

| Variab les | Mean | S.D | Mean Rank | Chi-Square | d | Sig |
|---------------------------|--------|---------|-----------|------------|---|------|
| Protect health | 4.5364 | .55318 | 7.6 | 362.342 | 9 | .000 |
| Environ mental changes | 4.3818 | .59016 | 6.9 | | | |
| Hygieni c life | 4.3182 | .66266 | 6.9 | | | |
| Protect from side effects | 4.4455 | .68518 | 7.2 | | | |
| Necessa rily needs | 3.5545 | .88397 | 4.4 | | | |
| Easy availabi lity | 3.3909 | .77927 | 3.8 | | | |
| Quality of the product | 4.0727 | .70005 | 6.1 | | | |
| Adverti sements | 3.0091 | 1.07084 | 3.1 | | | |
| Shop keepers service | 3.3818 | .86716 | 4.0 | | | |
| Suitabil ity | 3.6364 | .80966 | 4.6 | | | |

Source: Primary Data

The result of Friedman’s chi-square test showed that there is a significant difference in the level of satisfaction of green products with factors which influence purchase.(=362.342,P<0.05). The Mean Rank revealed the fact that the green products are more satisfied with the protect health (Mean Rank=7.61), reversely the green products are highly dissatisfied with the advertisements (Mean Rank=3.15)

LEVEL OF SATISFACTION WITH CONSUMERS’ EXPECTATIONS TOWARDS PURCHASE THE GREEN PRODUCTS

| Variables | Mean | S.D | Mea n Rank | Chi - Square | Df | Sig |
|-------------------------|--------|--------|------------|--------------|----|------|
| Reduce price | 4.3636 | .76299 | 3.2 | 132.561 | 4 | .000 |
| Tax concession | 3.6091 | .87886 | 2.0 | | | |
| Increase advertisements | 4.6273 | .72768 | 3.8 | | | |
| Create awareness | 4.4818 | .72608 | 3.5 | | | |
| Give sample pack | 3.8182 | .87976 | 2.4 | | | |

To know the level of satisfaction with consumers’ expectation about green products in various parameters non-parametric Friedman’s test has been employed.

**TABLE – V1
EXPECTATION**

Source: Primary Data

The result of Friedman’s chi-square test explored that there is a significant difference found among the various expectation of level of satisfaction of green products. (=132.561, P<0.05). The Mean Rank revealed the fact that the expectation of green products are more

| Age | Clusters | | |
|---------------------------|----------|--------|------|
| | High | Medium | Low |
| Protect health | 4.61 | 4.62 | 4.45 |
| Environmental changes | 4.22 | 4.75 | 4.47 |
| Hygienic life | 4.47 | 4.88 | 4.09 |
| Protect from side effects | 4.45 | 4.88 | 4.38 |
| Necessarily needs | 4.02 | 4.62 | 2.96 |
| Easy availability | 3.69 | 2.75 | 3.21 |
| Quality of the product | 4.53 | 4.12 | 3.64 |
| Advertisements | 3.80 | 2.00 | 2.43 |
| Shop keepers service | 3.76 | 1.75 | 3.28 |
| Suitability | 3.98 | 3.00 | 3.42 |

satisfied with the increase advertisements (Mean Rank=3.80), reversely the expectation of green products are highly dissatisfied with the tax concession to green products (Mean Rank=3.15)

CLUSTERS TABLES

Classification based on level of satisfaction with factors which influence to purchase green products.

In this section the classification of different type of clusters based on level of satisfaction with factors which influence to purchase green products. K-means cluster analysis is used to identify heterogeneous groups of consumers' level of satisfaction. This analysis is helpful in identifying different groups of consumers' level of satisfaction with homogeneous qualities.

