

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, ECONOMICS & MANAGEMENT

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COLLEGE STUDENTS ATTITUDE TOWARDS GREEN PRODUCTS IN TIRUNELVELI CITY**DR. S. RAJAMOHAN****PROFESSOR****ALAGAPPA INSTITUTE OF MANAGEMENT****ALAGAPPA UNIVERSITY****KARAIKUDI****D. JOEL JEBADURAI****RESEARCH SCHOLAR****ALAGAPPA INSTITUTE OF MANAGEMENT****ALAGAPPA UNIVERSITY****KARAIKUDI****ABSTRACT**

Green marketing is a concept emerged with the reason of saving environment simultaneously companies who are earning profits along with optimum utilization of the available resources. In a modern economic world, companies introduced their products in the market with the green claims in which claims would be compatible to their products. Consumers are considering the environment and switchover their consumption behaviour towards the green claims products. This study focuses on the college students about their environmental awareness, purchase behaviour, satisfaction while purchasing the green claims products. By using convenience sampling 293 sample size of the respondents are met through interview schedule. The data are analyzed through percentage analysis, weighted average method, Chi-square, and Anova and it is made with the help of SPSS 16. This study concludes that awareness of the consumers about the green products are not upto the mark.

KEYWORDS

Consumers Attitude, Consumers behaviour, Environmental concern, Green Marketing, Green products.

INTRODUCTION

Green marketing is the marketing of products that are presumed to be environmental safe. Thus green marketing incorporate a broad range of activities, including product modification, changes to the production process, packaging changes, as well as modifying advertising. Green marketing is the new concept to the Indian consumers but it can be changed only with the help of consumers awareness towards the green products. Consumers behaviour are changed in every minutes due to the changing of marketing trends. Now a days consumers are knowingly or unknowingly considering the environmentally friendly symbol in the products due to the influence of the company introduction of the products with environmentally friendly nature.

WHY COMPANIES GO FOR GREEN MARKETING

The followings are the reasons for the companies to go for green marketing.

SOCIAL RESPONSIBILITY

The surf Excel detergent which saves the water (advertise with the message "do bucket paani roz bachana") and LG, Haveels are examples for energy saving, Nokia and Hcl, Dell companies are also involved in recycling their e-waste.

GOVERNMENT PRESSURE

In India especially in Tamilnadu, government take various measures to save the environment and nature. For example, the banned plastic bags in Tirunelveli, prohibition of smoking in public areas etc.

COST REDUCTION

Many companies' waste are utilized by another company as prime raw material for their production process. For example, fly ash is generated by thermal power plant and this waste was utilized to manufacture the fly ash bricks for green building construction purposes.

COMMUNITY PRESSURE

Local community shows their agitation against the business which pollutes the nature.

STATEMENT OF THE PROBLEM

Environment is created by the god for the comfortable life of the human being but this environment is destructed by the human beings for their luxurious life. In ancient days due to the improper consumption of energy, water, minerals and all resources are depleted and environment also degraded. These activities impact to present days environment is changed into not suitable for the living of human beings, it is due to the reason of resources are limited but human needs are higher. In India environmental evils such as climate change, pollution, low rain, deforestation, improper consumption pattern of the people and population growth are the consequences of environment degradation. Due to the environmental problems, various pressures are imposed by the government, public, investors to companies offered their product with environmental claims with the focus of sustainable use of natural resources, proper reduction and disposal of wastes, energy conservation, providing safety service to the consumers. In order to protect the environment, various legislations and organizations are established by the government to save the environment. Consumers are also modifying their buying behaviour and think that development of the economy is a needed one but sustainability of the environment is the necessary one for the everlasting life of the human being. So, this research is focused with the objectives of environmental attributes considered by the college students while purchasing the products.

