

A STUDY ON CUSTOMER AWARENESS ON GREEN PRODUCTS IN KOTTAYAM DISTRICT

Project Work submitted to Mahatma Gandhi University, Kottayam in partial fulfilment of the requirement for the award of

Bachelor's Degree in Commerce

Submitted by

ALRIN ANTONY REBELLO (Reg. No. 170021083223)

GOPIKRISHNAN.S (Reg. No. 170021083255)

AMAL SANTHOSH ABRAHAM (Reg. No. 170021083224)

BERYL GEO BIJI (Reg. No. 170021083239)

FINNY VARGHESE (Reg. No. 170021083252)

Under the Guidance of

Miss. CHRISTY ACHU CHANDY

(LECTURER)



SAINTGITS

COLLEGE OF APPLIED SCIENCES

KOTTAYAM, KERALA, INDIA

PG DEPARTMENT OF COMMERCE

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SAINTGITS
COLLEGE OF APPLIED SCIENCES
KOTTAYAM, KERALA, INDIA

Pathamuttom, Kottayam
Kerala, India-686532
Te:0481-2433787
Mob:954432772

Date:

CERTIFICATE

*Certified that this is a bonafide report of the project work undertaken by **ALRIN ANTONY REBELLO, GOPIKRISHNAN.S,AMAL SANTHOSH ABRAHAM,BERYL GEO BIJI,FINNY VARGHESE**, of B. Com Semester VI, in partial fulfilment of the requirements for the award of the Bachelor's Degree in Commerce of Mahatma Gandhi University, Kottayam under my supervision and guidance.*

Faculty - in- Charge

Countersigned

Principal

Head of the Department

DECLARATION

I do hereby declare that the project titled “A STUDY ON CUSTOMER AWARENESS ON GREEN PRODUCTS IN KOTTAYAM DISTRICT” is a bonafide report of the projectwork undertaken by me in partial fulfilment of the requirements for the award of the Bachelor of Commerce (Computer Application) of Mahatma Gandhi University, under the guidance of MISS. CHRISTY ACHU CHANDY, Lecturer, Department of Commerce, Saintgits College of Applied Sciences, Pathamuttom, Kottayam. I also declare that this project report has not been submitted by me anywhere, fully or partially for the award of any degree, diploma, fellowship or other similar title or recognition of any university/institute to the best of my knowledge and belief.

Pathamuttom

Date:

AMAL SANTHOSH ABRAHAM

BERYL GEO BIJI

GOPIKRISHNAN.S

ALRIN ANTONY REBELLO

FINNY VARGHESE

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Pathamuttom

AMAL SANTHOSH ABRAHAM

Date:

BERYL GEO BIJI

GOPIKRISHNAN.S

ALRIN ANTONY REBELLO

FINNY VARGHESE

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Chapter- 1

INTRODUCTION

INTRODUCTION

The terms –green or –sustainable often refer to products, services or practices that allow for economic development while conserving for future generations. We prefer to describe a green product as one that has less of an environment impact or is less detrimental to human health than the traditional product equivalent. This study helps us to know the impact of green products on consumers and their attitude and approach towards various green products. It also shows their perspective and interest on consumption and purchasing of premium green products and how often they consume them and reviews. Going green at your home is among the few places that green lifestyle benefits are shown quickly or in the next short space of time. The first home benefit that many individuals who go green see, is a drop in utility bills and spending

Green products are usually identified by having two basic goals – reducing waste and maximizing resource efficiency. They are manufactured using toxic-free ingredients and environmentally-friendly procedures and are certified by recognized organizations like Energy star, Forest Stewardship Council, etc. A green product is a sustainable product designed to minimize its environmental impacts during its whole life-cycle and even after it's of no use. Green marketing in literal terms is the marketing of environmentally safe products and this concept entered the marketing world in late 1970s

Marketing includes 4PS i.e. Product, price, place, promotion, same as that green product is one among the 4Ps of green marketing i.e. Green product, green price, green promotion, green distribution. This study focuses on consumer and consumer behaviour in relation to environment friendly products. It starts from assumption that environment products are closely related to individual consumer behaviour and that individual behaviour is one of the major causes for the existing environmental problem . Without substantial changes in the long term these consumption practices present a serious threat to the environment and society as a whole. Terms like green marketing and green customers have evolved and a lot of work is being done to understand the awareness level of customer, their attitude towards green product and their willingness to accept and pay a premium price of these green products.

Determining the effects of green products on customer satisfaction and loyalty and willingness to positive oral Advertising is the main objective of this research. Given the huge breadth of consumer cooperatives in the country, it is useful to understand. If there is a positive impact, it is expected that customers promote green product by oral propaganda in society and promote social responsibility and community action on major environmental issues. Green marketing also deals closely with issue of industrial ecology and environment sustainable matters such as extended producers of liability, life-cycle analysis, material use, resource flows, and eco-efficiency.

Generally terms like phosphate free, recyclable, ozone friendly and environmental friendly are some of the concepts that the consumers most often are associate with green product or organic product. A green product helps conserve energy, minimizes carbon footprints or the emission of greenhouse gases and doesn't lead to a lot of toxicity and pollution. There are many green products that are biodegradable, recyclable and compostable.

STATEMENT OF THE PROBLEM

Consumer product companies found that greater focus on health and well-being, a rising incidence of allergies and concern about chemical safety have increased demand for organic and natural household and personal products. According to recent reports awareness on green product by the people has increased which shows the importance of green product. It is not only because of awareness; it is also because of the bad impact on health of mankind. Even though awareness among customers is increasing awareness of green products among customers is of great importance. Companies are interested in finding out the willingness of customers to pay a premium price for green products and their satisfaction on consumption or usage of green products.

The motive behind production of green products is that to produce products or services that cause less harm and releasing of less toxic substances. The usage of these green products by the consumers and their satisfaction on consumption or service. Consumption or service and regular usage of green product by consumers on a large scale. The positive effect of green product quality on green customer satisfaction and green customer loyalty. Green products generally use eco-friendly materials and energy-efficient means of production, thereby causing less or detrimental impact on the environment. Artificial fertilizers, manures and pesticides create problem even to the level of cancer. Understanding the impact of non-organic product and initiating usage or adopting green product for regular consumption is beneficial. The study shows interest on the positive impact on green/organic products. Thus, this particular study has been carried out.

The present study aims to understand the concept of green product and consumer behaviour towards it. The study also investigates the relationship of green product usage and purchase intention with demographic variables (age, gender, income and educational qualification).

This study aims to understand the concept of green products and consumer behaviour towards it. The study also investigates the relationship of green product usage and purchase intention with demographic variables such as age, gender, income and educational qualification etc. This study reveals an important insight concerning the factors that are majorly responsible for motivating as well as demotivating consumer behavior towards green products.

The findings suggest that there are consumers who would buy green products even if they are lower in quality but have environmental information as labels. It was found that brand and gender difference have a very weak relationship with consumer green behaviour while price, quality and green marketing have a positively strong one.

OBJECTIVES OF THE STUDY

- To study the consumption level of green products by customers.
- To analyse the purchasing power and willingness to pay premium price for green products in Kottayam district.
- To understand the mind set of people towards the usage of green products
- To find the level of satisfaction gained by the usage of green products.
- To find out customer perception and attitude towards green product
- To find satisfaction level of customers on the usage of existing green products.
- To know customers buying intention regarding green products.

METHODOLOGY OF THE STUDY

Sampling Technique

Convenient sampling method is used. Both primary and secondary data are used.

Data collection

- 1) **Primary data** - The primary data are collected through questionnaire method. The questionnaire prepared in simple/casual language in which anyone can understand easily.
- 2) **Secondary data** - The secondary data are collected from journals, books and websites.

Sample size

The sample consist of 53 individuals in Kottayam district. It include people's in every age limit.

Tools for analysis

- 1) **Percentages**: Percentage analysis is the method to represent the collected data for better understanding i is calculated through dividing the number of respondents of each item with total number of respondents and multiplying it by hundred.
- 2) **Charts & Diagrams**: The analysis of data is expressed through column charts & bar diagrams etc. The graphical representation of data helps to understand the analysis of the study more easily

IMPORTANCE OF THE STUDY

There are several researches being done on green purchasing intentions. Among these, many research studies have identified the determinants of consumers' green purchase behavior.

The green product and its important started creating an awareness and helps for the sustainable development, which is the required for the future generation. The study reveals that the so called green products or organic products has more positive impact to the mankind's and helps to eradicate certain issues pertaining to green technology.

This study emphasizes on the point that on more and more consumption of green products will lead to reduced wastage and saving energy and water.

- This study briefs about understanding the concept of green products.
- To know the relationship of green consumption behavior with consumer demographic as factors
- To know the factors that are motivating as well as demotivating green product purchase or usage by consumers.

SCOPE OF THE STUDY

A recent survey revealed that those customers want products with an environmental benefit and which cause less harm to environment. Since fewer research are done in green products this study will help in finding advanced information regarding customer consumption and satisfaction which will help companies in starting projects on green products.

It includes many areas ranging from conservation to control of pollution. Companies should make every possible effort to undertake research and development in order to come up with eco-friendly products in the interest of the consumers well-being in particular and that of society's in general.

The data collected on this study helps companies to get a wider and better knowledge of consumption and purchase of green products over the recent years. It helps companies in preparing projects on green marketing and green products thereby making people aware about existence of green products and pursuing them to purchase it.

LIMITATIONS OF THE STUDY

- This study is limited to Kottayam district only and therefore the findings of the study can't be extended to other areas.
- Time and cost are the other factors limiting the study to a sample of 50 respondents
- Data collected was mainly from customers engaged in consumption of green products.

