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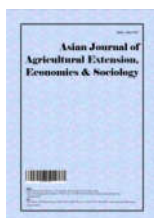
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## **Impact of Green Products on Consumer Purchase Decision in Coimbatore City of Tamil Nadu**

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### **Authors' contributions**

*This work was carried out in collaboration among all authors. All authors read and approved the final manuscript.*

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### **ABSTRACT**

**Aim:** The purpose of the study is to find the awareness of consumers towards green products, factors influencing them to purchase the green products and the problems faced by consumers while purchasing the green products in Coimbatore city

**Design of the Study:** The study is empirical in nature as the study aims to find out the Impact of green products on consumer purchase decision in Coimbatore city. The study is carried out with a survey through a well structured interview schedule. Collection of data for the purpose of the research study is in the form of primary data as the study being empirical in nature.

**Methodology:** The sampling technique involved is purposive sampling. The study is limited only in Coimbatore city. The data were collected from the customer who were aware about the green products. The survey conducted in customers of organised retail stores. In this study, total samples is 100. Tools used for analysis were percentage analysis, factor analysis and Garrett's Ranking Technique.

**Findings:** Consumer Awareness towards green products was high and it indicated that they were having high environmental concern. Most of the sample respondents were college graduates and they have good knowledge about the green products. Consumer attitude towards purchase of green product was high. Consumer purchase decision of green products was highly based on the Quality and Promotion (Advertisement). High cost is the major problem faced by the sample respondents while purchasing of green products.

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## 1. INTRODUCTION

Nowadays peoples are more concerned environmental issues and choose to spend their money in a way that is more environmentally friendly [1-3]. Green marketing can entail a variety of activities, including developing an environmentally friendly product, employing environmentally friendly packaging, implementing sustainable company processes, and focusing marketing efforts on messages that communicate a product's environmental benefits [4-6]. A green product is one that is nontoxic, made from natural ingredients, recyclable/reusable, has not been tested on animals, does not pollute the environment, and is lightly packaged. It also contains natural materials, recycled content, and permitted chemicals. The promotion of environmentally friendly products and services is known as green marketing. It is growing in popularity as more individuals become concerned about environmental issues and seek to spend their money in a way that is more environmentally friendly [7-9]. Creating an eco-friendly product, employing eco-friendly packaging, adopting sustainable business practices, or focusing marketing efforts on messaging that communicate the environment are all examples of green marketing [10,11]. Because of the increased demand, this sort of marketing can be more expensive, but it can also be profitable. "Green marketing is the promotion of items that are assumed to be environmentally safe," according to the American Marketing Association.

### 1.1 Literature Review

Gan et al [12] identified that consumers who are environmentally conscious are more likely to purchase green products and higher price has a negative effect on the probability of consumers purchasing green products.

Suki [13] identified that consumer's awareness of price and brand image significantly influences their purchasing decision of green products and a person having some concern for the environment and its brand image would have a stronger preference to buy a green product.

Kundu (2019) reported that businesses have increased their rate of targeting consumers who are concerned about the environment and these same consumers through their concern are

interested in integrating environmental issues into their purchasing decisions through their incorporation into the process and content of the marketing strategy for whatever product may be required [4,15].

Ansar [16] concluded that Socio demographic variables are not found to be significantly associated with green purchase intentions and environmental advertisement, price and ecological packaging also have a positive relationship with the green purchase intention.

## 2. MATERIALS AND METHODS

The study was empirical in nature as the study aims to find out the Impact of green products on consumer purchase decision in Coimbatore city. The study was carried out with a survey through a structured interview schedule. The primary data were collected from the sample respondents who were aware about the green products. The survey was conducted in the organised retail stores. The total sample size considered for the study was 100.

## 3. RESULT AND DISCUSSION

The demographic characters include age, education, experience, income and gender. The demographic details of sample respondents are given in the Table 1.

It could be evident from the above Table1 that the sample respondents were classified based on different demographic features revealed that majority of sample respondent were male respondents (77percent) followed by female respondents (23 percent). Most of sample respondents were come under the age category of 31 -40 year (38 percent) followed by 41-50 years (25percent), 21-30 years (22 percent), up to 20 years (10 percent) and above 50 years (5 percent).

