

ATTITUDE OF PEOPLE TOWARDS GREEN PRODUCTS

Submitted in partial fulfillment of the requirement for the reward of

Bachelor of Commerce

By

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SCHOOL OF MANAGEMENT STUDIES

SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

Accredited with Grade “A” by NAAC

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DEPARTMENT OF MANAGEMENT STUDIES

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of
SARAN DURAISAMY.E (39740033) who carried out the project entitled
"ATTITUDE OF PEOPLE TOWARDS GREEN PRODUCTS" under my supervision
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Submitted for Viva voce Examination held on _____

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DECLARATION

I **SARAN DURAISAMY.E** . Hereby declare that the Project Report entitled **“ATTITUDE OF PEOPLE TOWARDS GREEN PRODUCTS”** done by me under the guidance of Dr.VELUMONI.D, MBA, MPhil, PhD. Assistant Professor, School of Business Administration is submitted in partial fulfilment of the requirements for the award of Bachelor of Commerce degree.

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ABSTRACT OF THE WORK

The research and development departments of industries are continuously working to develop products that are environment-friendly and cause less environmental destruction. Products that are capable of being recycled, and possess healthy disposal are often termed green products. The manufacturing, marketing, and consumption of such products are being promoted by the government as well as non-governmental organizations. The present study aims to understand the attitude of people towards green products. The study also investigates the relationship between green product usage and purchase intention with demographic variables (age, gender, income, and educational qualification). Primary data was collected using structured questionnaires and analyzed using the chi-square test for independence. The results reveal an essential insight concerning the factors that are majorly responsible for motivating and demotivating consumer behavior towards green products. Environmental sustainability and personal consciousness of consumers are motivating factors while unavailability and unawareness are deemed demotivating factors along with the cost of installation/usage. Consumers are intended to purchase green products irrespective of their demographics. However educational qualification is found to be the only demographic variable having a relationship with green product usage.

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CHAPTER NO:1

1.1 INTRODUCTION TO THE STUDY

Green products are those items considered eco-friendly. This means that the manufacturer of the particular product took the proper steps in ensuring that the environment was not harmed during its manufacturing process. The raw materials used in the product were derived from sustainable sources. And the production should have a low impact on the environment regarding waste, carbon emissions and energy use

Competition is one of the major challenges that a business man wants to face in a modern world. Every industry is composed of many individual firms and each individual firm is providing similar goods and services. Naturally this situation makes a big chance for competition among this firms.so in order to becoming the market leaders every business wants to adopt different strategies.

Nowadays one of the major strategies adopted by companies to capture market is the marketing of green products or eco-friendly products. A green product provides a lot of advantages to us. Today people giving more attention to protection of environment, as they are aware about the appearance of hole in the ozone layer, destruction of forest etc. Because of these factors green products get more attention in today's world.

The term 'green' has nothing to do with color, but the choice of name is appropriate because green is a color that is often associated with nature. Green products are considered kinder to the environment than non-green goods, in one way or another. The term is widely used and it doesn't take much for a product to be called green, so it can cover a wide a range of consumer goods.

A product is considered earth-friendly if it is biodegradable, meaning that it will pose no threat to the earth and environment, when it is released to the air, water or earth while in use or when disposed of. These types of products usually decompose much quicker in a landfill, than similar items that are not biodegradable. Biodegradable household cleaners, soaps, dish and dishwasher detergents and laundry soaps are just a few examples of this type of green product.

If a product contains any amount of recycled goods in its construction, it is also considered green for two reasons. That's because recycling reuses a material keeping it out of the landfill, as well as saves on the environment when alternative materials are not manufactured and used for that component.

A product where packaging has been considerably reduced compared to other similar products requiring less shipping room and in turn reducing carbon emissions during transport to market, might also be considered green.

When a product's manufacturing process is designed specifically to save energy, reduce carbon emissions or use renewable energy to make that item, it can also give it a green label. In this case, the product really should also be earth friendly, but this is not always the case. Great strides have been made to manufacture green products in such a way as to reduce the manufacturing process and resulting impact on the earth, as well as making them earth-friendly when it comes to usage and disposal.