CHAPTER SCHEME

Chapter 1: Introduction

Chapter 2: Theoretical and Literature review

Chapter 3: Data Analysis and Interpretation

Chapter 4: Finding Suggestions and conclusion

CHAPTER-2

Theoretical And Literature review

THEORETICAL REVIEW

INTRODUCTION

Some companies have thrived by marketing product lines as environmentally correct or "green." A prime example is Body Shop, a cosmetics company that is strongly and explicitly pro-environment with regard to its products. It strives, for instance, to develop products made with substances derived from threatened tropical rain forests so that they can be preserved.

The American ice cream manufacturer, Ben and Jerry's, has adopted a similar approach to using rain forest products in what it sells. Mercury- and cadmium-free batteries have been marketed by Varta, a German company. Ecover, a small Belgian company, made major sales gains when it began to market a line of phosphate-free detergents. Wal-Mart is another company that provides its customers with green products. Loblaw, a Canadian grocery chain, has introduced a "green-line" of environmentally friendly products and has sold more than twice the amount than it had initially projected. Seventh Generation, a mail-order company based in California, has successfully marketed its own line of recycled toilet paper, biodegradable soaps and cleansers, and phosphate-free laundry and dishwashing detergent.

Many factors comprise a green product. The product has to be made with the fewest raw materials and produced with the least amount of contaminants released into the environment and with the smallest effect on human health. Consideration must also be given to how consumers will use the product and how they will dispose of it when they are finished. To reduce its waste potential, a product must often last a significant amount of time or be reusable or recyclable.

As consumers become more aware of environmental issues, they will likely look to producers and governments to provide more products that will permit them to maintain a life-style that is less harmful to the environment. Therefore, the very nature of products will have to change. They will have to be lighter, smaller, and more durable so that they can consume fewer resources in their production and use and take up less space when they are disposed of.

Ultimately, a real revolution in the use of green products would mean replacing or substantially modifying virtually the capital stock of society—appliances, automobiles, housing, highways, etc.—with a different type of product. In contrast to old smokestack industries, new technologies and emerging industries—such as telecommunications, computers, and information—should be able to offer products that are less environmentally harmful. They should be able to produce many new types of green products and modify existing products so that they are less damaging to the environment.

GREEN PRODUCT

Choosing to lead a sustainable lifestyle can be rewarding and beneficial to future generations, though it is not without its fair share of challenges. With savvy marketers and the need for every product to have a competitive advantage, labeling may not always indicate that a product is truly green. Whether the label indicates –Earth Friendly|| or –Green||, some advertising will leave an eco-conscious shopper duped into buying a –fake|| green product. Green product selection often involves making trade-offs between multiple environmental impacts. We are here to help demystify green products and arm you with the knowledge for making an informed sustainable product selection.

Before we get started with how to identify a green product, we have to understand what the definition of a green product is. The terms –green|| or –sustainable|| often refer to products, services or practices that allow for economic development while conserving for future generations. We prefer to describe a green product as one that has less of an environmental impact or is less detrimental to human health than the traditional product equivalent. While on the topic of defining a green product, you must realize that almost no product will ever be 100% –green,|| since all product development will have some impact on the surrounding environment. It all comes down to degrees of impact and as we discussed above, trading off between impacts.

To understand the trade-offs you should realize that there are select attributes that describe green products and services; we list them below to help you further understand what a green product truly is. Green products are...

- Energy efficient, durable and often have low maintenance requirements.
- Free of Ozone depleting chemicals, toxic compounds and don't produce toxic by-products.
- Often made of recycled materials or content or from renewable and sustainable sources.
- Obtained from local manufacturers or resources.
- Biodegradable or easily reused either in part or as a whole.

Green Product Certification

When looking for green products, there are a couple of ways you can ensure you are not being duped into buying a fake, though it can be tricky. A stroll through any supermarket will yield products labeled –earth friendly,|| –eco-friendly,|| –biodegradable|| and many other buzzwords which will make you feel warm and fuzzy about the purchase, even though this could be false. A good rule of thumb is to look for the certification labeling, if that is not on the product then keep on walking. This leads us into what certification labels are available and what do they mean, which is why we have put together the list below. This is not an all encompassing list, it will however provide you with the most common certifications and their meaning.



ENERGY STAR: A labelling program for energy efficient homes, building products, electronics and appliances. ENERGY STAR is a joint program of the U.S. Environmental Protection Agency and the U.S. Department of Energy helping protect the environment through energy efficient products and practices.



Green Seal: Green Seal Certification ensures that a product meets rigorous, science-based leadership standards. It is a lifecycle assessment based labeling program for building products, green operations and maintenance procedures. A green seal can be found on anything from a coffee filter to a hotel.



Forest Stewardship Council: A certification program for wood products that come from forests that are managed in an environmentally responsible, socially beneficial and economical viable way. They are a non-profit organization, not affiliated with the government, working to promote responsible management of the world's forests since 1993.



Leadership in Energy and Environmental Design (LEED): The LEED certification was created by the U.S. Green Building Council in 2000, it is an internationally recognized standard for green building and design. The rating system works off 5 categories and is associated to both business and residential buildings. LEED focuses on whole building sustainability which can be used by diverse professionals and government agencies. You could look for the LEED seals when looking to purchase green homes or office buildings, as an example.



USDA Organic Product: When looking to go green at the dinner table many will look for certified organic foods. The United States Department of Agriculture has implemented the National Organic Program, which will indicate whether an agricultural product was produced in such a way that integrates biological, cultural and mechanical processes to conserve biodiversity and foster cycling of natural resources. In general this means synthetic fertilizer, irradiation or genetic engineering practices will not be used.

Green products are now mainstream, whether you are looking for a new home, automobile or even just some vegetables for a salad, there is a green product alternative available. It is up to you to weigh your options and identify what attributes of a green product is important to you; though make sure you are fully informed and aware prior to making the purchase. We applaud your commitment to sustainable living and look forward to building a greener future.

Consumer Behaviour towards Green Products

Due to the rise of environmental consciousness, consumers tend to pay more attention to the safety of personal care items and the products with an environmental benefit. Over the past years, both consumer awareness and consumer attitudes toward sustainable, or "green,"

brands have increased significantly. However, consumers' action isn't aligning with their intent. Furthermore, the influential factors of purchase intention for green products have rarely been discussed in prior researches. The aims of this study were to explore how brand knowledge influences consumers' perceptions and brand evaluation, and to identify the relative importance of different product features used by consumers when evaluating and choosing cosmetic brands. A survey has been conducted and 568 validated responses were collected. This research has revealed that brand knowledge is positively related to perceived quality. As expected, the results showed that there was a connection between perceived quality and purchase intention. Perceived quality acts as a linkage between brand knowledge and purchase intention. The country of origin conditionally moderates the relationships between brand knowledge and perceived quality. The results of current research have provided an insight into consumers' perception and offer a more comprehensive understanding of the effect of brand knowledge on consumer attitudes towards green skincare products and product evaluation.

In recent years, consumers tend to pay more attention to safe cosmetics and the products that are environmentally and socially responsible. Many cosmetic brands have also introduced environmental friendly products, for example: American brand Aveda and British brand Body shop. Rising of environmental consciousness and green consumption trends have pointed to a critical need for consumer research for this emerging market. The studies discussed the issue of consumers' eco-friendly product consumption of have gained more attentions. Even as thinking -green is increasingly at the forefront of consumers' minds, they still struggle with their role in the lifecycle of products with an environmental benefit. Moreover, consumers seem to have limited capability to verify the liability of green products. Branding enables consumers to judge product quality and trace back to the manufacturers who should be responsible for the products. Therefore, environmental concern and brand knowledge are likely to be both two critical factors that influence consumers' green products purchasing intention. Despite consumers have expressed their concerns for global environment and the continued growth of the sales of green products, the market share of green products is still very small. Previous studies have suggested that the relationship between -green attitudes and environmentally oriented behaviour is rather weak. Though consumers express their concern towards the environment; this does not necessarily translate into green purchases. Consumers continued to embrace sustainable alternatives to traditional consumption. There seems having a gap between consumers' attitude and their behaviour toward green products. The cosmetic brands and manufactures face a challenging task to develop segmentation and targeting strategies. As a result, it is critical to examine the factors that influence consumers' product evaluation and purchasing decision process. In general, consumers tend to purchase their favourable and familiar brand. The power and value of a brand depends on the brand knowledge that being formed and perceived in consumers' mind. Furthermore, pointed out that the country of origin is an important cue for consumers to evaluate unfamiliar products. Prior studies suggested that country of origin affects consumers' product evaluation and quality perceptions. Parts of consumers' brand knowledge are derived from the countries where the products were manufactured, design or other brand-related characteristics. However, some studies argued that country of origin were not the main factor for consumers' evaluations.

In fact, in an increasingly borderless world, the country of origin is suggested as an insignificant factor to explain consumers' product evaluations. Most studies in brand knowledge have been focused on brand image and brand awareness. Brand image is related to what consumers think and feel about a brand, and brand awareness is regarding to how consumers recognize a brand. In Fact, brand image and brand awareness are two different concepts of marketing, and only a few empirical studies have used both of them together to investigate consumers' perceived quality and purchasing intention. Secondly, the empirical evidences show the inconsistency between consumers' brand knowledge and their purchasing behaviour of green products. The approach to quantify consumers' perceived quality of green products is not yet provided. Finally, contradictory findings among prior researches concerning the influence of country image on perceived quality need to be clarified. The purpose of this study is to determine the factors that influence consumers' attitudes and purchasing behaviour toward green cosmetic products in Taiwan. The findings of this research attempt to contribute knowledge to the development of marketing studies concerning consumers' perception of green products and brand evaluations. It is also expected to help the marketers who are targeting the green market to elaborate their strategies.

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Lower Costs

Eco-friendly products may seem to be more expensive, but long-term they are actually more cost efficient. Eco-friendly products tend to last much longer. These products are typically made from recycled materials and are sturdy, withstanding most drops, kicks, and dishwashers. Eco-friendly products may have a larger sticker price, but since they last longer, it is an investment that will pay off.

