

IMPACT ON GREEN CONSUMERISM: MORAL MOTIVATIONS TO A SUSTAINABLE FUTURE

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ABSTRACT

“Green” and sustainable products are advertised to buyers which would help the consumer in every purchasing decision. Green washing is a trend in which companies amplify or even lie about their claims to deceive and encourage consumers to buy their products. Green products are more sustainable and utilizes accessible assets. Maintainability considers the entire rather than points of interest, underlining connections instead of pieces in seclusion. Practical plan considers ecological and human wellbeing and prosperity, notwithstanding the customary criteria of capacity, cost, and feel. While earthy people have concentrated consideration on the corruption of regular frameworks, backers of manageability for the most part have faith in exchanging dangerous practices for solid ones and creating in manners that are gainful naturally and financially.

Keywords: Green Consumerism, Environment, Green product.

1. INTRODUCTION

Green products are energy efficient and durable products which are formed by re-cycled components. These products are free of Ozone depleting chemicals and toxic compounds. Eco-friendly products has to be made with herbal raw materials, produced with the least contaminants released into the environment and with the smallest effect on human health. The company which produces green products should take certain initiatives such as product modification, changes in production process, sustainable packaging and brand positioning through ecological marketing.

According to survey conducted by UL(Underwriter Laboratory, South Asia), among 1528 consumers and 1521 manufacturers, Majority of Indian consumers(81%) are willing to pay more for eco-friendly products than their counter parts and around three quarters(73%) of Indian consumers believe that manufacturers use eco-friendly processes.

GREEN CONSUMERISM – AN OVERVIEW

Green consumerism creates a balance between the expectations of consumer behavior and businesses' profit motives. Green consumption is closely related to the notions of sustainable development or sustainable consumer behavior. It is a form of consumption that is compatible with the safeguard of the environment for the present and for the next generations. It is a concept which ascribes to consumers responsibility or co-responsibility for addressing environmental problems through adoption of environmentally friendly behaviors, such as the use of organic products, clean and renewable energy and the research of goods produced by companies.

STATEMENT OF THE PROBLEM

India is a country with large number of green product users. The business network who wants to capitalize this idea changed this eco-friendly products usage in to a profitable business venture and this was the story behind the emergence of green washing. The importance of analyzing and identifying the factors influencing the consumer when the consumer decides to purchase green products is vital because new green market will bring significant differences to the consumers. Analyzing consumer perception is not new phenomenon. From this study the researchers work is primarily to identify and get insight the main factors that affecting green consumer when purchasing green products.

2. OBJECTIVES

The following objectives are drawn to fulfill the aim of the study:

- To analyze the demographic profile of the green product consumers in Madurai district.
- To explore the motives for buying green products.
- To study role of green consumerism for sustainable future

3. SIGNIFICANCE OF THE STUDY

The modern populace is conscious about adopting a healthier lifestyle and they prefer natural products. Consumer`s concern about the environment has been on the rise in India. In this current scenario, all the stakeholders have directed their attention towards eco- friendly products which is termed as 'green' products. Some corporate try to gain profits from such consumer preferences, not by improving their products and ingredients but by unethically promoting their products as green products.

It is imperative to assess the perception of the consumers on the environmental attributes of green products as well as the barriers perceived in acceptance of green products. This study has designed to make a review on preference of consumers on green labels and come out with recommendations to promote penetration of green product. Identify methods and approaches for increasing consumer awareness. The Central and State Governments have framed laws and regulations in all countries to protect the interests of the consumer, these laws always have certain loopholes, which such companies exploit to misguide consumers.

4. METHODOLOGY AND DATA COLLECTION

The study is intended to analyze the consumer perception towards green consumerism with reference to Madurai District. The proposed study is an empirical research and it is based on survey method. A structured questionnaire was used to collect information. This study is analytical in nature based on primary and secondary data.

PRIMARY DATA AND SECONDARY DATA

The primary data will be collected directly from the customers of green(herbal)products through a well designed questionnaire. The secondary data will be collected from books, journals, research articles, magazines, reports, newspapers and websites.

SAMPLING DESIGN

The researcher adopted the convenience sampling method to identify the sample respondents of Madurai city of nearly 200 customers. Socio economic and educational indicators of the respondents will be represented.

FRAMEWORK OF ANALYSIS

The statistical procedures used are selected based on the appropriateness to examine the objectives of the research using SPSS statistical package. Quantitative data will be refined from the respondent's response in the proposed study. In order to evaluate the collected data various statistical techniques are employed keeping in view the nature of the problem and objectives. Both descriptive and inferential statistics will be used. In descriptive statistics, percentage and frequency are computed to explain the profile of the respondents. In inferential statistics chi-square analysis and Kruskal Wallis will be computed.

ANALYSIS

The following parameters were considered to explore the motives of green product consumption among ecological conscious consumers:

TABLE NO 1
DISTRIBUTION OF THE RESPONDENTS BASED ON THEIR AGE

S.NO	AGE- WISE CLASSIFICATION	NUMBER OF RESPONDENTS	PERCENTAGE
1	18-25	42	42
2	26-40	29	29
3	41-55	22	22
4	More than 56	7	7
Total		100	100

Source: Primary Data

It is observed from the table .1that, 42 percent of the respondents fall in the category of 18 to 25 years while 29 percent of the respondents are up to 26-40 years and 22 percent of the respondents are in the age group of 41-55 years. Further only 7 percent of the respondents are in the age group of 56 years.