TABLE- VII

Final Cluster Centers

Source: Primary Data

TABLE- VIII
Number of Cases in each Cluster

| Clusters | Number of Respondents | Percent |
|----------|-----------------------|---------|
| High | 49 | 45 |
| Medium | 8 | 7 |
| Low | 53 | 48 |
| Total | 110 | 100 |

Source: Primary Data

The final cluster Centre table revealed that there exist three heterogeneous groups of level of satisfaction with factors which influence to purchase green products. The first cluster of level of satisfaction of 45 percent were in the high level of satisfaction to purchase green products, 7 percent of respondents level of satisfaction are in the moderate level, and 48 percent of them in the low level of satisfaction to purchase green products.

It is concluded that the first cluster is called a high cluster with high level of satisfaction with factors which influence to purchase green products. The second

cluster is called moderate cluster with the moderate level of satisfaction with factors which influence to purchase green products. The third cluster is called poor cluster in which green products have low level of satisfaction with factors which influence to purchase green products.

Relationship among clusters of level of satisfaction with factors that influence to purchase green products.

The Cross-Tab analysis is performed between the clusters of level of satisfaction with factors which influence to purchase green products to find out varied opinion on consumers' satisfaction to purchase green products. Further, Chi-square test is applied to test the proximity of the same.

TABLE- XI

H₀: There is no significant association between age of the respondents and

Level of satisfaction with factors which influence to purchase green products.

Age of the Respondents and Level of Satisfaction With Factors which influence To Purchase Green Products.

| Age | Factors score | | | Total |
|-------------------------|---------------|---------------|---------------|---------------|
| | High | Medium | Low | |
| less than 15 years | 7 (6.4%) | 3 (2.7%) | 2 (1.8%) | 12 (10.9%) |
| 15-30 | 14 (12.7%) | 11 (10%) | 10 (9.1%) | 35 (31.8%) |
| 30-45 | 17 (15.5%) | 8 (7.2%) | 8 (7.2%) | 33 (30%) |
| 45-60 | 11 (10%) | 7 (6.4%) | 2 (1.8%) | 20 (18.2%) |
| above 61 years | 5 (4.5%) | 3 (2.7%) | 2 (1.8%) | 10 (9.1%) |
| Total | 54 (49.1%) | 32 (29.1%) | 24 (21.8%) | 110 (100%) |
| Chi-Square value | Df | Sig | | |
| 3.888 | 8 | .867 | | |

Source: Primary Data

From the above table it is found that the level of satisfaction with the maximum frequencies of 17(15.5 percent) up to 30 years age group of respondents are in the high level of satisfaction towards green products.

The chi-square test indicated that the Pearson chi-square value is equal to 3.888. All the probabilistic values are not significant at 5 percent level. Hence, the null hypothesis is accepted. Therefore, it is concluded that there is no significant association between age of the respondents and Level of satisfaction with factors which influence to purchase green Products

TABLE - X

H₀: There is no significant association between Gender of the respondents and Level of satisfaction with factors which influence to purchase green Products.

Gender of respondents and level of satisfaction with factors Which influence to Purchase Green Products.

| Sex | Clusters | | | Total |
|-------------------|-------------|-------------|-----------------|---------------|
| | High | Medium | Low | |
| Male | 30 (27%) | 23 (21%) | 11 (10%) | 64 (58%) |
| Female | 24 (22%) | 9 (8%) | 13 (12%) | 46 (42%) |
| Total | 54 (49%) | 32 (29%) | 24 (22%) | 110 (100%) |
| Chi-Square | Df | | | |
| 4.123 | 2 | | Sig .127 | |

Source: Primary Data

From the above table it is found that the level of satisfaction with the maximum frequencies of 30(27 percent) male respondents is in the high level of satisfaction towards green products.

The chi-square test indicated that the Pearson chi-square value is equal to 4.123 and likelihood ratio of 4.213 along with linear relationship of 0.139. All the probabilistic values are not significant at 5 percent level. Hence, the null hypothesis is accepted. Therefore, it is concluded that there is no significant association between age of the respondents and Level of satisfaction with factors which influence to purchase green Products.

TABLE - XI

H₀: There is no significant association between Educational Qualification of

Respondents and Level of satisfaction with factors which influence to

Purchase green Products.