Healthier Lifestyle

Along with the eco-friendly benefits, there are also personal benefits that coincide with using all-natural products. Plastics, for example, are known to have BPA, lead, and other harmful chemicals that can cause many different illnesses and diseases in both children and adults. For adults, the risks include diabetes, heart disease, autoimmune diseases, and reproductive system abnormalities. For children, it can cause premature puberty, diabetes, stunted growth, and autoimmune disorders. Eco-friendly, all natural products ensure safety from all dangerous chemicals, and allows families to avoid risky additives that can cause any of these issues. Using eco-friendly products improves quality of life in terms of mortality, age, diseases, and illnesses. They ensure the safety of families and the planet.

Eco-Friendly Products

There are many different types of eco-friendly products. Each one ensures a quality product that is beneficial both to its users and the planet.

Clothing: There are a lot of companies that produce eco-friendly clothing. This clothing is typically made from recycled materials, which provide cost-efficient products to make an even better product! Most manufacturers also use the most environmentally sustainable

manufacturing methods possible. They work hard to eliminate the use of dyes and minimize chemical, water, and energy use.

Reusable Coffee Cups: We all reach for a warm cup of joe in the morning, Unfortunately, that also means that each morning, we each use a different plastic cup (and usually a lid, too!). For people on-the-go, getting a reusable coffee cup could be the difference, not only in how much plastic is used, but how much money is invested in these cups. The savings are huge for both for the wallet and the environment.

Recycled Toilet Paper: This is not as weird as it sounds! Recycled toilet paper is a great alternative to simply buying non-organic toilet paper. It is typically cheaper than the regular kind, and is available from most stores. Especially if there is a young person who tends to use a little too much toilet paper, this product is great to give back to the environment.

Reusable Bags: We have all used super-market plastic bags to fill our tiny trash cans or place in our cars to collect the random straw wrappers. However, there are other ways to reuse plastic bags. Many companies offer recycled plastic products, such as reusable sandwich bags, shopping bags, and recycled trash bags.

House Décor: A lot of businesses are beginning to create eco-friendly home décor that encourage all natural decorations. Some of the most practical (and stylish!) options for all natural home décor are:

Shower Curtains

Rugs

Towels

Blinds

Clocks

Cooking Essentials

Cup ware

Silverware

Bedding

Dishware

Cleaning Products: Some of the most important places to invest in –going green|| is in the cleaning department. Harsh chemicals such as bleach, antibacterial soap, and all-purpose cleaner are all risky products to use inside and outside the home. These chemicals are not only bad for the environment, they are also bad for the people in the home, since most of them are toxic or can cause illnesses or sicknesses. There are tons of better, sustainable options for cleaners, such as using probiotic cleaners, which are eco-friendly and non-risky. These products can get the home just as clean, without eliminating the good bacteria that stick around to help the family’s immunity!

Eco-Friendly Technology: In this day and age, electronics make up most of our lives. From televisions to cell phones, our lives revolve around technology. However, these products

require charging, which uses a lot of electricity and can raise the electric bill, or they require batteries, which can be just as bad. These progressive products are hurting our planet (and your wallet!). Instead, turn to eco-friendly technology, such as low-light laptops and televisions, which do not shine as bright, but still provide excellent picture and color. Another option is to change out light bulbs for lower watt bulbs, or change them to eco-friendly bulbs in general. All of this will both benefit the family and our planet!

Recycled Toys: A lot of companies have taken the initiative to produce eco-friendly toys and games for children. These toys are often made from recycled material and from plastics that do not contain any dangerous chemicals. These toys are much safer for families, as they do not pose any chemical-related risks to children. They also tend to be more cost-efficient because they last longer than other toys. These toys eliminate the risks associated with plastics (which is great, because many plastic toys will end up in someone's mouth at some point) so the family can rest assured of the safety of the child.

Accessories: Style and personal expression being very important to younger generations. Eco-friendly and recycled accessories are a great way to save money, the planet, and save them from boredom. Lots of cool, eco-friendly products are specifically tailored to the younger generations, including rings, sunglasses, jewelry, hair accessories, and more. Even makeup and beauty products are getting a -makeover to be more eco-friendly and safer for use.

Using Eco-Friendly Products to Help the Planet

Overall, these products are cutting edge, modern, and will often save you money and allow you to avoid wastefulness, but they are more than just good for you. In today's world, the planet needs our help. Our abuse and misuse of resources has put the planet in a difficult predicament, and we are the only ones that can stop the detriment. While it can be difficult to make a huge difference as one person, conserving resources and using eco-friendly products is a great way for each person to participate in the preservation of our planet and ecosystem.

By using eco-friendly products, each person is contributing to the safety and preservation of the resources provided from the planet, such as metals, plastics, and even water. If more people use eco-friendly products, the cost of other products will go down, and it would benefit all inhabitants, human and animal.

In order to conserve the beauty, resources, and inhabitability of the planet, it is important that our everyday decisions positively affect the planet. That is where eco-friendly products come in. They are both good for families and for the planet, and eco-friendly products provide consumers with the option to choose responsibility over frivolity. Eco-friendly products are both good for the environment and safer for consumers! They are the smart choice for families everywhere.

Advantages Of Eco-Friendly Products:

We have come to the age where we don't know life without innovation. We were born in it, got used to it, and gradually, our advancement is the main reason why our home is slowly dying. People have discovered all the things possible, from machines to construction to food

to clothing to almost everything. We have used all the materials we can think of, and we have exhausted Mother Nature.

As of now, some people do not see the harm we do to our planet, but life is changing bit by bit. There is global warming because of the chemicals intoxicating the Earth. Fortunately, there are still people who care enough to fix things and make them better. People and organizations are promoting eco-friendly products to try and contribute to saving our one world.

Saves Energy

Eco-friendly products such as solar panels generate energy from the sun. They serve as an alternative to fossil fuels in producing electricity. They are non-renewable which means they do not consume materials like coal, gas, or oil.

Low Maintenance

Eco-friendly buildings are low maintenance because of reduced operation. For instance, an eco-friendly facility promotes natural lighting by using huge windows. It results in the conservation of energy along with the decrease in artificial lighting usage.

Costs Less

Green buildings allow for conserving water and energy. Construction may be more expensive, but in the long run, it is a way of investing for a reliable and decreased operation and maintenance costs.

Improves Environment

Eco-friendly products improve the indoor environment. Nowadays, it is becoming an architectural trend to go for designs which allow for natural lighting, ventilation, and air quality. These factors contribute to the bright and cozy ambiance.

Saves Water

Green building promotes water conservation and ascertains that the future generations would still live with abundant and clean waters. It also permits alternative water sources like rainwater and encourages water recycling.

Improves Health

Eco-friendly products and green buildings are safe to the health as the materials used are free of harmful chemicals and components. People are at peace knowing they don't expose themselves to dangerous elements caused by pollution. Eco-friendly products and green buildings do not use plastic by-products that release toxic materials.

Improves Mental Health

Green buildings provide a pleasant environment which is beneficial to both physical and mental health. They diminish stress and enhance the quality of life. By installing huge windows, we invite healthy and fresh air inside, and the natural lighting provides clear and bright ambiance.

Saves Material

Eco-friendly products and green buildings ensure efficiency by using non-harmful materials without sacrificing quality. They also regard processes that produce little waste to avoid pollution. Experts in eco-friendly and green buildings use long-lasting and recyclable materials.

Saves Environment

Eco-friendly products and green buildings contribute to saving the environment by not using materials that are harmful. Their production and construction are also by the aim of preventing pollution. They avoid the use of fossil energy. They also help in diminishing the levels of carbon oxide to the atmosphere, hence prevention of climate change.

People should be mindful of using our natural resources. As much as we have the right to harness all the provisions of Mother Nature, we also have the responsibility to protect our home. We need to find and implement ways to meet our needs without endangering the environment. With the use of eco-friendly buildings, we send a message that people care. Yes, innovation is a way to take advantage of life as we only have one. However, we also have one world. The least we could do is to play our part in protecting it.

Disadvantages of eco-friendly products

Switching to eco-friendly products isn't all rainbows and butterflies. Sometimes it really just doesn't seem worth it. Here are a few of the cons:

Higher up-front costs

Even though eco-friendly options can help you to stop wasting money, it can take a long time for the actual cost-savings to materialize. This is because investing in eco-friendly products almost always costs more initially.

Yes, that green washer and dryer set you bought uses less water and less electricity, but you spent nearly a thousand dollars or more to purchase the green machines in the first place. If the cost savings don't materialize until after the life of the machine, that eco-purchase just might not be worth it.

Difficulty to purchase

Sometimes it can be difficult to find the most eco-friendly option because your local corner or chain store may not carry environmentally-friendly alternatives. As a result, finding the eco-friendly alternative can take both time and money.

If you have to drive several hours or pay to ship for something to arrive from a different part of the country or the globe, at that point the carbon footprint might actually be higher on that product when it arrives by train, plane, truck, or automobile. It takes energy (which isn't environmentally friendly) for that tidy parcel with your child's bamboo teething toy or your recycled plastic coffee mug to arrive on your doorstep.

Inconvenience

Convenience packaging is called convenience packaging for a reason. When you do away with single-serving foods or single-use coffee pods, you're doing away with the convenience. Eco-friendly products take more time to use.

For example, you can buy a reusable single-use coffee pod for your coffee system (I myself have one), but they're a pain to clean and reuse. Nothing's worse than spilling coffee grounds all over the floor, trying to clean out the coffee pod when you're already stressed and rushed in the morning.

Limited availability

The first and foremost problem you may face when looking for eco-friendly products is where to find them. Finding the best eco-friendly products that can suit your requirements may not be such an easy job. Sometimes you have to go to smaller stores or online to find products that are eco-friendly.

Initial Cost

In the case of bigger eco-friendly products like the solar panel or the electric or hybrid car, you may find that the initial cost needed to buy them would be far more compared to a normal mass market product. This can act as a hindrance if you are on a low budget, but this doesn't necessarily apply to smaller products or for those people who are prepared to spend more to make green changes in their life.

