

Consumer's Awareness towards Green Products: A Study of Delhi-NCR

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Abstract: Environmental degradation is a hot and vital issue in front of almost every country and their citizens. It is the time to understand the meaning of sustainable development which states accomplishment of present need without compromising the availability of resources to the future generations to meet their needs. Green products are such products which are presumed to be environmentally safe and support sustainable development. Very efficient uses of resources and eco-friendly processes are adopted while making these products. It is very important to reduce the use of environmentally harmful products and enhance the use of eco-friendly products. The study is an attempt to check the awareness of respondents about green products. The Research work contains 208 responses collected with the help of a structured questionnaire developed for the research purpose by the researcher. The study concludes that the awareness level of consumers regarding various dimensions of green products was more than average. Majority of consumers were moderately or highly aware about the different dimensions besides the awareness regarding green marketing strategies and identifiers of green products (symbol and certification).

Keywords: Eco-friendly Brands, Green Marketing, Eco-labeling, Green Products, Global Warming, Environment Protection.

1. Introduction

The world population has increased significantly in recent times therefore quantity demanded rises accordingly. To manage the ecosystem, uses of natural resources are going to pass all the limits. This century witnessed growing social and environmental problems as a consequence of increased economic growth. Heavy constructions, more emission of greenhouse gasses in the atmosphere, and cutting forest are the major causes for environmental change. Nowadays it is a hot topic in front of almost every country and their citizens. It is the time to understand the meaning of sustainable development which states the need of the present without compromising the ability of future generations to meet their needs. Green products are such products which are presumed to be environmentally safe. It supports sustainable development. Very efficient uses of resources and eco-friendly processes are adopted while making these products. It is very important to reduce the use of environmentally harmful products and enhance the use of eco-friendly products. Therefore, a good marketing strategy and awareness program are needed to get the people aware about the various green products. Promotion of green products is called green marketing.

1.1 Green marketing variable

1.1.1. Eco-labeling: It is one of the important aspects of green marketing. Packaging is concerned with providing all the necessary information about the product. It includes brand name, price and other details. Consumers must identify the product through its label whether it is environmentally safe or not. Many researchers also stated that eco-label is one of the most effective variables to identify eco-friendly products.

1.1.2. Eco-brands: Brand refers to a sign, term, symbol, name, design or combination of all which help in identifying a product which is different from its competitor. Eco-brand acts as differentiating the product of different brands on the basis of environmental benefit, Eco-brands make enhancement in quality or structure that it becomes identifiable among a variety of products. It is an important variable to determine green and non-green products.

1.1.3. Environmental awareness: Environmental issues are one of the hot topics nowadays. Every country supports the concept of a sustainable environment and contributes to protecting our environment. Most countries induce such programs with the objective to increase the level of awareness in consumers about environmental issues. Younger generation is more concerned and significantly contributes their bit with adopting an environment friendly lifestyle. Therefore, there is a shift of demand for those products which are environmentally friendly.

1.1.4. Environmental advertising: Marketers adopt every possible strategic step in getting the higher sales of their products. In order to find a strategic way to promote their product in some different perspective they position it in a different league. They add environmental interest with the product and promote the product in such a way that consumers feel a sense of satisfaction while using them.

1.1.5. Demographics: Various researches show us the relationship between the demographics and green buying behavior of the consumer. Demographic is the segmentation of adults, men and women etc. with the objective to find that is there any difference in buying behavior of consumers in relation with different characteristics.

1.2 Green product and its characteristics

- Products must be grown originally
- Product which is recyclable, reusable and biodegradable
- Product has natural ingredients with
- Product has recycled contents, non-toxic chemical
- Product contents is under approved chemical
- Product does not harm and pollute the environment
- Product not be tested on animals
- Product has eco-friendly packaging, for example reusable, refillable containers etc.