In case of education, majority of sample respondents were college graduate (65percent) followed by higher secondary education (23 percent), secondary education (9 percent) and primary education (3 percent). With regard to profession, majority of sample respondents were worked in private sector (34 percent) followed by student (21 percent), public sector (17 percent), business (16 percent). In case of family income, majority of sample respondents had Rs. 40,001-Rs.50,000 (32 percent) and followed by Rs. 30,001- Rs.40,000 (21 percent), above Rs.

50,000 (20 percent), up to Rs. 20,000 (18 percent) and Rs. 20,001 to Rs. 30,000 (9 percent).

The details of awareness about green products are given in Table 2.

It could be concluded from the above Table 2 that majority of the sample respondents were moderately aware about the green products (57 percent) followed by 33 percent of sample respondents were highly aware about the green products and 10 percent sample respondents were less aware about the green products. It could be concluded that nearly 90 per cent of the sample respondents were fair knowledge about the green products. The source of awareness about green products are given in Table 3.

It could be observed from the Table 3 that majority of the sample respondents got awareness by Television (38 percent) followed by Newspapers (22 percent), Magazines (18 percent), Family friends (15 percent) and Class lectures (7 percent). It could be concluded that television plays a vital role to create the awareness about green products to the sample

respondents. The different period of usage of green product are given in Table 4.

It could be inferred from the Table 4 that majority of the sample respondents used green products from 1 year to 2 years (28 percent) followed by less than 6 months (20 percent), 2 years to 3 years (19 percent), more than 3 years (17 percent) and 6 months to 1 year (16 percent). It could be inferred that more than 60 percentage of sample respondents were used green products more than one year. The details of location of purchase of green products are given in Table 5.

It could be evident from the Table 5 that majority of sample respondents purchased green products from Supermarket, Hypermarket (56 percent) followed by Internet (17 percent), Retail shops (15 percent) and Factory outlet (6 percent). It could be concluded that super market and hyper market played a vital role for selling of green products. The details of frequency of purchase of green products are given in Table 6.

**Table 1. Demographic details of sample respondents**

Characteristics	Category	Number of Sample Respondent(n=100)	Percentage to Total
Gender	Male	77	77
	Female	23	23
Total		100	100
Age (In years)*	Upto 20	10	10
	21-30	22	22
	31-40	38	38
	41-50	25	25
	>50	5	5
Total		100	100
Education	Primary	3	3
	Secondary	9	9
	Higher secondary	23	23
	Graduate	65	65
Total		100	100
Profession	Private sector	34	34
	Public sector	17	17
	Retired	9	9
	Student	21	21
	Business	16	16
	Does not work	3	3
Total	Total	100	100
Family Income (Rs/month)	Upto 20000	18	18
	20001-30000	9	9
	30001-40000	21	21
	40001-50000	32	32
	above 50000	20	20
Total		100	100

**Table 2. Level of awareness about green products**

S. No	Level of Awareness	No of Sample Respondents	Percentage to Total
1	Highly Aware	33	33
2	Moderately Aware	57	57
3	Less Aware	10	10
	Total	100	100

**Table 3. Source of awareness about green products**

S. No	Particulars	No of sample Respondents	Percentage to Total
1	Television	38	38
2	Magazines	18	18
3	Family, Friends	15	15
4	Newspapers	22	22
5	Class lectures	7	7
	Total	100	100

**Table 4. Different period of usage of green products**

S. No	Particulars	No of Sample Respondents	Percentage to Total
1	Less than 6 Months	20	20
2	6 Months to 1 year	16	16
3	1 Year to 2 Years	28	28
4	2 Years to 3 Years	19	19
5	More than 3 years	17	17
	Total	100	100

**Table 5. Location of purchase of green products**

S. No	Particulars	No of Sample Respondents	Percentage to Total
1	Retail shops	15	15
2	Supermarket, Hypermarket	56	56
3	Internet	17	17
4	Factory outlet	6	6
	Total	100	100

**Table 6. Frequency of purchase of green products**

S. No	Particulars	No of Sample Respondents	Percentage to Total
1	Once in a week	33	33
2	Twice in a week	23	23
3	Once in a fortnight	6	6
4	Once in a month	21	21
5	Rare	17	17
	Total	100	100

It could be concluded from the Table 6 that majority of sample respondents purchased green products once in a week (33 percent) followed by twice in a week (23 percent), once in a month (21 percent) and 17 percent of sample respondent purchased green products rarely. It could be concluded that majority of the sample respondents purchased green products once in a week. The details of major green products

preferred by the sample respondents are given in Table 7.

