

## CONSUMERS' AWARENESS ABOUT GREEN PRODUCTS IN RELATION TO INCOME AND EDUCATIONAL QUALIFICATIONS

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### **Abstract**

The present study is an attempt to find out consumers' awareness about green products in relation to income and educational qualifications. This survey-based research has an exploratory and descriptive in nature. The sample of 350 respondents was collected through convenient method. Primary data is collected from people in the Haryana using a well-structured questionnaire. Responses were entered into a social science statistical programme and coded (SPSS). At the 5 percent level, the data were put through a Chi-square test and a series of tests of the corresponding hypothesis. Research shows that customers have average, high and very high knowledge of the many facets of eco-green products. Consumers of higher and middle income group have a greater awareness of green marketing products than those in lower income groups, It has also been seen that as customers' level of educational also affect the awareness about green products. The respondents with higher qualifications have a greater awareness of green marketing product than those in lower educational status groups.

**Key Words:** Consumers, awareness, green products, income, qualification

### **INTRODUCTION**

Consumers' focus on environmental degradation and the negative consequences of their consumption is shifting as they consider the growing dangers of climate change and global warming. When it comes to protecting its natural resources, Bangladesh is among the world's most at-risk nations. In recent years, environmental conservation in Bangladesh has emerged as a top priority. Large populations make it difficult for a state to provide for an indefinite number of people with a finite supply of goods and services. Governments, individuals, and businesses alike are increasing their efforts to manufacture and distribute environmentally green products in response to these threats. The expansion of the green movement in our marketplace might be prompted by consumer interest and motivation. Yet more product is needed to raise consumers' understanding of the importance of eco-green products. Even if consumers care less about environmental concerns, they will be drawn to green consumption if marketers can make it appealing. This research aims to determine whether or not consumers recognise the differences between green and nongreen products and which variables influence their decision to purchase green goods.

## **Environmentally Sustainable Products**

Characterizing environmentally friendly items is mind boggling and broad. In a strict sense, there is no such thing as a positively supportable or green item, as all items we purchase, own, use and dispose in our regular lives will have negative environmental effects at any stage in their product life cycles. In other words, what this study is referring to is that products that are produced by companies are not hundred percent green, but consumers perceive it as one or companies claim as if it's. Diapers may not result in any trees to be cut down, yet they do utilize a part of heated water. Disposable diapers don't utilize water yet they do obstruct landfills— and with a ton of dangerous waste (Ottman, 2011). Notwithstanding, items can be grouped as per the scale of these effects, and a quality edge can be drawn (Maheshwari, 2014). If it happens to be that an item has a low natural effect, it is viewed as an environmentally sustainable item. An alternate meaning of this term, for attention in this paper, is that items ought to be promptly accessible to buy and incorporate those supplied by organizations with notoriety for lessening natural effects from their assembling procedures. However, green marketing widening up and companies are carrying out an advertisement and campaigns to increase the awareness of the customers about green marketing.

### **Green Products**

Green products are those that have less of an impact on the environment or are less detrimental to human health than traditional equivalents. Green products might, typically be formed or partly-formed from recycled components, be manufactured in a more energy-conservative way, or be supplied to the market with less packaging or all the three.

The broad area of this particular study is green products. Majumdar and Swan (2015) states that Green Products are produced from recycled components, (i.e., the decomposition of residues of food and food products instead of chemical fertilizers) are manufactured in a more energy-conservative way, or are supplied to the market with more environmental friendly way. Many scholars examined the green preferences of consumers by the researchers adopting different approaches. A pioneering study on consumers' green preferences was done by Kinnear et al. (1974) in which the researchers explored the characteristics of ecologically concerned consumers. Since then, a lot of studies have been conducted all over the world by studying the attitude of consumers towards green products.

In the study conducted by Mehta (2013) it is mentioned that consumer attitudes was used in the earlier studies to predict ecologically conscious consumer behaviour and also the usage of green products. According to Mehta (2013) changing consumer attitudes, consideration for environmental issues and willingness to bear social responsibilities are frequently observed tendencies dominating the market place.

