

# THE STUDY OF THE AWARENESS LEVEL OF CUSTOMERS TOWARD GREEN CONSUMERISM

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## Abstract

The study has focused on analyzing the awareness of green products in India. For this, the research has targeted the population of Bhilwara City located in Rajasthan. The sample consists of 60 male and female respondents having different occupations and levels of education. The study findings revealed that the majority of the participants were satisfied with green products and were aware of the concept of green products. However, all respondents who agreed that green products are important, have not bought green products. On the other hand, from the Chi-Square test, it was found that there is no significant impact of gender on buying behavior, awareness, and level of satisfaction. The Chi-Square test also shows that occupation does not significantly impact buying behavior.

**Keywords:** Green Products, Green Consumerism Awareness, Green Products Satisfaction

## 1. Introduction

Traditionally, the idea of "green consumerism" has been defined as the practice of making conscientious or conscientious decisions resulting from an individual moral perspective or a set of pro-environmental principles and beliefs (Sachdeva, Jordan & Mazar, 2015). According to the argument, environmental concerns cannot be a deciding factor until more fundamental human needs have been satisfied (Akenji, 2014). As a result, green customers may be scarce in emerging economies. In contrast, the outcomes of the Regional Geographic and GlobeScan surveys conducted as part of the Azrai et al (2019) study, which assesses the sustainability of global consumerism, indicate that people are extremely concerned with the environment, resulting in an impact on their everyday customers' preferences.

This research has also investigated the awareness of green consumerism among the people living in the Bhilwara City of Rajasthan. The aim of this research is "to analyze the awareness and effectiveness of green consumerism in India". The aim will be fulfilled by achieving the following objectives:

### 1.1 Research Objectives:

- To analyze the satisfaction level of the consumers from green products.
- To determine whether people are aware of the green consumerism concept.
- To study the buying behavior of the consumers towards green products.

## 2. Literature Review

According to Moisander (2007), the phrase "green consumerism" refers to a scenario in which buyers must choose between their (short-term) private entities and (long-term) societal benefits (Schuitema & De Groot, 2015). Every customer with a social problem must make a decision. While acting in one's own best interests, as opposed to acting in the interests of the group, consumers will benefit most from their decisions. Nevertheless, if each buyer acts in their self-interest, everyone will suffer, and if each buyer acts for the benefit of all users, everyone will benefit in the long run.

According to Sharma & Joshi (2017), it is possible to distinguish between egoistic and altruistic customer motives, which can be connected to product qualities. According to Thøgersen & Noblet (2012), "cruelty-free" ness and ecological preservation are the two main characteristics of green products. These green qualities have a beneficial impact on consumers' opinions of sustainable products and their plans to buy them (Eriksson, 2004). A buyer experiences immediate, observable benefits from "egoistic" product qualities, which satisfy their demands. Price and brand equity are two well-researched product characteristics that are thought to affect consumers' intentions to buy because of fundamental self-interest reasons.

In the last several decades, there has been a great deal of research on how a product's pricing affects consumers' purchase decisions and intentions (Hojnik, Ruzzier & Manolova, 2020). Precisely since they will view these things as selfish intelligent decision producers, consumers often demand cheaper pricing. Price and purchase intention does not necessarily have a negative correlation, though. When an overpriced product is connected to a greater quality or higher perception of the product, for instance, the market price can be strongly correlated with purchasing behavior (e.g. Chekima et al., 2016). Although the degree and direction of the association between price and purchase behavior are not clear, it is crucial to note that pricing is a normal egocentric product feature for the current study since customers anticipate being better off individually by either cutting costs, obtaining a high-quality good, or earning status and acceptance when they purchase the product.

### 3. Research Methodology

#### 3.1 Research Design

The research consists of quantitative data, which was collected from primary sources. The research mainly analyzes the demographic data and their relationship with gender and awareness about the product. Hence, exploratory research design best describes the methodology of the study. The purposive sampling method has been adopted for this research.

