

**ANALYSIS OF COMPARISON OF SOCIO-ECONOMIC FACTORS AND RURAL WOMEN
CONSUMERS PURCHASE BEHAVIOR TOWARDS GREEN PRODUCTS**

DR S.JEYAKUMAR Assistant Professor and Research Supervisor, PG & Research Department of
Commerce, PMT College, Melaneelithanallur - Affiliation with Manonmaniam Sundaranar
University, Tirunelveli, India

V.LAVANYA Part Time Research Scholar, 19122051012009, PG & Research Department of
Commerce, PMT College, Melaneelithanallur - Affiliation with Manonmaniam Sundaranar
University, Tirunelveli, India

ABSTRACT

Consumer purchasing preferences may be used to describe a variety of behaviours, including how people or groups decide to acquire, utilise, and discard products and services as well as satiate their wants and needs. Therefore, it is crucial to comprehend the many influences on customer behaviour. A customer goes shopping to choose which product to purchase from another depending on a variety of factors, whether intentionally or unintentionally. It would be reasonable to establish two different product-related categories to better arrange these purchase-influencing variables. The current study is an empirical investigation using the survey methodology. The principal sources of employment in the Thoothukudi district are provided by its well-developed agriculture and industrial sectors.

According to the study, socioeconomic characteristics and the degree of consumer purchase behaviour of green products varied significantly. As a result, businesses should educate consumers according to their specific market segments. Customers need to make an effort to become knowledgeable about green consumerism and purchase green products from the market.

INTRODUCTION

A green product is one that is environmentally friendly and made to have as little negative effects on the environment as possible during its entire life cycle. Typically, green products can be distinguished by their focus on minimising waste and maximising resource efficiency. Consumer purchasing preferences may be used to describe a variety of behaviours, including how people or groups decide to acquire, utilise, and discard products and services as well as satiate their wants and needs. Therefore, it is crucial to comprehend the many influences on customer behaviour. A customer goes shopping to choose which product to purchase from another depending on a variety of factors, whether intentionally or unintentionally. It would be reasonable to establish two different product-related categories to better arrange these purchase-influencing variables.

OBJECTIVES OF THE STUDY

The study is aimed to look into the below mentioned objectives which are fruitful for analysis and rhetoric.

- ❖ To analyses the Socio-economic factors and frequency of purchase of green product of rural women consumers are not associated.
- ❖ To examine the Socio-economic factors and purchase location on green product among rural women consumers are not associated.
- ❖ To analyses the Socio-economic factors and the amount spent on the purchase of green products among rural women consumers are not associated.

PERIOD OF THE STUDY

For the present study, the required primary data were collected during the period in between June 2020 and December 2020 with the help of a well-structured and pre-tested Interview Schedule and interpret the results of the surveyed data.

PILOT STUDY AND PRE-TESTING

To determine the feasibility of the study, a pilot study was carried out from April 2020 to May 2020 with a sample of 50 consumers. To obtain accurate responses, the study's aims were thoroughly conveyed to each individual sample consumer. The final Interview Schedule has undergone the necessary revisions in light of the results of the pilot study. The results of the pilot study also made it possible to define the study's goals, hypotheses, and design.

SAMPLING DESIGN AND METHODOLOGY

The current study is an empirical investigation using the survey methodology. The principal sources of employment in the Thoothukudi district are provided by its well-developed agriculture and industrial sectors. As a result, the Thoothukudi district of Tamil Nadu has been chosen as the study's universe on purpose. Using non-probability sampling, the necessary primary data were obtained from the sample population.

In this district, there are ten taluks viz., Thoothukudi, Srivaikundam, Tiruchendur, Sattankulam, Eral, KovilpattiEttayapuram, Vilathikulam, Ottapidaram and Kayathar. Of them, by

considering the distance and location, and time constraints four taluks viz., Kovilpatti, ettapuram, Villathikulam and Kayathar have been selected and remaining six taluks have been ignored purposively for the present study through the lottery method. Then the samples are selected proportionately (96 sample respondents from each taluk) from each stratum by using the Judgment Sampling Method. The total sample size is 384.

FIELDWORK AND COLLECTION OF DATA

Both primary and secondary data are examined in the study for analysis and inference. Several papers published in a variety of publications, books, published data, academic dissertations, governmental documents and records, and websites were used to collect secondary data. The primary data was gathered through an empirical study, and the necessary data was gathered through a scheduled questionnaire completed by women consumers who are significantly more likely to practise green consumption.

The current study's analysis is solely based on primary data. Between June 2020 and December 2020, a span of seven months, the necessary primary data was gathered from the sample customers using a well-tested and planned interview schedule. Green customers in the research area purchase their desired green products from a variety of retailers, including grocery stores, department stores, supermarkets, specialty stores for organic goods, and farmers.

