

## **Study of Consumer Perception For Environment Friendly Products With Reference to Selected textile Industries In Pune.**

**Author: Dr.Shilpa Kulkarni.**

Founder Member, Matrix School of Management Studies, Ambegaon Pune

**Co – Author :Prof. Deepali M. Anpat.**

Tuljaram Chaturchand College of Arts, Science and Commerce, Baramati.

### **Abstract:**

Environment friendly products are referred as green products and its marketing is referred to as green marketing. Previously marketing activity started with production and then selling the products to consumers. But now a days customer analysis is carried out first and then organization decides product which is then followed by production and selling. With the same reference this research paper focus on consumer perception for environment friendly product with specifically textile products. Green marketing can be defined as "Green or Environmental Marketing includes all activities designed to produce products intended to satisfy human needs or wants, such that the satisfaction of these needs and wants occurs, with minimal detrimental impact on the natural environment." Now a day's need of environment friendly product is vital due to increasing impact of global warming and other related factors on environment. We need to identify consumer's perception on environment friendly products and we should introduce such eco friendly products. The basic fact behind production of green products is the increased cost of production and unawareness of customer about green products. This paper will focus on perception and consumer buying behavior of the textile products. And paper will try to focus possible green code for the textile industry.

**Keywords:** Perception, Green Marketing, Detrimental impact, Green code, Consumer Buying behavior.

## **Introduction:**

Due to increasing drastic effect of various human activities and other climatic conditions global warming and environment protection are factors of public concern. The customers are started demanding eco-friendly products and they pay more attention to the environment, wealth and health. As the demand of consumers is changing companies are started adopting green marketing practices in their activities as a part of social responsibility Companies were trying to reach the customers with their green messages. Many developed countries are focusing on green code while deciding products and production process. In many countries eco-friendliness is becoming a major consumer preference In India the green movement has started in the late 1990s and 2000. The concept is still in incubations stage of life cycle. Various organizations in India needs to generate awareness of Green Products.. Green products are eco friendly products that will not pollute the earth or deplore natural resources, product which can be recycled or conserved, products with natural ingredients, products containing organic elements and products contents under approved chemical.

Textile Industries is considerably a large sector in the Indian economy. Textile products are the products that consumers need to fulfill their basic needs. These products can be sold quickly at relatively low cost. This research paper will try to focus on Consumer perception while buying Eco friendly products particularly textile products.

**Consumer Perception** is defined as the way that customers usually view or feel about certain services and products. It can also be related to customer satisfaction which is the expectation of the customer towards the products. Consumer perception can be analyzed by studying consumer buying behavior for particular products.

## **Need of Green Marketing:**

It is seen that there is growing interest among the consumers all over the world related to protection of environment. Consumers are becoming more concerned about natural environment. Due to this for growth and sustainable development of businesses, organizations need to modify

their behavior in an attempt to address society's new concern. The organizations try to implement new tools and techniques of marketing to promote the products like green marketing, Green marketing is increasingly becoming the mainstream of business marketing strategy. Therefore, considering the need of the hour the study is environmental protection tool: green marketing and its effect on consumer buying behavior, suggest that green marketing is essential to save world from pollution. Green marketing should not be considered as just one more approach to marketing, but has to be pursued with much greater vigor, as it has an environmental and social dimension to it. With the threat of global warming looming large, it is extremely important that green marketing becomes the norm rather than an exception or just a new trend.

Green marketing focus on various activities which mainly related to 4 Ps of marketing and try to modify each p of marketing so that product will get converted into Green Code. In some countries like India customers are still unaware about use of green code in such case marketers have the responsibility to make the consumers understand the need for and benefits of green products as compared to non-green ones. So to make consumer aware about green code, it is necessary to study consumer perception about green products.

## **LITERATURE REVIEW**

Tan Booi Chen and Lau Teck Chai(2010) in Attitude towards the environment and green products, reported that there is no significant relationship between consumers' attitude on the attitude on the environmental protection and their attitude on green products. This means that consumers' attitudes on the green products are not facilitated by the positive attitudes of consumers towards environmental protection and here is a significant relationship between consumers' attitude on the attitude on government's role and their attitude on green products.