#### 3.2 Sample collection

The sample for this research has been collected from primary sources, where 100 participants were contacted by the researcher. Out of these 100 participants, only 60 have responded online. Google Form has been used to share the structured questionnaire with the participants. The link to the google form was shared with the participants on the email address and WhatsApp. The purpose of the study was to analyze the population of Bhilwara only. Thus, only the participants who lived in Bhilwara were contacted by the researcher.

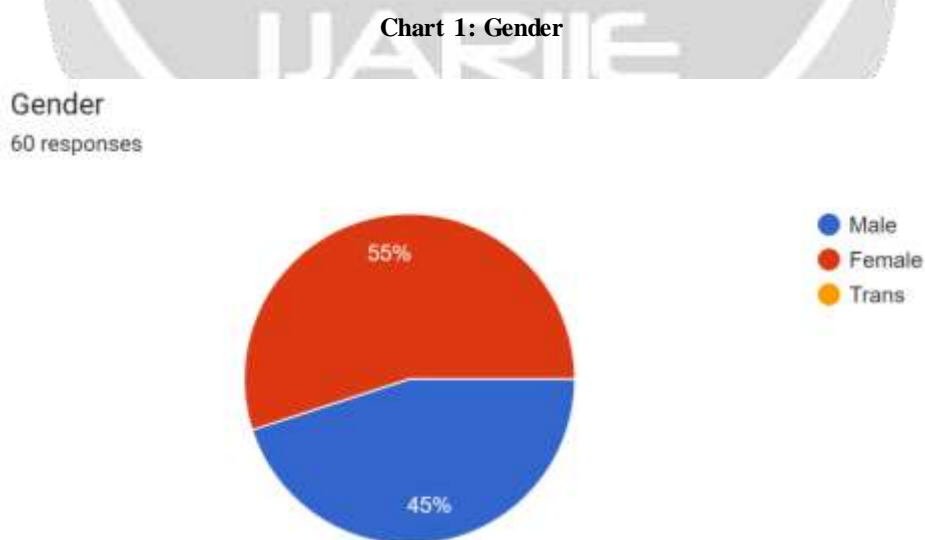
#### 3.3 Data analysis techniques

The main focus of the research was to explore the conclusion from descriptive analysis. Thus, the descriptive analysis has covered almost all research questions. In inferential analysis, the Chi-square test was implemented. The Chi-square test was used to analyze the relationship between categorical variables such as gender, satisfaction level, buying behavior, and awareness about green products.

### 4. Result and Discussion

#### 4.1 Descriptive Analysis

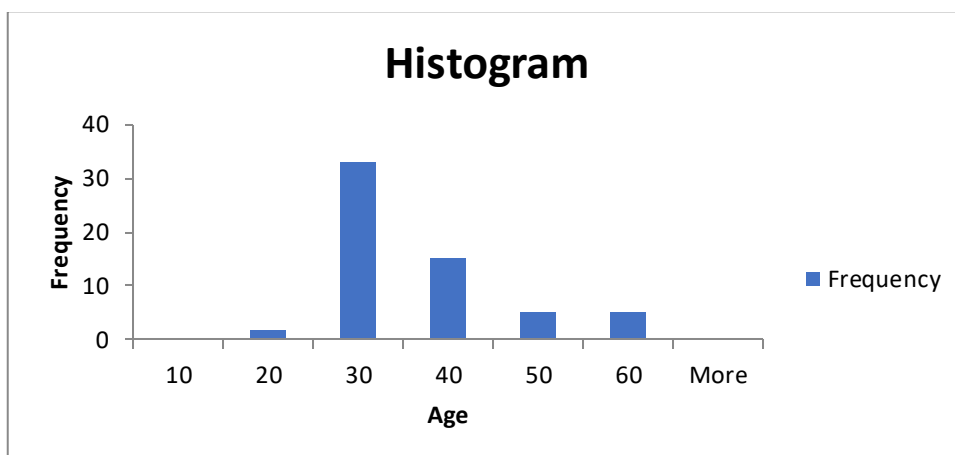
##### 4.1.1 Gender



The above pie chart indicates that the majority of the participants are female, which is 60%. Only 45% of males participate in the online survey.