The products which are manufactured through green technology and cause no environmental hazards are called green products. Green products help in conservation of natural resources and support sustainable development. It involves products which are presumed to be environmentally safe. We can define green products by following measures:

2. Literature review

Environmental degradation is considered a serious threat against future survival of living beings. Various powers around the globe accept their obligation in protecting the environment. Both environmental and social dimensions are considered in the concept of green marketing. The whole concept is not just another approach to marketing but has greater potential (Jyotsna and Rohit, 2021). Countries adopt green products as a tool to resolve this problem. Green marketing has lots of positive impacts not only related to the environment but also on the health of the general public, consumers, economies as well (Ankanksha Singhal and Puja Singhal, 2015). The consumers have their concern about the environment. At the same time awareness level among people regarding green products is very limited. The Indian market is still at the infant stage, where people are not much aware about green products and its benefits. The need arises to educate people about usage and help to find out different attributes in green products. The roles of brands are very crucial to raise consumer consciousness regarding green products. However there was an insufficient marketing effort in particular areas till date. Business houses need to cater to this and break the vicious cycle. It is not going to help them to earn profit from a new segment but also help in protecting the environment (Ashok Parsoya, 2021). Consumers are concerned about the environment and willing to initiate green purchasing behavior but the newly discovered need is not catered by the marketers in such an efficient manner. As we consider green products made to provide least destruction to the environment (Anjani and Venkateshwarlu, 2021).

People who are using green products, especially the younger generation are more environmentally conscious and more satisfied with using eco-friendly products in comparison with other age group people. People with higher income are more concerned about environmental issues (P. Asha and R. Rathiha, 2016). Along with spreading awareness about green products by various means of promotions marketers should keep the price of green products low or economical that the average earner also affords them (Dr. Meghna Sharma and Prachi Trivedi, 2016). Green marketing is still at an infancy stage, but its huge potential is clearly observed by marketers. Green marketing is the need of the present time and has a bigger role in future. It is a bundle of opportunities for business houses. Indian consumers are concerned about environmental degradation and ready to pay a premium price for green products in making their contribution towards environmental protection (Jaideep Singh and Dr. Sandeep Singh Viridi, 2016). A new segment emerged in the market by changing the consumption pattern called as green consumer (Raluca Mihaela Sandu, 2014). Green branding with various schemes and offers encourages people to purchase green products. Here, Green branding consists of environmentally friendly packaging and labeling of green products. The consumer who finds good experience with maximum satisfaction may lead his loyalty with the brands (D.S. Soegoto, 2018). Green marketing has lots of positive impacts not only related with the environment but on the health of the general public, consumers and economies as well. A well-planned implementation is much required with spreading more awareness between consumers and bringing out positive change. All parties must collaborate and make a collective effort in implementing green marketing as environmental protection responsibility for all of us.

3. Research Methodology:

The research methodology consists of a blueprint of the research process. It includes objective of the study, Hypotheses of the study, research design, data collection, data interpretation as under:

3.1 Objective of Study

To know the consumer's awareness level regarding green products like organic food, organic cloth, cosmetics etc.

3.2 Hypothesis of Study

H01: There is no significant association between awareness regarding Green Products and Residential Status.

H02: There is no significant association between awareness regarding Green Products and different Age group.

H03: There is no significant association between awareness regarding Green Products and Gender.

H04: There is no significant association between awareness regarding Green Products and Occupational status.

H05: There is no significant association between awareness regarding Green Products and Income.

3.3 Data and Methodology

The study is exploratory cum descriptive in nature based on survey method. It is exploratory because it will explore the consumers' attitude towards green products in Delhi-NCR. It is descriptive because it will describe the level of awareness of consumers in Delhi-NCR. 208 respondents were selected from the Delhi-NCR, Out of which 84 respondents were selected from rural and 124 from the urban area. Similarly, 94 respondents were male and 114 were female. A well-structured questionnaire is used to collect primary data from the respondents of Delhi-NCR. The data was collected from the educated respondents whose minimum qualification must be graduation. Before finalizing the questionnaire a pilot survey take placed to make necessary changes. The collected responses were coded and uploaded into the statistical package for social science (SPSS). Chi-square test and hypothesis testing were used to test the results at 5%.

The study describes the association between awareness regarding green products and demographic variables. Responses were collected on 8 different dimensions on Likert type statements in five level of awareness ranging from very low to very high. But at the time of analysis very high and high categories of responses have been merged as 'High' similarly very low and low categories of responses have been merged as 'Low' category. Collected responses analyzed and summarized in the table as percentage and frequencies. Hypothesis

testing has been used to analyze the relationship of awareness and attitude regarding green products with demographic variables. Cross tabulation has been used to find out association between awareness regarding green products and demographic variables to fulfill the objective of the study.