John Moxen and Alistair McCulloch(1994), The Green Market and Environmental Policy: An Assessment of A Non-Interventionist Strategy, identified that the Government appears to be moving towards an environmental policy that depends less on intervention and more on market forces. However, in practice, market pressures are not strong enough to deliver the desired range

and depth of environmental improvements. Companies take note of the environment when they are required to do so by legislation. This means that less than one in six of the companies had introduced changes to products and processes that were prompted by nonlegislative factors. In addition, the inadequate nature of the systems of environmental management operated by these firms greatly restricts their ability to reduce their impact on the environment. It concludes that the effectiveness of the Government's environmental strategy is compromised by its dependence on market forces.

Neagu and Vasile Goldis(2011), *Influencing The Environmental behavior through the Green Marketing*, describe that the main actors in the ecological marketing communications, the companies and the NGOs, have different basis of their communication on environment issues. The Environmental NGOs include the objective to shape the pro-environmental behaviour in their mission and they are acting in consequence, using creatively a large of tools and techniques: learning direct experiences and effective educational or information activities. The companies are interested

in creating and strengthening their public image through ecological actions. An appropriated communication policy of the environmental oriented companies can contribute to the creation of a company's attitude on the identity according to the ecological principles.

Magali Morel and Francis Kwakye(2012), *Green Marketing: Consumers' attitude on the attitude towards Eco-friendly products and purchase intention in the FMCG Sector*, discovered that positive attitudes towards green products can lead to purchase intention but it is not always true. The paper demonstrated that the word of mouth and the advertising (the espoused attitude) play an important role in the purchase intention. It also tends to say that the young people (18-24 years) pay much attention to green claim.

Ms.V Bhatnagar & Ms.H Grewal, P. (2012). *An Schlegelmilch, B.B., Bohlen, G. M., & Diamantopoulos, A. (1996). The Link Between Green Purchasing Decisions and Measures of Environmental Consciousness: explore the extent to which variables, specific to environmental consciousness, are better able to explain consumers' pro-environmental purchasing behavior.*

Two conceptualizations of the purchasing domain are addressed, namely general green purchasing behaviour and specific purchasing habits relating to five green product categories. Two data sets are used in the analysis, namely marketing students and members of the United Kingdom general public. Results suggest that measures of environmental consciousness are closely

linked to environmentally-responsible purchasing behavior, although the strength of the relationships varies according to sample type, the conceptualization of the purchasing domain and the particular product category at issue.

Dosi, C. and Moretto, M. (2001). *Is Eco-Labeling a Reliable Environmental Policy Measure?* :The rationale of this paper is that the ecolabelling is to enable firms to reap the willingness-to-pay for the environmental attributes of goods by helping consumers to identify "green" products.By so doing, ecolabelling is expected to stimulate spontaneous environmental innovation and to reduce aggregated pollution.The analysis, however,outlines situations under which ecolabelling could induce perverse effects, namely increased investment in conventional technologies before the labels are awarded.

Kilbourne, W.E. & Beckman, S.C. (1998). *Review and Critical Assessment of Research on Marketing and the Environment*, provides a review and categorization of the environmentally related research published in the major English language marketing journals over the period from 1971 to 1997. It traces the development from the early research which focused predominantly on the characterization of the "green" consumer, conceptualization of environmental consciousness, environmentally related behaviours such as recycling, and attitudes towards environmental problems such as pollution. This was followed by a period in which energy conservation, legislation, and public policy issues were added to the agenda which remained predominantly managerialist in perspective..The paper concludes by arguing that the examination of the macro issues from an interdisciplinary perspective is necessary for further development of marketing thought in this area, and that a synthesis of the macro and micro perspectives is necessary for effective and enduring public policy regarding the marketing/environmental relationship. 1) Crane, A. (2000). *Marketing and the Natural Environment: What Role for Morality*, It argues

that the issue of morality has not been developed in any comprehensive or cohesive way in this literature and subsequently seeks to provide an analysis of the different ways in which morality has, to date, been applied and

used. Five different moral perspectives are identified - namely, fair play, managerialist, reformist, reconstructionist, and interpretist perspectives. These are categorized according to the main moral issues typically examined, the core discipline from which the perspective has been developed, the form of morality ordinarily referred to, and the prevalent subject of moral

### **Objectives:**

- 1.To study consumer buying behavior for textile products.
- 2.To study factors affecting consumer buying behavior.
- 3.To study the market awareness of eco-friendly textile products.
- 4.To find out the consumer willingness to pay more for eco-friendly textile products.