Implementation

It can be hard to make changes to your routine. The intention to go green is much easier than actually doing so. It's best to start with small changes, such as changing light bulbs or buying reusable shopping bags instead of using plastic.

LITERATURE REVIEW

INTRODUCTION

During the Asian Conference on Environment-Behaviour Studies Chung-Ang University, Seoul, S. Korea, held on 25-27 August 2014, a paper was submitted regarding –The Effects of Environmental Concern on Purchase of Green Products in Retail in which a survey was taken from 811 respondents and the following conclusion was reached. Often the buying decision taken by an individual is not the one desired by him, but the decision that best suits your need at the time and reality. On the other hand, a society to which it is inserted does not generate conditions of adaptation and charges a posture that is not yet part of your reality. Assess the consumer's perception of an aspect of purchase intent and declared to purchase green products, it becomes relevant, especially when the reflection of environmental concern in the declared purchase not established. Thus, considering the purpose of the research, it can be inferred that environmental concern has no effect on the declared purchase for green products. On the other hand, has a significant relationship with the intention of purchase. These inferences can be justified by the possibility of consumers do not realize the importance of changing the habit of consumption and keep their shopping routine that has past experience, reinforcing the fact that the attitude to have a low influence on the buying behaviour of the individual, as already demonstrated Bagozzi (1981). In this sense, research has shown that environmental concern reflects the intention to purchase and should be the focus of study to transform the attitude behaviour. Moreover, the results demonstrate the fact that opinion correct path, but suffer from the influence of politically correct answers and end up hurting future developments in new research because it is a sense that consumers are realizing what was searched. Otherwise, the results of the responses between the individual performed and what he observes in society should be nearly equal, because everyone in society. Another aspect that may not be contributing to the increased supply of green products in retail can be connected to the positioning of marketing. Another point of view to be reflected may be the possibility of consumers are seeking organic or environmentally friendly in specialized retails these products, making conventional supermarkets do not worry about investing and making this product in their stores, opening thus a search field. Finally, the main contribution of the study to the gym was to prove that the consumer is still buying green products considerably, but there is this trend drawn that possibly still restricted on price and consumption habit.

In an article — Consumer Purchase Behaviour Towards Green Products by UrsilMakhdhoomi and UlfitNasir (research scholars , Central University of Kashmir) they after studying the same have come to the conclusion that paper was mainly focused to study the purchasing approach of consumers towards green products. It is evident that the purchase behaviour and customer satisfaction towards green products is not influenced by age, gender, income or educational qualifications of the consumers. Purchasing behaviour of consumers depends on their level of satisfaction towards the products. The concern for environment has been found to be more among the young consumers. Consumers regard the features of the green products to be most important while purchasing them. They are even willing to pay more for the green products to protect their environment. Consumers are motivated to buy green products not only because of their concern for the environment but also because they believe these can be healthier option for them. Thus organizations need to focus more on improving the quality of green products and also need to provide high quality green products at genuine prices. As the high price and low quality of the green products are the two most important factors that prevent and demotivate the consumers while thinking about purchasing such products. In a research paper titled —Consumer Behavior for Green Products the researcher was able to answer three major questions regarding consumer behavior towards green products being.

Q1- Which factors in the marketing-mix influence consumers' behaviors towards green goods?

The most important factors of the marketing-mix elements that influence consumers' behaviors towards green products are the price, promotion, and place. The product characteristics in general have little influence on the attitudes and purchase intention of green products, which is surprising, but that could be due to the fact that some of the consumers purchase green goods for the purpose of preserving the earth which is an unselfish reason. While promotion influences consumers to purchase green products, price and place do not. Companies should find a way to lower the prices of green goods while increasing their quantities and selling them in more places.

Q2- Does satisfaction play a role in the consumer's behavior towards green goods?

Results reveal that satisfaction has a great role on the attitude and purchase decision of both green and regular products. The satisfaction of the consumers is due to the ecofriendly impact of green products and consumers' brand loyalty towards regular products. This, however, is self-contradicting. Even if a consumer wants to purchase a product that has an ecofriendly impact on the environment, he/she might purchase the regular product instead simply because of the brand loyalty they have towards that product. Some people are just more satisfied to products that they have been using for years which makes it hard for them to change that product into a green product.

Q3- Do positive attitudes towards green goods always lead to their purchase?

Results show that positive attitudes towards green products can lead to purchase intention but not always, confirming the fact that people are concerned about the environment but that does not necessarily lead to action. This is due to factors such as price, place, and satisfaction. In a presentation by Ankush D Sonwane , a scholar of PIMPRI CHINCHWAD COLLEGE OF ENGINEERING NIGDI PUNE , titled — A STUDY OF CONSUMER AWARENESS TOWARDS GREEN FOOD PRODUCTS IN PUNE CITY|| he came to the finding that,

Although the green building market is growing nationwide, data indicates that significant Outreach efforts are needed to encourage demand for green homes in Pune city. Data seems to indicate that residents are not clear on what eco friendly" means but lot of interest was noticed in understanding the concept. Most of the respondents are not aware about the certification programs currently available in Pune showed that using traditional media (television, newspapers, and magazines) are the means through which most people have learned about this concept of eco friendly buildings.

In response to the questions on how green homes compared to conventionally built homes, interviewees consistently indicated that they were more environmentally friendly The responses however, were not as consistent with regard to water conservation energy efficiency and material and building quality. This seems to indicate that residents do not link energy/water conservation and quality of materials with environmental quality. Most of the respondents were thinking that green built buildings were not easy to maintain and such buildings are built with recycled materials.

- Majority of respondents agreed that eco friendly buildings are durable and they are Moutiyorunanaan

- According to the responds Eco friendly building Healthy and at have landscaping

CHAPTER-3

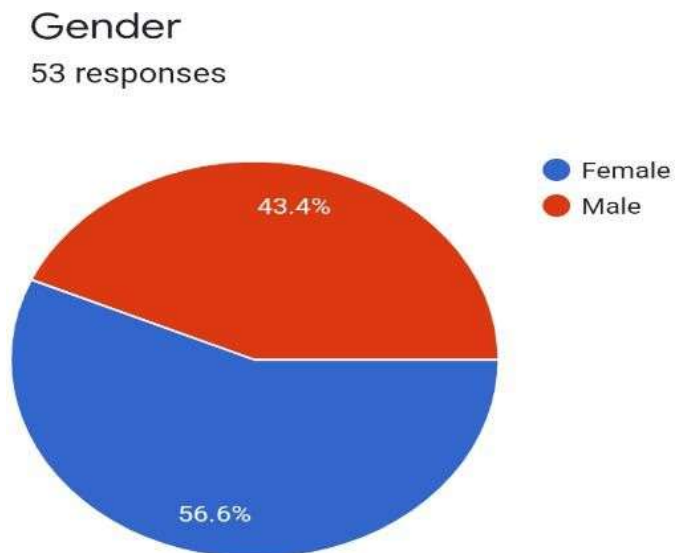
DATA ANALYSIS AND INTERPRETATION

Data analysis and Interpretation

Table 3.1Gender

| Gender | Percentage | Response |
|--------|------------|----------|
| Male | 43.4 | 23 |
| Female | 56.6 | 30 |

(Source: Primary Data)



(Figure-3.1)

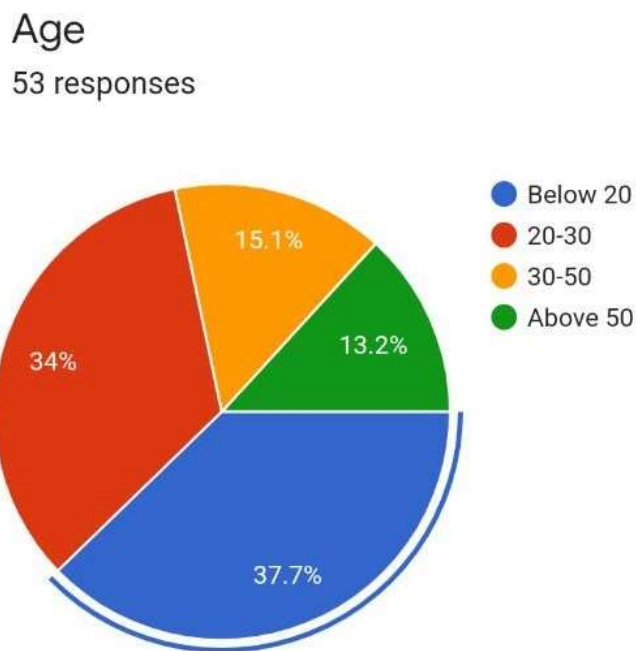
Inference:

Table 3.1 Fig.3.1 shows that, from the total respondents 43.4% (23) of people were males and the rest 56.6% (30) were female.

Table 3.2.Age

| Age group | Percentage | Response |
|-----------------|------------|----------|
| Below 20 | 37.7 | 20 |
| 20-30 | 34 | 18 |
| 30-50 | 15.1 | 8 |
| Above 50 | 13.2 | 7 |

(Source: Primary Data)



(Figure-3.2)

Inference:

Table 3.2 Fig.3.2 shows that out of the responses 37.7% (20) percentage of the respondents were below 20 years of age , 34% (18) percentage were between the age of 20 and 30 , 15.1% (8) percentage of the respondents were between the age of 30-50 and the rest 13.2% (7) were above the age of 50.