FIG NO 1

GENDER WISE DISTRIBUTION

Gender is considered as an important study variable in behavioral studies. The sample respondents were asked to mention their gender in the interview schedule. Table 4.2 reflects the gender wise distribution of the respondents.

TABLE NO 2
GENDER WISE DISTRIBUTION

S.NO	GENDER –WISE CLASSIFICATION	NUMBER OF RESPONDENTS	PERCENTAGE
1	Male	42	42
2	Female	58	58
Total		100	100

Source: Primary Data

It is clear from the TABLE 2 that, totally 100 respondents expressed their opinion on green washing. Among the total consumers, 42 percent of respondents are male and 58 percent of the respondents are female.

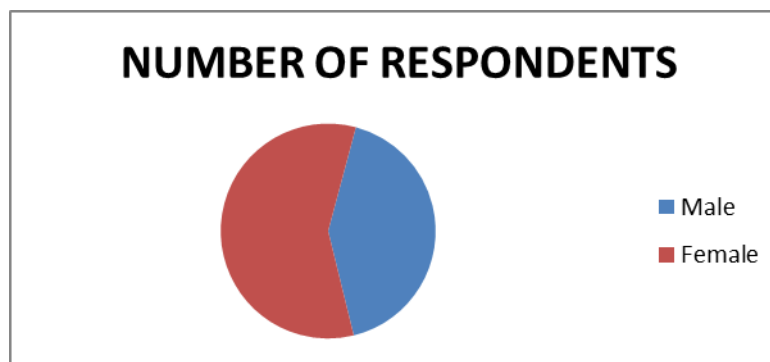


FIG NO 2

OPINION ON PREFERENCE OF GREEN PRODUCT SEGEMENT

The following table shows the weighted Average Score on preference of segment of green products:

TABLE NO 3
SEGEMENT GREEN PRODUCT

S.NO	SEGMENT	WEIGHTED AVERAGE SCORE	RANK
1.	Organic food	405	II
2.	Organic clothes	356	IV
3.	Cosmetics and personal care products	377	III
4.	Electrical appliances	233	VI
5.	Medicines	458	I
6.	Durable goods	275	V

Source: Primary Data

From the table 4.16 it is clear that, majority of the respondents gave first preference to medicines (458) with green values, second preference to organic food stuffs (405), third choice to Cosmetics and personal care products (377). Other segments like Organic clothes, Durable goods and Electrical appliances hold fourth. Fifth and sixth positions respectively.

ANALYSIS ON MOTIVATING PARAMETERS TO PURCHASE GREEN PRODUCTS:

This table shows the analysis of influencing factors towards purchase of green products:

**TABLE NO 4
MOTIVATING PARAMETERS**

TEST STATISTICS A,B					
S.NO	STATEMENTS	KRUSKAL-WALLIS H	DF	ASYMP. SIG. (P VALUE)	RESULTS
1.	Green products contribute in saving the planet earth	14.157	1	0.003	Significant
2.	Green products are more environments friendly.	8.711	1	0.003	Significant
3.	Green products consists of recyclable packaging materials	16.658	1	0.001	Significant
4.	Protecting family members from serious ailments.	20.209	1	0.000	Significant
5.	Enforcement of tradition/culture to buy green products	18.951	1	0.000	Significant
6.	Better quality and more green values	14.965	1	0.002	Significant
a. Kruskal Wallis Test					
b. Grouping Variable: AGE					

Source: Primary Data

According to the results in Table 3 the P value of the KRUSKAL-WALLIS test is less than 0.05. Hence the null hypothesis is rejected at 1 per cent level of significance. There is a significant difference in the motivating factors towards purchase of green products and the null hypothesis has been rejected. It is concluded that, AGE of the respondents has no influence on the above dimensions.

FINDINGS

- Majority of the respondents (42 percent) are in the category of 18 to 25 years age group.
- Among the total population (100 respondents) 58 percent of the respondents are female.
- The P value of the KRUSKAL-WALLIS test is less than 0.05. Hence the null hypothesis is rejected at 1 per cent level of significance. There is a significant difference in the influencing factors towards purchase of green products and the null hypothesis has been rejected. It is concluded that, AGE of the respondents has influence on the above dimensions.

5. CONCLUSION

During this green era, buyers prefer green products due to certain motives such as, Ecological apprehension and health consciousness. Further this research would facilitate companies, authorities, governments, producers and sellers to discover the stirring factors that make end-users to buy green products. And the outcomes of this study would assist policy makers to solve some of ecological hitches and to provide less consequence caused by products. Most of the clients were motivated to acquire green product due to have a healthy life style and hygienic atmosphere. This practice will lead to a healthy and clean society.

SUGGESTION

- The manufacturers should improve the quality of green products.
- They should use recyclable packaging materials to avoid environmental pollution.
- The Government should create awareness among the consumers about ecological values and medicinal values of green products.
- The Government should insist the consumers to make use of quality green products to avoid serious health issues.
- To improve the green trade, the Government can grant subsidy to green product producers and consumers.

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