# An Emperical Study On Consumer Perception Towards Green Consumption

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*Abstract: Green consumption is closely related to the notion of sustainable consumer behaviour. Green consumption safeguards the environment for the present and future generation. Recent scenario is concerned with environmental impact of products manufacturers and consumers are moving towards environmental friendly products to reduce the bad impact on environment.*

*Environment friendly products are presumed to be "green" or "sustainable" or "eco-friendly" such as low energy consuming products, recyclable, organic foods etc. Although variety of research on green marketing has been carried out across the global. This research gives the insight of value of "green products" and consumer perception, preferences and the extent of awareness they have about "green products" with the help of structured questionnaire. A descriptive research study was conducted on 172 respondents of Mathura, Agra and Kahganj region. Maximum people are more concerned about the government initiative towards the promotion of green products as they want government to take more steps towards degradation of environment. Findings of this study was that in the region like Mathura, Agra and kashganj people are not known with green product much, they lack the knowledge about green marketing and thus its value and due to inaccessibility consumer are not linked with green products. Green Marketing must be communicated through different modes like advertising, expanding ecological instruction, campaigns. Result reveals that the perception regarding green marketing somewhat lack the positive significant impact on consumer persuasion to buy and prefer green products over traditional products. Keywords – Consumer, consumer awareness, consumer perception, Green Marketing, Green Consumer.*

## I. LITERATURE REVIEW

- ✓ The study based on consumer perception towards green consumption which is inter- changeably used for green marketing. Here we have taken insight of sustainable use of products which are not harmful for environment and they are eco-friendly, i.e. Green Products
- ✓ Environmental Marketing / Sustainable Marketing / Ecological Marketing are also known as GREEN MARKETING.
- ✓ Green Marketing is Promoting environmental friendly products which won't have any harmful impact.
  4 Green P's are:
  - Green Price
  - Green Place
  - Green Product
  - Green promotion
- ✓ Convenient sample technique is used for sample collection.
- ✓ Data is being collected with the help of questionnaire in which 172 respondents participated.
- ✓ Agra, Mathura and Kasganj are 3 main regions of U.P. from which using convenient sampling technique sample was collected.
- ✓ The collected data was put under:
  - Factor Analysis
  - Descriptive Analysis
  - Relative component matrix in SPSS software to draw the results.
- ✓ According to the research conducted, there was lack of awareness among the people regarding Green Consumption and Green Products.

- ✓ Consumers have the misconception that Green Products are costlier than traditional products.
- ✓ Different people have the different attitudes forming different perception towards consumption of Green Products because they belong to different areas/ culture.
- ✓ Mainly the respondents were youth which are more concerned about safeguarding the environment for present and future generation. Therefore, they are shifting towards the consumption of environmental friendly products.
- ✓ So, this research will be of great help in creating awareness among people about Green products consumption and foster the marketing.

## II. METHOD

### PARTICIPANTS

Participants were 172 respondents (91 male and 81 female) from Mathura, Agra and Kashganj region. They ranged in age from 20 to about 35 years. 58% (20-25); 19% (25-30); 17% (30-35); 6% (about35); the composition of population includes 66% students, 9% businessman, 16% professionals and 9% others.

### RESEARCH DESIGN

Descriptive Research that focuses on gathering quantifiable information which is used for statistical inference on target audience through data analysis is used.

### PROCEDURE

- ✓ Convenient sampling technique was adopted to select the sample (i.e. we select that part of the population in the sample, which appear convenient to the researcher for conducting the research).
- ✓ Percentage method, Pie Diagram factor analysis and descriptive analysis were used as statistical tools. The descriptive and factor analysis is done in SPSS.
- ✓ Questionnaire is used for logical batched and non-batched statistical analysis. Long produced by SPSS Inc., it was acquired by IBH in 2009. The current versions (2015) are officially named IBM SPSS statistics.

### MEASURES

- ✓ Based on rotated component matrix table (also known as loading. It contains estimates of correlation between each of the variable and the estimated components.). The Questionnaire is divided into 5 major factors consisting of certain items in it.
  - Factor 1 - implementation consist of 6 items, i.e. Environmental degradation, effectiveness of green product, ethics and positive image, improves productivity and requires none government initiatives.

- Factor 2 – Economical consist of 2 items, i.e. green product increases cost to business concerned about the environment.
- Factor 3 – Awareness consists of three items like awareness of green products, not easy to access and environment friendly.
- Factor 4 – Differentiation consists of three items which includes Green Products bridges the gap between the society and business, green concept implementation will affect daily routine, every firm can implement green marketing composition.
- Factor 5 – Attention consist of two items, i.e. organization often uses advertisement for promoting green product, need to pay more attention on green products.
- ✓ Descriptive statistics done in SPSS states that maximum people are concerned about government initiative towards the promotion of green product and very few people think that there product do not harm the environment because these people are not aware of green product and its benefits.
- ✓ KMO and Barlett's test is used to check the adequacy of sample size and that the scale items are adequately correlated to each other, i.e. factor analysis is an appropriate tool for analyzing.