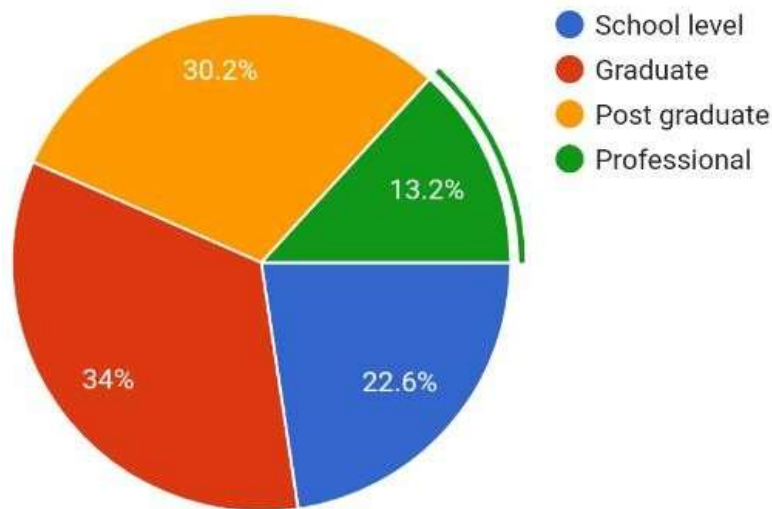
Table 3.3.Educational qualification

| Educational qualification | Percentage | Response |
|----------------------------------|-------------------|-----------------|
| School | 22.6 | 12 |
| Graduate | 34 | 18 |
| Post graduate | 30.2 | 16 |
| Professional | 13.2 | 7 |

(Source: Primary Data)

Educational qualification

53 responses



(Figure-3.3)

Inference:

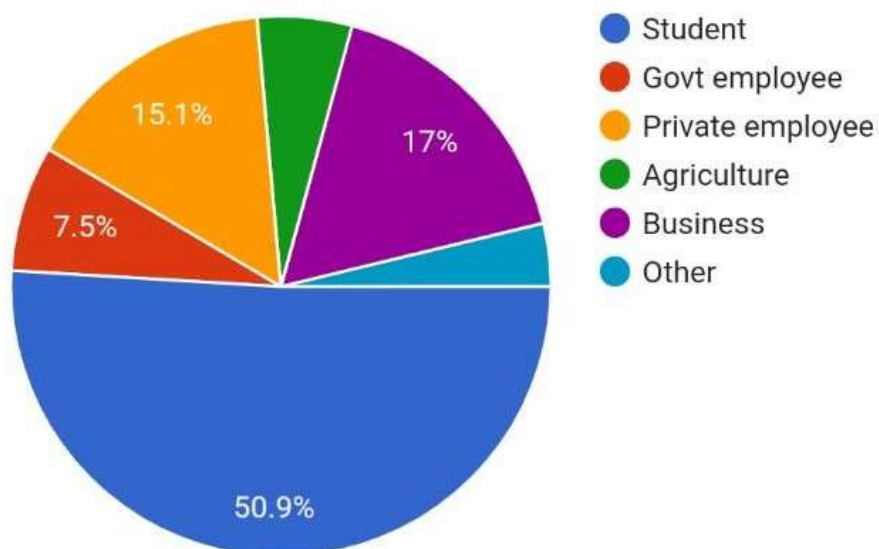
Table 3.3 Fig.3.3 shows that the educational qualification of 22.6% (12) percentage of people were school level , 34% (18) of the people were graduate level , 30.2% (16) were post graduates and the rest 13.2% (7) were of professional level.

Table 3.4.Occupation

| Occupation | Percentage | Response |
|------------------|------------|----------|
| Student | 50.9 | 27 |
| Govt. employee | 7.5 | 4 |
| Private employee | 15.1 | 8 |
| Agriculture | 5.7 | 3 |
| Business | 17 | 9 |
| Other | 3.8 | 2 |

(Source: Primary Data)

Occupation
53 responses



(Figure-3.4)

Inference:

Table 3.4 Fig.3.4 shows that the educational qualification of 22.6% (12) of people were school level , 34% (18) of the people were graduate level , 30.2% (16) were post graduates and the rest 13.2% (7) were of professional level.

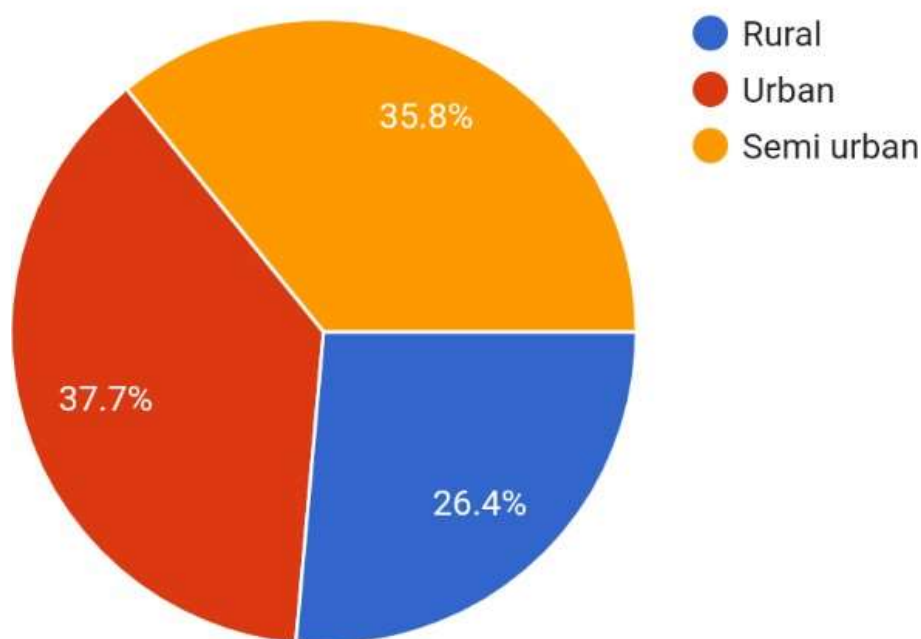
Table 3.5.Location of Residence

| Location of residence | Percentage | Responses |
|-----------------------|------------|-----------|
| Rural | 26.4 | 14 |
| Urban | 37.7 | 20 |
| Semi urban | 35.8 | 19 |

(Source: Primary Data)

Location of residence

53 responses



(Figure-3.5)

Inference:

Table 3.5 Fig.3.5 shows that,when asked for their occupation 50.9% (27) of the people responded that they were students, 7.5% (4) of the people were govt employees , 15.1% (8) of people were private employees,5.7% (3) of the people were into agriculture , 17% (9) of the people were into business and 3.8% (2) of the people were into other occupations.

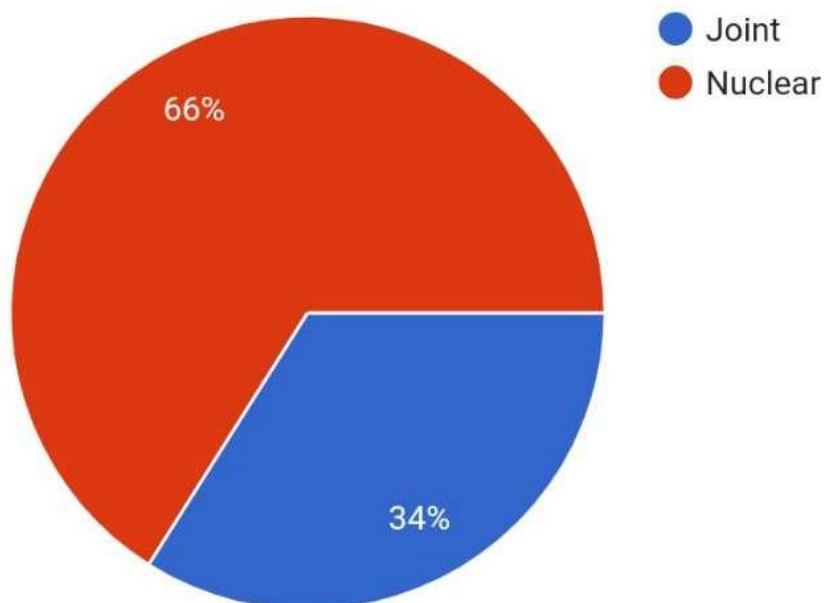
Table 3.6.Nature of family

| Nature of family | Percentage | Responses |
|------------------|------------|-----------|
| Joint | 34 | 18 |
| Nuclear | 66 | 33 |

(Source: Primary Data)

Nature of family

53 responses



(Figure-3.6)

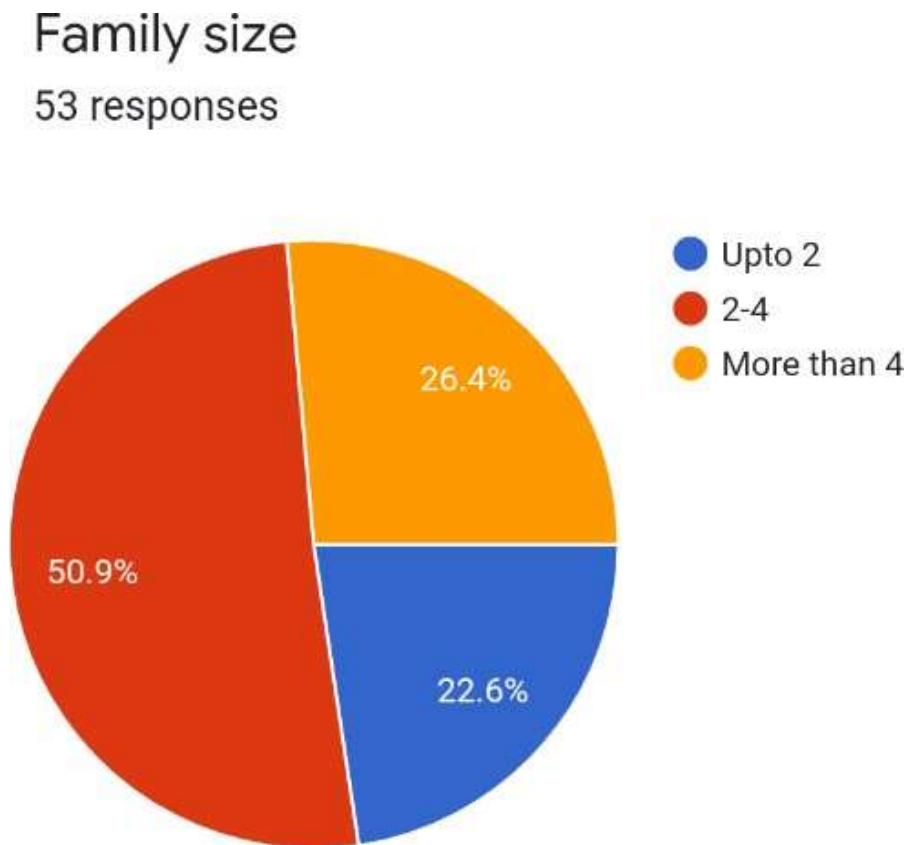
Inference:

Table 3.6 Fig.3.6 shows that 34% (18) of people were from joint families and 66% (33) of people were from nuclear families.