Many countries, states and provinces also have green initiatives in place that encourage companies to look for ways to manufacture products in an earth-friendly manner. Every effort, even those that may appear minor to us, help to reduce the impact consumer goods have on our environment.

An unwanted or unneeded gift that is regifted to another person is also considered 'green' because the item is saved from landfill or waste, and another item does not have to be manufactured for the gift. Re gifting is gaining popularity with those who love to recycle or simply want to better manage their gift budget. Many re gifted gifts are much appreciated, but the gift-giver needs to adhere to some basic Re gifting Rules to successfully re gift a gift. How do you know if your product is 'green'? Not all, but most green products have labels denoting the fact that they are either biodegradable, have been made from recycled goods or were subject to an earth-friendly manufacturing process. Manufacturers are well aware of the demand for green products and want to draw customer's attention to their wares, which they usually consider to be the best green products. However, consumers should read labels to confirm before buying to ensure they are getting what they pay for. It's just too easy to put the word 'green' on any product.

Note that green products are not the same as carbon zero or carbon neutral products which are in fact greener, though there may be similarities. Green can also apply to services or processes.

Green initiatives are undertaken in an effort to draw attention to the need to be kinder to our environment in everything we do. Green initiatives and green products are not same, though there is somewhat of a

relation. Though green policies and endeavors should be conducted on an ongoing basis, there is much emphasis in the spring when initiatives are often scheduled close to or on Earth Day every year. However, we really should be thinking green all the time.

Man has limited resources at his disposal. But his wants are unlimited. Due to increase in population across the globe, mass production is inevitable. The manufacturing concerns have to meet the global demands with limited resources. Therefore, a strategic way satisfying the consumer's need is the crucial issue today. The modification of business or production process towards green marketing may involve start-up cost, but it will save money in the long run. Therefore, through green marketing firms can make use of the limited resources in an effective and efficient manner. Awareness about environment related goods is constantly increasing across the globe .thus, focusing on green marketing has its relevance in the present context.

The products that are manufactured through technology and that caused no environmental hazards are called green products. Promotion of green product is necessary for the conservation of natural resources. Green products like solar light, solar heater, handicraft items, paper bags and clay products have a good demand today. Solar light and solar heater make the use of solar energy. Solar power products are innovative mechanisms that help to conserve energy. Solar products are environment friendly and are usually cost effective also.

Plastic makes a lot of problems to world; especially plastic bags are bad for our environment. Low cost and easy availability lead to the promotion of plastic bags. in order to save our environment from the threat of plastic bags; an alternative is developed that is paper bags. Paper bags are degradable and it does not make any harm to the environment.

Handicraft items and clay products are also made by giving protection to environment as they are made from environment friendly materials.

1.2 STATEMENT OF THE PROBLEM

In modern world people are concerned about the environment. Green products have a vital role in the protection of the environment as it does not make a negative impact to the nature. A company can increase its competitive position by providing green products. This study is conducted to know the attitude of people towards green products like solar power products, paper bags, handicraft items and clay products.

1.3 OBJECTIVES OF THE STUDY

- ✓ To know the attitude of people towards green products.
- ✓ To analyze those factors which induces people to use products or willing to use.
- ✓ To know the level of knowledge of the respondents towards the green products.
- ✓ To determine the willingness of people for paying high price for the green products.

1.4 SCOPE OF THE STUDY

The study is conducted to know the attitude of people towards green products like solar light, solar heater, handicraft items, paper bags and clay products. Around 120 people are considered for the analysis. The study helps to acquire maximum information about the acceptability of the products, level of satisfaction of people using these products and also helps to get an overall picture of factors influencing people to purchase these products.

1.5 LIMITATIONS OF THE STUDY

- Time allotted for the study is limited.
- The study does not reveal actual result as the sample size limited to 120.
- The analysis based on some statistical tools which as it is own limitation.