### **Hypothesis:**

- 1.“There is a significant relationship between price and consumer perception towards eco-friendly textile products”.
- 2:“There is a significant relationship between product quality and consumer perception towards eco- friendly textile products”.

### **Research methodology:**

#### **Research design:**

The study is empirical in nature as the study aims to find out the consumers’ attitude on the awareness and perception towards eco-friendly textile products. The study is carried out with a survey through a structured questionnaire.

**Data collection technique:**

Collection of data for the purpose of the research study is in the form of primary data and secondary data, as the study being empirical in nature. Primary data is collected through the face to face interview with the help of structured questionnaire. Secondary data is collected through website published articles; focus group transcript, news paper and relevant journals etc

**Sampling design:**

The sampling technique involved is convenient sampling. Convenience Sampling is a non-probability sampling technique where subjects are selected because of their convenient accessibility proximity to the researcher. This sample is used because it allows the researcher to obtain basic data and trends regarding his study without the complications of using a randomized sample. This sampling technique is also useful in documenting that a particular quality of a substance or phenomenon occurs within a given sample. Such studies are very useful for detecting relationships among different phenomena.

**Sampling size of the study:**

Customers in the Baramati are considered as a population for the study [Approximately 500]. The sample size considered for the study is 100. The respondents are selected from the Baramati [Dist. Pune].

### Data Analysis and Interpretation:

Data Collected using questionnaire was analyzed by using statistical tools .

#### 1. Age of the respondents:

Age Group	No of Respondents	Percentage
Less Than 20	20	20.00%
21-35	30	30.00%
36-45	25	25.00%
More than 46	25	25.00%
Total	100	100%

Interpretation: This can be observed that about 20% respondents are below 20% who are not decision makers in buying process. Other than that about 80% respondent fall in age group who are the decision makers for buying process.

#### 2. Gender

Gender	No of Respondents	Percentage
Male	45	45 %
Female	55	55%
Total	100	100%

Interpretation: From above data it can be observed that about 55 % females and 45 % males are customers for this products.



3. Education :

<b>Education</b>	<b>No of Respondents</b>	<b>Percentage</b>
Under Graduate	10	10 %
Graduate	30	30%
Post Graduate	60	60%
Total	100	100%

Interpretation: Above data reflects that maximum higher educated peoples are demanding For Eco friendly products.

4. Status:

<b>Status</b>	<b>No of Respondents</b>	<b>Percentage</b>
Students	60	60 %
Employees	40	40 %
Total	100	100%

Interpretation: from above data it is analyzed that out of 100 respondents about 40 are self earners and others are students.

5. Annual income

<b>Income Group</b>	<b>No of Respondents</b>	<b>Percentage</b>
Less Than 1,00,000	25	25 %
1,00,000 – 2,00,000	35	35 %
2,00,001 – 5,00,000	25	25%
Above 5,00,000	15	15%
Total	100	100%

Interpretation: most of the respondents are from middle income group who can easily afford Higher prices of eco friendly products.

6. Level of awareness of eco friendly textile products.

<b>Awareness Level</b>	<b>No of Respondents</b>	<b>Percentage</b>
Completely Unknown	25	25 %
Known	50	50 %
Partial Known	25	25%
Total	100	100%

Interpretation: 25 % of respondents are completely unknown about eco friendly products.

7. Do you consider price of products before purchasing eco friendly textile products.

<b>Price Consideration</b>	<b>No of Respondents</b>	<b>Percentage</b>
Yes	55	55 %
No	45	45 %
Total	100	100%

Interpretation: About 55% of respondents purchase the products by considering its price.

8. Do you consider quality of products as main factor before purchasing eco friendly textile product?

Quality Consideration	No of Respondents	Percentage
Yes	75	75 %
No	25	25 %
Total	100	100%

Interpretation: About 75% of respondents purchase the products by considering its quality.

