A Study on Consumer's Attitude towards Eco-Friendly Household Goods

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ABSTRACT

Sustainable marketing marked the beginning of a new approach that society will deal with the increasing concerns about ecological deterioration. Under the pressure of the emerging different social and legal norms, the business world had to react quickly. The shift in people's demands towards more Eco-friendly products opened a whole new world of opportunities for businesses. However, this is not widespread and is still evolving. The current study aims to study the awareness, and determines attitude of Consumers towards Eco-friendly house hold goods, and its impact on their purchasing decision.It also helps to analyse the factors that influenced customers to purchase Eco-Friendly household Goods and to assess the barriers in buying eco-friendly products by the customers.

Introduction

A sound economy and society depend upon a healthy environment. The natural environment affects human beings of a particular area and influences their way of living. Man consumes more material and energy than any other living beings, thus causing maximum damage to environment. Increasing awareness on the various environmental disaster, climate change, economic instability, and societal issues had led to a change in the consumer attitudes towards green lifestyle. Today people are more conscious of their impact on the environment. Consumer behaviour is the key to the impact that society has on the environment. The ultimate purpose of green marketing is to change behaviour. Green marketing is the marketing of goods that are environmentally safe. It incorporates a broad range of activities, including product modification, changes to the production process, sustainable packaging, as well as modifying advertising. Green or environmental marketing consists of all activities, designed to generate and facilitate any exchange indented to satisfy human needs and wants, such that the satisfaction of these needs and wants occur with minimum detrimental impact on the natural environment (Dr. Sanjay Keshaorao Katait, 2014).

Household goods are goods and products used almost daily by individuals, they have a quick turnover, are of relatively low cost. Some of the household goods are Laundry detergent, Dishwasher detergent, Hand soap, Dish soap, Disinfectant Hand sanitizer. The research study is on the green marketing but specifically on consumers' awareness, attitudes and purchase intention of house hold eco-friendly products.

2. Dimensions of Green Marketing

There are four dimensions of Green marketing, they are green product, green price, green place and green promotion. The four green marketing tools are depicted in this diagram
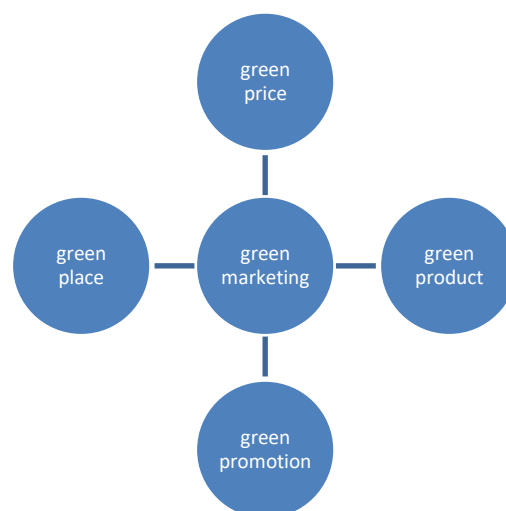
3. Key green marketing challenges are as follows:

Long Term Horizon

The biggest challenge in the application of green marketing practices is sustainability. The time taken for these practices to bear profits is long and often unpredictable as the initial stages of the implementation stages are associated with huge costs and often bring heavy expenses for the firm. The firms adopting these practices should have a long term horizon.

Unrewarded efforts

Secondly the efforts and patience of the firm goes unrewarded as customers look for convenience and cost advantage in patronizing the products and ignore the environmental concerns of the organization.

Research Methodology

Dr. Moloy Ghoshal (2011) defined green marketing, highlighted importance of green marketing, analysed different life stages of product, compared traditional Marketing with Green Marketing, discussed General tools/ approaches and problems with Going Green process.

Mayank Bhatia and Amit Jain (2013) analysed Consumer awareness and Perception about Green Products and Practices. Researchers indicated that the Consumers' level of awareness about green products found to be high but at the same time consumers are not aware about green initiatives undertaken by various government and non-government agencies signifying need for more efforts from organizations in this regard. Newspaper remains leading source of information for most of the respondents and should be utilized more for reaching out to the consumers regarding green products and practices.

Olimpia, N. (2016) reviewed the green marketing techniques used by nongovernmental organizations (NGO) and companies in Romania in order to influence the environmental behaviour of individuals. The researcher analysed the main techniques and methods used in the ecological communication, in order to shape the proenvironmental attitude and behaviour. The study also identified some environmentally concerned Romanian companies and also presented campaigns carried on by them on those lines.