CHAPTER NO:2

2.1 REVIEW OF LITERATURE

- Aditya Maheshwari and Guan Malhotra (2011) wrote an article entitled “Green marketing: A study on Indian youth”. This study focuses on the awareness, perception and parameters considered by the consumers while purchasing the green products. Statistical tools like percentages and one way ANOVA were used, to analyze the purchase behavior through parameters considered by the consumers while purchasing the products such as price, availability, convenience, brand name and variety of the products. They found that brand name is the significant factor considered by the respondents while purchasing the green products rather than all the product variables adopted in the study. Finally, they concluded that majority of the consumers are confused with the information provided in the products related with the green attributes, so consumers are needed to be educated with the green claims in the products.
- Ashwini and Saroj Kumar Datta (2011) in their paper analyzed with the objective of pro environmental concern and its influence to green purchase behavior of the consumers. In order to achieve the objectives consumers’ preference, pro environmental concern, and knowledge about the environmental issues are the variables used. Correlation analysis reveals that pro environmental concern and green buying behavior are significantly related. This study concludes that educated consumers are high concern towards the environment, so companies may focus on the segment of educated consumers for green products.

- Ronald Drozdenko et al.,(2011) in their study entitled with “pricing of green products, premium paid, consumer characteristics and incentives”. The study focuses on customer’s perception towards the price premium of green products based on the demographic, situational, and product categories. From the study, they found that male customers are willing to pay extra for green products, and also there was no significant difference in purchase behavior of the consumer’s while purchasing the green products based on their income and education. They suggested that tax incentives were highly influence the consumers for willing to pay the green products.

- Afzaal Ali and Israr Ahmad (2012) focused on the factors that influence the green purchase intension of the consumers. To fulfil the objectives of the study organization green image, environment knowledge, environment concern; perceived product price and quality are the variable used. They found that organization green image, environmental knowledge, environmental concern, perceived product price and quality are the influential factors to the green purchase behavior of the consumers. So green companies are offer price and quality of the product with the identical one to motivate the consumers towards the green products.

- Aysel Boztepe (2012) in his research paper he found that environmental awareness, price, product features, promotion are the variables of green product influencing the purchase behavior of male consumers but promotion is the only variable influence the purchase behavior of female consumers and also mentioned that environment awareness, green product features, price and promotion are significantly related with green purchase behavior. Finally, he suggested that there is a significant difference between the male and female consumers while purchase the green products, so companies are focus the different strategies on gender basis.

- Azhagaiah (2006) observed the impact of green marketing and environmental protection. In his study, found that the environmental issues have a significant impact on the modern society. The environmental problems are the result of mass consumption and production across the globe. Due to limited resources, an extra caution is needed from both the consumers and the producers. Therefore, awareness is needed for the protection of environment.

CHAPTER NO:3

3.1 RESEARCH HYPOTHESIS

HO: There is no significant relationship between the purchasing decision and level of income.

H1: There is significant relationship between the purchasing decision and level of income.

3.2 RESEARCH METHODOLOGY

Research methodology is a way to systematically solve the research problem. It deals with the objective of a research study, the method of defining the research problem, the type of data collected, method used for data collecting and analyzing the data etc. The methodology includes collection of primary and secondary data.

3.3 RESEARCH DESIGN

Research design is the arrangement of activities for the collection and analysis of data in a manner that aims to combine relevance to the purpose with economy in procedure. For this study the design used was descriptive. Descriptive design as the name itself implies, is conducted to describe something.

3.4 TYPE OF RESEARCH

The type of research employed for this study was Descriptive Research. Descriptive Research is to describe something which is both qualitative and quantitative in nature.

3.5 SAMPLING POPULATION

Population refers to aggregate of sampling units. Total population for the study is unknown.

3.6 SAMPLING METHOD

The sampling method is convenient sampling method.

3.7 SAMPLE SIZE

Sample selected is 120.

3.8 SOURCE OF DATA

Primary data are collected by administering questionnaires and secondary data from journal, organization record, magazines and internet.

3.9 TOOLS OF ANALYSIS

The data collected were analyzed with various methods. The types of methods used for the data analysis are:

- Tables
- Percentage
- Charts

3.10 ANALYTICAL TOOLS USED

Analysis of data is performed to find out this something. Analysis of data therefore means the critical examination of the data for studying the characteristics of the object. Under the study and for determining the patterns of relationships among the variables relating to it, using both quantitative and qualitative methods. The analytical tool used for analyzing the collected data is percentage analysis, charts, diagrams and chi square test.