Table 3.7.Family size

| Number of members | Percentage | Responses |
|-------------------|------------|-----------|
| Less than 2 | 22.6 | 12 |
| 2-4 | 50.9 | 27 |
| More than 4 | 26.4 | 14 |

(Source: Primary Data)



(Figure-3.7)

Inference:

Table 3.7 Fig.3.7 shows that 22.6% (12) of people had a family size of less than 2 ,50.9% (27) of people had a family size of 2-4 people and 26.4% (14) of people had a family size of more than 4.

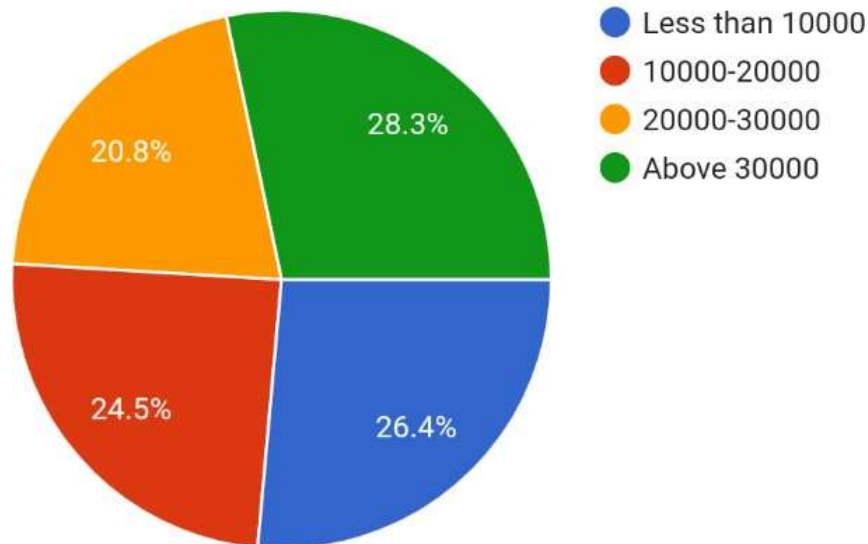
Table 3.8.Monthly income

| Income | Percentage | Responses |
|-----------------|------------|-----------|
| Less than 10000 | 26.4 | 14 |
| 10000-20000 | 24.5 | 13 |
| 20000-30000 | 20.8 | 11 |
| Above 30000 | 28.3 | 15 |

(Source: Primary Data)

Monthly income

53 responses



(Figure-3.8)

Inference:

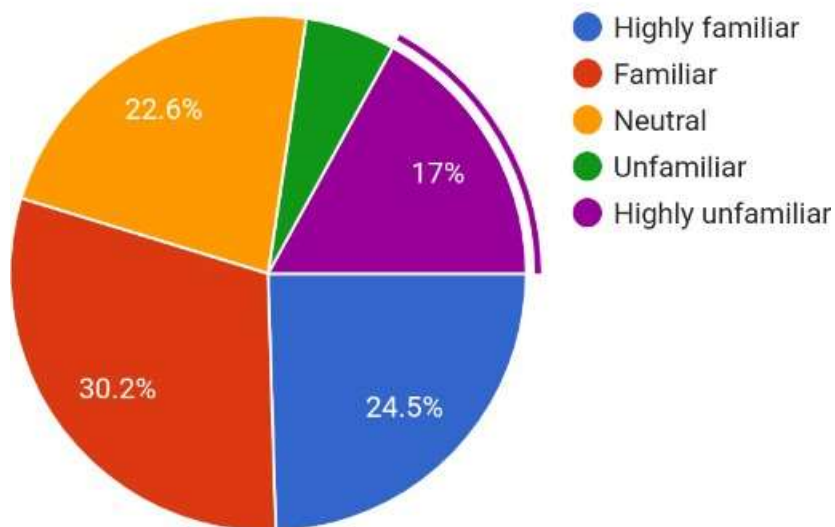
Table 3.8 Fig.3.8 shows that 26.4%(14) of people had a monthly income of less than Rs.10000, 24.5% (13) of people had a monthly income between 10000 and 20000 , 20.8% (11) of people had a monthly income between 20000 and 30000 and the rest 28.3% (15) had a monthly income above 30000.

Table 3.9. How familiar are you with green products?

| Familiarity | Percentage | Responses |
|--------------------------|-------------------|------------------|
| Highly familiar | 24.5 | 13 |
| Familiar | 30.2 | 16 |
| Neutral | 22.6 | 12 |
| Unfamiliar | 5.7 | 3 |
| Highly unfamiliar | 17 | 9 |

(Source: Primary Data)

How familiar are you with green products
53 responses



(Figure-3.9)

Inference:

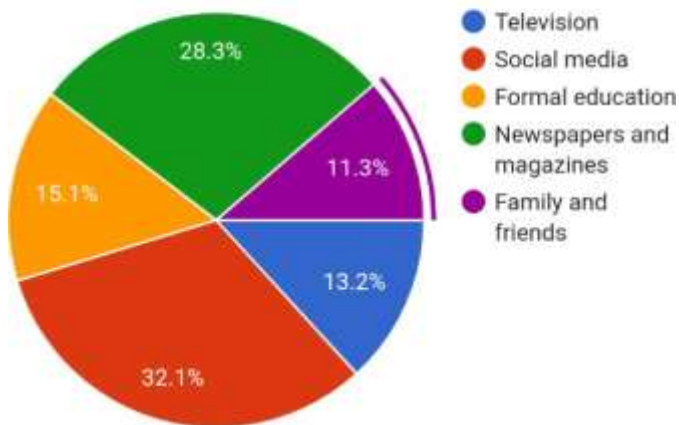
Table 3.9 Fig.3.9 shows that most of the people 24.5(13) were very familiar with the green products,30.2(16) percentage of the people were familiar with green products , 22.6(12) were neutral towards green products , 5.7(3) percentage were unfamiliar with green products.

Table 3.10. From where did you get acquainted with green products?

| Place of acquaintance | Percentage | Responses |
|--------------------------|------------|-----------|
| Television | 13.2 | 7 |
| Social media | 32.1 | 17 |
| Formal education | 15.1 | 8 |
| Newspapers and magazines | 28.3 | 15 |
| Family and friends | 11.3 | 6 |

(Source: Primary Data)

From where did you get acquainted with green products.
53 responses



(Figure-3.10)

Inference:

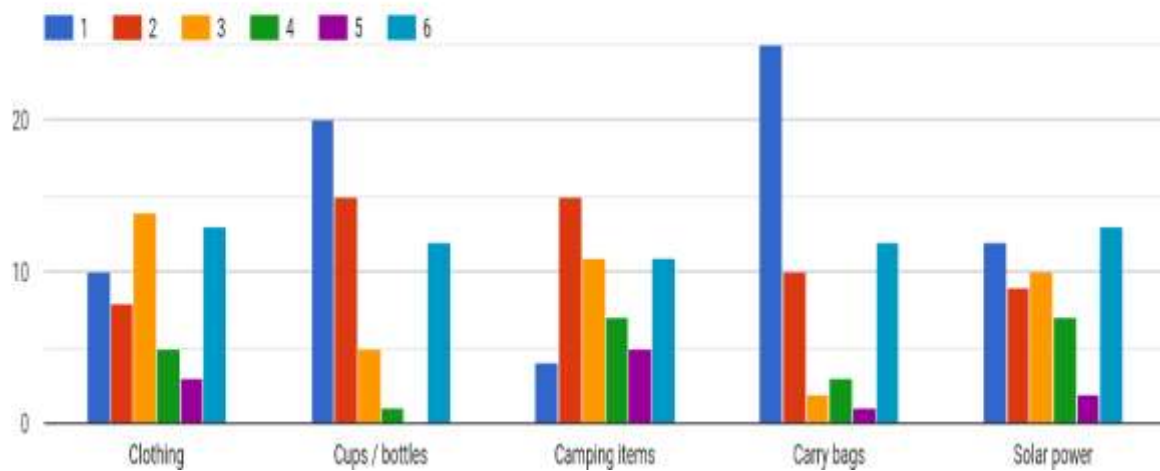
Table 3.10 Fig.3.10 shows that 13.2(7) percentage of people came to know about green products through television , 32.1(17) percentage from social media , 15.1(8) from formal education, 28.3(15) from newspapers and magazines and 11.3(6) from family and friends.

Table 3.11 which of these green products would you buy/ wish to buy the most?

| Particulars | Rank 1 | Rank 2 | Rank 3 | Rank 4 | Rank 5 | Rank 6 |
|----------------------|--------|--------|--------|--------|--------|--------|
| Clothing | 10 | 8 | 14 | 5 | 3 | 13 |
| Cups/Bottles | 20 | 15 | 5 | 1 | | 12 |
| Camping Items | 4 | 15 | 11 | 7 | 5 | 11 |
| Carry Bags | 25 | 10 | 2 | 3 | 1 | 12 |
| Solar Power | 12 | 9 | 10 | 7 | 2 | 13 |

(Source: Primary Data)

Which of these green products would you buy/ wish to buy the most? Rank 1 for most preferred and rank 6 for least preferred.



