

A Study on Level of Awareness of Green Evolution in Consumer Goods with Special Reference To Kanniyakumari District

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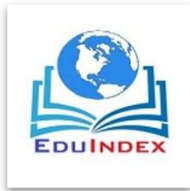
ABSTRACT

Green industry is booming rapidly. Reducing chemical infused product either edible or not is of higher priority among today's consumers. Organic and cheaper alternatives for inorganic and unhealthy products have been rediscovered from the old traditions. Even though advancement in technology is a crucial need of the society, most of the people are retuning back to the environment healthy products that were used before the introduction of technology. In recent years there is a huge transition from inorganic to organic products. Today most of the people prefer organic products from the health point of view. Due to the advancement of social media the awareness about ill effects of inorganic products and health benefits of organic products is well spread among the people. This study tries to determine the level of awareness of green evolution in consumer goods. This survey is carried out in Kanniyakumari district to find out the customers level of awareness about green products. The survey is conducted among 125 customer using convenience sampling method. The result shows that the people in Kanniyakumari are highly aware of green evolution, green products and they prefer organic products, in concern of the health, environment protection and also status in society.

Keywords: Green evolution, organic, inorganic, level of awareness.

INTRODUCTION

The rapid growth of the green industry leads to green evolution in consumer goods. Green evolution is a corporate greening process by which the organizations became more green responsible in their operations. The green retailers also play a crucial role in green evolution. The retailers are able to reduce the cost by reducing energy usage Ameliorate environmental impact by lowering emissions. Improve brand value and social responsibility by tracking and communicating the efforts and impacts of the previous two actions. Going inexperienced will facilitate little retailers to stand out from competitors, but few seem to be focusing on becoming more environmentally friendly. An MIT Sloan Management Review study released last year found that while most big retail chains already have green initiatives in place, only 9 percent of businesses with fewer than 1,000 employees have embraced sustainability as a core value.. That



little proportion might reflect 2 of the foremost challenges small retailers face: their property owner and their budget. When you don't own your store and don't have plenty to pay, it's hard to make expensive changes that could bring big energy savings, such as adding insulation or installing skylights. But going green doesn't essentially have to be compelled to be expensive.

OBJECTIVES OF THE STUDY

To study the Level of Awareness of Green Evolution in Consumer Goods among the customers in Kanniyakumari district based on demographic factors.

HYPOTHESIS OF THE STUDY

H1 = Awareness regarding green product is equal to average level.

H2 = There is no relation between gender, marital status, age group and location regarding level of awareness

H3 = There is no significance association between gender and level of awareness regarding green evolution.

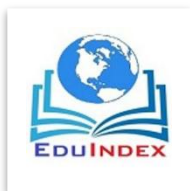
RESEARCH METHODOLOGY

The sampling unit for this research study is customers of consumer goods in Kanniyakumari district. Therefore the total number of respondents selected is 125/165 where 40 are incomplete responses. The finalized the sample size of this research study is 125 consumers at 5% significance level were selected as a respondent. And the respondent is selected from retail stores of Kanniyakumari district. The sampling method used in this study is convenience sampling. The research instrument used in this research is questionnaire for data collection.

RESULT AND ANALYSIS

Table (1) Showing the Awareness Regarding Green Products are Above Average Level

Level of Awareness	Mean	SD	T value	P value
Q1	3.86	1.035	8.211	<.001**
Q2	3.38	1.113	3.858	<.001**
Q3	3.44	.640	7.686	<.001**
Q4	2.48	1.175	-4.948	<.001**
Q5	3.76	1.035	8.211	<.001**
Q6	3.48	1.113	3.858	<.001**



Since p value is less than 0.01 the H_0 is rejected. Hence, concluded that the awareness regarding green products are not equal to average level. Based on mean score value 3.86 “opinion regarding level of awareness about green product are high” then “awareness about the green brands” (3.76) followed by “certification and symbols of green products” (3.48). This is because the peoples in Kanniyakumari district are high educated and much aware about the green environment.

Table (2) Showing Significance Difference between Gender, Marital Status and Location with Level of Awareness Regarding Green Products

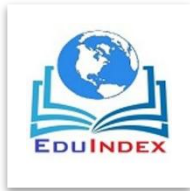
Variables	Gender	Mean	SD	T value	P Value
Gender	Male	21.8519	2.79762	4.842	0.009**
	Female	18.9577	3.67010		
Marital Status	Single	22.3200	2.11277	11.497	<0.001**
	Married	17.0400	3.02345		
Location	Rural	20.0769	3.20306	-0.421	0.078
	Urban	20.3500	4.02461		

Since p value is <0.01 H_0 is rejected at 1% of significance level. Hence, concluded that there is a significance difference between male and female with regard to level of awareness about green products. Based on mean score value 21.8519 male respondents are highly aware about green products.

