

Consumers Awareness and Perception towards Green Products in Rasipuram Taluk

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Abstract

The present study is an attempt to investigate consumer perception and purchase intention towards green products in Rasipuram taluk. As environmental concerns have improved, popular of customers choose to purchase green products. The power of the green consumer will be develop as environmental understanding among consumers spreads and improvements are through to the environmental information presented through eco-labeling schemes, consumer groups and consumer guides.

Keywords: Green Product, Consumer Awareness

Introduction

The consumer behaviour on green products has the perception and knowledge of environment friendliness to make criteria of a product to be purchased. The knowledge on green products have a optimistic effect on purchasing behaviour and those who have more knowledgeable on environmental issues have more intentions to act in favour of the environment when purchasing a products. The rising awareness of surroundings has initiated the consumers worry about the environmental safeguard and formed enormous stipulate for green products. This results most of the concerns begun to develop strategies on green products to preserve the environment and satisfying consumers' preferences' preferences on green products. In these conditions this study aim to analyse the consumers' perception towards green products integrated in this research paper.

Objective of the Study

1. To analyse the consumers' awareness and perception towards green products.

Research Methodology

The study is based on both primary and secondary source of information. The primary data were collected from the respondents Rasipuram taluk by structured questionnaire. An attempt is made in the paper to analyze the usage of Green Products. Secondary data were collected from various websites and articles. Appropriate statistical tools also been used to analyze the environment safety through green products.

Sample Size

The total sample size used for this study is 100 which are taken from users of green products.

Sampling Method

Convenient sampling method has been used to collect the data.

Research tools for the Study

The collected data is analyzed using the methods of simple percentage, Weighted Average Method, Mean score, Chi-square test and Garrett Ranking Technique. The analyzed data is presented using the tables.

Limitation of the Study

The study was conducted to assess the consumer awareness towards usage of green marketing products. The size of survey is limited to 100 respondents in Rasipuram taluk.

Area of Study

The study is confined to Namakkal district which comprises Rasipuram taluk only.

Analysis of Demographic Profile

The demographic profile of bank customers is analyzed presented in Table-1. Simple percentage analysis has been adopted to analyze demographic profiles of respondents.

Table. 1 Gender wise classification of Respondents

S.No.	Gender	Respondents	Percentage
1.	Male	57	57
2.	Female	43	43
Total		100	100.00

Source: Primary Data

It is the above from table1 that the gender level shows that about 57 percentage are male Respondents while the rest 43 percentage is female respondents.

Table 2 Age wise classification of Respondents

S.No.	Gender	Respondents	Percentage
1.	20- 25	16	16.
2.	26-35	22	22
3	36-45	29	29
4	46-55	19	19
5	Above 55	14	14
Total		100	100.00

Source: Primary Data

Table 2 gives the age wise classification of the sample respondents the above table shows that among the 100 respondents selected for the study 38 percentage of the respondents belong to an aged group of 20-35 and 48 percentages of the respondents belong to an age group of 36-55, remaining 14 percentages belong to an age group of above 55.

Table 3 Educational Qualifications

S.No.	Educational Qualifications	Respondents	Percentage
1.	Illiterate	10	10
2.	Up to HSC	31	31
3	Dip/Degree	37	37
4	P.G/ Professional	22	22
Total		100	100.00

Source: Primary Data

The Table 3 further states that 22 percent of the respondents are Post Graduate/Professional, 37 percent of the respondents are Diploma/ Graduate, 31 percent of the respondents are Higher Secondary, and 10.00 percent of the respondents are Illiterate.

Table 4 Occupation wise Classification

Sl.No	Occupation	No of Respondents	Percentage
1	Government employee	25	25
2	Private employee	24	24
3	Professional	18	18
4	Business	16	16
5	Others	15	15
Total		100	100.00

Source: Primary Data

Table 4 reveals that out of 100 respondents, 25 percentages of respondents belong to government employees, 24 percentages of respondents belong to private employee, the professional and business people were 18 percentage of respondents and 16. Percentage of respondents respectively and the remaining comes under others category.