##### 4.1.2 Age

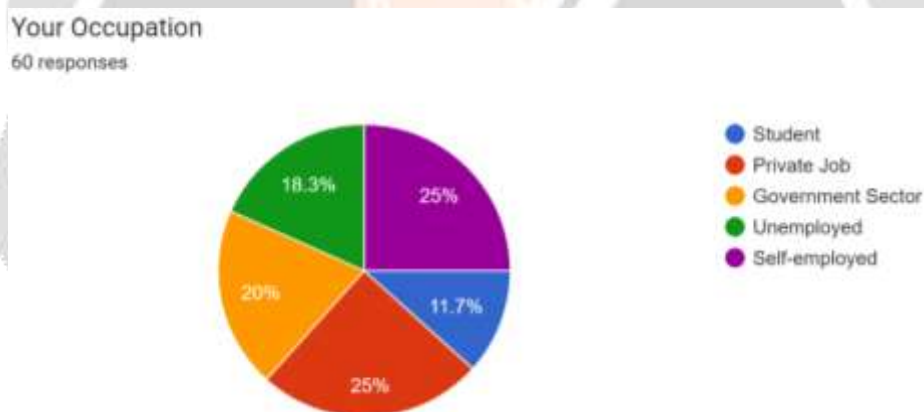
Chart 2: Age



The above result indicates that the majority of the participants have an age near 30. This indicates that most of the participants are mature.

4.1.3 Occupation

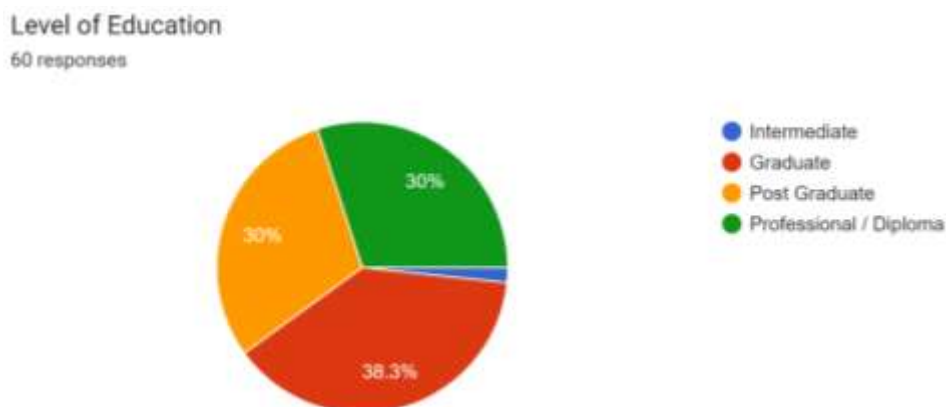
Chart 3: Occupation



The above pie chart indicates that the majority of the participants are either self-employed or in private jobs. Apart from this, 20% of participants have a government job and 18.3% of participants are unemployed.

4.1.4 Education

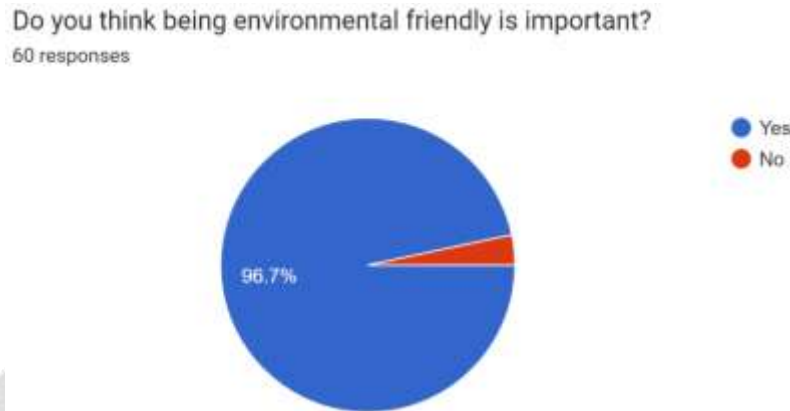
Chart 4: Education



The pie chart indicates that the maximum number of participants, which is 38.3% are graduates. Post-graduates and Professionals participants have equally shared the weightage at 30%. Only 1.7% of participants were at the intermediary level.