Dr. M.A.Parveen Banu and C.Meena(2019) analysed the features of green products, Strategies of Green Marketing , Challenges in Green Marketing, Future functionalities in Green Marketing, Consumer value positioning, and they also studied awareness level of respondents towards green products in Tiruchirappalli district. They suggested that the Green products should be priced according to quality and this quality should be better than standard products and social networking sites must be used to influence on sustainable consumer behaviour.

Ambica Prakash Mani*, Samridhi Bhandari(2019) discussed the concept of green marketing and green marketing practices adopted by some renowned companies in India ,green marketing mix and also highlighted challenges in green marketing.

Akram Mohamad Alhamad (2019) concluded that the Green products are an essential strategy worldwide to save the climate and sustain the consuming of the natural resources via techniques including recycling ability, energy saving, eco and natural production. They also highlighted the important marketing strategy tools such as minimarkets, supermarkets, and hypermarkets to emphasis of the critical success marketing tools.

Objectives Of The Study

➢ To study the awareness, and attitude of Consumers towards Eco-friendly products with specific reference to house hold Goods and its impact on their purchasing decision.
➢ To analyse the factors that influenced customers to purchase Eco-Friendly household Goods
➢ To assess the barriers in buying eco-friendly products by the customers.

Methodology

The study is empirical in nature and uses primary and secondary data. Primary data for the study was collected with the help of questionnaire. The sample size is 250.The secondary data are collected published sources - books and web-sites, working paper, magazines and research reports. Tools used for analysis are percentage analysis, weighted mean score, rank analysis, chi-square test and Anova test

Scope Of The Study

The study identifies different types of green marketing practices. The reason for choosing this topic is to analyse the awareness and attitude of Consumers towards Eco-friendly products with specific reference to house hold Goods and its impact on their purchasing decision

Limitations Of The Study

The data was collected from the respondents in the city of Chennai only with limited sample size of 250.

Analysis And Findings Of The Study

9.1 CUSTOMER PROFILE OF RESPONDENTS

➢ Most (38.8%) of the respondents are of age group between 36 to 45 years and (33.2%) of the respondents belong to the age group between 26 to 35 years.
➢ Majority (64%) of the respondents belong to the category of female.
➢ Majority (58.2%) of the respondents belong to the category of UG level of education.
➢ Majority (66.40%) of the respondents belong to the category of private employee
➢ Majority (48.8%) of the respondents belong to the category of Rs 10001-20000 was monthly income of the customer.

9.2 RANK ANALYSIS

In this study, rank analysis has been carried out to identify the factors that influenced customers to purchase Eco-Friendly Household Goods.

TABLE -1

S.NO	PARTICULARS	NO. OF RESPONSE	RANK
1.	Personal attributes	43	2
2.	Availability	21	6
3.	Eco-friendliness	51	1
4.	Cost of the product	14	7
5.	Promotion done by the company	30	5
6.	Brand equity	34	4
7.	Recommendation by the family/friends	37	3
8.	Habit	12	8
9.	Try anything new in the market	8	9

From the table, it can be inferred that Eco-friendliness is ranked the first factor, Personal attributes scores second rank, Recommendation by the family/friends scores third, Brand equity gets fourth rank, Promotion done by the company gets fifth rank, Availability scores sixth rank, Cost of the product gets seventh rank, Habit gets eight rank and Try anything new in the market gets ninth rank as the factors that influenced customers to purchase Eco-Friendly Household Goods

9.3 Awareness of Eco-Friendly Household Goods

In this study, rank analysis has been carried out to identify various source of information for awareness of Eco-Friendly Household Goods among customers.

TABLE -2

SNO	ELEMENTS	weighted mean score	Mean rank
1.	Magazine, newspaper	3.85	5
2.	Friends and relatives	4.2	2
3.	Advertisement	3.94	3
4.	Internet, blogs	3.91	4
5.	Words of Mouth	4.42	1

From the table, it can be inferred that is Words of Mouth ranked the first, Friends and relatives scores second rank, Advertisement scores third, Internet, blogs gets fourth rank, Magazine, and newspaper gets fifth rank as source of information for awareness of Eco-Friendly Household Goods among customers.