Educational Qualification of Respondents and Level of Satisfaction with Factors Which Influence To Purchase Green Products

| Occupational Status | Clusters | | | Total |
|-------------------------|----------|-----------|-------------|-------|
| | High | Medium | Low | |
| Professional | 13 | 7 | 4 | 24 |
| Business | 18 | 10 | 5 | 33 |
| Agriculturalist | 8 | 6 | 4 | 18 |
| Home maker | 7 | 2 | 4 | 13 |
| Student | 8 | 7 | 7 | 22 |
| Total | 54 | 32 | 24 | 110 |
| Chi-Square value | | Df | Sig | |
| 4.666 | | 8 | .793 | |

Source: Primary Data

From the above table it is found that the level of satisfaction with the maximum frequencies of 22 (20 percent) Degree qualification of respondents are in the high level of satisfaction towards green products.

The chi-square test indicated that the Pearson chi-square value is equal to 0.689. The probabilistic values are not significant at 5 percent level. Hence, the null hypothesis is accepted. Therefore, it is concluded that there is no significant association between educational

qualification of the respondents and Level of satisfaction with factors which influence to purchase green Products.

TABLE - XII

Occupational status of Respondents and Level of Satisfaction with Factors Which Influence to Purchase Green Products

H₀: There is no significant association between Occupational status of Respondents and Level of satisfaction with factors which influence to Purchase green Products.

| Educational status | Clusters | | | Total |
|-------------------------|----------|-----------|-------------|-------|
| | High | Medium | Low | |
| Upto HSC | 6 | 4 | 5 | 15 |
| Diploma/ITI | 7 | 4 | 1 | 12 |
| Degree | 22 | 9 | 9 | 40 |
| Post graduate | 15 | 9 | 6 | 30 |
| Professional degree | 4 | 6 | 3 | 13 |
| Total | 54 | 32 | 24 | 110 |
| Chi-Square value | | Df | Sig | |
| 5.626 | | 8 | .689 | |

Source: Primary Data

From the above table it is found that the levels of satisfaction with the maximum frequencies of 18 (16.3percent) Business peoples are in the high level of satisfaction towards green products.

The chi-square test indicated that the Pearson chi-square value is equal to 4.666. The probabilistic values are not significant at 5 percent level. Hence, the null hypothesis is accepted. Therefore, it is concluded that there is no significant association between occupational

status of respondents and Level of satisfaction with factors which influence to purchase green Products.

H₀: There is no significant relation between the levels of satisfaction with green Products and level of expectation.

TABLE XIII

H₀: There is no significant association between of Monthly Income Respondents and Level of satisfaction with factors which influence to Purchase green Products.

Monthly Income of Respondents and Level of Satisfaction with Factors Which Influence to Purchase Green Products

| | |
|----------------------|--------------------------------|
| Products | Satisfaction with Green |
| Level of Expectation | -0.012 |

Source: Primary Data

From the above table it is found that the levels of satisfaction with the maximum frequencies of 14 (12.7 percent) 30000-40000 and no income of respondents are in the high level of satisfaction towards green products.

The chi-square test indicated that the Pearson chi-square value is equal to 6.817. The probabilistic values are not significant at 5 percent level. Hence, the null hypothesis is accepted. Therefore, it is concluded that there is no significant association between occupational status of respondents and Level of satisfaction with factors which influence to purchase green Products.

RELATIONSHIP BETWEEN LEVEL OF EXPECTATION AND SATISFACTION WITH GREEN PRODUCTS

Level of satisfaction and expectation gap affects every respondents.

TABLE- XIV

Relationship between Level of Expectation and Satisfaction with Green Products

| | Q1 | | | Total |
|-------------------------------|--------------|--------|-----------------|-------|
| | High | Medium | Low | |
| less than 10000 | 1 | 1 | 0 | 2 |
| 10000-20000 | 8 | 3 | 2 | 13 |
| 20000-30000 | 13 | 7 | 6 | 26 |
| 30000-40000 | 14 | 7 | 4 | 25 |
| above 40000 | 4 | 5 | 1 | 10 |
| no income | 14 | 9 | 11 | 34 |
| Total | 54 | 32 | 24 | 110 |
| Chi-Square value 6.817 | Df 10 | | Sig .743 | |

Source: Primary Data

Correlation result showed that the satisfaction and expectation is very low (-0.012) and the negative, which says that the degree of relationship between expectation and satisfaction of green products low event though under negative correlation. Negative correlation means

these who have satisfaction high on green products having low level of expectation and vice versa.

