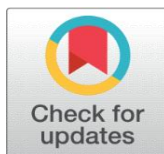# CONSUMER'S ATTITUDES TOWARDS GREEN MARKETING PRODUCTS IN KANNUR DISTRICT

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ABSTRACT

The growing concern for the environment in the last few years has led to a large increase in the demand for eco-friendly items in India. Modern consumers are increasingly environmentally conscious and are ready to pay more for goods that protect the environment. Customers have different mind-sets when it comes to purchasing, and these attitudes are constantly changing due to the abundance of excellent options. Products are selected for a variety of reasons. In general, today's shopping process is very fast. Therefore, the objective of this study is to find out how much influence the attitudes of consumers of Kannur district have towards eco-friendly products. The study examines the relationship between factors that influence consumers' attitudes toward environmentally friendly products and identifies the price point at which they are most willing to cover the cost of environmentally friendly goods in the district.

Keywords: Attitude, Perception, Demand, and Satisfaction

1. INTRODUCTION

The practice of promoting goods and services based on their positive effects on the environment is known as "green marketing". It is possible that such goods or services are environmentally friendly. It is produced in an environmentally responsible way and packaged. It covers a wide range of tasks such as product modification, production process modification, packaging change and advertising modification.

The term "green" marketing, often known as environmentally responsible marketing, describes the process of satisfying the needs, wants and desires of consumers while protecting and conserving the environment. Product, price, promotion, and distribution are the four components of the marketing mix that are manipulated in green marketing to sell goods and services that have better environmental benefits, such as less waste, greater energy efficiency, or reduced emissions of harmful substances.

2. STATEMENT OF THE PROBLEM

The popularity of environmental consciousness is steadily rising. Choosing what to buy and how to buy it is a never-ending process. The environment has a major influence on client decision-making when it comes to item credits.

Therefore, the main goal of the assessment is to find out how aware and supportive consumers are of goods that are environmentally friendly.

2.1. OBJECTIVE OF THE STUDY

- To identity the consumer's attitude towards green marketing products.
- To evaluate the level of satisfaction that customers have with sustainable products.
- To find out whether pricing has an impact on sustainable goods.

3. REVIEW OF LITERATURE

According to Bhatia and Jain (2020):

Green Marketing: An Analysis of Indian Consumer Perceptions and Preferences That May Be Affected by Environmental Concerns. Cherian and Jacob (2020) discovered that consumers are not well-informed about environmental issues, and as a result, businesses are not making a significant effort to manufacture environmentally friendly products.

According to Subhani and Shammot (2019):

The researcher hopes to describe a few key earlier studies that are relevant to the current investigation in this section. Subhani (2019) conducted a study on the fundamentals of green marketing with the goal of evaluating customer perceptions of brands and goods with an emphasis on environmental sustainability, particularly from the Asian market viewpoint. The study's conclusions and findings indicated that there was a positive influence on brand preference, which suggests that social groups are aware of environmental issues and would choose green items from green businesses. According to Shammot's study, which examined the effects of green marketing on local consumers, women are more environmentally concerned than men when it comes to product and price awareness. Local organizations should take this recommendation into consideration.

4. SCOPE OF THE STUDY

The parameters of the "green marketing" that will be investigated, the target demographic, and the geographic boundaries should all be included in the scope of the study on consumer attitudes toward eco-friendly products in Kannur. It should also look at the factors that influence consumer choices and the potential implications for businesses that promote eco-friendly products in the area.

5. RESEARCH METHODODLOGY

This study involves an investigative and qualitative research approach, utilizing primary data as the main source of information through the utilization of a questionnaire technique, targeting the sample respondents from the green product users of Kannur district accessing consumer attitude towards eco - friendly products. The study has gathered secondary data from a variety of sources including books, websites, journals, newspapers, magazines, the internet, company reports, and business journals. A sample size of 150 consumers of eco-friendly items was taken by a simple random sampling technique.

5.1. STATISTICAL TOOLS USED FOR ANALYSIS

The statistical techniques used for analysis are chi square, two-way anova and correlation.

ANALYSIS AND INTERPRETATION:

Chi-Square Test:

Aim:

To determine whether there is significant variation between respondents' monthly incomes and their degree of satisfaction with the price of environmentally friendly products.

Factors	Strongly Agree	Agree	Moderate	Disagree	Strongly Disagree	Total
Below Rs. 10000	7	10	3	4	2	26
Rs. 11,000 to 20,000	10	34	8	15	18	75
Rs. 21,000 and Above	11	17	14	6	1	49
Total	28	61	32	18	11	150

Hypothesis:

Null Hypothesis (H0): There is no significance difference between monthly income of the respondents and satisfaction level with price of green marketing products.

CALCULATION OF CHI-SQUARE:

O	E	(O-E)	(O-E)^2	(O-E)^2 / E
7	4.85	2.15	4.62225	0.9530
10	10.57	-0.57	0.3249	0.0307
3	5.54	-2.54	6.4516	1.1645
4	3.12	0.88	0.7744	0.2482
2	1.90	0.1	0.01	0.0052
10	14	-4	16	1.1428
34	30.50	3.5	12.25	0.4016
15	16	-1	1	0.0625
8	9	-1	1	0.1111
8	5.5	2.5	6.25	1.1363
11	9.14	1.86	3.4596	0.3785
17	19.92	-2.92	8.5264	0.4280
14	10.45	3.55	12.6025	1.2059
6	5.88	0.12	0.0144	0.0024
1	3.59	-2.59	6.7081	1.8685
TOTAL				9.1392

Tabulated value:

Degree of freedom @ 5% level of significance = (r-1) (c-1) = (3-1) (5-1) = 2*4 =8 Table value of x^2 a0.05 level of significance =15.507

Result:

The null hypothesis (H0) is accepted since the calculated value x^2 (9.1392) is less than the number in the table (15.507).

