

FACTORS INFLUENCING CONSUMER BEHAVIOUR TOWARDS GREEN PRODUCTS IN TRIVANDRUM DISTRICT

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ABSTRACT

The main thrust of the Kerala economy is allegedly its consumers. Using environmentally friendly items is crucial to Kerala's development. It is imperative to shift Kerala's current level of environmental awareness and emphasize society's environmental obligations. The three main pollution issues Kerala is currently confronting are air, water, and noise pollution. This study also aims to determine whether Kerala consumers are reluctant to purchase environmentally friendly goods. Both primary and secondary data are extensively used in this study. Then, the primary data was collected through the questionnaire method from the consumers. For this study 75 respondents were selected positively. For collecting necessary data, 75 respondents have been collected in Trivandrum district by using convenience sampling method.

Key words: environmentally friendly, environmental awareness, reluctant, confronting.

INTRODUCTION

Green products are made from organic and biodegradable materials, and are designed to use the least amount of non-renewable resources and toxic chemicals to produce energy. This reduces the generation of greenhouse gases like CFCs, Ozone, methane, etc. and thus prevents pollution and climate degradation. According to the Hanoi Department of Natural Resources and Environment, industrial solid waste generated in the city is about 863.2 tons/day, mainly from industrial production activities, of which non-hazardous waste is generated. about 646 tons/day. This waste source will partly be collected and recycled by treatment units, but the efficiency is only 31%. In addition, emissions and waste water are also two serious issues of concern. Currently, 79% of industrial parks in Vietnam have installed wastewater treatment systems, but the treatment efficiency is not high and does not meet QCVN. On the other hand, the emission status of domestic enterprises is improving significantly when the ambient air quality indicators in many industrial parks in Ho Chi Minh City, Dong Nai and Binh Duong reach the permissible limits, even better in the area along major roads.

STATEMENT OF THE PROBLEM

The fact that the products sold in stores are wrapped in plastic has a negative impact on the green product itself. There have been numerous stories of households attempting to burn more things, despite the fact that programs like Kerala's Harita Mission aid in the recovery of such products. Thus, the topic of this study is green items, how consumers use them, consumer knowledge of them, and the factors that influence them.

REVIEW OF LITERATURE

1. **Dr. Joji Alex N (2021)** This studies the use of green products in India. The literature reviews are written by classifying it as awareness of green products on price, quality, product advice and awareness about the attitude of consumers purchasing intention. The study has been done by taking 323 samples using purposive sampling method.
2. **Vini a c and Dr sindhuja R (2021)** This study explains about the consumer perception on green marketing in Kerala: - a brief study on the conceptual aspects of green marketing in Kerala state. The effect of green product, green advertisement and green package on consumers is clarified. 89 samples were selected using random method out of which 40 were males and 49 were females. Simple tools like pie diagrams and bar diagrams are used here. Women are more aware of green products than men. The findings of this study show that those who are well aware of green products belong to the youth group.

OBJECTIVES OF THE STUDY

The objectives of the study are as follows:

- To study the demographic profile of the consumers.
- To determine the factors which are reluctant to purchase environmentally friendly goods.

RESEARCH METHODOLOGY

Most of the study's data comes from primary and secondary sources. The sample respondents in the study region are where the primary data will be gathered. The secondary data will be gathered from a range of publications, including books, journals, periodicals, the internet, etc.

Target Respondents

The target respondents for the study are consumers.

Sample size

The sample size for the study is 75.

Sampling Method & Type

The sampling technique used in this study was Convenience sampling method.