4.1.5 Importance of environment-friendly attitude

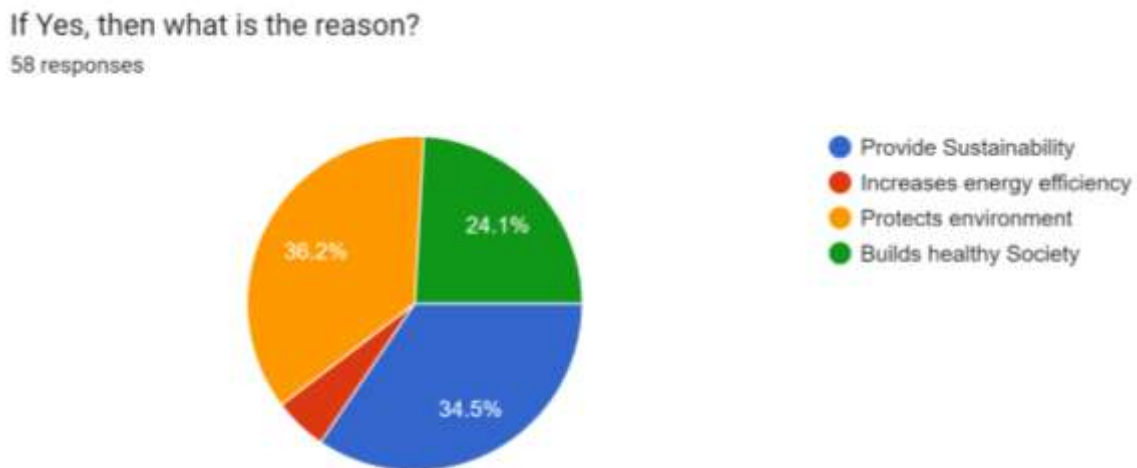
**Chart 5: Environment-friendly attitude**



The result indicates that around 96.7% found environment-friendly attitudes important in today’s era. The remaining participants who have not found being environmentally friendly important for nature had education at an intermediary level. This indicates that education plays an important role in spreading awareness about an eco-friendly environment in society.

4.1.6 Reason behind the importance of an environment-friendly attitude

**Chart 6: Reason behind the importance of an eco-friendly environment**



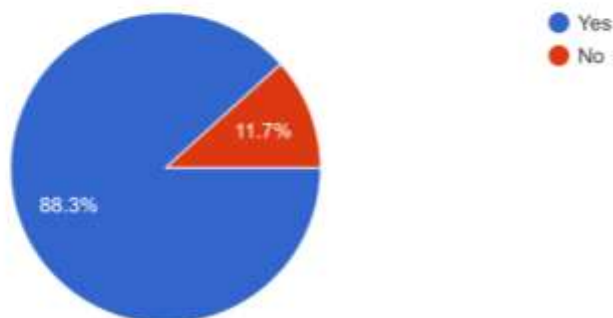
The survey reveals that the majority of the participants found being eco-friendly important because it protects our environment. Apart from this, 34.5% of participants also believe that being eco-friendly will provide sustainability to our natural resources. There is very rare evidence on the participants who believe that an eco-friendly environment will increase the efficiency of energy resources.

4.1.7 Awareness of Green Products

**Chart 7: Awareness of Green products**

Are you aware about green products ?

60 responses



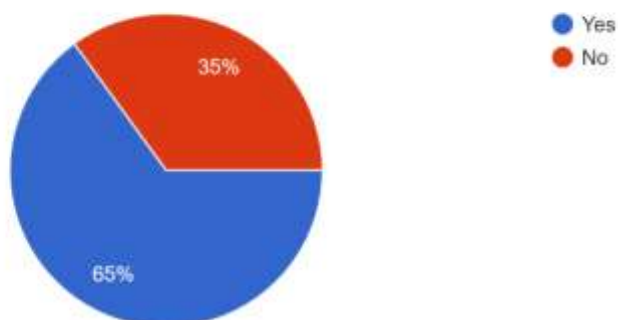
The survey has shown that around 88.3% of participants were aware of green products, their uses, and their benefits to society.

