

# Consumer Insights On Green Products: An Exploratory Study

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## ABSTRACT

Customers are becoming more environmentally conscious, and they are incorporating more environmentally friendly items into their daily lives. Even though India's market for eco-friendly goods is still developing, this is anticipated to alter. The global green movement has been growing quickly. The study's primary goal is to determine consumer awareness of green products and how that awareness affects customers' green purchasing decisions. Additionally, it would give companies a chance to enter this market by learning about the qualities consumers seek, the aspects that affect their decision to purchase, and their willingness to pay. Green consumer purchasing behaviour is influenced by customer awareness of green products. The introduction of more green products is one way that the market is changing as a result of consumer knowledge and motivation. Indian customers are far less aware of environmental issues and green products than consumers in wealthy nations. But in India, green is quickly taking over as the colour that represents environmental awareness. The opportunity for marketers to persuade consumers is developing as a result of consumers' growing knowledge of where green products come from and their concern over the worldwide environmental issue. The analysis of customer awareness of environmentally friendly products is the focus of this study.

**Keywords:** Green Product, Consumer, Insights, Knowledge, Awareness and Environment

## 1. INTRODUCTION

Indian customers are becoming more environmentally conscious, and they are incorporating more environmentally friendly items into their daily lives. Even though India's market for eco-friendly goods is still developing, this is anticipated to alter. The global green movement has been growing quickly. The study's primary goal is to determine consumer awareness of green products and how that awareness affects customers' green purchasing decisions. Additionally, it would give companies a chance to enter this market by learning about the qualities consumers seek, the aspects that affect their decision to purchase, and their willingness to pay. Green consumer purchasing behaviour is influenced by customer awareness of green products. The introduction of more green products is one way that the

market is changing as a result of consumer knowledge and motivation. Indian customers are far less aware of environmental issues and green products than consumers in wealthy nations. But in India, green is quickly taking over as the colour that represents environmental awareness. The opportunity for marketers to persuade consumers is developing as a result of consumers' growing knowledge of where green products come from and their concern over the worldwide environmental issue. The analysis of customer awareness of environmentally friendly products is the focus of this study. This study aims to provide basic answers to fundamental questions on Indian consumers' personal traits that affect environmentally friendly purchase choices, environmental degradation, and the problems of pollution that follow that raise public concerns. The ability of socioeconomic and demographic characteristics to predict the attitudes of environmentally conscious consumers is tested. The socioeconomic profile of the respondents chosen for the study, their awareness of the environment, green products and their characteristics, and their ability to recognise green items are all covered in this study.

### **STATEMENT OF THE PROBLEM**

The increasing awareness of environmental degradation and health hazards associated with conventional products has led to a growing interest in green products. However, despite the potential benefits, the adoption of green products remains limited. Consumers' lack of awareness, scepticism about product effectiveness, and higher prices are often cited as major barriers. This study aims to explore the knowledge, attitudes, and behaviours of consumers towards green products, identifying the factors that influence their purchasing decisions. By investigating the consumer insights on green products, this research seeks to provide a deeper understanding of the challenges and opportunities in promoting sustainable consumption practices.

### **RESEARCH QUESTIONS**

What is the level of awareness and knowledge about green products among consumers?

What are the factors that influence consumers' attitudes and purchasing decisions towards green products?

What are the barriers and motivators for consumers to adopt green products?

### **OBJECTIVE OF THE STUDY**

To explore the level of awareness of consumers towards green products.

### **RESEARCH DESIGN AND METHODOLOGY**

*Exploratory Research Design:* This study will employ an exploratory research design to gain a deeper understanding of consumers' insights on green products.

*Qualitative and Quantitative Approach:* A mixed-methods approach will be used, combining both qualitative and quantitative data collection and analysis methods.

### **Methodology and Data Collection**

1. *Survey Questionnaire:* A structured survey questionnaire have administered to a sample of consumers to gather quantitative data on their attitudes, behaviours, and preferences towards green products.

2. *In-Depth Interviews*: Semi-structured in-depth interviews have conducted with a subsample of consumers to gather qualitative data on their experiences, perceptions, and motivations related to green products.

## SAMPLING

**Purposive Sampling**: Purposive sampling methods have used to select participants for the focus group discussions. 200 sample size have collected for the study

## 2. ANALYSIS AND INTERPRETATION

### 1. Age and Level of Consumer Awareness

Age is an important factor to be considered while analysing the awareness of the respondents towards green products. The consumer's preference for green products may be impacted by the age of the consumers. The demographic factor selected for the study is analyzed to find out its impact on the consumers' awareness towards green products with the help of chi-square.