- Percentage Analysis

Percentage analysis

The percentage method was extensively used for analysis and interpretation. It can be generally calculated as follows.

$$\frac{\text{Number of respondents favorable}}{\text{Total No. of respondents}} \times 100$$

3.11 THEORETICAL REVIEW

The products which are made of environment friendly materials are Eco-friendly products or green products. Eco-friendly products do not harm the environment.

The term green product is used to describe a product that meets one of these criteria.

1. It has qualities that will protect the environment.
2. It has replaced artificial ingredients with natural ingredients.

For example, a cleaning product may be considered green for two distinct reasons.

It may be manufactured without phosphates in order to reduce a source of pollution in the water supply, which makes it better for the environment than a cleaner that contains phosphates. Or it may contain ingredients derived from natural sources to lower the risk of health problems that can be caused by exposing the skin to artificial dyes or fragrances.

Before we get started with how to identify a green product, we have to understand what the definition of a green product is. The terms “green” or “sustainable” often refer to products, services or practices that allow for economic development while conserving for future generations. We prefer to describe a green product as one that has less of an environmental impact or is less detrimental to human health than the traditional product equivalent. While on the topic of defining a green product, you must realize that almost no product will ever be 100% “green,” since all

product development will have some impact on the surrounding environment

Green products are...

- Energy efficient, durable and often have low maintenancerequirements.
- Free of Ozone depleting chemicals, toxic compounds and don't produce toxic by-products.
- Often made of recycled materials or content or from renewable and sustainable sources.
- Obtained from local manufacturers or resources.
- Biodegradable or easily reused either in part or as a whole.

Green products have a vital role in conservation of environment. Green products like solar power products, handicraft items, paper bags and clay products have a higher demand in the modern world.

GREEN PRODUCTS AND ECO-LABEL

SOLAR PRODUCT

Solar products are innovative mechanism that helps to conserve energy. Solar products are environment friendly and are usually cost effective as well.

Today there are several solar power products in the market for our home and office use. Solar products include items such as solar hot water heaters, solar flash lights, small radios, solar calculators, solar battery chargers, solar lighting, solar car batteries, etc.....

SOLAR LIGHT

Solar lights have a good demand and acceptance in the modern world. There are several companies providing solar lights. The solar light manufactured by CONPLEX International Ltd, provides multi-pin USB cable for mobile charging facility.

SOLAR HEATER

Solar water heaters have a better acceptance because of its benefits and durability. Solar heater makes the use of solar energy for its functioning. There are different varieties of products which work on solar energy.

PAPER BAG

The cheap availability and low cost of plastic bags makes it popular among people. But plastic bag makes a lot of problems to our environment. In order to save our earth from the threat of plastic bags, an alternative is developed that is paper bags. Paper bags are green products as they are bio degradable and not harm the environment.

Paper bags are always environment friendly and easily bio degradable. Here to save our environment from the threat of plastic, we should start using paper made products.

These paper bags are either made of virgin wood pulp or recycle paper or handmade paper. To produce paper, we want to cut lot of trees. It will badly affect our environment and earth.

Handmade paper is environment friendly like other waste products are converted in to something meaningful by recycling.

Benefits of handmade paper are use of non-wood raw materials, these saving trees and it is made with Pollution free methods as solar energy is used extensively Handmade paper have good quality.

Paper made from recycled fibers or handmade paper required at least 50% less energy and up to 70% less water than making it from virgin fiber. It also produces up to 90%less wastewater and reduces air pollution.

There are different types of paper bags such as retail bags, fast food bags, etc. Retail bags are used for packages that consumer to hold light weight items, big and strong bags are used in packaging all types of food products, textiles, sugar, flour, etc....Fast food bags are ideal for fast food store.