#### 4.1.8 Perception of the society

**Chart 8: Perception of the society**

Are people around you aware of the concept ?

60 responses



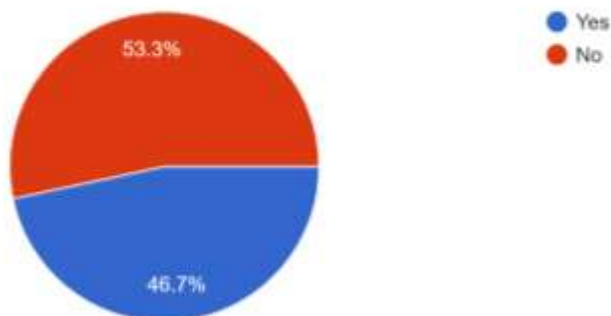
Only 65% of participants believe that people or the society around them are aware of the concept of green products. The potential reason behind this might be their observation of people’s behavior and purchasing habits toward green products.

#### 4.1.9 Purchasing of green products

**Chart 9: Buying behavior**

Have you bought any green product recently ?

60 responses



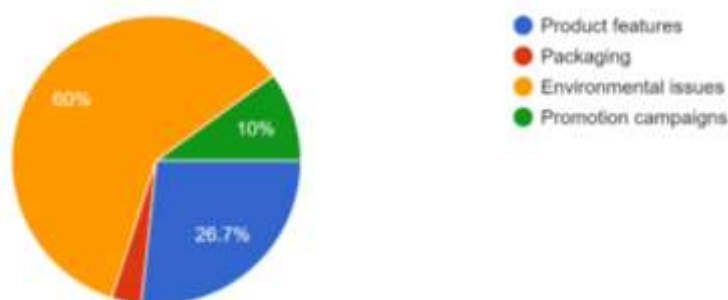
The result of buying green products recently gave a shocking result. Despite 88.3% of participants being aware of green products, only 53.3% chooses to buy green products recently. The reason is explained in the sub-section “reason for not buying green products”.

4.1.10 Reason for buying green products

**Chart 10: Rationale behind buying**

What makes you buy a green product ?

60 responses



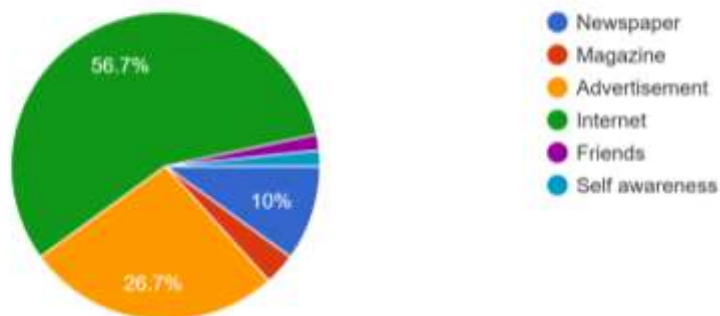
The result indicates that 60% of participants prefer to buy green products because it solves environmental issues. On the other hand, 26.7% buy green products because of better product features, while only 10% of participants bought green products after being motivated by promotion campaigns. Packaging was found to have no significant impact on buying green products. However, promotion campaigns have some significance on buying habits of consumers.

4.1.11 Modes of awareness

**Chart 11: Modes of green awareness**

From where you came to know about green products ?