RESULTS AND DISCUSSION

DEMOGRAPHIC PROFILE OF THE CONSUMERS

Demographic factors are personal characteristics which are used to evaluate the data on people in a given population. In social science, research personal characteristics of respondents have significant role to play in expressing and giving responses about the factors influencing

consumer behaviour towards green products in Trivandrum district. In this study a set of personal characteristics namely age, gender, marital status, educational status, monthly income and residential area of the 75 respondents have been presented in this table

TABLE 1
DEMOGRAPHIC PROILE OF THE CONSUMERS

Category	Options	No of respondents	Percentage
Age	18-25	10	13.3
	26-35	35	46.6
	36-45	25	33.3
	Above 46	5	6.6
	Total	75	100.00
Gender	Male	41	54.7
	Female	34	45.3
	Total	75	100.00
Marital status	Married	56	71
	Unmarried	23	29
	Total	75	100.00
Educational Status	Up to Higher Secondary	6	8
	Graduate	29	38.6
	Post-graduate	25	33.3
	Above Post-graduate	15	20
	Total	75	100.0
Monthly Income	Up to Rs 20,000	20	26.6
	Rs. 20,001- Rs 40,000	38	50.6
	Rs 40,001 – Rs 60,000	10	13.3
	Above Rs 60,000	7	9.3
	Total	75	100.0
Residential area	Rural	37	49.3
	Urban	38	50.6
	Total	75	100.0

Source: Primary data

From the above table, it shows that 46.6 per cent respondents were from the age group of 26-35 years. It is revealed that 54.7 percent of the customers are male whereas 45.3% are female.

Majority of the respondents were graduate which constitutes 38.6 percent. Majority of the respondents were married which constitute 71 percent.. The income of majority (50.6 percent) of the respondent's range between Rs 20,001-40,000 per month. 50.6% of customers are the customers of urban areas followed by 49.3 percent are of rural areas.

REASONS FOR NOT BUYING ENVIRONMENTALLY FRIENDLY GOODS

TABLE 2

S.no	REASONS FOR NOT BUYING ENVIRONMENTALLY FRIENDLY GOODS	Mean Score		t- Statistics	p- Value
		Rural	Urban		
1	Limited options	4.22	4.12	1.927	.055*
2	Lack of awareness and education	3.84	3.67	2.252	.025*
3	Performance concerns	4.17	3.85	4.355	.000*
4	Higher costs	3.97	3.29	3.857	.000*
5	Lower quality	4.00	3.29	4.211	.000*
6	Less aesthetically pleasing	4.10	3.61	2.518	.013*
7	More expensive	4.05	3.61	2.362	.000*

Source: Primary Data

Regarding the Factors reluctant to purchase environmentally friendly goods in relation to their residential area, there is a significant difference have been identified in all the seven variable's they are "Limited options", "Lack of awareness and education", "Performance concerns", "Higher costs", "Lower quality", "Less aesthetically pleasing", "More expensive". Since, the respective 't' statistics at five percent level. (i.e) p value is lesser than 0.05 percent.

FINDINGS

- It shows that 46.6 per cent respondents were from the age group of 26-35 years.
- It is revealed that 54.7 percent of the customers are male whereas 45.3% are female.
- Majority of the respondents were graduate which constitutes 38.6 percent.
- Majority of the respondents were married which constitute 71 percent.
- The income of majority (50.6 percent) of the respondent's range between Rs 20,001-40,000 per month.
- 50.6% of customers are the customers of urban areas followed by 49.3 percent are of rural areas.

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SUGGESTIONS

- ❖ Kerala consumers need to be aware of harmful items, biodegradable materials, and global warming.
- ❖ Kerala consumers and sellers need to be fully aware of the necessity of utilizing sustainable products.
- ❖ In addition, the government must encourage manufacturers to open eco-friendly stores in regularly scheduled, easily accessible locations. Greens producers should be granted tax incentives to boost their output, as this lowers prices.

CONCLUSION

To preserve the environment, more green items must be used. This study explains the issues that customers run across when they buy environmentally friendly goods. Efficient marketing helps to further promote green products. The research may help to examine certain factors which may influence the consumers' decision to purchase eco-friendly products. Environment friendly products and its awareness among the population are highly necessary for sustainable development .it is a step towards the welfare of future generation. It encourages innovations and subsequently green consumption.

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