Ho = There is no significance between age and level of consumer awareness

**Table 1: Age and Level of Consumer Awareness**

			Level of consumer awareness about green product					Total	$\chi^2$	P Value
			Very Low	Low	Mod erate	High	Very High			
Age	20 to 30 Yrs	Count	31	48	89	35	19	222	110.056 *	.000
		%	16.9	20.9	35.3	24.5	17.0	24.1		
	30 to 40 Yrs	Count	105	62	98	73	67	405		
		%	57.4	27.0	38.9	51.0	59.8	44.0		
	40 To 50 Yrs	Count	40	99	42	25	13	219		
		%	21.9	43.0	16.7	17.5	11.6	23.8		
	Above 50 Yrs	Count	7	21	23	10	13	74		
		%	3.8	9.1	9.1	7.0	11.6	8.0		
Total		Count	183	230	252	143	112	920		
		%	100.0	100.0	100.0	100.0	100.0	100.0		

**Source**: Primary and Calculated data

Note: Data in parenthesis is percentage, \*Significant at 5% level

Chi-square test for goodness of fit has been carried out to find out the impact of age of the consumers and awareness towards green products. The result shows that the chi-square value is significant at 5 per cent level. P value of .000 is less than the significant level 0.05. Hence the null hypothesis is rejected. So it can be inferred that age has significant influence on the awareness level of respondents towards green products.

### 2. Educational Qualification and Consumer Awareness

Education is an important factor to be considered while analyzing the awareness of the respondents towards green products. The consumer's preference for green products may be impacted by

the education of the consumers. The demographic factor selected for the study is analyzed to find out its impact on the consumers' awareness towards green products with the help of chi-square.

Ho = There is no significance between Educational qualification and level of consumer awareness

**Table 2: Educational of the respondent \* Level of consumer awareness about green product Cross tabulation**

Educational of the respondent * Level of consumer awareness about green product Cross tabulation										
			Level of consumer awareness about green product					Total	$\chi^2$	P Value
			Very Low	Low	Moderate	High	Very High			
Educational of the respondent	Up to school level	Count	6	3	30	15	18	72	140.894	.000
		%	8.3%	4.2%	41.7%	20.8%	25.0%	100.0%		
	Degree / Diploma	Count	46	127	72	32	52	329		
		%	14.0%	38.6%	21.9%	9.7%	15.8%	100.0%		
	PG Degree	Count	59	62	58	59	19	257		
		%	23.0%	24.1%	22.6%	23.0%	7.4%	100.0%		
	Professional	Count	20	18	47	19	13	117		
		%	17.1%	15.4%	40.2%	16.2%	11.1%	100.0%		
	Technical	Count	53	20	45	18	9	145		
		%	36.6%	13.8%	31.0%	12.4%	6.2%	100.0%		
Total		Count	184	230	252	143	111	920		
		%	20.0%	25.0%	27.4%	15.5%	12.1%	100.0%		

**Source:** Primary and Calculated data

Note: Data in parenthesis is percentage, \*Significant at 5% level

Chi-square test for goodness of fit has been carried out to find out the impact of education of the consumers and awareness towards green products. The result shows that the chi-square value is significant at 5 per cent level. P value of .000 is less than the significant level 0.05. Hence the null

hypothesis is rejected. So it can be inferred that education has significant influence on the awareness level of respondents towards green products.

### 3. Occupation and Level of Awareness

Occupation is an important factor to be considered while analyzing the awareness of the respondents towards green products. The consumer's preference for green products may be impacted by the occupation of the consumers. It is analyzed with the help of chi-square.

Ho = There is no significant difference between occupation of the respondents and level of awareness.

**Table 3: Occupation of the respondents and Level of Awareness**

			Level of consumer awareness about green product					Total	$\chi^2$	P Value
			Very Low	Low	Moderate	High	Very High			
Occupation	Government Employee	Count	9	17	21	14	9	70	60.170	.000
		%	4.9	7.4	8.3	9.8	7.2	7.5		
	Private Employee	Count	73	116	110	38	45	382		
		%	40.2	50.4	43.7	26.6	40.5	41.6		
	Business man	Count	50	22	35	28	7	142		
		%	27.2	9.6	13.9	19.6	6.3	15.4		
	Service Sector	Count	15	29	23	14	15	96		
		%	8.2	12.6	9.1	9.8	13.5	10.4		
	Dependent	Count	36	46	63	49	36	230		
		%	19.6	20.0	25.0	34.3	32.4	25.0		
Total		Count	183	230	252	143	112	920		
		%	100	100	100	100	100	100		

**Source:** Primary and Calculated data

Note: Data in parenthesis is percentage, \*Significant at 5% level

The chi-square test applied to find out the degree of association between occupation and level of awareness shows that, there is significant association between the above said two factors at 5 per cent significant level. P value of .000 is less than the significant level 0.05. Hence the null hypothesis is rejected. Hence, it is proved that occupation influence consumer awareness towards green products.

