

# **The Effect Of Environment-Friendly Product's Price On Attitude**

**Dr.P.Balathandayutham**, Assistant Professor,

Department of Business Administration

Annamalai University

## **Abstract**

The main purpose of this research is to discover the relationship between price and attitude. A questionnaire survey was conducted to reveal the consumer attitude through price. Two instruments namely Consumer attitude towards eco friendly products and Price of eco friendly products were developed. This research was conducted in Chidambaram. The regressions were performed and data was collected from 100 respondents. The outcomes of the research indicated that only one statement of price did not predict consumer attitude. Rest of the statements exhibited prediction

***Index Terms*** : Price, Consumer Attitude.

## **Introduction**

Consumer behavior can be better understood by several conceptual studies that are shared in the fields of marketing and psychology. Consumer behavior may include affect and emotion, memory and cognitions, decision-making and judgment, group dynamics and very important for this study, attitudes (Ajzen, 2008). Aaker and Myers (1987, p. 160) referred the significance of

attitudes as they disputed that “the attitude related to a product or brand is the pillar that supports the sales and profits of large corporations”.

In the same way, D'Souza, Taghian and Lamb (2005) had also disputed that apart from quality, price plays an important role in determining the process of selecting a product by the consumer. Enterprises that are carrying out the business of green products should avoid to follow the strategy of premium pricing as the main antecedent of green products is the price of the product. (D'Souza, Taghian and Lamb, 2005).

Kotler, 1999, says that green marketing appears from societal marketing. "Green marketing" is a concept of holistic marketing where starting from production and ending with disposal, all activities seems to take place in a manner which is less harmful to environment. This concept has nowadays taken an important place due to increase in awareness about the effects of global warming, dangerous effects of pollutants, solid waste which is non-biodegradable and so on. As per the words of Mudhassir, 2010, the manufacturers and the consumers are making a changeover to green products due to the increased awareness regarding the environmental issues. The manufactured products are consumed finally by the consumers for satisfying their wants. The success of green marketing depends on the level of satisfaction that the consumers attain by usage of green products instead of other types of products. The perception and behavior of consumers towards the green products decides upon the success of green technology. According to Nayan R. Sinha, an individual who is very cautious about the environment he lives in and buys products that are less harmful to the environment is referred to as a green consumer. Eco friendly products include those that involves lesser or no packaging materials, produced with the help of naturally available sources and are produced without causing any type of pollution. The green consumer will make an attempt to drive a hybrid medium of transport, purchase products produced with recycled materials.

According to the Environmental Professionals Network, green products offer economical, social and environmental benefits to the people and also ensure preservation of public health. Usage of green products helps to trim down the pollution of water, soil and air. Green products also prevent contamination of natural resources.

The main purpose of the study was to establish the relationship between the Price and consumer attitude of eco friendly product in Chidambaram.

## **REVIEW OF LITERATURE**

**Dipti Shankar Barge, Dinkar Khashaba More and Sarang Shankar Bhola in 2014** conducted a study on the Eco Friendly Products Attitude towards Pricing. The authors have made an effort to study the consumer's attitude towards the price of environment friendly products. Attempt has also been made to understand the attitude of both users and non-users of environment friendly products towards the price of those types of products. Findings of the study show that users of eco friendly products exhibit a positive attitude towards the price of those products. On the contrary, non users of those types of products exhibit a negative attitude towards pricing of such products, as they believe that the price of eco-friendly products is higher than the conventional products. Hence this becomes the reason that the non users do not purchase eco-friendly products.

**Preeti Pillai and Indra Meghrajani (2013)** had found out the Consumer Attitude towards Eco-Friendly Goods – A Study of Electronic Products in Ahmadabad City. The main aim of this paper was to examine the intention and attitude of consumers, who are having diverse background in demography, towards the buying behavior of eco-friendly economic goods. The study was carried out in Ahmadabad. Further attempt was also made to examine the consumer's attitude and behavior towards the eco-friendly economic goods and also an investigation was

made to study which environmental factors are considered for the purchase of those products. Research was done among the sample selected through convenient sampling. The current study was a quantitative study. Convenient sampling was preferred as it was less time consuming. A total of 185 responses were received from a total of 200 samples. The findings of the study show that the companies are now manufacturing eco friendly electronic items owing to the increasing demand for such goods. They are trying to make the consumers aware of such product's availability in the market.

### **RESEARCH METHODOLOGY**

**Sampling and data collection-** Data was collected from 100 respondents, who were selected through random sampling. The area of data collection was Chidambaram.

**Statistical tool used-** The data so collected was analyzed with the help of regression.

Sl.No	<b>Consumer attitude towards eco friendly product</b>
1	It is essential that the product which I use does not have damage to the environment.
2	I am very cautious in using the eco friendly resources of our planet earth.
3	I am an environmentalist.
4	I am prepared to take necessary actions that are more eco-friendly.
5	Reduction of noise pollution should be followed by the people in the society.
6	The nation's one main issue is pollution.
7	Even if it is inconvenient, I will not buy products of companies which are irresponsible towards the environment safety.
8	For the purpose of reducing pollution I am ready to make personal sacrifices, even if the results seem to appear gradually.
9	It is the need of the hour to reduce the usage of products made from limited eco friendly resources.
10	Everyone in the society should be aware of the results of the goods they buy.

	<b>Price of eco friendly product</b>
1	In the midst of choices, I would go in for eco friendly good, even if the price is high.
2	Consumers are willing to purchase eco friendly goods that do not affect the environment.
3	In the midst of low price of general products, I will prefer for high priced eco friendly product.
4	When compared to the conventional items, green products are highly priced.
5	Purchase behavior is seen to be affected by the green product's price.
6	My expectation is fully satisfied by the green products.

**ANALYSIS AND INTERPRETATION**

**Model Summary**

R	R Square	Adjusted R Square	F	Sig.
.795(a)	.631	.627	145.320	.000(a)

a Predictors: (Constant), price

**Coefficients(a)**

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.950	.118		16.591	.000
In the midst of choices, I would go in for eco friendly good, even if the price is high.	.051	.017	.089	2.941	.003
Consumers are willing to purchase eco friendly goods that do not affect the environment.	.007	.024	.013	.281	.779
In the midst of low price of general products, I will prefer for high priced eco friendly product.	.082	.027	.119	3.076	.002
When compared to the conventional items, green products are highly priced.	-.189	.028	-.262	-6.796	.000
Purchase behavior is seen to be affected by the green product's price.	.396	.022	.524	17.887	.000
My expectation is fully satisfied by the green products.	.166	.022	.337	7.681	.000

a Dependent Variable: **Consumer attitude**

Let's focus on the 5 predictors, whether they are statistically significant and, if so, the direction of the relationship. Most of the price factors are significant, and the coefficient is positive which would indicate that 5 statements highly influenced consumer attitude.

## **CONCLUSION**

After the data had been analyzed, conclusions and recommendations were drawn based on the results of the study. The outcomes of the research indicated that only one statement of price did not predict consumer attitude. Rest of the statements exhibited prediction.

Every study has certain limitations and so is the same for this research. This limitation can be rectified in future researches. Only the customers of Chidambaram area were examined and studied for the research. Future studies can be made in other areas of Tamilnadu.

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