Since p value is <0.01 H_0 is rejected at 1% of significance level. Hence, concluded that there is a significance difference between single and married with regard to level of awareness about green products. Based on mean score value 22.32 unmarried respondents are highly aware about green products. This is due to the younger generation are going environmental friendly with the impact of awareness through social medias.

Since p value is >0.05 H_0 is accepted at 5% of significance level. Hence, concluded that there is a no significance difference between rural and urban with regard to level of awareness about green products. Based on mean score value 20.35 urban respondents are highly aware about green products than rural. The literacy rate of Kanniyakumari district is almost 100%, even rural people are educated. So, there is no difference regarding level of awareness about green products on the basis of location.

Table (3) Showing Significance Difference between Age Group with Level of Awareness Regarding Green Products



Age Group	Mean	SD	F value	Sig.
15 - 25	20.4000 ^{bc}	1.53776	33.809	<0.001**
26 - 35	19.7500 ^b	2.29129		
36 - 45	22.1200 ^{cd}	3.74522		
46 - 55	22.7600 ^d	2.00582		
56 and Above	14.7500 ^a	2.76967		

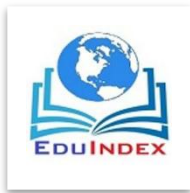
Since p value is <0.01 H_0 is rejected at 1% of significance level. Hence, concluded that there is a significance difference between age group with regard to level of awareness about green products. Based on DMRT age group 26 -35, 46 – 55 and above 56 have significance difference at 1% of significance. But age group falls between 15 – 25 and 36 – 45 have no difference with other groups.

Table (4) Showing Significance Association between Gender and Level of Awareness Regarding Green Evolution

Gender	Overall Level of Awareness			Total	Chi-Square	P value
	Low	Moderate	High			
Male	0	11	43	54	23.887 ^a	<0.001**
	(.0%)	(20.4%)	(79.6%)	(100.0%)		
	[.0%]	[84.6%]	[46.2%]	[43.2%]		
Female	19	2	50	71		
	(26.8%)	(2.8%)	(70.4%)	(100.0%)		
	[100.0%]	[15.4%]	[53.8%]	[56.8%]		
Total	19	13	93	125		
	(15.2%)	(10.4%)	(74.4%)	(100.0%)		
	[100.0%]	[100.0%]	[100.0%]	[100.0%]		

Since p value is <0.01 H_0 is rejected at 1% of significance level. Hence, concluded that there is a significance association between genders with regard to overall level of awareness about green evolution. 74.4 % of the respondents are highly aware about the green evolution and 79.6% of male respondents are highly aware about green evolution than the female.

LIMITATION OF STUDY



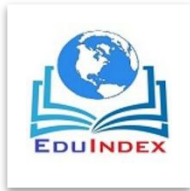
The research has been done at selected retailer shops in Kanniyakumari district only. The finding cannot be generalised to all the retailers in the state or country. The opinion of the respondent may vary from time to time, so respondent biases in providing the suggestion cannot be generalised to all the period of time. The respondents are less interested in giving their opinion. So the opinion given by the respondent are may not be accurate.

SUGGESTIONS AND CONCLUSION

The result shows that the people in Kanniyakumari are highly aware of green evolution, green products and they prefer organic products, in concern of the health, environment protection and also status in society. I suggest the retailers and the customer switch to energy-efficient lighting which is cost saving as well as reduce energy usage than the traditional or older fluorescent lights. Recommend all the people to use clean greener avoiding harmful chemicals. Customers are requested to reuse, reduce and recycle the product they use and avoid use and throw products. Build a building with natural ventilation and greenery than artificial ventilations. The customers are requested to bring carry bags to avoid plastic bags. Reduce packaging of goods, because 70% of was of retail shops are from packaging. Recent years going green is regarding offering green products. Now retailers are also focusing on selling organic products in their stores and follows Green Retailing. Green Retailing is known for building green practices in store operations supply chain logistics. The retailers are started the bandwagon since consumers are rapidly becoming aware about green goods and practices. Green Retailing is a new strategy to differentiate their offerings and more sustainability is being fast embraced as the new mantra.

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Think India Journal

ISSN: 0971-1260 Vol-22, Special Issue-19

**International Conference on
Multidisciplinary Research in Global Challenges and
Perspectives of Sustainable Development**
on 21th December 2019 at St. Jerome's College, Anandhanadarkudy,
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