9.4 Analysis of Attitude of customers towards Eco-Friendly Household Goods using weighted mean score

TABLE -3

S.no	Elements	Weighted mean scores	Standard deviation
1.	Eco friendly products will save time or money in the long run	3.20	.771

2.	Eco friendly products are healthier than their conventional counter parts	3.93	.912
3.	Preserve the environment for future generation	3.80	.909
4.	It is a better product	3.52	.841
5.	One way to show others they care about the environment	3.50	.822

From the above table , it is evident that mean value is above 3 for all the five elements indicating that all the respondents strongly agree to all elements and this attitude influences in purchasing decision of Eco-Friendly Household Goods

9.5 Impact of attributes of Eco-Friendly Household Goods on the purchasing decision

TABLE -4

S no	Attributes	Low	Medium	High
1.	Price	18 (7.2 %)	74(29.6%)	158 (63.2%)
2.	Package	31 (12.4%)	98 (39.2%)	121 (48.4%)
3.	Quality of product	20 (8 %)	60 (24%)	170 (68%)
4.	Promotion	66(26.2%)	88 (35.4%)	96 (38.4%)
5.	Distribution	69(27.6%)	89 (35.6%)	92 (36.8%)

9.6 CHI-SQUARE TEST FOR TESTING ASSOCIATIONS BETWEEN THE SELECTED ATTRIBUTES OF ECO-FRIENDLY HOUSE HOLD GOODS AND ITS IMPACT ON PURCHASE DECISION.

The following hypothesis was framed to test whether attributes of eco-friendly house hold goods has impact on purchase decision of customers.

H0- there is no association between attributes of eco-friendly house hold goods and its impact on purchase decision.

H1- There is an association between attributes of eco-friendly house hold goods and its impact on purchase decision.

TABLE 5

CHI - SQUARE TEST

NATURE OF VARIABLE	CALCULATED VALUE	TABLE VALUE	DEGREE OF FREEDOM
Attributes of eco-friendly house hold goods and its impact on purchase decision.	**79.58**	**12.6**	**6**

In the above table, the calculated value (79.58) is greater than the table value (12.6) at the 5% significance level and so the null hypothesis was rejected. Thus it can be concluded that there is significant association between Attributes of eco-friendly house hold goods and its impact on purchase decision.

9.7 Level of impact

From the table its clear quality of product (68%), price (63.2%), and package (48.4%) has highest impact on purchasing decision of customers, promotion, distribution is considered as the next important attribute for purchase decision.

9.8 ANOVA

An analysis of variance was performed to see whether there were significant difference between different age groups and their attitude towards eco-friendly house hold goods. The results indicated there is no significant difference between different age groups and their attitude towards eco-friendly house hold goods.

9.9 RANK ANALYSIS

In this study, rank analysis has been carried out to identify the barriers in buying eco-friendly products by the customers

TABLE 6

S. No.	Particulars	No. of responses	rank
1.	Higher price of eco-friendly products	115	1
2.	Non availability of eco-friendly products	90	2
3.	Limited range	21	3

| 4. | Confusing variability of eco-labels | 13 | 4 |
| 5. | Limited information about eco-friendliness of the product | 11 | 5 |

From the table, it can be inferred that Higher price of eco-friendly products is ranked as first, Non availability of eco-friendly products scores second rank, Limited range scores third, Confusing variability of eco-labels gets fourth rank, Limited information about eco-friendliness of the product gets fifth rank as the barriers in buying eco-friendly products by the customers.

Findings

➢ Most of the respondents are of opinion that Eco-friendliness, Personal attributes, Recommendation by the family/friends, Brand equity, Promotion done by the company as the main factors that influenced them to purchase Eco-Friendly Household Goods.

➢ Words of Mouth ranked the first, Friends and relatives scores second rank, Advertisement scores third, Internet, blogs gets fourth rank, Magazine, newspaper gets fifth rank as source of information for awareness of Eco-Friendly Household Goods among customers.

➢ the respondents strongly agree to all attributes of Eco-Friendly Household Goods and this attitude influences in purchasing decision of Eco-Friendly Household Goods

➢ There is significant association between Attributes of eco-friendly house hold goods and its impact on purchase decision.

➢ Quality of product (68%), price (63.2%), and package (48.4%) has highest impact on purchasing decision of customers, promotion, distribution is considered as the next important attribute for purchase decision.

➢ There is no significant difference between different age groups and their attitude towards eco-friendly house hold goods.

➢ Higher price of eco-friendly products, Non availability of eco-friendly products, Limited range are the main barriers in buying eco-friendly products by the customers.

Conclusion

The popularity for green marketing is on increase. People started to recognise green products which are eco-friendly and preserve environment. From the study it is clear that even though green products are bit costlier when compared to other non-green products, consumers are willing to purchase the green products for the reason of quality and environment conservation. In the long run green marketing will gain increasing prominence in India. The research results will be useful to organisations wanting to explore new avenues in sustainable consumption.

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