A number of trips to the shops, buying locations, residences, and offices of the women consumers were made to collect the data. A brief explanation of the study's goal was given before the interview with green consumers started. Then, questions were asked in accordance with the interview schedule in a straightforward manner, occasionally even using common language. It took an average

of 30 minutes to obtain all the necessary data from one green consumer. The goals of the current study were achieved by tabulating the information that was gathered.

DATA PROCESSING

After gathering the basic data with the aid of interview schedules, a thorough verification of the data was carried out. After that, editing work was started. Moreover, master tables were produced independently and given codes to signify each piece of information to be used for analysis in order to analyse customer replies. For the accurate computation of the data and analysis, SPSS software was used.

HYPOTHESES

H₀₁:Socio-economic factors and frequency of purchase of green product of rural women consumers are not associated.

H₀₂:Socio-economic factors and purchase location on green product among rural women consumers are not associated.

H₀₃:Socio-economic factors and the amount spent on the purchase of green products among rural women consumers are not associated.

ANALYSIS OF COMPARISON OF SOCIO-ECONOMIC FACTORS AND RURAL WOMEN CONSUMERS PURCHASE BEHAVIOR TOWARDS GREEN PRODUCTS

The number of times consumers make purchases from a shop in a certain time frame is referred to as purchase frequency. This data is essential for understanding the customer retention rate, consumer purchasing patterns, and even the level of customer satisfaction. The table used a chi-

square test analysis to explore the relationship between socioeconomic factors and the frequency of purchases of green products by women consumer in the Thoothukudi District.

To find out the association between socio-economic profiles of the women consumers and the frequency of purchase, chi-square test was used. Seven factors namely Age, Marital Status, Educational Qualification, Occupation, Family Income, Family type and Family Members were chosen to test the association, between these three variables which are 'Upto 3 times', '4-5 times' and 'Above 5 times'. The following null hypothesis is framed.

H_0 : Socio-economic factors and frequency of purchase of green product of rural women consumers are not associated.

H_a : Socio-economic factors and frequency of purchase of green product of rural women consumers are associated.

TABLE 1

Socio-Economic Factors and Frequency of Purchase among Rural Women Consumers

(Chi-Square)

Socio- Economic Factors	Upto 3 times	5 times	Above 5 times	Chi- Square Value	P-Value (Sig Value)	D.F
1. Age						
Upto 25	13	6	8	2.429	0.657	4
26-50	32	17	24			
Above 50	34	19	39			
2. Marital Status						
Married	24	45	65	8.851	0.012	2
Unmarried & Widow/Divorced	10	8	40			
3. Educational Qualification						
Illiterate & Upto School level	40	28	60	3.504	0.174	2

Graduate & Others	16	22	26			
4. Occupation						
Home manager	25	32	28	2.254	0.6892	6
Business/Profession & Employee	13	14	16			
Others	20	17	27			
5. Family Income						
Below Rs.25,000	51	44	31	21.851	0.000	2
Above Rs.25,000	11	17	38			
6. Type of Family						
Nuclear Family	40	27	46	3.009	0.2221	2
Joint Family	19	20	40			
7. Family Members						
Upto 3 Members	28	17	10	5.466	0.065	2
Above 3 Members	45	56	36			

Source: Primary Data.

*Significant at five percent level

Table 1 shows that, the association between age and frequency of purchase is not significant ($\chi^2 = 2.429$, d.f = 4, $p > 0.05$). It is inferred that the age of the rural consumers does not influence their frequency of purchase of green products.

The association between marital status and frequency of purchase is significant ($\chi^2 = 8.851$ d.f = 2, $p < 0.05$). It is inferred that the marital status of the consumers does influence their frequency of purchase of green products.

The association between educational qualification and frequency of purchase is not significant ($\chi^2 = 3.504$ d.f = 2, $p > 0.05$). It is inferred that the educational qualification of the consumers does not influence their frequency of purchase of green products.

The association between occupation and frequency of purchase is not significant ($\chi^2 = 2.254$ d.f = 6, $p > 0.05$). It is inferred that the occupation of the consumers does not influence their frequency of purchase of green products.

The association between family income and frequency of purchase is significant ($\chi^2 = 21.851$ d.f = 2, $p < 0.05$). It is inferred that the family income of the consumers does influence their frequency of purchase of green products.

The association between family type and frequency of purchase is not significant ($\chi^2 = 3.009$ d.f = 2, $p > 0.05$). It is inferred that the family type of the consumers does not influence their frequency of purchase of green products.