60 responses



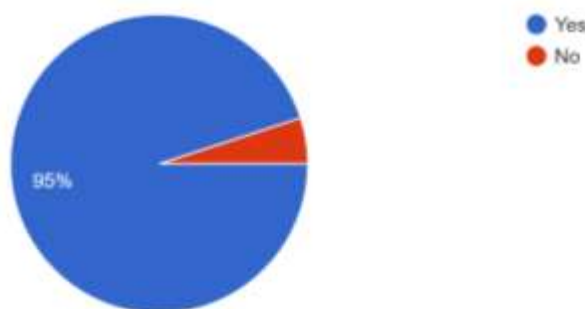
The above pie chart represents that around 56.7% of participants get to know about green products through the internet, while 26.7% got awareness through advertisement. This indicates that the internet and advertisements play a major role in aware people of green products and their importance.

4.1.12 Contribution of green products towards saving resources and managing waste

**Chart 12: Green products towards saving resources and managing waste**

Do you believe green products are helping to save resources and manage waste ?

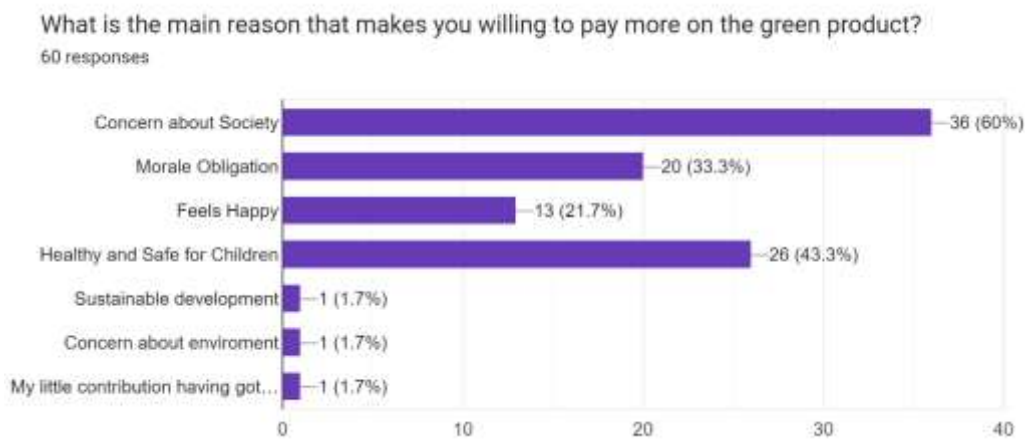
60 responses



The result indicates that the majority of the participants around 85% believe that using green products helps save resources and manage waste in the environment.

4.1.13 Reason why encourages people to pay more for green products

**Chart 13: Motivation behind green consumerism**



The result indicates that concern about society is the major reason, why participants agreed to pay more for green products. In addition, 43.3% of participants also agreed that green products are healthy and safe for children, so they are ready to pay more for green products.

4.1.14 Reason for not buying green products

Chart 14: Rationale behind not using green products



The above result indicates that 46.7% of participants found that a lack of awareness about green products is the major reason behind not buying green products by the people. On the other hand, 30% of participants gave the high price of green products as the major reason behind the avoidance of green products by people. Moreover, 15% also think that lack of green marketing is the reason behind the low sale of green products in the market.

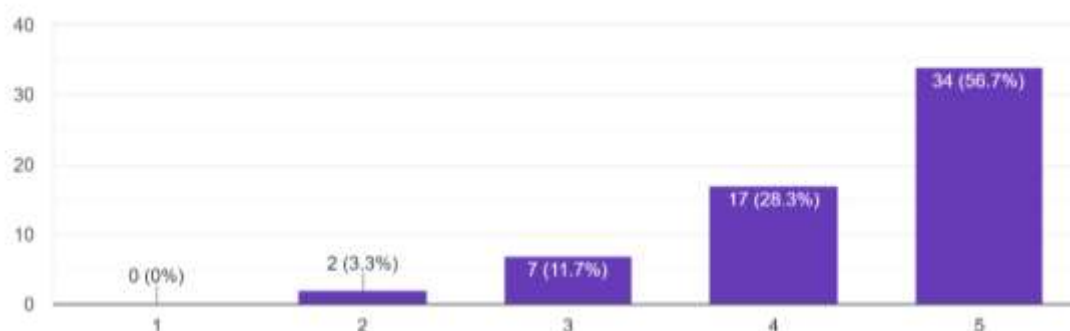
4.1.14 Satisfaction Level

Chart 14: Satisfaction level



Satisfaction level from Green Products

60 responses



The majority of the participants around 56.7% participants are highly satisfied with the green products, while only 2 participants were not satisfied with the green products. Further talk with the participants revealed that the green products bought by them were fake copies of the original.