Table 5 Source of Income

S.No.	Income	Respondents	Percentage
1.	10000-20000	12	12
2.	20000-30000	26	26
3	30000-40000	31	31
4	40000-50000	18	18
5	50000-60000	13	13
	Total	100	100.00

Source: Primary Data

Table 5 that 12 percent of the respondents whose monthly income varies in between Rs10, 000 to 20,000, 26 percent of the respondents whose monthly income varies in between Rs20, 000 to 30, 000,. 31 percent of the respondents whose monthly income varies in between above Rs30,000 to 40,000 and the remaining 31 percent of the respondents whose monthly income vary in between Rs 40, 000 to 60, 000.

Table.7 Sources of Awareness of green Products

I	Source of Awareness	1	2	3	4	5	6	7	Total	Avg. Score	RANK
	Value	7	6	5	4	3	2	1			
1	Television	12	19	14	11	15	12	17	100	3.98	V
	Value	84	114	70	444	45	24	17	398		
2	Magazines	10	18	20	12	10	14	16	100	4.00	III
	Value	70	108	100	48	30	28	16	400		
3	Social media Ads	13	20	15	19	13	06	14	100	4.27	II
	Value	91	120	75	76	39	12	14	427		
4	Seminars/Conferences	12	16	17	13	12	14	16	100	3.97	VI
	Value	84	96	85	52	36	28	16	397		
5	News paper	11	19	16	12	11	13	18	100	3.96	VII
	Value	77	114	80	48	33	26	18	396		
6	Friends/Relatives	14	24	12	14	13	08	15	100	4.28	I
	Value	98	144	60	56	39	16	15	428		
7	Super market	11	15	23	13	08	111	19	100	3.99	IV
	Value	77	90	115	52	24	22	19	399		

Source: Primary Data

Table. 6 Frequency of Purchase of Green Products

S.No.	Frequency of Purchase	Respondents	Percentage
1.	Once a Week	35	35
2.	Once a fortnight	20	20
3	Once a month	15	15
4	Once a year	10	10
5	Regularly when needed	20	20
Total	100	100.00	100.00

Source: Primary Data

The above table 6 that indicates the reason for frequently buying green products, majority of 35 percent of respondents buy green products once a week, 20 percent of respondents buy green products once a fortnight and regularly when needed and 10 percent of respondents buy green products once a year.

Sources of Awareness of green Products

The Sources of Awareness of green Products presented in the table 7.

It is clear from the table 7 that respondents have given the first and second Friends/Relatives and Social medias. Remaining Third, Fourth and Fifth ranks are given to Magazines, Super market, and Television

Reasons for Purchasing of Green Products

Table. 8 Appendix -1
Table 9 Garrett's Ranking Analysis

S.No	Reasons	Total Score	Avg. Score	Rank
1	I purchase green products since it has an environmental improvement	5645	56.45	I
2	Green products environmental giving meets my expectation	5338	53.38	III
3	Going green products could be a helpful investment in the lengthy time	5565	55.65	II
4	I buy green products while it is environmentally friendly	5119	51.19	IV
5	Green Products always assures and responsibilities for environmental security	4752	47.52	VII
6	I know about the green products during the advertisements	4745	47.45	VIII
7	Green products all the time costly	4820	48.20	VI
8	The cost and quality is an important aspect for the purchase of green products	4628	46.28	IX
9	The green products matched the personal needs	4494.	44.94	X
10	I prefer to buy environmentally green products	4994	49.94	V

Source: Primary Data

From the table 9 that respondents have given the first and second predilection I purchase green products since it has an environmental improvement and Going green products could be a helpful investment in the lengthy time. Remaining Third, Fourth and Fifth ranks are given to Green products environmental giving meets my expectation, I buy green products while it is environmentally friendly and I prefer to buy environmentally green products

Conclusion

The conclusion here at from the study. After available through my whole research study, I have come to the conclusion that consumer behaviour is a extremely difficult, active procedure and decisions to buy or not to buy depends on it. Consumer behaviour is influenced by awareness and attitude. Strong relationship can be seen involving opinion or supposed in order or awareness and attitude that people hold about any green product.

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