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A Study On Consumer Preference On Green Products In Chennai City

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ABSTRACT

Now Multinational corporations realized importance sustainable development, they decided to produce eco-friendly products for the welfare of society. Eco-friendly products are "products that do not harm the environment whether in their production, use or disposal". The present study is an attempt to know consumer preference about green products. The green products related to food products like green tea powder, palm jiggery, are most preferable products in recent days. Due to lack of marketing strategies, lack of awareness about importance of green products is the major causes of low sales volume of green products. The present study is covers the geographical area of Chennai city. The sample size is confined as 150. The convenient sampling method is adopted for the present study. Companies should look for look for opportunities to prove the greenness of their product to add more credibility and demonstrate how their product's effectiveness and quality compare to a non-green product. Marketers who can do this the best and most often are more likely to win over consumers.

KEY WORDS: green products, palm jiggery, green tea, recycling products etc.

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INTRODUCTION:

Due to health awareness, consumer preference green products for their purchases. In recent days many products advertising through their products takes its unique feature as green oriented. Most bathing soap advertisement is showing that neem tree leaf and herbs is used for the products. Tea power advertisement is always shows that tea leaf with attractive manner. Consumers also prefer lemon tea, green tea for their consumption. In a provisions material for house they prefer palm jaggery instead of white sugar.

In the impact global warming people prefer eco-friendly products for their purchases namely paper less transactions (e-banking), paper cubs instead of plastic cups and avoid plastics and so on. In the current scenario, business organization concentrates on eco-friendly products for their implementation management strategies namely online payment, online application, training through online etc.

Now Multinational corporations realized importance sustainable development, they decided to produce eco-friendly products for the welfare of society. Eco-friendly products are "products that do not harm the environment whether in their production, use or disposal". In other words, these products help preserve the environment by significantly reducing the pollution they could produce. Eco-friendly products can be made from scratch, or from recycled materials.

Marketing and marketing related activities of any products depends on customers. Green products also must know the pulses of customers for successful running of business. Even though there are numerous advantages lies in the product but it needs to get marketing campaign then only it achieves success. Green products are giving maximum benefits to consumers instead of consumer preference and taste of the green products did not attracts consumers.

IMPORTANCE OF THE STUDY

Any business organization is sustaining in successful manner it needs to know consumers preferences and attitudes. Green products like green tea, eco friendly products are needs of the hour. Due to unawareness most of the consumers prefer green products. Emerging concept green products and importance of eco-friendly products is growing awareness due climate change and global warming. The following pictures are examples of eco-friendly products.

Eco- Friendly Tooth brush

Green products namely without harm environment but has more number of advantages to consumers.

Eco Fame

The green products related to food products like green tea powder, palm jiggery, are most preferable products in recent days. Due to lack of marketing strategies, lack of awareness about importance of green products is the major causes of low sales volume of green products.

REVIEW OF LITERATURE

Bhatia ed. al. (2013) provides a brief review of environmental issues and identifies the green values of the consumers, their level of awareness about environmental issues, eco-friendly green productsand practices. This paper highlights the consumers‟ perception and preferences towards green marketing practices and products with the help of a structured questionnaire. A study was conducted on 106 respondents. High level of awareness about green market ing practices and products was found among the consumers. Green values were also found to be high among the respondents. Research has given good insights for marketers of the eco-friendly green products and

suggests the need of designing the marketing communication campaigns promoting eco-friendly green products due to high green value among the consumers[1].

Sundarraman R and Murali (2017) attempt to analyses what are the factors influence the consumer persuasion to buy the green product or not. The sample size is selected for the study is 100 respondents who are used in the eco friendly green products in Tiruchirappalli city. The convenience sampling technique was adopted for the present study. It is suggested to Companies should look for look for opportunities to prove the greenness of their product to add more credibility and demonstrate how their product's effectiveness and quality compare to a non-green product. Marketers who can do this the best and most often are more likely to win over consumers[2].

Gheorghe Orzan ed. al. (2018) analyzes the Romanian consumer's behavior concerning sustainable packaging through quantitative research among 268 consumers. The aim of the study is to determine the perception of the Romanian consumer regarding the role of eco-packaging in the formation of sustainable behavior. Most respondents are aware of the impact of packaging on the environment, the main reasons for purchasing are environmental protection, recycle and the feeling of being responsible. Packaging preferences include paper, glass and cardboard and, to a lesser extent, plastic and wood. The reasons why consumers are not willing to pay more for green packaging are the price of products correlated with the low consumer budget and the lack of information and these are the main barriers to adopting sustainable behavior[3].

STATEMENT OF THE PROBLEM

The green products must attract the consumers. The green related products like green tea, lemon tea powder, do not have affordable cost, frequent marketing channel, etc. consumers also did not aware of importance of green products. It is more useful and solves many health related issues. It has more number of advantages compare to ordinary products. But it lack of effective marketing strategies to attract consumer. The present study is an attempt to know consumer preference about green products.