XIII Findings of the study:

The analysis inferred that majority of the respondents were male. Maximum numbers of respondents falls under the age of group of above 30-45 years.. The maximum numbers of respondents have studied up to degree qualification. Most of the respondents (75.5 percent) were married. The majority of the respondents (30 percent) were business peoples. The majority of the respondents' income level is 20,000-30,000. The maximum of (39.1 percent) the respondents become aware of green products through friends. The most of the respondents (67.3 percent) are using green products in their daily life. Around (49 percent) of the respondents are satisfied with green products. Majority of the respondents have opinion that purchasing green products (86.3percent) paper made products. The Majority of (65.5 percent) the respondents are using green products for less than 3 years. The study inferred that the respondents are given more significant to protect health that means 56.4% of the respondents are strongly agree for purchase green products. Around (20.7 percent) of respondents are disagree and strongly disagree that advertisement do not influence for purchase of green products. The study inferred that 73.6 percent of the respondents mostly expect increase in advertisements. More than 47 percent of the respondents are expecting to reduce the price of green products. There is a significant difference in the level of satisfaction of green products with factors which influence to purchase. There is a significant difference found among the various expectations of level of satisfaction of green products. The final cluster Centre table revealed that there exist three heterogeneous

groups of level of satisfaction with factors which influence to purchase the green products. The first cluster of level of satisfaction of 45 percent were in the high to purchase green products, 7 percent of respondents' level of satisfaction are in the moderate level, and 48 percent of them in the low level of satisfaction to purchase green products. The maximum frequencies of 17(15.5 percent) up to 30 years age group of respondents are in the high level of satisfaction towards green products. There is no relationship between age of the respondents and level of satisfaction with factors which influence to purchase green Products. The maximum frequencies of 30 (27 percent) male respondents are in the high level of satisfaction towards green products. There is no relationship between gender of the respondents and level of satisfaction with factors which influence to purchase green Products. The maximum frequencies of 22 (20 percent) respondents with degree qualification are in the high level of satisfaction towards green products. There is no relationship between educational qualification of respondents and level of satisfaction with factors which influence to purchase green Products. The maximum frequencies of 18 (16.3percent) business peoples are in the high level of satisfaction towards green products. There is no relationship between occupational status of the respondents and level of satisfaction with factors which influence to purchase green Products. The maximum frequencies of 14 (12.7 percent) respondents with income 30,000-40,000 and no income are in the high level of satisfaction towards green products. There is no relationship between monthly income of the respondents and level of satisfaction with factors which influence to purchase green Products. It was found that the relationship between level of satisfaction and expectation gap with green products are negatively correlated and its value is -0.012.

XIV SUGGESTIONS

- Effort may be taken to increase the number of users of green products since it has good market potential level.
- It is suggested to increase the satisfaction of the green products among respondents through NGOs' and Government agencies.
- It is suggested to take appropriate measure to make the respondents use the green products continuously.
- Since the respondents are health conscious, the potential market for green products can be tapped.
- It is suggested to select the appropriate media for advertising for purchase of green products since it plays important role in decision making.
- It is suggested that the promoters may reduce the price of green products by creating strong customer base.
- Suitable measures meet to be taken for the difference in level of satisfaction of green products.
- The promoters have to fulfill the expectation of the respondents for purchase of green products and increase the level of satisfaction.
- The green products may be popularized among all the sets of the people irrespective of age, in particular suitable measure can be taken to attract the middle age and senior citizen.
- Level of satisfaction for various factors of influence to purchase green

products can be increased among the genders.

- Awareness and popularity for purchase of green products have to be increased. So that people belonging to different occupation status can increase the level of satisfaction.

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