



A Study on Level of Agreement among Consumer Regarding Green Evolution of Consumer Goods

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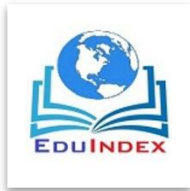
ABSTRACT

The consumer plays a crucial role in green evolution of consumer goods. In recent years, the demand of organic consumer goods has been doubled which indicate that the shift in consumers mindset and purchasing-decision factors. The awakening of consumer is owed to the ill effects that have started to come to sight with unpredictable weather conditions, newer and incurable health ailments, climate change and natural emergencies. This awareness creates the consumer to agree the ill effects of inorganic/harmful products and benefits of organic and green products. This agreement makes the consumer more aware and concern about safety, sustainability, healthy and quality of products. This survey is conducted among 150 consumers using convenience sampling. This helps to know the consumers level of agreement about green evolution of consumer goods and the consumers roles to increase awareness about green products, green product manufacturer, procurement and transportation, utilization and 3R's (Recycle, Reuse & Reduce).

Keywords: Green evolution, level of agreement, consumer, consumer goods.

INTRODUCTION

Green Evolution in retailing is the process of selling eco-friendly goods to their ultimate consumers. Green Evolution is a modern concept that manages all industry as well as retail business which takes advantage of going green concept. This concept introduced in the field of hospitality sector namely hotel, restaurant, café etc. in Bangladesh that work as Frequent Travelers Programmes (FTP) while protecting environment as a primary motive. In recent years retailers are concerned about their customers' buying decisions regarding the environment concerns. Consumers select the shop at a store which has flexible transportation to reduce energy consumption. The owners are looking for new and innovative ways to cut costs and encouraging consumers to increase the frequency of purchase. One of the retailers tactics is going green which is effective in reducing cost as well as increasing customer. Green evolution delivers the sustainability of business as well. This green evolution demonstrates corporate social



responsibility by reducing the impact of environmental issues enterprise also delivering significant financial benefits at same time.

OBJECTIVES OF THE STUDY

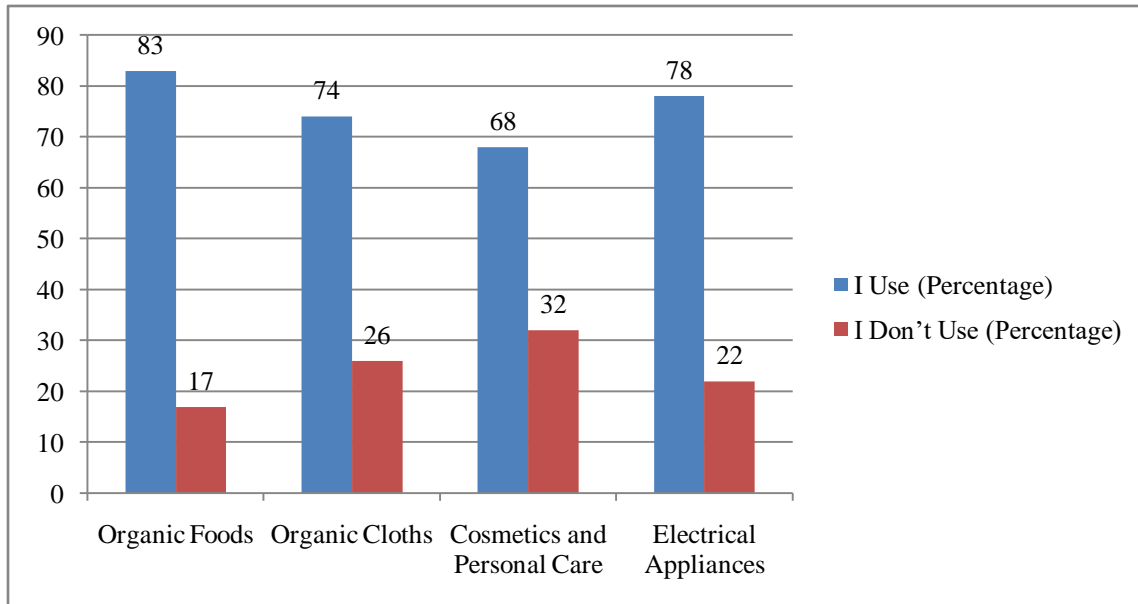
To study the level of agreement among consumer regarding green evolution of consumer Goods with the motive to go green and sources of awareness.

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.