4.2 Chi-square test

4.2.1 Gender and awareness about green products

Table 1: Chi-square (Gender and awareness about green products)

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	2.236 <sup>a</sup>	1	.135		
Continuity Corrections	1.191	1	.275		
Likelihood Ratio	2.263	1	.132		
Fisher's Exact Test				.226	.138
N of Valid Cases	60				

a. 2 cells (50.0%) have an expected count of less than 5. The minimum expected count is 3.15.

b. Computed only for a 2x2 table

The above Chi-square table shows that the value of p is above 0.05 ( $0.05 < p < 0.135$ ). Hence, the null hypothesis will be accepted and it is concluded that there is no significant impact of Gender on awareness about green products.

4.2.2 Gender and Satisfaction level

Table 2: Chi-square (Gender and Satisfaction level)

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.024 <sup>a</sup>	3	.796
Likelihood Ratio	1.035	3	.793
N of Valid Cases	60		

a. 4 cells (50.0%) have an expected count of less than 5. The minimum expected count is .90.

The above Chi-square table indicates that the value of p is much higher than 0.05 ( $0.05 < p < 0.796$ ). This indicates that gender has no significant impact on the level of satisfaction with green products.

## 4.2.3 Gender and Buying behavior

**Table 3: Chi-square (Gender and Buying behavior)**

Chi-Square Tests					
	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.530 <sup>a</sup>	1	.466		
Continuity Corrections	.219	1	.640		
Likelihood Ratio	.531	1	.466		
Fisher's Exact Test				.604	.320
N of Valid Cases	60				

a. 0 cells (0.0%) have an expected count of less than 5. The minimum expected count is 12.60.

b. Computed only for a 2x2 table

The result indicates that buying behavior is independent of gender. This can be evident from the fact that the null hypothesis has been accepted at a 5% significance level ( $0.05 < p < 0.466$ ).

## 4.2.4 Occupation and Buying behavior

**Table 4: Chi-square (Occupation and Buying behavior)**

Chi-Square Tests					
	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.530 <sup>a</sup>	1	.466		
Continuity Correction <sup>b</sup>	.219	1	.640		
Likelihood Ratio	.531	1	.466		
Fisher's Exact Test				.604	.320
N of Valid Cases	60				

a. 0 cells (0.0%) have an expected count of less than 5. The minimum expected count is 12.60.

b. Computed only for a 2x2 table

After analyzing the relationship between occupation and buying behavior, it was found that occupation and buying behavior are independent of each other at a 5% significance level ( $0.05 < p < 0.466$ ).

**5. Conclusion**

Understanding consumer behavior is crucial in the age of fierce competition since customers' requirements, desires, and preferences are always changing. Consumers today are increasingly concerned with their health and like green items. The goal of the current study is to investigate how consumers and brands perceive green products in the city of Bhilwara. According to the findings of the research, there is no discernible difference between male and female knowledge of green products. The results of this survey also demonstrate that there are no appreciable differences in respondents' satisfaction based on their gender or their purchasing habits. The two most important elements influencing respondents' purchasing decisions for green products were product advantages and customer satisfaction. Due to its narrow geographic scope, the survey's generalizability is restricted, yet it nevertheless offers additional insight into customer attitudes toward green products. Marketing messages promoting green habits should pay greater attention to theme and messaging. Advertising messages employing eco-friendly goods and methods are likely to stir feelings and lead to persuasion. For industries to benefit fully from the branding of their green brands, customers must remember them. To have an impact, establish a clear green posture, and eventually spur an increase in green purchasing, firms must communicate often and continuously.

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