OBJECTIVES OF THE STUDY

1. To assess the impact of the different products to the environment
2. To know the influencing person to buy the green products
3. To identify the sources of information about the green products
4. To study the opinion of the respondents towards the role of government to save the environment
5. To determine the willingness of the respondents for paying the extra price for the green products
6. To analyze the relationship between the sex and attributes of the green products
7. To analyze the level of satisfaction of the respondents towards the green products

RESEARCH METHODOLOGY**PRE-TEST AND FINALIZATION OF INTERVIEW SCHEDULE**

Rough Interview schedule was prepared and correction was also made in the variable of the Interview schedule according to the objectives of the study and also pre-test was conducted with sample size of 30 respondents and it was entered in the excel sheet, run in the SPSS and check the reliability of the variables scale items with the Cronbach's Alpha index. Based on the Cronbach's Alpha value of above .7 of the variable only was taken in the Interview schedule for the study. The Interview schedules consisted of the profile of the respondents, awareness about environment degradation, environment degraded products, government role, buying behaviour, and satisfaction of green product attributes. Before the pre-test, Government role variable in the questionnaire were asked in the five point scale, then these variable are changed into multiple options questions due to the Cronbach's Alpha Index value of 0.3. After this process, Interview schedule was finalized for the data collection.

TOOLS USED FOR DATA COLLECTION

Data were collected through Interview schedule. 293 of various college students were directly met by the researcher and Interview schedule was filled with the responses of the college students.

SAMPLING DESIGN

Convenience sampling method was used to collect the responses from the sample size of 293 respondents.

STATISTICAL TOOLS

Statistical tools are used to analyze the relationship between categorical variables. In this study percentage analysis, weighted average method, chi square analysis, and Anova were used.

REVIEW OF LITERATURE

Aditya maheswari and Gujan malhotre (2011) wrote an article entitled "Green marketing: A study on Indian youth". This study focus on the awareness, perception and parameters considered by the consumers while purchase the green products. Statistical tools like percentages and one way anova were used, to analyse the purchase behaviour through parameters considered by the consumers while purchasing the products such as price, availability, convenience, brand name and variety of the products. They found that brand name is the significant factor considered by the respondents while purchasing the green products rather than all the product variables adopted in the study. Finally they concluded that majority of the consumers are confused with the information provided in the products related with the green attributes, so consumers are needed to be educated with the green claims in the products.

Ishawini and Sarojkumar Datta (2011) in their paper analysed with the objective of pro environmental concern and its influence to green purchase behaviour of the consumers. In order to achieve the objectives consumers preference, pro environmental concern, and knowledge about the environmental issues are the variables used. Correlation analysis reveals that pro environmental concern and green buying behaviour are significantly related. This study concludes that educated consumers are high concern towards the environment, so companies may focus on the segment of educated consumers for green products.

Ronald Drozdenko et al.,(2011) in their study entitled with "pricing of green products, premium paid, consumer characteristics and incentives". The study focus on customers perception towards the price premium of green products based on the demographic, situational, and product categories. From the study, they found that male customers are willing to pay extra for green products, and also there was no significant difference in purchase behaviour of the consumers while purchasing the green products based on their income and education. They suggested that tax incentives were highly influence the consumers for willing to pay the green products.

Afzaal Ali and Israr Ahmad (2012) focused on the factors that influence the green purchase intension of the consumers. To fulfill the objectives the study organization green image, environment knowledge, environment concern; perceived product price and quality are the variable used. They found that organization green image, environmental knowledge, environmental concern, perceived product price and quality are the influential factors to the green purchase behaviour of the consumers. So green companies are offer price and quality of the product with the identical one to motivate the consumers towards the green products.

Aysel Boztepe (2012) in his research paper he found that environmental awareness, price, product features, promotion are the variables of green product influencing the purchase behaviour of male consumers but promotion is the only variable influence the purchase behaviour of female consumers and also mentioned that environment awareness, green product features, price and promotion are significantly related with green purchase behaviour. Finally he suggested that there is a significant difference between the male and female consumers while purchase the green products, so companies are focus the different strategies on gender basis.

FINDINGS AND DISCUSSION**PROFILE OF THE RESPONDENTS**

To study the profile of the respondents, this study covers the respondents' sex, age, course of study, religion, parents' monthly income, and place of residence.

TABLE 1: RESPONDENTS' PROFILE

Factors		No. of Respondents	Percentage to Total N=293
Sex	Male	180	61.4
	Female	113	38.6
Age	17 to 20 yrs	150	51.2
	21 to 23 yrs	106	36.2
	Above 23 yrs	37	12.6
Course of study	UG Level	190	64.85
	PG Level	103	35.15
Religion	Hindu	187	63.8
	Christian	97	33.1
	Muslim	9	3.1
Parents monthly income	Below 10000	172	58.7
	10001 to 20000	80	27.3
	20001 to 30000	22	7.5
	30001 to 40000	13	4.4
	Above 40000	6	2.0
Place of residence	Urban	125	42.7
	Rural	168	57.3

Source: Primary Data

From the Table 1 it is inferred that 61.4 percent of the respondents are males and 64.85 percent of them are having the educational qualification of Under Graduate level, 87.4 percent of them belong to below 23 years of age, majority of them are Hindu, and a sizeable portion of their parental monthly income are below Rs.20000, About 57.3 percent of them are in rural area and the rest are in the Urban centre.

