RESEARCH ARTICLE

AN EMPIRICAL STUDY ON THE PERCEPTION OF CONSUMERS ABOUT GREEN PRODUCTS IN TIRUPPUR DISTRICT

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ARTICLE INFO	ABSTRACT
	The talk of the town is green. To combat the harshest effects of environmental deterioration, new tactics, and technology are developed every other day. Everyone is buzzing about the color green. Each passing day witnesses the emergence of innovative strategies and technologies aimed at combating the dire consequences stemming from environmental degradation.Green marketing and green products are becoming indispensable because of the rate at which our world is being misused and the seriousness of the environmental problems. However, the success of this "green concept" will only come when there is a high degree of awareness and a favorable impression. This article focuses on the perception of green products in Tiruppur District. This article provides a detailed analysis that addresses questions such as What is the general perception (negative, positive or neutral)? Do consumers appreciate green product packaging? Is there a relationship between the findings and various demographic variables?An undisguised, structured questionnaire was created and sent to 120 responders; 106 of them were deemed to be potentially useful. More than thirty samples are regarded as big. The hypotheses are tested using statistical methods such as mean, median, frequency distribution, Kruskal-Wallis, and one-way ANOVA. This paper will help other researchers understand how consumers feel about green products, businesses will be able to adjust their strategies and policies based on consumer perception, and other organisations and institutions interested in researching consumer behaviour related to green products will find it useful.

INTRODUCTION

The customer is king. The company's marketing initiatives are all focused on the customer. It is impossible for any business to obtain a competitive edge in the market without first attracting customers to the goods. It's crucial to take the initiative in order to eat the biggest slice of cake. In a similar vein, a business must initiate contact in order to gain the first mover advantage and obtain the most market share. But before taking action, a corporation must understand its customers. Policies should be formulated in accordance with their understanding of their perspective, attitude, and degree of awareness. Compared to traditional marketing, the phrase "green marketing" is very recent. Therefore, businesses that implement green marketing tactics as soon as possible are in a stronger position than those that do not. Almost all consumers nowadays are aware of what "green" means. What are the advantages of being environmentally conscious for a business, and what are the risks if it is not? Therefore, a business must constantly adapt to the changing needs of its clientele or risk losing them.

The corporation must comprehend how consumers see that specific product in order to develop new policies and marketing tactics. If they find the goods appealing or not? What exactly do they enjoy about a product? What features of a product do they not like? What prompts people to purchase the item? What are their thoughts on the merchandise? Any business that wants to proceed with an action plan should first have an answer to these questions. The perception of green products and green packaging among customers is the subject of this article.

LITERATURE REVIEW

According to a study by Mahesh and Ganapathi (2016), familiarity, quality, attractiveness, and environmental anxiety are the variables influencing customers' view. Additionally, these elements positively impact customers' decisions to buy green products. Therefore, marketers should provide reasonably priced, delicious items with attractive packaging.

It was emphasised in a different article that appealing messaging is necessary to get the younger generation to purchase environmentally friendly items. Products should be labelled to make it simpler to distinguish between green and non-green items. This essay also makes the claim that green product pricing must to be reasonable to enable customers to purchase them with ease (Ranganathan & Ramya, 2016). Another research conducted in Sylhet discovered poor consumption and a lack of awareness among the public about green products. Customers are more focused on the product's final worth. The majority of customers are happier with green businesses and the activities they participate in. When purchasing goods at greater prices, quality is their top priority (Rumi et al., 2014). Price and product quality are the most significant determinants of brand loyalty and willingness to pay extra for environmentally friendly items, according to another survey. According to this survey, customers who are female and older than 25 to 31 years old are more likely to recycle than consumers who are male. Higher income consumers are ready to pay extra for environmentally friendly items (Issacs, 2015).

Research Work

Objectives

- To investigate consumer perceptions of green products in Tirupur District.
- To investigate consumer perceptions of green product packaging in Tirupur District.
- To investigate the association between perception and demographic factors including age, education, and income.

Hypotheses

H1: In the Tirupur District, customers have a favourable opinion on green products.

H2: There is no discernible variation in customers' perceptions of green products according to age or wealth.

RESEARCH METHODOLOGY

Data Gathering: One hundred and twenty customers from the Tirupur District received a structured, non-disguised questionnaire. Of these, 106 were determined to be full and relevant for the research. The sixty items in the questionnaire are broken down into five sections: demographics, level of awareness of green products, consumption pattern, perception, and intention to purchase. This essay addresses how customers see environmentally friendly items. The questions were continuous, interval, ordinal, and categorical in type. Five-point Likert scales were used to evaluate some of the constructs. Every question had a closed-ended answer. Additionally, secondary data was gathered from many websites, online journals, and publications to provide a comprehensive literature review. There were also references to several books and newspaper articles.