BENEFITS OF GREEN PRODUCTS

BENEFITS AVAILABLE FOR FIRMS AND INDUSTRIES

- 1) Helps to access new markets.
- 2) Can help to achieve competitive advantage over other companies.
- 3) Protects the company in the long run.
- 4) Aids in long term growth.
- 5) Improves the quality of the environment.
- 6) Environmentally responsible company will hold a unique status in the society.

BENEFITS FOR THE CONSUMERS

- 1) Health benefits.
- 2) The network of green users expands.
- 3) Less threat to the eco-system by the consumers.
- 4) The earth will be protected from hazardous goods.

ECO- LABELING

It is an environmental claim that appears on the packaging of a product. It is awarded to a manufacturer by an appropriate authority. ISO 14020 is a guide to the award of eco- labelling works like an instructor for the firms who indulge in the production of goods and services that cause damage both to the health of humans and the environment. The government of India launched an eco-mark scheme in 1991 to increase consumer's awareness with respect to environment friendly products. The products are requiring eco-marketing are textiles, toilet soaps, detergent cakes, paints, packages, pesticides, cosmetics, and pharmaceutical products.

Eco-mark scheme

The government of India launched an eco-mark scheme in 1991 to increase consumer's awareness towards environmentally friendly products. Another aim of the eco-mark scheme is to stimulate the consumers to go for pro-environmental products. The eco-mark is needed for products like cosmetics, leather goods paints, lubricant oil, plastic products, batteries, etc.

GREEN PRODUCT CERTIFICATION

When looking for green products, there are a couple of ways you can ensure you are not being duped into buying a fake, though it can be tricky. A stroll through any supermarket will yield products labeled “earth friendly,” “eco-friendly”, “biodegradable” and many other buzzwords which will make you feel warm and fuzzy about the purchase, even though this could be false. A good rule of thumb is to look for the certification labeling, if that is not on the product then keep on walking. This leads us into what certification labels are available and what do they mean, which is why we have put together the list below. This is not all encompassing list, it will however provide you with the most common certifications and their meaning.



ENERGY STAR: A labelling program for energy efficient homes, building products, electronics and appliances. ENERGY STAR is a joint program of the U.S. Department of Energy helping protect the environment through energy efficient product and practices.



Green Seal: Green Seal Certification ensures that a product meet rigorous, science-based leadership standards. It is a lifecycle assessment based labelling program for building products, green operations and maintenance procedures. A green seal can be found on anything from a coffee filter to a hotel.



Forest Stewardship Council: A certification program for wood Products that come from forests that are managed in an environmental responsible, socially beneficial and economical viable way. They are a non-profit organization, not affiliated with the government, working to promote responsible management of the world's forests since 1993.



USDA Organic Product: When looking to go green at the dinner table many will look for certified organic foods. The United States Department of Agriculture has implemented the National Organic Program, which will indicate whether an agricultural product is produced in such a way that integrates biological, Culture and mechanical processes to conserve biodiversity and foster cycling of natural resources. In general, this means synthetic fertilizer, irradiation or genetic engineering practices will not be used. Green products are now mainstream, whether you are looking for a new home, automobile or even just some vegetables for a salad, there is a green product alternative available. It is up to you to weigh your options and identify what attributes of a green product is important to you; though make sure you are fully informed and aware prior to making the purchase. We applaud your commitment to sustainable living and look forward to building a greener future.

The traditional sub mixes of the marketing mix like the 4p's i.e., product, price, place and physical distribution need to be nurtured with environmental contents.

❖ The green product

The wide variety of products available in the market should meet the environmental norms. The product with green characteristics automatically demands an extra premium. Thus, the manufacturer should take utmost care at the time of manufacturing the goods.

❖ Green price

Fixation of price is a critical and the most important factor in green marketing. When a product fetches green features, it is eco- friendly and naturally the product needs an extra premium from the users. Therefore, apart from meeting the regular expenses incurred on the product, the consumers are prepared to meet the additional price for extra premium on the quality of the product.

Example; for energy saving bulb like CFL, the consumers need to pay more for CFL bulb than what they pay for the other bulbs.