IMPACT OF THE PRODUCTS TO THE ENVIRONMENT - WEIGHTED AVERAGE

In the competitive business environment, companies introduced their products in the market without considering the green claims of the products. But after the usage of the products, it has created detrimental to the environment. Table 2 shows the major five products and its impact to the environment.

TABLE 2: IMPACT OF THE PRODUCTS TO THE ENVIRONMENT

PRODUCTS	I 5	II 4	III 3	IV 2	V 1	Total respondents	Weighted Total	Weighted Average	RANK
Polythene products	103	103	47	24	16	293	1132	2.14	I
Plastic products	93	97	54	27	22	293	1091	2.27	II
Chemical products	63	64	84	40	42	293	945	2.77	III
e-waste	20	16	52	121	84	293	646	3.79	V
Unbranded products	14	13	56	81	129	293	581	3.74	IV
Total respondents	293	293	293	293	293	----	-----	----	----

Source: Primary Data

Table 2 reveals that the respondents rank the products based on the impact made to the environment. It is found that the first rank was given to polythene product with the score of 1132, second rank was given to plastic products with the score of 1091, chemical products was given with third rank with the value of 945, fourth rank was named by e-waste, fifth rank was granted to unbranded products with the value of 581.

PERSON INFLUENCE TO BUY THE GREEN PRODUCTS

Every purchase decision of the customers is influenced by themselves or others. In this research, myself, parents, and friends are the persons who influence to buy green products.

TABLE 3: PERSON INFLUENCE TO BUY THE GREEN PRODUCT

Particulars	No. of Respondents	Percentage to Total
Myself	165	56.3
Parents	98	33.5
Friends	30	10.2
Total	293	100

Source: Primary Data

Table 3 explains the persons influence to buy the green product, 165 respondents said that their purchase decision were taken by themselves, 98 respondents said that their purchase decision were influenced by parents and the rest were influenced by the friends. It is however concluded that majority of their decisions were made by themselves.

SOURCES OF INFORMATION ABOUT THE GREEN PRODUCTS

In a modern marketing world, consumers aware about the green products through various sources such as friends, relatives, newspaper, magazine, television and so on. Table 4 pinpoints the sources of information about the green product.

TABLE 4: SOURCES OF INFORMATION ABOUT THE GREEN PRODUCTS

Particulars	No. of respondents	Percentage N=293
Friends	132	45.05
Relatives	34	11.6
Internet	48	16.4
News paper	76	25.9
J&M	24	8.19
Books	25	8.5
Seminar and Conferences	19	6.5
Others specify	1	0.34

Source: Primary Data

About 45.05 percent of the respondents aware about the green product through friends followed by newspaper and internet and the rest are relatives, journals and magazines, books seminar and conferences.

OPINION OF THE RESPONDENTS TOWARDS GOVERNMENT ROLE TO SAVE THE ENVIRONMENT

Government plays vital role in the part of to save the environment. Table 5 explains the respondents' expectation on government role to save the environment.

TABLE 5: GOVERNMENT ROLE

Particulars	No. of respondents	Percentage N=293
Provide tax incentive to environmental friendly companies	84	28.66
Take action against most polluting companies	125	42.66
Formulate strict rules	124	42.32
Separate waste as recyclable and non recyclable one	70	23.89
Promote campaign to create awareness	80	27.30

Source: Primary Data

About 42.66 percent of the respondents feel that government takes action against the most polluting companies, 42.32 percent view that they formulate strict rules, 28.66 percent report that provide tax incentive to environmental friendly companies.

WILLINGNESS TO PAY EXTRA PRICE FOR GREEN PRODUCTS

Green product prices are slightly higher than conventional products. Table 6 explains the consumers' willingness to pay extra price for the green products.