4. Analysis and Findings

Here the researcher investigates consumers' awareness level regarding various dimensions of green product. Here responses were collected on 8 different dimensions on Likert type statements in five level of awareness ranging from very low to very high. But at the time of analysis very high and high categories of responses have been merged as 'High' similarly very low and low categories of responses have been merged as 'Low' category. The description of responses given in the table 4.1 is below.

4.1 Awareness regarding various Dimensions of Green Products

This section investigates consumers' awareness level regarding various dimensions of green products. Here responses were collected on 8 different dimensions on Likert type statements in five levels of awareness ranging from very low to very high. But at the time of analysis very high and high categories of responses have been merged as 'High' similarly very low and low categories of responses have been merged as 'Low' category. The description of responses has been given in the table below.

Table 1. Awareness regarding dimension Green Products

SN	Description of Statements	Low	Moderate	High
1	Awareness about the concept of green marketing.	13 (6.3%)	95 (45.7%)	100 (48.1%)
2	Awareness of various brands offering green products.	45 (21.6%)	69 (33.2%)	94 (45.2%)
3	Awareness about green products and services.	45 (21.6%)	74 (35.6%)	89 (42.8%)
4	Awareness about benefit of green products	29 (13.9%)	59 (28.4%)	120 (57.7%)
5	Aware about the product made or packaged in recycled material	46 (22.1%)	63 (30.3%)	99 (47.6%)
6	Awareness about symbols and certifications.	87 (41.8%)	78 (37.5%)	43 (20.7%)
7	Awareness about green promotional strategies.	96 (46.2%)	65 (31.3%)	47 (22.6%)
8	Awareness regarding label reading.	96 (46.2%)	52 (25%)	60 (28.2%)

Source: Primary data; N=208

The table exhibits the awareness regarding dimensions of green products. It was found that more than 90% respondents were moderately or highly aware about the concept of green products. Similarly, almost 80% respondents were moderately or highly aware about green products and services and different brands offering green products. When it comes to awareness towards uses of recycled material in green products and health benefits, the respondents were found moderately or highly aware up to 78% and 86% respectively. However, Respondents were less aware about symbols and certifications (41.8%), green marketing strategies (46.2%) and label reading (46.2%).

4.2 Awareness regarding Green Products and Demographic variable

In this section, the researcher analyzes the relationship between awareness level of the respondents regarding green products and demographic characteristics. To analyze the relationship of awareness regarding green products with demographic variables, Hypothesis testing has been applied. 4 hypotheses have been formulated mentioned as below:

- H₀1: There is no significant association between awareness regarding Green Products and Residential Status.
- H₀2: There is no significant association between awareness regarding Green Products and different Age groups.
- H₀3: There is no significant association between awareness regarding Green Products and Gender.
- H₀4: There is no significant association between awareness regarding Green Products and Income.

Table-2. Relationship between awareness regarding green product and demographic variable (Age, Residential status)

Dimensions of Green Products	Relationship between awareness and Residential status			Relationship between awareness and Age group		
	Chi-square value	P-value	Significant/Not-significant	Chi-square value	P-value	Significant/Not-significant
Awareness regarding concept of Green Marketing	2.760	0.252	Not-significant	18.438#	0.001	Significant
Awareness regarding Brands offering Green Product	1.509	0.470	Not-significant	16.750	0.002	Significant

Awareness about different Green Product	0.309	0.857	Not-significant	30.703	0.001	Significant
Awareness regarding benefit of Green Product	0.691	0.708	Not-significant	10.302	0.036	Significant
Awareness regarding products made or packaged in recycled material	0.806	0.668	Not-significant	6.532	0.163	Not-significant
Awareness regarding symbol and certification	1.153	0.562	Not-significant	2.212	0.697	Not-significant
Awareness regarding promotional strategies	6.551	0.038	Significant	9.988	0.041	Significant
Awareness regarding label of green product	0.876	0.645	Not-significant	4.847	0.089	Not-significant

N = 208 / DOF = 2; *5% level of significance; **Less than 20% cells have expected count less than 5

The study exhibits that the consumers of urban and rural areas have more or less the same level of awareness towards the concept of green marketing, various green products, green products brands and their benefits to the users. Similarly, consumers from both areas have almost the same level of awareness regarding products made from recycled material and green products symbol and certification. However, there was a difference in awareness level of consumers from urban and rural areas found for promotional strategies of green products. Higher proportion of urban consumers found to be moderately or highly aware than rural consumers regarding promotional strategies of green products.