The association between family members and frequency of purchase is not significant ($\chi^2 = 3.009$ d.f = 2, $p > 0.05$). It is inferred that the family members of the consumers does not influence their frequency of purchase of green products.

Since the p-value is greater than 5% significance level ($\alpha = 0.05$), the null hypothesis is not rejected. Rather, it is concluded that there is not enough evidence to suggest an association between socio economic variables age, educational qualification, occupation, types of family and family members and frequency of purchase. It could be inferred that there exists a significant association between marital status, family income and frequency of purchase of rural women consumer in the study area.

SOCIO-ECONOMIC FACTORS AND PURCHASE LOCATION AMONG WOMEN CONSUMERS - CHI-SQUARE TEST

Online shopping, department stores, and retail stores are important places for customers to purchase green products. The socioeconomic factors and the location of green product purchases are analyzed using the chi square test.

To find out the association between socio-economic profiles of the women consumers and purchase location, chi-square test was used. Seven factors namely Age, Marital Status, Educational Qualification, Occupation, Family Income, Family type and Family Members

were selected to test the association, between these three variables which are online shopping, department stores, and retail stores. The following null hypothesis is framed.

H_0 : Socio-economic factors and purchase location on green product among rural women consumers are not associated.

H_a : Socio-economic factors and purchase location on green product among rural women consumers are associated.

TABLE 2
Socio-Economic Factors and Purchase Location among Rural Women Consumers
(Chi-Square)

Socio- Economic Factors	Retailing shop / Local shop	Departmental store/Super market	Online shopping	Chi- Square Value	P-Value (Sig Value)	D.F
1. Age						
Upto 25	14	7	6	4.856	0.302	4
26-50	22	27	24			
Above 50	34	28	30			
2. Marital Status						
Married	34	46	54	1.105	0.576	2
Unmarried & Widow/Divorced	19	18	21			
3. Educational Qualification						
Illiterate & Upto School level	28	38	62	9.860	0.007	2
Graduate & Others	22	26	16			
4. Occupation						
Home manager	35	32	28	2.908	0.573	6
Business/Profession & Employee	15	12	16			
Others	20	17	27			
5. Family Income						
Below Rs.25,000	26	61	39	3.241	0.198	2
Above Rs.25,000	17	23	26			
6. Type of Family						

Nuclear Family	32	37	44	0.096	0.953	2
Joint Family	24	25	30			
7. Family Members						
Upto 3 Members	14	19	22	0.018	0.991	2
Above 3 Members	35	46	56			

Source: Primary Data.

*Significant at five percent level

Table 2 shows that, the association between age and purchase location is not significant ($\chi^2 = 4.856$, d.f = 4, $p > 0.05$). It is inferred that the age of the rural consumers does not influence their purchase location of green products.

The association between marital status and purchase location is not significant ($\chi^2 = 1.105$ d.f = 2, $p > 0.05$). It is inferred that the marital status of the consumers does not influence their purchase location of green products.

The association between educational qualification and purchase location is significant ($\chi^2 = 9.860$ d.f = 2, $p < 0.05$). It is inferred that the educational qualification of the consumers does influence purchase location of green products.

The association between occupation and purchase location is not significant ($\chi^2 = 2.908$ d.f = 6, $p > 0.05$). It is inferred that the occupation of the consumers does not influence their purchase location of green products.

The association between family income and purchase location is not significant ($\chi^2 = 3.241$ d.f = 2, $p > 0.05$). It is inferred that the family income of the consumers does not influence their purchase location of green products.

The association between family type and purchase location is not significant ($\chi^2 = 0.096$ d.f = 2, $p > 0.05$). It is inferred that the family type of the consumers does not influence their purchase location of green products.

The association between family members and purchase location is not significant ($\chi^2 = 0.018$, d.f = 2, $p > 0.05$). It is inferred that the family members of the consumers does not influence their purchase location of green products.

Since the p-value is greater than 5% significance level ($\alpha = 0.05$), null hypothesis is not rejected. Rather, it is concluded that there is not enough evidence to suggest an association between socio economic variable age, marital status, occupation, family income, type of family, size of family and frequency of purchase. It could be inferred that there exists a significant association between educational qualification and purchase location of rural women consumer in the study area.

SOCIO-ECONOMIC FACTORS AND AMOUNT SPENT AMONG WOMEN CONSUMERS - CHI-SQUARE

Consumer spending is, naturally, very important to businesses. Consumer spending is the total money spent on green products in a month in the study area. The socioeconomic factors and the amount spent on green product purchases are analyzed using the chi square test.

H_0 : Socio-economic factors and the amount spent on the purchase of green products among rural women consumers are not associated.