Sampling Methodology: The data is gathered using random sampling. The researchers utilized a self-administered questionnaire to get the data. Only Delhi was used to create the sample. A pure random basis was used to choose various places and target respondents.

Data analysis process: Using SPSS, a variety of statistical methods are applied to analyze the data. To test the hypotheses and determine the outcomes, one-way ANOVA, the frequency distribution, mode, median, and Kruskal-Wallis are used.

RESULTS AND DISCUSSION

Demographic Profile of the respondents: The demographic profile of the respondents in terms like gender, age, income level, education, marital status and occupation. The data shows that 52% of the respondents were Females and rest 48% were Male. 54% of the respondents fall under the age of 55 Years and above, 35% in 15-25 age. 57% of the respondents' have Under graduates, 36% are Secondary to Higher Secondary. Most of the respondents are married. 30% of respondents fall in low income group, 65% in middle income group and 5% belong to higher income group. Above table shows that nearly 70% of the respondents can afford to buy green products. Nearly half of the respondents were Home Maker and Private Employer (59%), 32% were either self-employed or doing a job and rest were unemployed.

Reliability and Validity of the data: for the reliability of the questionnaires, Cronbach's Alpha was carried out. The value was .976, which means the questionnaire was reliable. Table 2 shows the Reliability Statistics. For the adequacy of the sample KMO Measure of Sampling Adequacy was carried out and Table3 shows the result:

Perception of Consumers about Green Products: For finding out the perception of consumers about green products, they were asked to tick the choice on a Likert Scale which ranges from 'Strongly Disagree' to 'Strongly Agree'. 1 stands for 'Strongly Disagree', 2 for 'Disagree', 3 for 'Neutral', 4 for 'Agree', and 5 for 'Strongly Agree'. To test the H1: (Perception of consumers regarding Green Products is positive in Tiruppur District); the following test was carried out. 106 respondents who were aware of green products were considered. The table 3 shows the mode and median values of the statements related to perception:

The aforementioned data indicates that consumers "Strongly Agree" with propositions 2, 3, and 7, as indicated by the fact that both their median and modal values are 5. Customers firmly believe that green items are "safe for the environment," "not required," and "of the same price" as other products. The fact that the statements "Green Products are cheaper" and "GP are fashionable" have modal values of 1, indicating that the majority of respondents "Strongly Disagree" with the statements supports this claim. The majorities of responders either strongly reject or disagree with the claim that they are less expensive. The results above demonstrate how strongly customers feel about green products. They fervently think that eco-friendly items are safe for the environment, healthful, and they also encourage others to buy them. They believe that eco-friendly items are expensive, which is also true. Consumer perceptions vary, and not all environmentally friendly items are stylish. Their indecision stems only from a statement about look and taste. It is risky for them to notice anything about it. This demonstrates that customers' opinions on green products are robust and favourable, which is why H1 is accepted. To test H2, One Way ANOVA is used. It is used when the dependent variable is interval and normal with one independent variable with two or more levels.

Table 1. Reliability Statistics

Report								
	Gender	**Age Group**	**Marital Status**	**Edu. Qualification**	**Occu-pation**	**Family Income**	**Resi-dence**	**Family Type**
Mean	1.37	2.97	1.60	2.78	4.05	1.86	1.75	1.91
N	106	106	106	106	106	106	106	106
Std. Deviation	.485	1.444	.491	.414	.930	1.133	.926	.294
% of Total N	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Median	1.00	3.00	2.00	3.00	4.00	1.00	1.00	2.00
Grouped Median	1.37	3.06	1.60	2.78	4.11	1.60	1.62	1.91
Std. Error of Mean	.047	.140	.048	.040	.090	.110	.090	.029
Sum	145	315	170	295	429	197	185	202
Minimum	Male	14-25 Years	Single	Secondary to Higher Secondary	Student	Upto Rs.10,000	Rural	Joint Family
Maximum	Female	55 Years and Above	Married	Under graduate	Home Maker	More than 1,00,000	Urban	Nuclear Family
Range	1	4	1	1	5	3	2	1
Variance	.235	2.085	.242	.172	.864	1.285	.858	.086
Kurtosis	-1.724	-1.251	-1.850	-.061	3.186	-.697	-1.638	6.041
Std. Error of Kurtosis	.465	.465	.465	.465	.465	.465	.465	.465
Skewness	.556	-.066	-.430	-1.393	-.964	.924	.532	-2.816
Std. Error of Skewness	.235	.235	.235	.235	.235	.235	.235	.235
Harmonic Mean	1.23	2.10	1.43	2.71	3.62	1.38	1.36	1.83
Geometric Mean	1.29	2.55	1.52	2.75	3.89	1.58	1.52	1.87