OBJECTIVES

The following objectives are framed to attain desirable results.

1) To study the consumer preferences of green products in Chennai city

2) To know the factors influencing consumer preference of green products

3) To give suitable suggestions to improve the sales volume of green products

RESEARCH METHODOLOGY

The present study is covers the geographical area of Chennai city. The sample size is confined as 150. The convenient sampling method is adopted for the present study. The green products research is applicable to metropolitan city like Chennai. So that researcher is targeted to get prospective respondents to attain good results. The present study is collect primary data and also secondary data from various journals, websites etc.

ANALYSIS AND DISCUSSTION

"Kruskal Wallis Test

Ranks						
	Gender	N	Mean Rank	Chi-square value	df	Statistical inference
Health issues	Male	57	103.58	.054	3	.479>0.05 Not Significant
	Female	93	101.57			
	Total	150				
Quality products	Male	57	100.16	1.321	3	.800>0.05 Not Significant
	Female	93	110.03			
	Total	150				
Affordable Price	Male	57	104.27	.270	3	.250 >0.05 Not Significant
	Female	93	99.85			
	Total	150				
Eco-friendly	Male	57	104.76	.534	3	.465 >0.05 Not Significant
	Female	93	98.65			
	Total	150				
Organic farming	Male	57	104.11	.207	3	.643>0.05 Not Significant
	Female	93	100.25			
	Total	150				
Package	Male	57	100.75	.823	3	.816>0.05 Not Significant
	Female	93	108.58			
	Total	150				
Overall preference of green products	Male	57	98.98	2.662	3	.206>0.05 Not Significant
	Female	93	112.94			
	Total	150				

RESEARCH HYPOTHESIS

There is significant variance between sex of the respondents and their overall perception of choices and preference of green products

Null hypothesis

There is no significant variance between sex of the respondents and and their overall perception of choices and preference of green products

Statistical tools

Kruskal Wallis Test was used for the above table

Findings

The above table reveals that There is no significant variances between sex of the respondents and their overall perception of preference of green products. Hence, the calculated value is greater than table value (P>0.05). So the research hypothesis is rejected and the null hypothesis is accepted

Karl Pearson co-efficient correlation Test

Sl.No.	Statement	Mean	Standard deviation	R value	Statistical inference
I.	Health issues	2.20	1.436	039	0.435>0.05 Not significant
II.	Quality products	1.96	1.372	.160**	0.013>0.05 significant
III.	Affordable Price	3.18	1.464	-.025	0.622>0.05 Not significant
IV.	Eco-friendly	3.04	1.188	.104*	0.038>0.05 significant
V.	Organic farming	3.40	1.236	-.164**	0.001>0.05 significant
VI.	Package	2.98	1.243	-.036	0.467>0.05 Not significant
VII.	overall perception of preference of green products	18.3000	3.89975	.189**	0.181>0.05 Not significant

RESEARCH HYPOTHESIS

There is a significant relationship between marital status of the respondents and their overall perception of preference of green products

Null hypothesis

There is no significant relationship between marital status of the respondents and their overall perception of preference of green products

Statistical tools

Karl Pearson co-efficient correlation Test was used for the above table

Findings

The above table reveals that there is no significant relationship between marital status of the respondents and their overall perception of preference of green products. Hence, the calculated value is greater than table value (P>0.05). So the research hypothesis is rejected and the null hypothesis is accepted

SUGGESTIONS

- The marketers also need to adopt a better marketing mix for their products in order to change consumer's negative perception towards green products. Successful green marketing entails much more than simply adding an environmental attribute into a product.

- The marketers is try to reduce product price for targeting middle class consumers also. The cost of price is very high compare to other products. It is suggested that reduce the green products prices in order to attracts consumers

- Companies should look for look for opportunities to prove the greenness of their product to add more credibility and demonstrate how their product's effectiveness and quality compare to a non-green product. Marketers who can do this the best and most often are more likely to win over consumers.

- Awareness programs of environmental degradation and benefits of green products must be launched along with the different types of such products that consumers can use.

CONCLUSION

In recent days many products advertising through their products takes its unique feature as green oriented. Most bathing soap advertisement is showing that neem tree leaf and herbs is used for the products. Tea power advertisement is always shows that tea leaf with attractive manner. Consumers also prefer lemon tea, green tea for their consumption. In a provisions material for house they prefer palm jaggery instead of white sugar. Any business organization is sustaining in successful manner it needs to know consumers preferences and attitudes. Green products like green tea, eco friendly products are needs of the hour. Due to unawareness most of the consumers prefer green products. Emerging concept green products and importance of eco-friendly products is growing awareness due climate change and global warming.

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