While considering different age groups, it has been found that they have more or less the same level of awareness regarding products made or packaged from recycled material and green products symbol and certification. There is also no significant difference in the awareness level of different age groups regarding the reading of label content of green products. However, the difference was found in the awareness level of consumers from different age groups. Majority of consumers of age above than 35 were highly aware

regarding the concept of green marketing, various green products, green products brands and promotional strategies of green products. While the majority of consumers from age 20-35 years were highly aware about the benefits of green products. But a comparatively low level of awareness found in most of the consumers from age below than 20 years regarding various dimensions of green products.

The result shows that the male consumers and female consumers have more or less the same level of awareness regarding the concept of Green Marketing, Brands offering Green Product and their benefits to the users. There is also no significant difference in the awareness level of male and female consumers regarding the products made or packaged from recycled material, symbol and certification and reading of label content of green products.

However, the difference was found in the awareness level of male and female consumers regarding some dimensions of green products. Higher proportion of male consumers found to be highly aware than female consumers regarding different Green Products and their promotional strategies.

Table 3. Relationship between awareness regarding green product and demographic variable (Gender and Income of the respondents)

Dimensions of Green Products	Relationship between awareness and Gender of respondents			Relationship between awareness and Income groups		
	Chi-square value	P-value	Significant/Not-significant	Chi-square value	P-value	Significant/Not-significant
Awareness regarding concept of Green Marketing	4.847	0.089	Not-significant	33.766	0.001	Significant
Awareness regarding Brands offering Green Product	3.585	0.167	Not-significant	34.352	0.001	Significant
Awareness about different Green Product	13.409	0.001	Significant	59.145	0.001	Significant
Awareness regarding benefit of Green Product	3.234	0.198	Not-significant	18.996	0.016	Significant
Awareness regarding products made or packaged in recycled	5.323	0.070	Not-significant	19.522	0.012	Significant

material						
Awareness regarding symbol and certification	2.626	0.269	Not-significant	12.272	0.071	Not-significant
Awareness regarding promotional strategies	12.146	0.002	Significant	13.281	0.100	Not-significant
Awareness regarding label of green product	3.297	0.192	Not-significant	30.375	0.001	Significant

N = 208 / DOF = 2; *5% level of significance; **Less than 20% cells have expected count less than 5

The Research work exhibits that the consumers from different income groups have more or less the same level of awareness regarding symbol and certification of green products and their promotional strategies. However, it was found that the more the consumer earns income, their awareness level regarding various dimensions of green products also enhance. Almost all the consumers who earn more than 75,000 were moderately or highly aware about the concept of green marketing. When it comes to various green products and their brands, the majority of consumers earn more than 75,000 followed by the consumers earning 50,000-75,000 were highly aware. On the other hand, when it comes to consumers who earn 10,000-25,000 have a low level of awareness regarding various dimensions of green products.

5. Conclusion

It has been observed in study that the awareness level of consumers regarding various dimensions of green products was more than average. Majority of consumers were moderately or highly aware about the different dimensions besides the awareness regarding green marketing strategies and identifiers of green products (symbol and certification). Overall, the consumers were aware about green products and their benefits. When it comes to checking awareness regarding green products on the basis of demographic variables, it was found that awareness regarding green promotion strategy is higher in urban consumers than rural consumers. Similarly, it has been observed that with higher age the awareness level of consumers also increases. Because, consumers from higher age groups were more aware regarding various aspects of green products.

The study further concluded that male consumers were highly aware than female consumers regarding different Green Products and their promotional strategies. Similarly, professionals were highly aware when it comes to occupational status. It was also observed that most students were neutral, when it comes to awareness regarding green products. Likewise, awareness level becomes very significantly high, when it comes to high income of the consumers.

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