



ORIGINAL RESEARCH PAPER

Commerce

A STUDY ON CONSUMER PERCEPTION TOWARDS ONLINE PURCHASING OF GREEN PRODUCTS

KEY WORDS: Green products, Online, Consumer

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ABSTRACT

The study examines the consumer perception towards online purchasing of Green products. The main objectives of the study is to know the consumer awareness level and their existing pattern of purchase of green products such as Shopping bags, Solar batteries, LED lamps, Paper cups and Handmade papers etc., through online, to identify the factors that influence the consumers to purchase online green products and to identify the level of satisfaction in consuming green products through online. The study was based on convenient random sampling method. The data were collected from 200 respondents ,and analysed by using descriptive analysis and Chi-square method. It is identified from the study that the manufactures of different online green products have to focus on quality of the products in order to protect the environment.

1. Introduction

Online purchasing of green products is a term used to refer purchase of green products and services on internet. Online purchasing was invented by Michael Aldrich in 1979 and green marketing came into prominence in the late 1980s and early 1990. Rapidly changing environment is now a major concern for the people throughout world, making them more and more concerned about the environment. The quote "save the planet, not shave the planet" is now need of the time.

The act of purchase of products and services on the Internet is known as online purchasing. Online purchasing has grown in popularity over the years, mainly because people find convenient and easy to bargain shop from the comfort of their home or office. Almost no product will ever be 100% "green," since all product development will have some impact on the surrounding environment.

2. Statement of the problem

Awareness about environmental issues is growing day by day. This study is to cover all the important aspects of consumer awareness towards online purchasing of green products. Young people were persuaded due to awareness, technology up-date, and education and socio-culture groups. The study focuses on examining the level of acceptability and reach of green products among consumers in the market through online.

3. Objectives of the study

- To study the consumer awareness level and the existing pattern of purchase of green products through online.
- To identify the factors that influences the choice of consumer in online purchasing of green products.
- To identify the level of satisfaction of the consumers in consuming green products.

4. Statement of Hypothesis

- The personal factors of the respondents have significant influence on the sources of awareness of green products.
- The personal factors of the respondents have no significant influence on the level of satisfaction of consuming green products.

5. Review of literature

- **Meenakshi Saratha.M and Linda Mary Simon (2010)** in their study on customer awareness towards green products with special reference to Coimbatore district identified that the majority of the consumers still lack 'Green' knowledge and because of such low awareness green products organization are still in their way to development and not yet developed.

- **Dr. Geetha and Annie Jenifer (2010)** in their study on consumer behavior towards purchase of eco-friendly products in Coimbatore identified that current consumption levels are too high and are unsustainable. Hence, there is a need for green marketing to satisfy the consumers for shift in the consumer's behavior and attitude towards more environmental friendly life styles

6. Methodology

To consummate the objectives of the study ,the data have been collected by using both primary and secondary data. Primary data have been collected through a structured questionnaire. The secondary data have been collected from various sources like Books, Magazines and Websites.

7. limitations of the study

- The study is limited to consumers of Coimbatore city only.
- The sample size restricted to 200 respondents.

8. Analysis and Interpretations.

The following statistical tools are used to attain the objectives of the study

1. Descriptive analysis
2. Chi-square test

9. Findings of the study

9.1 Descriptive analysis result

1. It is observed from the table 1 that the majority of the respondents are female (60%), aged between 25- 40 years (39.5%) who are professionals (36%) , (54%) are married and with a family income of 35000-40000 (27.5%) and with the family size of 3-4 members(33.5%).
2. It is clear from the table-2 that out of the total respondents taken for the study ,24.5 % of the respondents are aware of online Green products advertisements, 20.5% by self, and majority of the respondents (46.5%) are aware of online Green products through their friends and relatives.

9.1 Chi-square test results

It is inferred from the table-3 that the hypothesis is rejected for age and in other cases the hypothesis is accepted . It is concluded that Age has significant influence on the sources of awareness of green products by the respondents.

It is also found that the hypothesis is rejected and in other cases the hypothesis is accepted for occupational status. It is concluded that occupational status has significant influence on the level of satisfaction of consuming green products by the respondents.

Table 1: Table showing personal factor of the respondents

| Personal profile | | No of respondents | Percentage |
|---------------------------|------------------|-------------------|------------|
| Gender | Male | 80 | 40 |
| | Female | 120 | 60 |
| Age | Less than 25 yrs | 76 | 38 |
| | 25-40 yrs. | 79 | 39.5 |
| | 40-55 yrs. | 36 | 18 |
| | 55yrs & above | 9 | 4.5 |
| Educational qualification | School level | 17 | 8.5 |
| | UG level | 60 | 30 |
| | PG level | 50 | 25 |
| | Professional | 72 | 36 |
| | Others (diploma) | 1 | 0.5 |
| Occupational status | Agriculture | 9 | 4.5 |
| | Salaried | 55 | 27.5 |
| | Business | 31 | 15.5 |
| | Professionals | 58 | 29 |
| | Student | 47 | 23.5 |

| | | | |
|--------------------|-----------------|-----|------|
| Marital status | Married | 108 | 54 |
| | Unmarried | 92 | 46 |
| Monthly income | Below 25000 | 32 | 16 |
| | 25000-35000 | 51 | 25.5 |
| | 35000-45000 | 55 | 27.5 |
| | Above 45000 | 62 | 31 |
| Size of the family | Up to 2 members | 17 | 8.5 |
| | 2-3members | 21 | 10.5 |
| | 3-4 members | 67 | 33.5 |
| | 4-5members | 36 | 18 |
| | 5 & above | 59 | 29.5 |

Table 2: Table showing the sources of awareness of Green products

| Sources of awareness | No of respondents | Percent |
|----------------------|-------------------|---------|
| Advertisements | 49 | 24.5 |
| Friends/Relatives | 93 | 46.5 |
| Self | 41 | 20.5 |
| Neighbours | 2 | 1 |
| Dealers | 10 | 5 |
| Family members | 5 | 2.5 |

Table 3: Table showing the relationship between personal factors and Sources of Awareness of green products by the respondents and The level of satisfaction of consuming green products by the respondents

| Personal factor | Sources of Awareness of green products by the respondents | | | | Level of satisfaction of consuming green products by the respondents | | | |
|---------------------|---|----|---------|-------------------|--|----|---------|-------------------|
| | Chi-square | Df | p-value | Significant level | Chi-square | df | p-value | Significant level |
| Gender | 5.188 | 4 | .269 | NS | 1.984 | 4 | .739 | NS |
| Age | 40.773 | 12 | .000 | S | 13.20 | 12 | .354 | NS |
| Occupational status | 50.577 | 16 | .000 | S | 20.39 | 16 | .203 | NS |

Hypothesis(H0): "The personal factors of the respondents "The personal factors of the respondents have no significant Have significant influence on the Sources of Awareness of influence on the level of satisfaction of consuming green products green products by the respondents " by the respondents" S-Significant NS-Not significant

10.Suggestions

- The manufacturer has to create better advertisement which will influence the consumers to make a choice among different products
- The manufactures have to focus on the quality to attract more customers.
- It is also recommended that issue of discounts ,combo offers and samples influences the consumers to buy online green products.

Conclusion

In the present context of changing lifestyle and enormous choices for all requirement emphasis on green products have become mandatory. In order to protect environment and to be healthy consumers are switching over from common products to the green products. The awareness of the green products in general public is very high. Another important factor is that consuming green products the consumers are contributing towards the environmental protection also. If government takes initiative in this activity this desire can be converted into action.

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