❖ Green promotion

Promotional techniques and policies are the strongest strategies which hold and turn the consumers. Holding the customers for long duration is the crucial issue in present context. Therefore, in the promotional activities like advertising, sale promotional activities, the environmental issues need to be passed to ultimate users.

❖ Green place

The green place is about managing logistics to cut down transportation cost. Logistics may relate to the procurement of raw materials, concentration or dispersion of productions plants in a particular region.

MEASURES TAKEN BY GOVERNMENT TO PROMOTE GREEN PRODUCTS

❖ GREEN TAX

Green taxes” (also called "environmental taxes" or "pollution taxes" or “eco taxes”) are excise taxes on environmental pollutants or on goods whose use produces such pollutants. “Green taxes” are meant to improve the environment or reduce the negative impact on the environment or create an environmentally sustainable environment. “Green taxes” are a kind of economic instruments to address environmental problems. It is generally believing that “green taxes” will reduce environmental harm in the least costly manner, by encouraging changes in behavior by firms, organizations, communities and households and individuals etc. Taxes on pollution provide clear incentives to polluters to reduce emission.

One “green tax” that has recently gained favor is a carbon tax. Australia introduced carbon tax (July 2012), which is an excise levy on the carbon-based content of fossil fuels (coal, petroleum, gas) as a means of reducing greenhouse gas emissions that contribute to global warming and climate change. The carbon tax may encourage development and use of clean energy sources in Australia (renewable or green energy such as wind, hydro, and solar). India and Japan have also introduced carbon tax. In Europe, a number of countries have imposed energy taxes or energy taxes based partly on carbon content. There is apparently no “green tax” in the USA; however, “green tax” supporter often cites the gasoline tax as a “green tax”. Many European countries have used pollution taxes imposing taxes on emissions of common air pollutants such as sulfur dioxide and nitrogen oxides. To combat the negative environmental

effects, several states in India (Maharashtra, Andhra Pradesh, Himachal Pradesh, and Karnataka- August 2010) have implemented/going to implement a new “green tax” to fight pollution from old vehicles (commercial vehicles over 8 years old and private vehicles over 15 years old) and creating better public transportation. Very recently, Bangladesh imposed green tax (June 2014) to force polluting factories (principally tanneries) to pay extra levies to clean up the country's increasingly dirty rivers and reducing impacts on the aquatic environment.

Everyone may not agree with “green taxes” however, “green taxes” can be seen as an incentive to lessen environmental burden and preserve the environment. The revenues generated by “green taxes” can also be used for other environmental preservation projects or to cut other taxes. Nevertheless, everyone for sure would like to see an environmentally sustainable future and a healthy natural and living environment in their country.

INDIA'S SOLAR MISSION

India's solar mission provides strong support to solar deployment and includes a goal of developing 20,000 megawatts of solar power capacity by 2022. A key objective of the program is to boost the capacity of India to domestically manufacture solar panels. To achieve this objective, the government of India has required Indian developers of solar photovoltaic ("PV") projects using crystalline silicon technology to buy solar modules manufactured in India in order to take advantage of the programs benefits, including subsidies and guaranteed long-term competitive rates for solar power. These requirements to purchase locally manufactured solar panels are referred to as domestic content rules.

The government of India initially exempted thin film solar cells having lower efficiency solar panels used in large-scale industrial solar projects from the domestic content rules because of low domestic capacity to manufacture such cells. This loophole created an opening for foreign countries, including the United States and China, to export thin-film cells to India. U.S. exports of thin film solar cells to India have been particularly successful thanks to low-interest loans from the U.S. Overseas Private Investment Corporation and the Export-Import Bank.

The result is that foreign thin-film panels now dominate India's market. Whereas global thin film installations are a very small portion of total solar deployment, in India they are the vast majority. To correct this imbalance and protect India's solar manufacturers, India is now considering expanding the use of domestic content rules to thin-film technologies in the second phase of its program, which may curtail imports of American-made solar panels to India.

Concerned about the impact that the potential expansion of India's domestic content rules to thin-film technologies would have on its exports, the United States filed a claim at the WTO. In these claims, the United States asserts that India's domestic content rules appear to have violated trade rules in the General Agreement on Trade and Tariffs, the Agreement on Trade-Related Investment Measures, and the Agreement on Subsidies and Countervailing Measures by allegedly providing more favorable treatment to domestic solar producers and products than to foreign ones.