Table 2. Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	No. of Items
.988	**.988**	**75**

Table 3. KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		**0.617**
Bartlett's Test of Sphericity	Approx. Chi-Square	**1306.767**
	df	**45**
	Sig,	**0.000**

Table 4. Consumer Perception on Green Products

Statistics								
	1	2	3	4	5	6	7	8
	GP are Fashionable	Healthy	Safe for Environment	Have Good taste and Appearance	Not-Required	Cheaper	Of the same Price	I Recommend to Others
N **Valid**	106	106	106	106	106	106	106	106
Missing	0	0	0	0	0	0	0	0
Median	3.00	2.50	4.00	4.00	4.00	3.00	4.00	3.00
Mode	1	2	5	4	5	1	5	3

Table 5. Consumer Perception on Green Products

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
GP are Fashionable	Between Groups	88.882	3	29.627	12.928	0.000
	Within Groups	233.759	102	2.292		
	Total	322.642	105			
Healthy	Between Groups	27.001	3	9.000	5.021	0.003
	Within Groups	182.848	102	1.793		
	Total	209.849	105			
Safe for Environment	Between Groups	26.941	3	8.980	5.045	0.003
	Within Groups	181.549	102	1.780		
	Total	208.491	105			
Have Good taste and Appearance	Between Groups	10.816	3	3.605	2.118	0.102
	Within Groups	173.599	102	1.702		
	Total	184.415	105			
Not-Required	Between Groups	9.236	3	3.079	1.885	0.137
	Within Groups	166.622	102	1.634		
	Total	175.858	105			
Cheaper	Between Groups	25.879	3	8.626	4.250	0.007
	Within Groups	207.036	102	2.030		
	Total	232.915	105			
Of the same Price	Between Groups	24.865	3	8.288	5.167	0.002
	Within Groups	163.635	102	1.604		
	Total	188.500	105			
I Recommend to Others	Between Groups	20.881	3	6.960	6.119	0.001
	Within Groups	116.025	102	1.137		
	Total	136.906	105			

Table 6. Reliability Statistics

		Sum of Squares	df	Mean Square	F	Sig.
		ANOVA				
GP are Fashionable	Between Group	24.495	4	6.124	2.074	0.090
	Within Groups	298.147	101	2.952		
	Total	322.642	105			
Healthy	Between Group	3.994	4	0.998	0.490	0.743
	Within Groups	205.855	101	2.038		
	Total	209.849	105			
Safe for Environment	Between Group	21.287	4	5.322	2.871	0.027
	Within Groups	187.204	101	1.854		
	Total	208.491	105			
Have Good taste and Appearance	Between Group	19.041	4	4.760	2.907	0.025
	Within Groups	165.375	101	1.637		
	Total	184.415	105			
Not-Required	Between Group	33.258	4	8.314	5.889	0.000
	Within Groups	142.601	101	1.412		
	Total	175.858	105			
Cheaper	Between Group	6.495	4	1.624	0.724	0.577
	Within Groups	226.420	101	2.242		
	Total	232.915	105			
Of the same Price	Between Group	8.086	4	2.021	1.132	0.346
	Within Groups	180.414	101	1.786		
	Total	188.500	105			
I Recommend to Others	Between Group	6.310	4	1.578	1.220	0.307
	Within Groups	130.596	101	1.293		
	Total	136.906	105			

The condition is satisfied here. The following table 5 shows the result for demographic variable income and perception: For this test, if 'p value' is less than 0.05, Null Hypothesis is rejected. But the above table 4 shows that all the statements bear a 'p value' which is greater than 0.05 and therefore H2 for income is accepted. It is for the statement 'GP are Fashionable' the 'p value' is 0.000 which is at the edge of being rejected. That means when it comes to green products being recommended there is a difference in perception based on income level but not the significant one. So, it can be said that there is no significant difference in perception among consumers based on their income level. Now for age, again one-way ANOVA is used and the table shows the following results:

The table 6 reveals that all the statements bears a 'p value' of greater than 0.05 which means H2 for age is accepted. This means that consumers do not significantly differ in their perception based on their age. Post hoc t-test is not required because the hypothesis is accepted both for income and age. Post hoc is required when the Null Hypothesis is rejected.

CONCLUSION

All the difference is in the perception. Although consumers have strong opinions on green products, producers must ensure that these items are both aesthetically pleasing and edible. The purchase of environmentally friendly items may increase if people are led to believe that they taste good. It takes green items to become fashionable.

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