Even though majority of the studies around the world have confirmed that consumers attitude towards green products have a significant and positive effect on the green purchasing behaviour, some researchers around the world pointed out that only a small percentage of eco-friendly consumers actually buy eco-friendly products. This is because

high costs involved with the green products and also some kind of inconvenience caused in some green products when consumed.

Many consumers claim that they consume eco-friendly products but statistics says that the market share of green products is very much negligible when it is compared with the non-green products. This clearly indicates that there exists a wide attitude behaviour gap. This directs the researcher to study the true attitude of the consumer in connection with the green products. Hence this study was undertaken to study the attitude of green consumers towards green products.

### **Review of Literature**

After polling consumers with experience buying green products, Chang and Fong (2010) found that the higher the quality of the green product, the more satisfied and loyal its purchasers were. They also investigated whether or not a company's green image can inspire loyalty and satisfaction among green consumers. Research by Gan, Wee, and Zucie (2008) found that products' green product purchases were positively correlated with environmental awareness but negatively correlated with brand loyalty. The survey also discovered that consumers are less likely to buy green products if their pricing is too high or if they are unfamiliar with the brand. According to Chaube and Patra (2011), most consumers are cognizant of green marketing and are prepared to purchase green products and willing to pay more for a sustainable environment; however, marketers should place more emphasis on consumers' individual benefits and make green products more cost-effective than nongreen alternatives. The lack of knowledge about green products is the green factor that prevents people from making purchases of these products (Gan, Zhiyou and Tran, 2014). Singhal and Singhal (2015) stated that as a means of combating the issue, several nations are switching to environmentally green products. Positive effects on public health, consumer health, and economic environment are just a few of the many that have been linked to green marketing. Asha and Rathiha (2016) revealed that many products, particularly the younger generation, are more concerned about the environment and happier when they use green products than consumers of other ages. A bigger percentage of the population with higher incomes cares about environmental concerns. Soegoto (2018) in this study pointed out that consumers are enticed to buy environmentally green products via green branding's assortment of price cuts and discounts. Green branding in this context refers to the practise of putting green products in eco-friendly packaging and naming them as such. A satisfied customer may be more likely to remain loyal to a certain brand. Parsoya (2021) revealed that there is consumer concern about the environment. People also have a low degree of knowledge about green products. Due to the market's relative youth in India, consumers there are still somewhat uneducated about the merits of eco-green products. There is a growing need for guidance in learning how to use green products effectively, as well as information about their many features. The power of brands cannot be overstated in the effort to educate the public about the benefits of eco-green products. However, there was a lack of marketing in certain places up to this point. Companies should adjust to this trend if they want to stop the cycle of poverty. It will aid in environmental

protection while also allowing them to benefit from a hitherto untapped environment

### Objective of the Study

1. To study the consumer awareness about green products in relation to their income and educational qualifications.

### Hypothesis

1. There is no significant difference in consumer awareness about green products in relation to income and educational qualifications.

### Research Methodology

This survey-based research has an exploratory and descriptive in nature. The purpose of this study is to inquire into the mindset of Haryana residents with regards to eco-green products, making it an exploratory study. It's a descriptive study since it intends to characterise consumers' levels of knowledge in the Haryana region. The sample of 350 respondents was collected through convenient method. Primary data is collected from people in the Haryana using a well-structured questionnaire. A preliminary survey is conducted to iron out any kinks in the questionnaire before it is fully implemented. Percentage and Chi-square methods were adopted to see the difference in awareness about green products among consumers.

### Data Analysis

**Table 4.1: Demographic characteristics of the respondents**

<b>Annual Income</b>		
Less than 3 lakhs	60	17.1
3-5 lakhs	103	29.4
5 to 8 lakhs	109	31.1
More than 8 lakhs	78	22.3
Total	350	100.0
<b>Educational Status</b>		
Undergraduate	57	16.3
Graduate	111	31.7
Post graduate	97	27.7
Other higher qualification	85	24.3
Total	350	100.0

The table 1 reveals the demographic characteristics of the respondents. Out of total 350 respondents, 17.1 per cent respondents earned less than 3 lakhs annually, 29.4 per cent earned between 3-5 lakh, 31.1 per cent earned between 5-8 lakhs and 22.3 per cent respondents earned more than 8 lakhs. Regarding educational status, 16.3 per cent respondents were undergraduate, 31.3 per cent were graduate, 27.7 per cent of them got

education upto postgraduation and 24.3 per cent respondents had other higher qualifications.