TABLE 6: WILLINGNESS TO PAY

Particulars	No. of respondents	Percentage to Total
Willing	115	39.25
Not willing	178	60.75
Total	293	100.0

Source: Primary Data

Table 6 portrays that about 60.75 of the respondents are not willingness to pay extra price for the green products and only 39.25 of them are willingness to pay extra price for green products due to various effects in the products.

SEX AND ATTRIBUTES OF GREEN PRODUCTS

In the research study the demographic background of the respondents are essential to know about the socio-economic conditions of the respondents. In this study under the demographic profile, six variables are used such as sex, age, course of study, parents monthly income, place of residence, religion of the respondents. But among the demographic profile sex is considered as an important one for assessing the buyers' behavior of the consumers. In order to know that Chi-square test has been applied. It is a non parametric test. The Null hypothesis is that there is no significant difference between the sex and attributes of green products.

TABLE 6: RELATIONSHIP BETWEEN SEX AND ATTRIBUTES OF GREEN PRODUCTS

Sex	EI	HI	SI	SWI	NI	NA	Total	χ^2	Sign.
Comfort and Convenience									
Male	47	78	42	7	6	0	180	22.036	.000**
Female	57	33	12	5	6	0	113		
Total	104	111	54	12	12	0	293		
Ingredients									
Male	28	48	70	19	12	3	180	9.011	.109
Female	11	43	34	9	12	4	113		
Total	39	91	104	28	24	7	293		
Brand									
Male	75	62	28	7	8	0	180	22.256	.000**
Female	24	35	30	14	10	0	113		
Total	99	97	58	21	18	0	293		
Safety									
Male	88	58	25	5	4	0	180	16.573	.002**
Female	43	27	25	14	4	0	113		
Total	131	85	50	19	8	0	293		
Quality									
Male	90	47	35	7	1	0	180	26.351	.000**
Female	38	31	20	10	14	0	113		
Total	128	78	55	17	15	0	293		
Consumption pattern									
Male	40	71	55	8	6	0	180	19.103	.002**
Female	27	26	36	9	10	5	113		
Total	67	97	91	17	16	5	293		
Performance									
Male	70	64	33	11	2	0	180	18.898	.001**
Female	26	36	28	14	9	0	113		
Total	96	100	61	25	11	0	293		
Availability									
Male	64	53	39	15	9	0	180	18.387	.001**
Female	28	20	42	8	15	0	113		
Total	92	73	81	23	24	0	293		
Multi-Utility									
Male	64	58	40	11	7	0	180	8.860	.065
Female	29	31	30	16	7	0	113		
Total	93	89	70	27	14	0	293		
Attractive packaging									
Male	47	52	53	16	12	0	180	1.476	.831
Female	25	33	32	14	9	0	113		
Total	72	85	85	30	21	0	293		
Offers and Discounts									
Male	59	49	55	11	6	0	180	6.261	.580
Female	47	23	26	10	7	0	113		
Total	106	72	81	21	13	0	293		
Durability									
Male	62	58	41	13	6	0	180	5.366	.252
Female	34	31	27	11	10	0	113		
Total	96	89	68	24	16	0	293		
Color									
Male	52	52	54	16	6	0	180	1.530	.821
Female	37	34	27	10	5	0	113		
Total	89	86	81	26	11	0	293		
Quantity									
Male	57	55	44	18	6	0	180	1.602	.808
Female	43	29	25	12	4	0	113		
Total	100	84	69	30	10	0	293		
Design									
Male	51	52	54	16	7	0	180	4.615	.329
Female	26	44	28	8	7	0	113		
Total	77	96	82	24	14	0	293		
Environment benefits									
Male	40	49	53	24	14	0	180	1.549	.818
Female	28	24	34	16	11	0	113		
Total	58	73	87	40	25	0	293		
Price									
Male	68	49	47	13	3	0	180	8.935	.025**
Female	39	25	30	10	6	3	113		
Total	107	74	77	23	9	3	293		