### 4. Size of the Family and Level of Awareness

Size of the Family is an important factor to be considered while analyzing the awareness of the respondents towards green products. The consumer's preference for green products may be impacted by the Size of the family of the consumers. It is analyzed with the help of chi-square.

Ho = There is no significant difference between Size of the Family of the respondents and level of awareness.

**Table 4: Size of the Family of the respondent and Level of consumer awareness about green product**

Size of family * Level of consumer awareness about green product Crosstabulation										
			Level of consumer awareness about green product					Total	$\chi^2$	P Value
			Very Low	Low	Moderate	High	Very High			
Family of the respondent	Small	Count	89	121	133	81	71	495	13.635	0.000
		%	18.0%	24.4%	26.9%	16.4%	14.3%	100.0%		
	Medium	Count	82	104	108	54	35	383		
		%	21.4%	27.2%	28.2%	14.1%	9.1%	100.0%		
	Large	Count	13	5	11	8	5	42		
		%	31.0%	11.9%	26.2%	19.0%	11.9%	100.0%		
Total		Count	184	230	252	143	111	920		
		%	20.0%	25.0%	27.4%	15.5%	12.1%	100.0%		

**Source:** Primary data

Table 4 shows the, Chi Square value is 13.635 and p-value is 0.000, and which confirms that it is statistically significant. Based on this truth it is stated that there is an association between the size of the family of the customers and the level of awareness of green products. The awareness of green products varies among the customers who are in the dissimilar size of the family group. Majority of the customers in a variety of size of the family groups has the average level of awareness.

## 5. Monthly Income and Level of Awareness

Monthly income is an important factor to be considered while analyzing the awareness of the respondents towards green products. The consumer's preference for green products may be impacted by the monthly income of the consumers. It is analyzed with the help of chi-square.

Ho = There is no significant difference between monthly income of the respondents and level of awareness.

**Table 5: Monthly income of the respondent and Level of consumer awareness about green product**

			Level of consumer awareness about green product					Total	$\chi^2$	P Value
			Very Low	Low	Moderate	High	Very High			
Family	Below	Count	36	36	19	49	8	148		

income of the respondent	Rs.10k	%	19.7	15.7	7.5	34.3	7.1	16.1	101.206	.000
	Rs.10k to	Count	26	60	78	20	37	221		
	Rs.15k	%	14.2	26.1	31.0	14.0	33.0	24.0		
	Rs.15k to	Count	62	55	42	33	28	220		
	Rs.20k	%	33.9	23.9	16.7	23.1	25.0	23.9		
	Rs.20k to	Count	23	22	47	10	9	111		
	Rs 25k	%	12.6	9.6	18.7	7.0	8.0	12.1		
	Above Rs	Count	36	57	66	31	30	220		
25k	%	19.7	24.8	26.2	21.7	26.8	23.9			
Total		Count	183	230	252	143	112	920		
		%	100	100	100	100	100	100		

**Source:** Primary and Calculated data

Note: Data in parenthesis is percentage, \*Significant at 5% level

Table 5 shows the, Chi Square value is 101.206 and p-value is 0.000, and which confirms that it is statistically significant. Based on this truth it is stated that there is an association between the income of the customers and the level of awareness of green products. The awareness of green products varies among the customers who are in the dissimilar income group. Majority of the customers in a variety of income groups has the average level of awareness.

## 6. Frequency of purchase and Level of Awareness

Frequencies of purchases are an important factor to be considered while analysing the awareness of the respondents towards green products. The consumer's preference for green products may be impacted by the frequency of purchases of the consumers. It is analysed with the help of chi-square.

Ho = There is no significance between frequency of purchase and level of consumer awareness

**Table 6: Frequency of purchase and Level of Awareness**

			Level of consumer awareness about green product					Total	$\chi^2$	P Value
			Very Low	Low	Moderate	High	Very High			
Frequency of Purchase	Daily	Count	10	54	33	5	7	109	132.111*	.000
		%	5.5	23.5	13.1	3.5	6.2	11.8		
	Weekly	Count	57	43	76	60	60	296		
		%	31.1	18.7	30.2	42.0	53.6	32.2		
	Monthly	Count	83	69	78	63	39	332		
		%	45.4	30.0	31.0	44.1	34.8	36.1		
	Yearly	Count	32	52	46	14	2	146		
		%	17.5	22.6	18.3	9.8	1.8	15.9		
	Rarely	Count	1	12	19	1	4	37		
		%	0.5	5.2	7.5	0.7	3.6	4.0		
Total		Count	183	230	252	143	112	920		
		%	100.0	100.0	100.0	100.0	100.0	100.0		