Conclusion:

The respondent's monthly income and their degree of satisfaction with the cost of environmentally friendly products do not significantly differ from one another.

Two Way ANOVA

Aim:

To determine whether there is a discernible difference between the degree of satisfaction with guarantee and the satisfaction level with quality.

CALCULATION OF TWO WAY ANOVA

Factors	Quality					Total
Guarantee	Strongly Agree	Agree	Moderate	Disagree	Strongly Disagree	
Strongly Agree	31	27	12	5	0	75
Agree	14	12	5	2	0	33
Moderate	10	9	4	1	0	24
Disagree	8	6	3	1	0	18
Strongly Disagree	0	0	0	0	0	0
TOTAL						150

Hypothesis:

Null hypothesis (H0): The level of contentment with quality and the amount of satisfaction with assurance are not significantly different from one another.

X1	X2	X3	X4	X5	X1^2	X2^2	X3^2	X4^2	X5^2
31	27	12	5	0	961	729	144	25	0
14	12	5	2	0	196	144	25	4	0
10	9	4	1	0	100	81	16	1	0
8	6	3	1	0	64	36	9	1	0
0	0	0	0	0	0	0	0	10	0
63	54	24	9	0	1321	990	194	31	0

Source of variance	ndf	Sum of square	Mean of square	Variance Ratio
Column (v1)	C-1 3	SSC 479.25	MS = SSC/C-1 479.25/3 159.75	F = MS/ME = 159.75/54.20 = 2.9474
Error (v2)	N-C 16 – 4 12	SSE 650.5	ME = SSE/N-C 650.5/12 54.20	

Calculated value F = 2.9474

Table value = 8.74

6. RESULT

The null hypothesis (H0) is accepted since the calculated value F (2.9474) is less than the table value (8.74). The degree of satisfaction with quality and the amount of satisfaction with assurance are not significantly different.

Coefficient Of Correlation

Aim: To determine the relationship between quantity and willingness to pay extra for environmentally friendly goods

Factors	Yes	No	Total
Strongly Agree	40	15	55
Agree	49	11	60

Moderate	15	9	24
Disagree	3	4	7
Strongly disagree	1	3	4
Total	108	42	150

Calculation of correlation:

X	Y	X^2	Y^2	XY
40	15	1600	225	600
49	11	2401	121	539
15	9	225	81	135
3	4	9	16	12
1	3	1	9	3
108	42	4236	452	1289

Formula:

r = N∑XY - ∑X∑Y

√N∑X^2 – (∑X^2 √N∑Y^2 – (∑Y)^2 = 0.8788

Conclusion:

A strong favourable association exists between the amount and willingness to pay extra for environmentally friendly goods.

Weighted average method:

Aim:

To determine which aspect contributes to the high customer satisfaction level.

RANKING FACTORS	WEIGHTS				
	1	2	3	4	5
Price	15	20	31	39	45
Quality	72	33	24	15	6
Warranty	40	56	32	13	9
Brand Name	30	47	51	14	8
Availability	17	25	35	40	33

Calculation of weighted average:

Ranking Factors	W	X1	W1 X1	X2	W2 X2	X3	W3 X3	X4	W4 X4	X5	W5 X5	Total	Cal wgt	Rank
Price	5	15	75	20	80	31	93	39	78	45	45	371	24.73	V
Quality	4	72	360	33	132	24	72	15	30	6	6	600	40	I
Warranty	3	40	200	56	224	32	96	13	26	9	9	555	37	II
Brand name	2	30	150	47	188	51	153	14	28	8	8	527	35.13	III
Availability	1	17	85	25	100	35	105	40	80	33	33	403	26.86	IV

Result:

The factor with the highest customer satisfaction rating is quality, which has been ranked first.

7. FINDING OF THE STUDY

Chi square:

The respondent's monthly income and their degree of satisfaction with the cost of environmentally friendly products do not significantly differ from one another.

Two way ANOVA:

The degree of satisfaction with quality and the amount of satisfaction with assurance are not significantly different.

Coefficient of correlation:

A strong favourable association exists between the amount and willingness to pay extra for environmentally friendly goods.

Weighted average method:

The factor with the highest customer satisfaction rating is quality, which has been ranked first.

8. SUGGESTIONS

- Customers anticipate paying less for green items and prefer them. This allows marketers to charge more for products that are perceived as being more environmentally friendly.
- Marketers should make environmentally friendly products more accessible to consumers to encourage more environmentally conscious purchasing.
- To encourage customers, businesses can concentrate on promoting eco-friendly brand labelling, in-store displays, and brochures.
- Marketers need to be aware of the advantages and needs of consumers with respect to environmentally friendly and non-green products.
- In order to promote environmentally friendly products in India, the government should alter environmental protection laws.
- In order to limit the negative effects on the environment, suppliers, buyers in the industrial sector, and consumers must exert pressure.

9. CONCLUSION

According to the study's findings, consumers are willing to pay extra for goods that contribute to less environmental harm. Additionally, they favour distribution methods that do not pollute the environment and promotional campaigns that save the ecosystem. However, they are unwilling to forgo product quality in order to protect the environment. Only by embracing all facets of green marketing and including the consumer attitude assessment program into their marketing plans will marketers be able to meet their objectives and uphold their corporate social responsibility.

CONFLICT OF INTERESTS

None.

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