It could be observed from the Table 7 that majority of sample respondents preferred reusable cloth bags (21 percent) followed by disposable paper cups (18 percent), natural hair care products (15 percent), household products (14 percent), natural skincare products (13

percent), Grocery items (11 percent) and Natural cosmetic products (8 percent). It was evident that majority of sample respondents preferred reusable cloth bags and disposable paper cups.

### 3.1 To Identify the Factors Influencing the Purchase of Green Products

The ten purchased influenced variables were analysed for their importance. The analysis reveals that the consumer considers all the ten variables as important in his selection for purchase influence. The factor has been arranged based on their ranking as given in below in Table 8.

It could be inferred from the Table 8 that quality was the main factor influenced to purchase the green products with mean value of 4.28 indicated that people were influenced by the quality of green products followed by promotion (4.18), eco-labeling (3.86), benefits (3.85), customer review (3.84), brand image (3.83), environment friendly package (3.79), eco-knowledge (3.75), Influence of family, friends (3.72) and price (3.53).

The Table 9 represents the four factors. Factor one is labelled as Eco-friendly as it comprised of Eco-labelling, Eco-Knowledge and price. Factor

two is labelled as upgradeness as it comprises of benefits and promotion. Factor three is labelled as value as it comprises of quality, Environment friendly package and customer review. Factor four is labelled as it comprises of brand image and influence of family and friends.

#### 3.1.1 Problems involved in purchasing green products

The major problems were identified in the prelisted interview schedule and the identified problems were asked for consumer ranking. Garrett's ranking technique was used to rank the problems. The major problems identified for purchase of green products are listed in the Table 10.

It could be observed from the above table that high cost of the product (55.48) was the major problem in purchasing of green products because the cost of raw materials makes the cost of green products high. While a second problem faced by sample respondents was non availability of green products (50.91) followed by poor performance (50.33), expectations not fulfilled (48.26) and size of packing (47.55). It could be conclude that majority of the sample respondents reported that high cost and non availability of the product.

**Table 7. Major Green products preferred by the sample respondents**

S. No	Particulars	No of Sample Respondents	Percentage to Total
1	Reusable Cloth bags	21	21
2	Natural cosmetic products	8	8
3	Grocery items	11	11
4	Disposable paper cups	18	18
5	Reusable Household products	14	14
6	Natural skincare products	13	13
7	Natural Haircare products	15	15
	Total	100	100

**Table 8. Factors influenced for purchase of Green Products**

S.No	Factors	Mean Score
1.	Quality of the green products	4.28
2.	Promotion (Advertisement)	4.18
3.	Eco-labelling	3.86
4.	Benefits of Green Products	3.85
5.	Customer Review of Products	3.84
6.	Brand image of green products	3.83
7.	Environment friendly package	3.79
8.	Eco-knowledge	3.75
9.	Influence of family, friends	3.72
10.	Price of the green products	3.53

**Table 9. Factors and qualities-mean and standard deviation**

Factor	% variance	Qualities	Mean	SD
Eco – friendly	18.043	Price	3.53	.999
		Eco-labelling	3.86	1.015
		Eco-Knowledge	3.75	1.038
Upgradeness	14.673	Benefits	3.85	1.041
		Promotion	4.18	1.028
Value	12.396	Quality	4.28	1.015
		Environment Friendly package	3.79	1.027
		Customer Review	3.84	1.041
Impact	12.124	Brand Image	3.83	.943
		Influence of Family, Friends	3.72	1.005

**Table 10. Major problems identified in purchasing of green products**

S. No	Particulars	Garett's score	Rank
1	High cost	55.48	1
2	Non availability	50.91	2
3	Poor performance	50.33	3
4	Expectations not fulfilled	48.26	4
5	Size of packing	47.55	5

#### 4. CONCLUSION

Consumer awareness towards green products was high and it indicated that they were having high Environmental concern. Most of the sample respondents are Graduates (65%) and they have good knowledge about the green products. Consumer attitude towards purchase of green product is High. Quality and Promotion (Advertisement) was the major factors influencing to purchase Green Products. High Cost and Non availability were the major problems faced by customers while purchasing the Green products. Customers are slowly changing from Conventional products to Green products. Government may take initiative to create the awareness about green products and also promote the products through FPOs and SHGs.

#### COMPETING INTERESTS

Authors have declared that no competing interests exist.

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