(Figure-3.11)

Inference:

Table 3.11 Fig.3.11 shows that Carry bags cups and bottles were the most preferred green products.

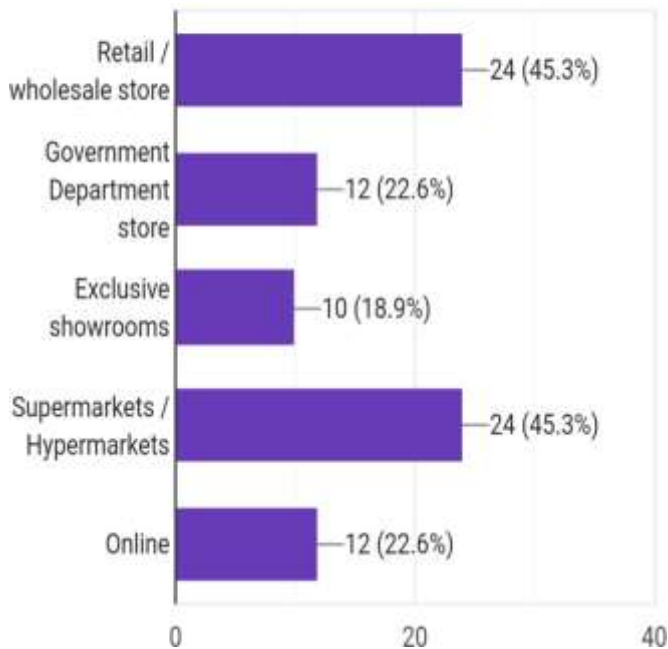
Table 3.12. Where do you usually buy green products from?

| Bought from | Percentage | Responses |
|--------------------|------------|-----------|
| Retail/wholesale | 45.3 | 24 |
| Govt. dept. store | 22.6 | 12 |
| Exclusive showroom | 18.9 | 10 |
| Hypermarkets | 45.3 | 24 |
| Online | 22.6 | 12 |

(Source: Primary Data)

Where do you usually buy green products from?

53 responses



(Figure-3.12)

Inference:

Table 3.12 Fig.3.12 shows that most people preferred retail stores and supermarkets over other places to buy green products.

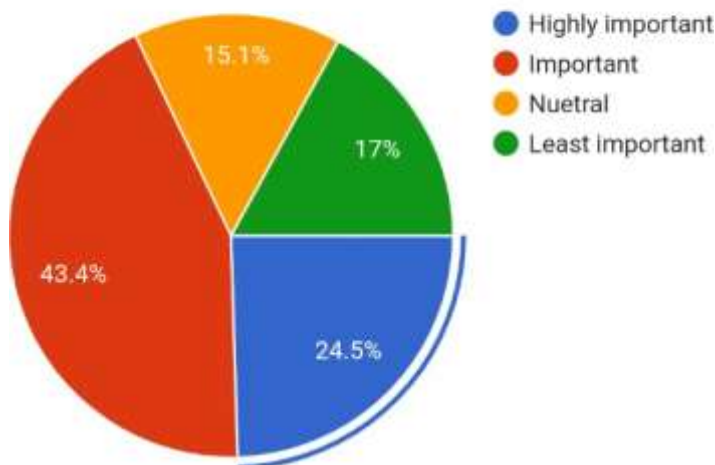
Table 3.13.How important is it to you that the product you buy is a green product?

| Level of importance | Percentage | Responses |
|---------------------|------------|-----------|
| Highly important | 24.5 | 13 |
| Important | 43.4 | 23 |
| Neutral | 15.1 | 8 |
| Least important | 17 | 9 |

(Source: Primary Data)

How important is it to you that the product you buy is a green product?

53 responses



(Figure-3.13)

Inference:

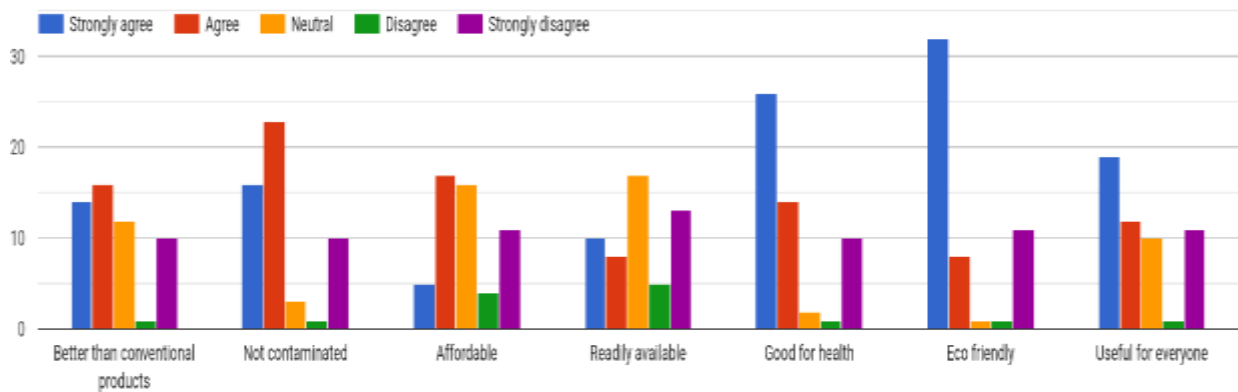
Table 3.13 Fig.3.13 shows that 24.5(13) percentage of people considered it Highly important that the product they buy be a green product, 43.4(23) considered it important, 15.1(8) were neutral to the topic and 17(9) did not consider it important.

Table 3.14.What is your perception about green products?

| Particulars | Strongly agree | Agree | Neutral | Disagree | Strongly Disagree |
|-----------------------------------|----------------|-------|---------|----------|-------------------|
| Better than conventional Products | 14 | 16 | 12 | 1 | 10 |
| Not Contaminated | 16 | 23 | 3 | 1 | 10 |
| Affordable | 5 | 17 | 16 | 4 | 11 |
| Readily Available | 10 | 8 | 17 | 5 | 13 |
| Good For Health | 26 | 14 | 2 | 1 | 10 |
| Eco Friendly | 32 | 8 | 1 | 1 | 11 |
| Useful For Everyone | 19 | 12 | 10 | 1 | 11 |

(Source: Primary Data)

What is your perception about green products?



(Figure-3.14)

Inference:

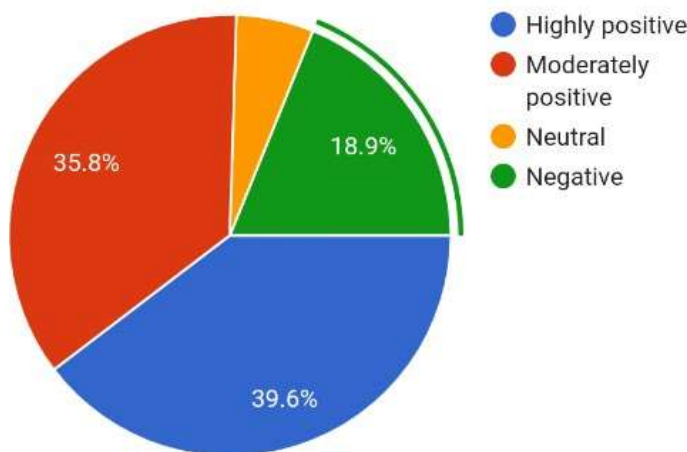
Table 3.14 Fig.3.14 shows that people strongly agreed that green products are good for health, are eco friendly and are useful for everyone the availability of green products is debatable and so is the affordability.

Table 3.15.Your attitude towards buying a green product.

| Attitude | Percentage | Responses |
|---------------------|------------|-----------|
| Highly positive | 39.6 | 21 |
| Moderately positive | 35.8 | 19 |
| Neutral | 5.7 | 3 |
| Negative | 18.9 | 10 |

(Source: Primary Data)

Your attitude towards buying a green product
53 responses



(Figure-3.15)

Inference:

Table 3.15 Fig.3.15 shows that 39.6(21) percentage of people had a highly positive attitude towards green products, 35.8(19) percentage of people were moderately positive, 5.7(3) were neutral and 18.9(10) percentage of people had a negative attitude.

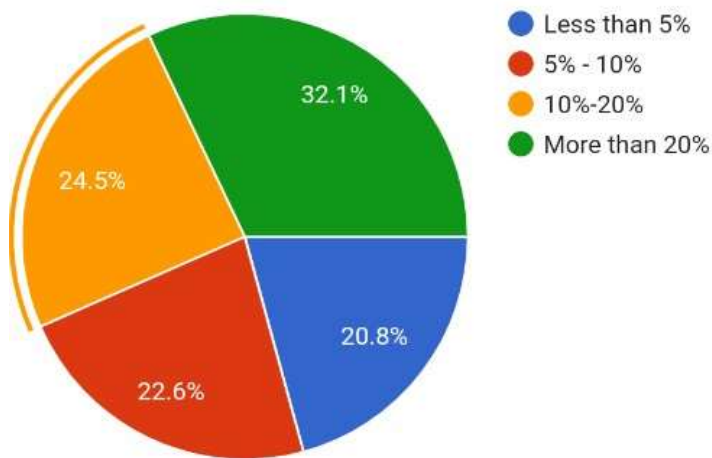
Table 3.16.How much are you willing to spend on green products while purchasing?

| Willingness to spend | Percentage | Responses |
|----------------------|------------|-----------|
| Less than 5% | 20.8 | 11 |
| 5%-10% | 22.6 | 12 |
| 10%-20% | 24.5 | 13 |
| More than 20% | 32.1 | 17 |

(Source: Primary Data)

How much are you willing to spend on green products while purchasing?