**Source:** Primary and Calculated data



Note: Data in parenthesis is percentage, \*Significant at 5% level

The chi-square test applied to find out the degree of association between frequency of purchase and level of awareness shows that, there is significant association between the above said two factors at 5 per cent significant level. P value of .000 is less than the significant level 0.05. Hence the null hypothesis is rejected. Hence, it is proved that frequency of purchase influence the level of consumer awareness towards green products.

## 7. Types of Green Product Purchased and Level of Awareness

Types of green product purchased are an important factor to be considered while analysing the awareness of the respondents towards green products. The consumer's preference for green products may be impacted by the types of green product purchased of the consumers. It is analysed with the help of chi-square.

Ho = There is no significance between types of green product purchased and level of consumer awareness

**Table7: Types of Green Product Purchased and Level of Awareness**

Types of green product purchase * Level of consumer awareness about green product Cross tabulation									
		Level of consumer awareness about green product					Total	$\chi^2$	P Value
		Very Low	Low	Mode rate	High	Very High			
Types of green product purchased	Biodegradable garden pots	13	13	26	11	6	69	22.092*	0.000
	House hold products	36	59	62	28	34	219		
	Beauty Cosmetics	43	40	44	24	25	176		
	Personal care products	33	36	43	24	12	148		
	Medicinal Products	15	23	19	17	8	82		
	Automobiles and Electronic goods	20	33	31	21	10	115		
	Apparel & Clothing	24	26	27	18	16	111		
Total		184	230	252	143	111	920		

Source: Primary & Calculated data

The chi-square test applied to find out the degree of association between types of goods purchased and level of awareness shows that, there is significant association between the above said two factors at 5 per cent significant level. P value of .000 is less than the significant level 0.05. Hence the



null hypothesis is rejected. Hence, it is proved that types of goods purchased influence the level of consumer awareness towards green products.

### **3. SUGGESTIONS AND RECOMMENDATIONS**

Young consumers' brains need to be made aware of the effects of economic decline, which is a critical task. One hour each week might be set aside in schools and colleges to teach students about the harm done to the environment by not using green products. On environmental deterioration, they can provide conferences and workshops. Students from schools and colleges might hold an exhibition by displaying green items and discussing why it is important to buy them. Students from the NCC and NSS may help safeguard the environment by planting trees. On their campus at school and college, students may be expected to manage little green gardens. Vegetables may be grown with organic fertilisers. Schools' eco- and green clubs should aggressively promote the benefits of adopting green goods as well as the negative effects of doing otherwise. In order to conserve the environment for the future, Non-Governmental Organisations (NGO's) can be tasked with marketing green products through distributing pamphlets to businesses and the general public. You may urge the well-known TV networks to host reality programmes about the need to protect the environment, the benefits of green products, and the harm done by the use of plastic products. On TV, environmental specialists may be invited to discuss eco-labels, energy labels, and methods for spotting green items. It is crucial to educate women about the need to protect the environment and the value of purchasing green products since this study shows that they have a greater notion of green consciousness than males do. For women, particularly in rural regions, specialised programmes on environmental protection and green consumerism might be developed. They'll be more effective word-of-mouth marketers. Knowledge has a vital part in raising consumer awareness levels, which has a big impact on making people behave responsibly by analysing the environmental problems that are already present and avoiding items that harm the environment. Even though the study identified knowledge, responsibility, and consciousness among Chennai consumers as an awareness-based pro-environmental factor that influences attitude towards purchasing green products, it is advised that more green initiatives, either by the government or by environmental activists, are required in order to excite the intention and actual behaviour of green products.

### **4. CONCLUSION**

This exploratory study provides valuable insights into consumers' attitudes, behaviours, and preferences towards green products. The findings suggest that consumers are increasingly aware of the importance of environmental sustainability and are willing to adopt green products. However, factors such as higher prices, lack of awareness, and scepticism about product effectiveness hinder the widespread adoption of green products. The study highlights the importance of educating consumers about the benefits of green products and addressing their concerns through effective marketing strategies. Additionally, the findings emphasize the need for companies to prioritize environmental sustainability and social responsibility in their business practices. The study's conclusions have implications for marketers, policymakers, and stakeholders seeking to promote sustainable consumption practices. By understanding consumer insights on green products, businesses can develop effective strategies to increase the adoption of green products, ultimately contributing to a more sustainable future.

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