Cost of Alternatives									
Male	54	64	42	16	4	0	180	7.326	.120
Female	34	33	25	11	10	0	113		
Total	88	97	67	27	14	0	293		
Government rules									
Male	66	44	39	16	15	0	180	2.794	.593
Female	31	31	27	12	12	0	113		
Total	97	75	66	28	27	0	293		
Intensity of need									
Male	65	62	41	8	4	0	180	13.061	.011**
Female	39	26	26	13	9	0	113		
Total	104	88	67	21	13	0	293		
Affordability									
Male	38	63	58	16	5	0	180	11.182	.025**
Female	40	26	31	9	7	0	113		
Total	78	89	89	25	12	0	293		
Demonstration and pretest									
Male	38	62	58	14	8	0	180	8.818	.066
Female	30	23	37	16	7	0	113		
Total	68	85	95	30	15	0	293		
Disposal									
Male	41	66	52	12	8	1	180	8.247	.143
Female	23	43	24	16	4	3	113		
Total	64	109	76	28	12	4	293		
Maintenance									
Male	58	62	43	13	4	0	180	8.232	.083
Female	32	31	30	10	10	0	113		
Total	90	93	73	23	14	0	293		
Recycle symbol									
Male	43	42	37	35	21	2	180	4.861	.433
Female	16	30	26	24	14	3	113		
Total	59	72	63	59	35	5	293		
Energy star symbol									
Male	67	40	41	17	14	1	180	14.082	.015**
Female	30	18	24	18	21	2	113		
Total	97	58	65	35	35	3	293		

Source: Primary Data

(** indicate that at 5% significance level null hypothesis rejected)

There are 26 attributes identified by the researcher. It is found through the chi-square test that the sex influence the attributes like comfort and environmental benefits, quantity design and so on because the 'P' is less than 0.05 and the null hypothesis is rejected. Moreover sex does not influence the attributes like comfort and convenience, brand and so on because the null hypothesis is accepted.

DEMOGRAPHIC PROFILE AND THE SATISFACTION OF GREEN PRODUCT

Satisfaction of the customer is always varied between one and another. Table 7 explains the satisfaction of the green product attributes and the demographic profile of the respondents. The demographic profile normally influence the level of satisfaction. In order to know it, the F test has been used. The null hypothesis is that the demographic profile do not influence satisfaction of green product.

TABLE 7: DEMOGRAPHIC PROFILE AND THE SATISFACTION OF GREEN PRODUCT

		Sum of squares	Df	Mean square	F	Sig.
Sex						
Satisfaction of Green product	Between Groups	943.525	1	943.525	9.195	.003**
	Within Groups	29861.390	291	102.616		
	Total	30804.915	292			
Age						
Satisfaction of Green product	Between Groups	66.506	2	33.253	.314	.731
	Within Groups	30738.408	290	105.995		
	Total	30804.915	292			
Course of study						
Satisfaction of Green product	Between Groups	505.554	1	505.554	4.855	.028**
	Within Groups	30299.360	291	104.122		
	Total	30804.915	292			
Religion						
Satisfaction of Green product	Between Groups	311.887	2	155.943	1.483	.229
	Within Groups	30493.028	290	105.148		
	Total	30804.915	292			
Parents monthly income						
Satisfaction of Green product	Between Groups	2802.774	4	700.694	7.207	.000**
	Within Groups	28002.141	288	97.230		
	Total	30804.915	292			
Place of residence						
Satisfaction of Green product	Between Groups	300.951	1	300.951	2.871	.091
	Within Groups	30503.963	291	104.825		

Source: Primary Data

(** indicate that at 5% significance level null hypothesis rejected)

From the table, it is found that sex, course of study, and parents monthly income influence the satisfaction of green products because the 'P' value is less than 0.05. Moreover age, religion, place of residence does not influence the level of satisfaction of green product. The Null hypothesis is accepted because the 'P' value is greater than 0.05.

SUGGESTIONS

- Awareness about the green product among the students are not in the high level so it may be improved through effective advertisement in the newspaper and internet because majority of the respondents is known about the green product through news paper and internet.
- Price of the green product may be slightly reduced by the green companies because students are considered that the price of this product is higher and they also fully depend on parents for their financial sources to purchase the products.
- Students are considering the brand and quality of the product so the branded companies may give much importance to the quality of the green products.
- Majority of the respondents view that Government should take action against the polluting company to the environment.
- Students are purchasing the product without understanding the green claims in the product so they may educate through the subject like environment and green marketing.

CONCLUSION

From the study the researcher understands that awareness of the green product is not upto the mark among the students, and they are not willingness to pay little extra price for the green products and not satisfied with the affordability of the green products and also they consider the brand and quality in their purchase decision. This research is useful for business, government, and also researchers those who are involved in the field of green marketing and buying behaviour and conservative environmental behaviour of the students.

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