53 responses



(Figure-3.16)

Inference:

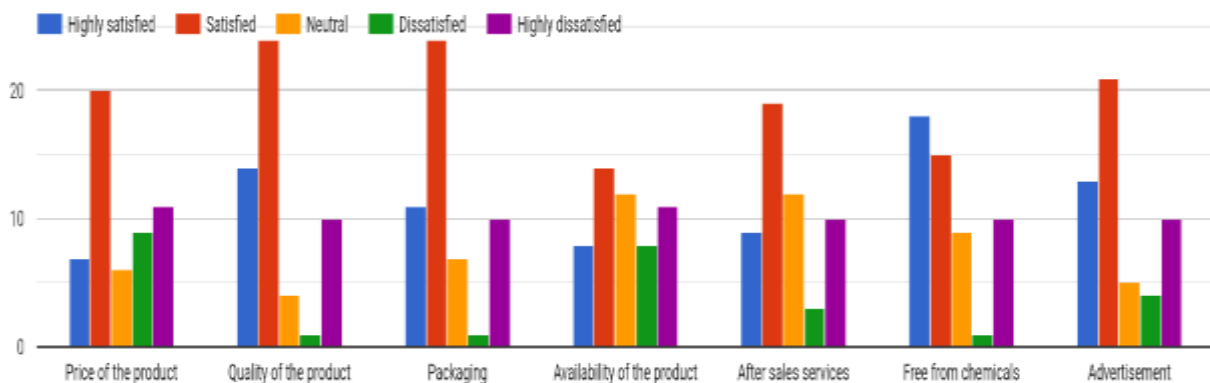
Table 3.16 Fig.3.16 shows that 20.8(11) percentage of people were only willing to spend less than 5% ,22.6(12) were willing to spend between 10 and 20 percent, 24.5(13) percentage of people were willing to spend between 10 and 20 percent while 32.1(17) percentage of people were willing to spend more than 20%

Table 3.17. What level of satisfaction do you derive from the purchase and use of green products?

| PARTICULARS | Highly Satisfied | Satisfied | Neutral | Dissatisfied | Highly dissatisfied |
|----------------------|------------------|-----------|---------|--------------|---------------------|
| Price | 7 | 20 | 6 | 9 | 11 |
| Quality | 14 | 24 | 4 | 1 | 10 |
| Packaging | 11 | 24 | 7 | 1 | 10 |
| Availability | 8 | 14 | 12 | 8 | 11 |
| After sales services | 9 | 19 | 12 | 3 | 10 |
| Free from Chemicals | 18 | 15 | 9 | 1 | 10 |
| Advertisement | 13 | 21 | 5 | 4 | 10 |

(Source: Primary Data)

What level of satisfaction do you derive from the purchase and use of green products



(Figure-3.17)

Inference:

Table 3.17 Fig.3.17 shows that people were highly satisfied that green products are free from chemicals, even though half of the people were satisfied with the price of the product the other half had mixed reactions, people were satisfied with the quality and packaging of the product there were mixed reactions with the availability of the product and after sales services provided and people were satisfied with the advertisements regarding the product.

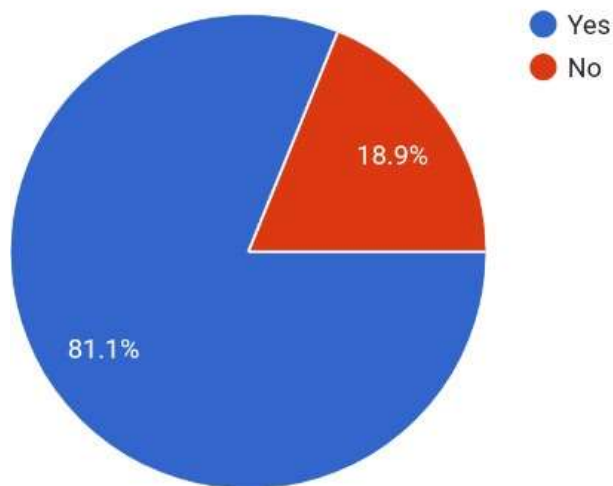
Table 3.18.Would you recommend others to use green products?

| Recommendation | Percentage | Responses |
|----------------|------------|-----------|
| Yes | 81.1 | 43 |
| No | 18.9 | 10 |

(Source: Primary Data)

Would you recommend others to use green products?

53 responses



(Figure-18)

Inference:

Table 3.13 Fig.3.13 shows that people are more likely to recommend others to use green products (81.1 %) than not (18.9 %).

CHAPTER-4

FINDINGS, SUGGETIONS AND CONCLUSION

FINDINGS AND SUGGESTIONS

FINDINGS

- Now days it is very important to introduce more green products.
- Most people in the society encourage the use of green products (43.4 % of people considered it important that the product they buy is a green product) and are aware of it.
- News papers (28.3%) and social media (32.1%) are the main awareness creating media.
- Retail stores and supermarkets are the places from which most people buy green products from.
- Carry bags, cups and bottles are the most preferred green products.
- Most of the respondents are familiar with green products.
- Most of the respondents have positive attitude towards green products.
- People are more likely to recommend (81.1%) to others to use green products than not.
- Mostly people live in urban areas give more preference to green products.
- People care about their health and environment more now a days and therefore more towards green products as they pose very less harm to the environment and health
- Majority of the respondents were ready to spend more than 20% of their income to purchase green products.

SUGGESTIONS

- Increase the production and distribution of green products.
- Make the green products available at affordable prices by giving subsidies by the government.
- Government should issue policies and restrictions over use of products which is harmful to the economy.
- The government should conduct campaigns to create awareness amongst the public about green products.
- Before giving license to manufacturing company, government should make sure that their products and production method is Eco friendly.
- Make sure the availability of green products in every place.

CONCLUSION

This paper examines the level of consumer awareness on green product, green marketing and general environment. The results from this study would be of interest to companies promoting green products. By being sensitive to environment, consumers can be easily dragged to green marketing and by knowing the level of consumer awareness on green products it would be easier for companies to better predict the behavioural patterns of these consumers. Furthermore, corporations must also be aware of the fact that consumers would be interested in buying green products and will behave environmentally only if they believe that their action contributes in environment protection. But in practice green appeals are not much attracting customers to buy green products. The main objective of green marketing is to improve the environmental quality and as well as it is a well known fact that customer satisfaction is objective of marketing. This would be challenging for companies in market to promote green products without making customer aware of green products and aim of green marketing.

The paper was mainly focused to study the purchasing approach of consumers towards green products. It is evident that the purchase behaviour and customer satisfaction towards green products is not influenced by age, gender, income or educational qualifications of the consumers. Purchasing behaviour of consumers depends on their level of satisfaction towards the products. The concern for environment has been found to be more among the young consumers. Consumers regard the features of the green products to be most important while purchasing them. They are even willing to pay more for the green products to protect their environment. Consumers are motivated to buy green products not only because of their concern for the environment but also because they believe these can be healthier option for them. Thus organizations need to focus more on improving the quality of green products and also need to provide high quality green products at genuine prices. As the high price and low quality of the green products are the two most important factors that prevent and demotivate the consumers while thinking about purchasing such products.

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APPENDIX

A STUDY ON CUSTOMER AWARENESS ON GREEN PRODUCTS IN KOTTAYAM DISTRICT

Questionnaire

As part of our project, kindly fill the following details.*Required

1. Name of respondent.

2. Gender *

Mark only one oval.

Female

Male

3. Age *

Mark only one oval.

Below 20

20-30

30-50

Above 50

4. Educational qualification * *Mark only one oval.*

School level

Graduate

Post graduate

Professional

Other:

5. Occupation *

Mark only one oval.

- Student
- Govt employee
- Private employee
- Agriculture
- Business
- Other

6. Location of residence * *Mark only one oval.*

- Rural
- Urban
- Semi urban

7. Nature of family *

Mark only one oval.

- Joint
- Nuclear

8. Family size *

Mark only one oval.

- 2-4 Upto 2
-
-

More than 4

9. Monthly income *

Mark only one oval.

- Less than 10000
 10000-20000
 20000-30000
 Above 30000

10. How familiar are you with green products * *Mark only one oval.*

- Highly familiar
 Familiar
 Neutral
 Unfamiliar
 Highly unfamiliar

11. From where did you get acquainted with green products.* *Mark only one oval.*

- Television
 Social media
 Formal education
 Newspapers and magazines
 Family and friends

12. Which of these green products would you buy/ wish to buy the most? Rank 1 for most preferred and rank 6 for least preferred. *

Mark only one oval per row.

| | 1 | 2 | 3 | 4 | 5 | 6 |
|---------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Clothing | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Cups/bottles | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Camping items | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Carry bags | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Solar power | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

13. Where do you usually buy green products from? *

Check all that apply.

- Retail/wholesalestore
 GovernmentDepartmentstore
 Exclusiveshowrooms
 Supermarkets/Hypermarkets
 Online

Other: _____

14. How important is it to you that the product you buy is a green product? *

Mark only one oval.

- Highly important
 Important
 Neutral
Least important

15. What is your perception about green products? *

Mark only one oval per row.

| | Strongly agree | Agree | Neutral | Disagree | Strongly disagree |
|-----------------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Better than conventional products | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Not contaminated | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Affordable | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Readily available | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Good for health | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Ecofriendly | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Useful for everyone | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

16. Your attitude towards buying a green product * Mark only one oval.

- Highly positive
- Moderately positive
- Neutral
- Negative

17. How much are you willing to spend on green products while purchasing? * Mark only

one oval.

- Less than 5%
- 5% - 10%
- 10%- 20%
- More than 20%

18. What level of satisfaction do you derive from the purchase and use of green products *

Mark only one oval per row.

| | Highly satisfied | Satisfied | Neutral | Dissatisfied | Highly dissatisfied |
|-----------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Price of the product | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Quality of the product | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Packaging | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Availability of the product | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| After sales services | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Free from chemicals | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Advertisement | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

19. Would you recommend others to use green products? * Mark only one oval.

yes

No