### Level of Awareness

**Table 4.2: Customers' level of Awareness about Green Products**

	Frequency	Percentage
Very low	31	8.9
Low	62	17.7
Average	111	31.7
High	102	29.1
Very high	44	12.6
Total	350	100.0

The table 4.2.1 illustrates the customers' level of awareness about green products. It shows that 31.7 per cent respondents have average awareness, while 20.1 per cent respondents have high awareness, 12.6 per cent respondents have very high awareness, 17.7 per cent respondents have low awareness and only 8.9 per cent respondents have very low knowledge about green products concluding that majority of the respondents were aware about the green products.

**Table 3: Awareness of the respondents about green products in relation to income**

		Income				Total
		Less than 3 lakh	Between 3 to 5 lakh	Between 5 to 8 lakh	Above 8 lakh	
Very low	Count	6	3	8	14	31
	%	19.4%	9.7%	25.8%	45.2%	100.0%
Low	Count	14	22	9	17	62
	%	22.6%	35.5%	14.5%	27.4%	100.0%
Average	Count	4	43	45	19	111
	%	3.6%	38.7%	40.5%	17.1%	100.0%
High	Count	25	26	37	14	102
	%	24.5%	25.5%	36.3%	13.7%	100.0%
Very high	Count	11	9	10	14	44
	%	25.0%	20.5%	22.7%	31.8%	100.0%
Total	Count	60	103	109	78	350
	%	17.1%	29.4%	31.1%	22.3%	100.0%

Chi- Square	Calculated value	df	Tabulated value	Remarks
$\chi^2$	53.023	12	21.026	Significant

The above table shows the opinion of the respondents regarding the "I am aware of the benefits of green products for health". It was noted that out of total 350 respondents. The above table

shows that the obtained chi square value “53023” is greater than the tabulated value of “21.026” at 12 df, so found to be significant. This shows that there is significant difference among the respondents having different income groups in relation to their green product awareness. The respondents of higher and middle income groups are more aware about green products than respondents with low income.

**Table 4: Awareness of the respondents about green products in relation to educational qualifications**

		Educational Qualifications				Total
		Undergraduate	Graduate	Post graduate	Other higher qualification	
Very low	Count	6	10	8	7	31
	%	19.4%	32.3%	25.8%	22.6%	100.0%
Low	Count	13	8	23	18	62
	%	21.0%	12.9%	37.1%	29.0%	100.0%
Average	Count	26	46	14	25	111
	%	23.4%	41.4%	12.6%	22.5%	100.0%
High	Count	12	31	28	31	102
	%	11.8%	30.4%	27.5%	30.4%	100.0%
Very high	Count	0	16	24	4	44
	%	0.0%	36.4%	54.5%	9.1%	100.0%
Total	Count	57	111	97	85	350
	%	16.3%	31.7%	27.7%	24.3%	100.0%

Chi- Square	Calculated value	df	Tabulated value	Remarks
$\chi^2$	52.600	12	21.026	Significant

The above table shows the opinion of the respondents regarding the “I am aware of the benefits of green products for health”. It was noted that out of total 350 respondents. The above table shows that the obtained chi square value “52.600” is greater than the tabulated value of “21.026” at 12 df, so found to be significant. This shows that there is significant difference among the respondents having different level of educational qualifications in relation to their green product awareness. The respondents having high educational were found more aware about green products than respondents with lower educational qualifications.

### Findings and Conclusion

Research shows that customers have average, high and very high knowledge of the many facets of eco-green products. Consumers of higher and middle income group have a greater awareness of green marketing products than those in lower income groups, It has also been seen that as customers’ level of educational also affect the awareness about green products. The respondents with higher qualifications have a greater awareness of green marketing product than those in lower educational status groups.

It is crucial for the government to understand the environmental knowledge of its people in order to create a positive attitude towards the green products and environment among consumers, hence future study should include incorporate consumer's green products and environmental knowledge.

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