## III. RESULT

### DESCRIPTIVE STATISTICS

| Descriptive Statistics | | | | | |
|---|---|---|---|---|---|
| | N | "Minimum" | "Maximum" | "Mean" | "Std. Deviation" |
| ✓ Environment degradation has risen last decades. | 172 | 1.00 | 7.00 | 5.5000 | 1.35293 |
| ✓ The product I used do not harm the environment | 172 | 1.00 | 7.00 | 4.6802 | 1.56611 |
| ✓ People are aware about the green products. | 172 | 1.00 | 7.00 | 4.8198 | 1.34949 |
| ✓ Green products bridge the gap between society and business. | 172 | 1.00 | 7.00 | 4.9186 | 1.46471 |
| ✓ Government should take more initiatives to promote green products. | 172 | 1.00 | 7.00 | 5.7442 | 1.37807 |
| ✓ Org. manufacturing/promoting green products are really concerned about the environment. | 172 | 1.00 | 7.00 | 5.0174 | 1.44074 |
| ✓ Org. often uses advertisement for promoting green products. | 172 | 1.00 | 7.00 | 5.0349 | 1.32407 |

| | | | | | |
|---|---|---|---|---|---|
| ✓ There is need to pay more attention on green products | 172 | 1.00 | 7.00 | 5.2849 | 1.71174 |
| ✓ Daily routine will get affected by implementing green concepts. | 172 | 1.00 | 7.00 | 5.0698 | 1.39582 |
| ✓ Green products are more effective than regular products. | 172 | 1.00 | 7.00 | 5.3895 | 1.46080 |
| ✓ Green products are more ethical in nature. | 172 | 1.00 | 7.00 | 5.4012 | 1.48545 |
| ✓ Green products are easy to access from market. | 172 | 2.00 | 7.00 | 4.8488 | 1.52957 |
| ✓ Green products are costly in nature. | 172 | 1.00 | 7.00 | 4.7965 | 1.63992 |
| ✓ Green products have positive image in mind of people. | 172 | 1.00 | 7.00 | 5.5407 | 1.37801 |
| ✓ Every firm can implement green marketing. | 172 | 1.00 | 7.00 | 5.3140 | 1.51609 |
| ✓ Productivity can be improved drastically by using green products. | 172 | 1.00 | 7.00 | 5.4535 | 1.45624 |
| ✓ Valid N (list wise) | 172 | | | | |

*Table 1*

KMO AND BARTLETT'S TEST

| KMO and Bartlett's Test" | | |
|---|---|---|
| "Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | | .826 |
| "Bartlett's Test of Sphericity" | Approx. Chi-Square Df Sig. | 781.470 |
| | | 120 |
| | | .000 |

*Table 2*

## IV. DISCUSSION

✓ Description statistics table shows that maximum people are more concerned about the government initiative towards the promotion of green product i.e. 5.7442. they want government to take more steps towards degradation of the environmental condition such as erosion, marine and aquatic life, pesticides additional health concern and industrial pollution. And very few people think that the product they are using do not harm the environment which is 4.6802 because these people are not aware of the green product and there benefits. We also found that the people believe that green product is more ethical in place of ethical product. It indicates the trust of people towards ethical behaviour of green product.

✓ KMO (Kaiser – Meyer - Olkin) and Barlett's test table are for checking sampling adequacy and sphericity. This table

indicates, the value of KMO test is 0.826, which is above 0.5. The KMO value indicates the adequacy of sample size for conducting factor analysis. KMO value, which exceeds the value, of 0.5, implies that the existing sample size is appropriate for conducting factor analysis. While implementing factor analysis one of the dominant condition is that variable should be adequately correlated to each other, to make sure this degree of correlation Barlett's test output is very significant. In the study Barlett's test of sphericity implies the rejection of null hypothesis of correlation matrix is unity matrix, which represents that scale items are adequately correlated to each other. Based on these two tests outcome, we are sure that factor analysis is an appropriate tool for analyzing.

✓ Throughout the study, there were many limitation that have been sound and these limitations need to be considered.

- This study is based on different area of U.P., i.e. Agra, Mathura and Kashganj. Different people have different attitude towards green products as there culture differs. Hence, perception is different.
- Although the questionnaire was made in the form of understanding, but the respondent were still not able to understand the meaning of green product. Without proper understanding the respondent were not able to answer accurately.
- Time restriction was also a major limitation of the survey. With more time the quality and outcome of research would be improved.
- We need to check multi co-linearity in the data set every time, which consumers a lot of time. There must be no multi co-linearity in the data.

As we need to focus on sustainable product and consumption, i.e. Green Marketing safeguards the environment for present and future generation. The focus is shifting towards consumption of environmental friendly products so that the bad impact can be minimized so, this study can be helpful in creating awareness among people about green products, green consumption and green marketing.

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