H_a : Socio-economic factors and the amount spent on the purchase of green products among rural women consumers are associated.

TABLE3
Socio-Economic Factors and the Amount Spent by Rural Women Consumers
(Chi-Square)

Socio-Economic Factors	Below Rs.5000	Rs.5001- Rs.10000	More than Rs.10000	Chi-Square Value	P-Value (Sig Value)	D.F
1. Age						
Upto 25	11	9	7	2.772	0.597	4
26-50	18	29	26			
Above 50	30	34	28			
2. Marital Status						
Married	59	47	28	49.459	0.000	2
Unmarried & Widow/Divorced	7	8	43			
3. Educational Qualification						
Illiterate & Upto School level	21	55	52	3.734	0.1546	2
Graduate & Others	12	35	17			
4. Occupation						
Home manager	36	24	25	1.439	0.837	6
Business/Profession & Employee	19	11	13			
Others	23	17	24			
5. Family Income						
Below Rs.25,000	16	81	29	15.775	0.000	2
Above Rs.25,000	12	23	31			
6. Type of Family						
Nuclear Family	22	17	74	45.428	0.000	2
Joint Family	41	25	13			
7. Family Members						
Upto 3 Members	14	19	22	18.8124	0.000	2
Above 3 Members	35	46	56			

Source: Primary Data.

*Significant at five percent level

Table 3 shows that, the association between age and amount spending on green product purchase is not significant ($\chi^2 = 2.772$, d.f = 4, $p > 0.05$). It is inferred that the age of the rural consumers does not influence their amount spent on green products.

The association between marital status and the amount spent is significant ($\chi^2 = 49.459$ d.f = 2, $p < 0.05$). It is inferred that the marital status of the consumers does influence their amount spent on green products.

The association between educational qualification and the amount spent is not significant ($\chi^2 = 3.734$ d.f = 2, $p > 0.05$). It is inferred that the educational qualification of the consumers does not influence the amount spent on green products.

The association between occupation and amount spending is not significant ($\chi^2 = 1.439$ d.f = 6, $p > 0.05$). It is inferred that the occupation of the consumers does not influence their amount spent on green products.

The association between family income and the amount spent is significant ($\chi^2 = 15.775$ d.f = 2, $p < 0.05$). It is inferred that the family income of the consumers does influence their amount spent on green products.

The association between family type and the amount spent is significant ($\chi^2 = 45.43$ d.f = 2, $p < 0.05$). It is inferred that the family type of the consumers does influence their amount spent on green products.

The association between family members and the amount spent is significant ($\chi^2 = 18.8124$ d.f = 2, $p < 0.05$). It is inferred that the family members of the consumers does influence their amount spent on green products.

Since the p-value is greater than 5% significance level ($\alpha = 0.05$), null hypothesis is not rejected. Rather, it is concluded that there is not enough evidence to suggest an association between

socio economic variable age, educational qualification, occupation, and amount spending. It could be inferred that there exists a significant association between marital status, family income, type of family, size of family and amount spending of rural women consumer in the study area.

SUGGESTIONS AND CONCLUSION

- According to the study, socioeconomic characteristics and the degree of consumer purchase behaviour of green products varied significantly. As a result, businesses should educate consumers according to their specific market segments.
- As protecting the environment is everyone's responsibility, consumers should purchase ecologically friendly products even if they cost more.
- Customers need to make an effort to become knowledgeable about green consumerism and purchase green products from the market.

The governments of developing nations must also take steps to educate the often unconcerned customers so that they can play a significant role in the green movement. If consumers' environmental concerns are brought up, they will start acting more sustainably themselves and will then put more pressure on the government to do more to protect the environment. As a result, interactions between businesses, customers, and the government will eventually encourage consumers and businesses to act in a more socially responsible manner.

REFERENCES

1. Lavanya .V &Jeyakumar .S, 2022, ‘Socio Economic Status and Awareness of Green Product among Women Consumers in Thoothukudi District’, *Madhya Bharti*, Vol.82, no.9, pp. 35-42.
2. Lavanya .V &Jeyakumar .S, 2022, ‘Analysis of The Opinion of Women Consumers With Government Role and Efforts on Green Products in Thoothukudi District, Tamilnadu’, *ShodhaPrabha*, Vol. 47 , pp.147-150.
3. Jeyakumar .S &Lavanya .V, 2019, Analysis of Occupation Status and Level of Awareness of Women Consumers about Green Product’, *AJANTA*, Vol.VIII, pp.92-99,
4. Lavanya .V &Jeyakumar .S, 2019, Analysis of Factor Influencing Buying Behaviour of Women Consumers about Green Product’, *AJANTA*, Vol.VIII, pp.131-139.