9. Do you consider your purchase eco friendly textile products from **environmental** point of view?

Environmental Consideration	No of Respondents	Percentage
Yes	75	75%
No	25	25%
Total	100	100%

Interpretation: 75% respondents are environment friendly buyers.

10. Do you consider your product and its package are designed to be recycled before making a purchase?

Recycling Features	No of Respondents	Percentage
Yes	50	50%
No	50	50%
Total	100	100%

Interpretation: About 50 % of the respondents considered recycling features while purchasing the products.

### **Testing of Hypothesis:**

#### **Hypothesis 1: [ H1]**

“There is a significant relationship between price and consumer perception towards eco-friendly textile products”.

**Inference:** Chi-square calculated is 14.833. The hypothesis is tested at 5% level of significance. In this hypothesis chi-square calculated is greater than chi-square table value 3.814. Thus we can accept the hypothesis.

**Analysis:** It is proved from the above hypothesis that there is a significant relationship between product price and consumer perception towards eco-friendly textile products.

#### **Hypothesis 2: [H2]**

“There is a significant relationship between product quality and consumer perception towards eco- friendly textile products”

**Inference:** Chi-square calculated is 17.210 the hypothesis is tested at 5% level of significance. In this hypothesis chi-square calculated is greater than chi-square table value 3.814. Thus we can accept the hypothesis.

**Analysis:** It is proved from the above hypothesis that there is a significant relationship between product quality and consumer perception towards eco-friendly textile products.

### **Findings [With Reference to Objectives]:**

1.Nearly 50% of the respondents are having awareness about the eco-friendly textile products.

2.75% of the respondents consider their purchase is correct from the environmental point of view.

3. Nearly 50% of the respondents consider their product and its packages are designed to be recycled while making a purchase decision.

4. More information is required while buying the eco-friendly product.

6. The price of the eco-friendly product is higher when it is compared with non eco-Friendly only 50% are willing to pay more for the product.

#### **Findings [With Reference to Hypothesis]:**

1. Price of the products impacts on consumer perception for eco friendly textile products.

2. Product quality impacts on consumer perception for eco friendly textile products.

#### **Conclusion [With reference to objectives]:**

In Indian market still near about 50% respondents are not aware about eco friendly textile products. Price, quality, awareness about environment protection, income level, Are the factors that affects consumer buying behavior.

#### **Conclusion [With Reference to Hypothesis]:**

Amongst different factors price of eco friendly products are quality of products have significant relationship with consumer perception for eco friendly textile products.

#### **Overall Conclusion of the study:**

Following green code is vital for consumers as well as manufacturers. For long term and sustainable development of the organization green marketing can be used as effective tool. For countries like India it may take a long time to change consumer's perception for eco friendly products. So for better future organization should work for green revolution.

## **Bibliography:**

- [1].Ajay Kumar Singh & Monkia Bansal (2012), “ Green Marketing: A Study of Consumer Attitude and Environmental Concern”. The Indian Journal of Commerce. Vol.65.No.2.
- [2].Akpoghiran Patrick (2012), “Towards Environmental Management: A Case of Green Advertising for Consumer”attitudeonthes Responsible Environmental Behavior”.
- [3].Anirban Sarkar “Challenges and Opportunities of Green Marketing”.
- [4].Bryunina Daria and Khodadad Safari Sara (2010), “The Influence of eco-labeled products on consumer buying behavior”. International Journal of Multidisciplinary Research. Initiatives of Corporate”. The International Research Journal of Commerce and Behavioral Science.
- [5].Hannah Hoerisch (2002), “A Comparative Study On Environmental Awareness And Environmentally Beneficial Behavior In India.
- [6].Kirsten Umberson (2008), “Environmentally-Friendly Purchase Intentions: Debunking The Misconception Behind Apathetic Consumer Attitudes.
- [7].Jacquelyn A.Ottman (2011), “The New Rules of Green Marketing”. Greenleaf Publishing..
- [8].Wanninayake (2008), “ Consumer Attractiveness Towards Green Products Of FMCG Sector: An Empirical Study”. Oxford Business and Economics Conference Program.
- [9].Yi Li & J.Y.Hu (2010), “Eco-Impact of Shopping Bags: Consumer Attitude and Governmental Policies”. Journal of Sustainable Development. Vol.3, No.2.