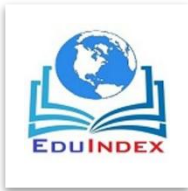
RESULT AND ANALYSIS

Chart (1) Showing the Usage of Green Products



From the above chart it is clear that most of the customer prefers organic product than the inorganic products. The most of the respondent prefer organic food (83%) then electrical appliances (78%) then followed by organic cloths (74%) and finally cosmetics and personal care products(68%).

Table (1) Showing the Ranking Motives for Usage of Green Products



Rank	Percentage Position $100(\text{Rank}-0.5)/N$	Value
I	12.5	72
II	37.5	57
III	63.5	43
IV	87.5	27

Table shows the percentage position for the rank I – IV and their corresponding Garrett's table Values. For I rank, the calculated percentage position 12.5 is 72, for II Rank 37.5 is 57 and so on. These values are taken from the Garrett's ranking table.

Table (2) Showing the Ranking Given by the Respondents

Factor	Rank				Total
	I	II	III	IV	
Concern of Health	63	12	29	21	125
Concern of Status	3	12	37	73	125
Concern of Environment	43	24	33	25	125
To Use Better Quality of Product	16	77	26	6	125
Total	125	125	125	125	500

Table (3) Showing the Ranking of Motives

Factor	Total	Rank
Concern of Health	7034	I
Concern of Status	4462	IV
Concern of Environment	6558	III
To Use Better Quality of Product	6821	II

The above table shows the rank of the motive of usage of green products on the basis of total value scored by each motives respectively. "Concern of health" is the key motives that make the customer to buy green products followed by "quality of product", "concern of environment" and finally "concern of status".

Table (4) Showing the Rank of Sources of Awareness Green Evolution

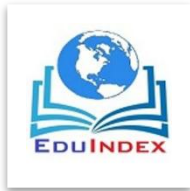
Rank	Percentage Position $100(\text{Rank}-0.5)/N$	Value
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I	6.25	80
II	18.75	68
III	31.25	60
IV	43.75	53
V	56.25	47
VI	68.75	40
VII	81.25	32
VIII	93.75	20

Table shows the percentage position for the rank I – VIII and their corresponding Garrett's table Values. For I rank, the calculated percentage position 6.25 is 80, for II Rank 18.75 is 68 and so on. These values are taken from the Garrett's ranking table.

Table (5) Showing the Ranking Given by the Respondents

Sources of Awareness	Rank								Total
	I	II	III	IV	V	VI	VII	VIII	
Television	10	24	38	22	24	5	2	0	125
Magazines	5	2	8	0	3	42	55	10	125
Internet Ads	19	14	2	25	20	33	9	3	125
Friends/ Relatives	27	0	20	5	46	12	3	12	125
News Paper	35	33	22	17	5	0	12	1	125
Seminar/ Conference	4	8	11	11	11	13	22	45	125
Supermarket Staffs	0	0	1	22	15	11	22	54	125
Social Media	25	44	23	23	1	9	0	0	125
Total	125	125	125	125	125	125	125	125	1000

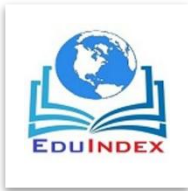
Table (5) Showing the Rank of Sources of Awareness Regarding Green Evolution

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Sources of Awareness	Total	Rank
Television	7270	III
Magazines	4797	VI
Internet Ads	6525	V
Friends/ Relatives	6603	IV
News Paper	7904	II
Seminar/ Conference	4748	VII
Supermarket Staffs	4155	VIII
Social Media	7998	I

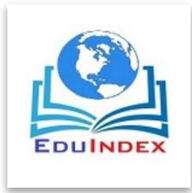
The above table shows the rank of the source of awareness regarding green evolution on the basis of total value scored by each sources of awareness respectively. “social media” is the key source that make the customer aware of green products followed by “news papers”, “television” , “friends and relatives and so on.

LIMITATION OF STUDY

The research has been done in Kanniyakumari district only. The finding cannot be generalized to all the state or country. The opinion of the respondent may vary from time to time, so respondent biases in providing the suggestion cannot be generalized 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. It shows that the consumers level of agreement about green evolution of consumer goods and the consumer’s roles to increase awareness about green products, green product manufacturer, procurement and transportation, utilization and 3R’s (Recycle, Reuse & Reduce). I suggest the retailers to promote their green products more to capture the competitive market since the consumers are well aware about green evolution in the global industry. Retailer also has to take an efficient effort to encourage the customers and their own staffs to going green concern by rewarding them.



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