Officially launched in November 2009, Jawaharlal Nehru National Solar Mission (JNNSM) is one of the eight National Missions laid out in **India's National Action Plan on Climate Change (NAPCC)**. It aims to incentivize the installation of 22,000 MW of on- and off-grid solar power using both Photovoltaic (PV) Concentrated Solar Power (CSP) technologies by 2022, as well as a large number of other solar applications such as solar lighting, heating, and water pumps.

As the power trading arm of the National Thermal Power Corporation (NTPC), NTPC Vidyut Vyapar Nigam Ltd (NVVN) has been designated as the nodal agency to ensure the execution of Phase 1 of the mission. The Solar Mission will be implemented in three stages, with specific targets defined for the respective segments.

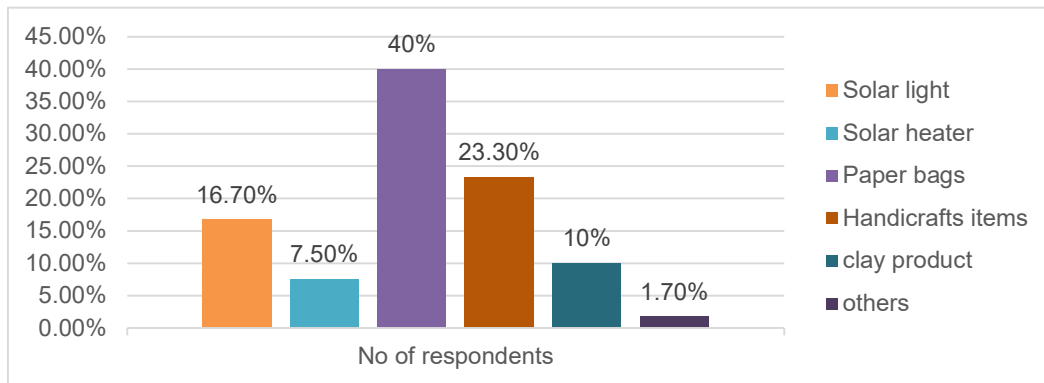
CHAPTER NO:4

4.1 DATA ANALYSIS AND INTERPRETATION

TABLE-1 Green products are willing to use or already in use by respondents.

Green products	No of respondents	Percentage
Solar light	20	16.66%
Solar heater	9	7.5%
Paper bags	48	40%
Handicrafts items	28	23.3%
Clay products	12	10%
Others	2	1.66%
Total	120	100%

Chart-1



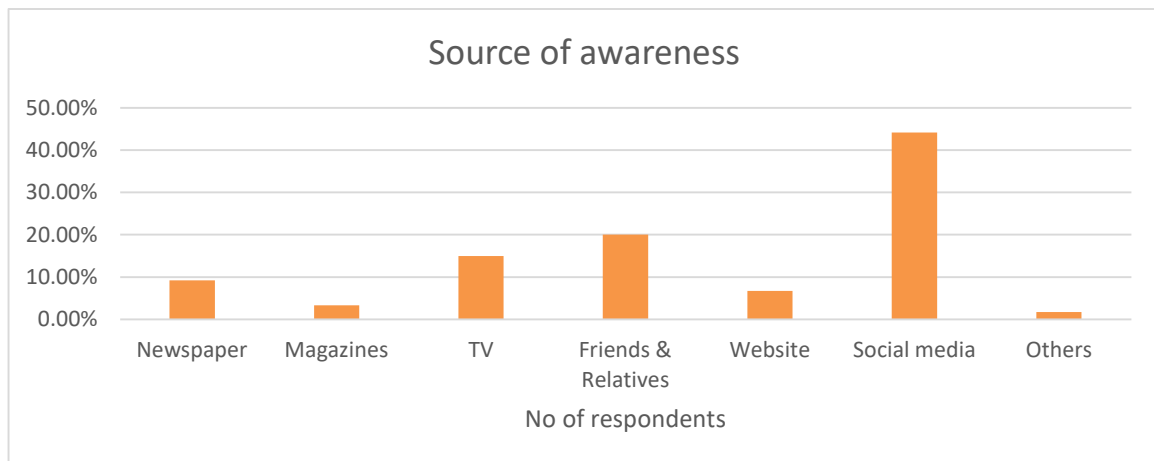
Interpretation:

From this table it is clear that most of the people are willing to use or already in use of Paper bags is 40%. 23.30% of people are interested in handicrafts items. 16.70% of people are interested in solar lights, 10% of people are interested in clay product, 7.50% of people are interested in solar heater and only 1.70% of people are interest in others.

Table – 2 - Source of awareness

Source	No of respondents	Percentage
Newspaper	11	9.2%
Magazines	4	3.3%
TV	18	15%
Friends & Relatives	24	20%
Website	8	6.7%
Social media	53	44.2%
Others	2	1.7%
Total	120	100

Chart-2



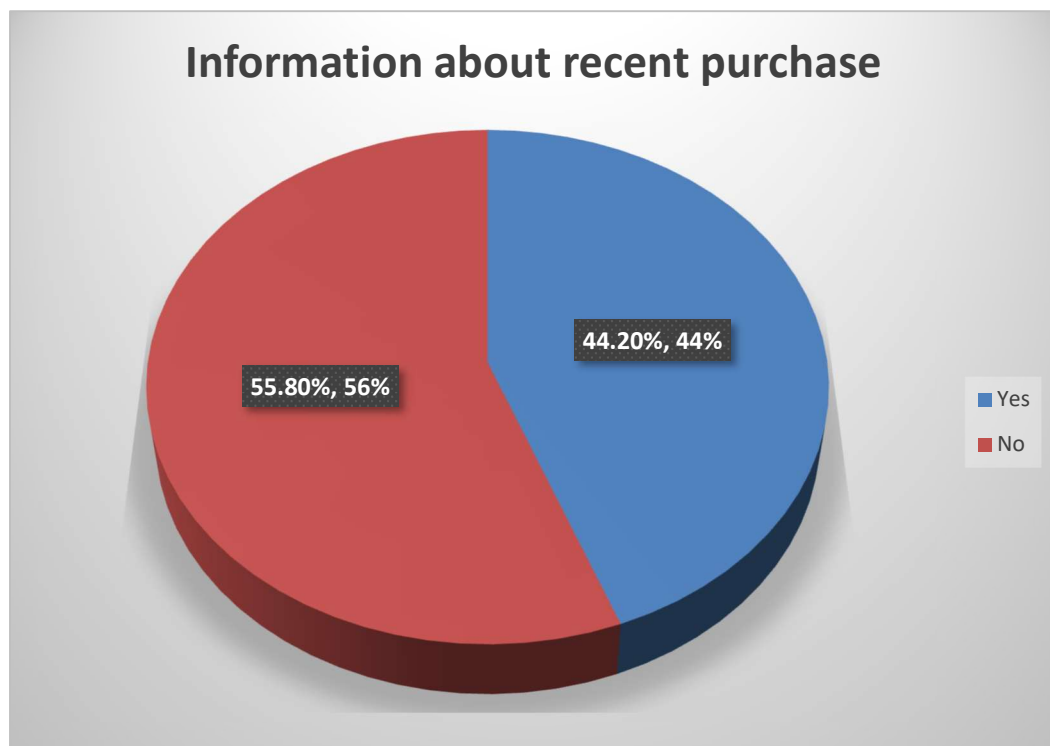
Interpretation

44.2% of people are come to know about green product through social media and 20% of people got information about green product through friends and relatives . TV provides awareness about green products to 15% of people. 9.2% of people are aware through newspaper. Website provides 6.70% awareness to the people. 3.30% of people are aware through magazines. Least number of 1.70% people are aware through others like (starting new products).

Table-3 showing information about recent purchase

Response	No of Respondents	Percentage
Yes	53	44.2%
No	67	55.8%
Total	120	100%

Chart-3



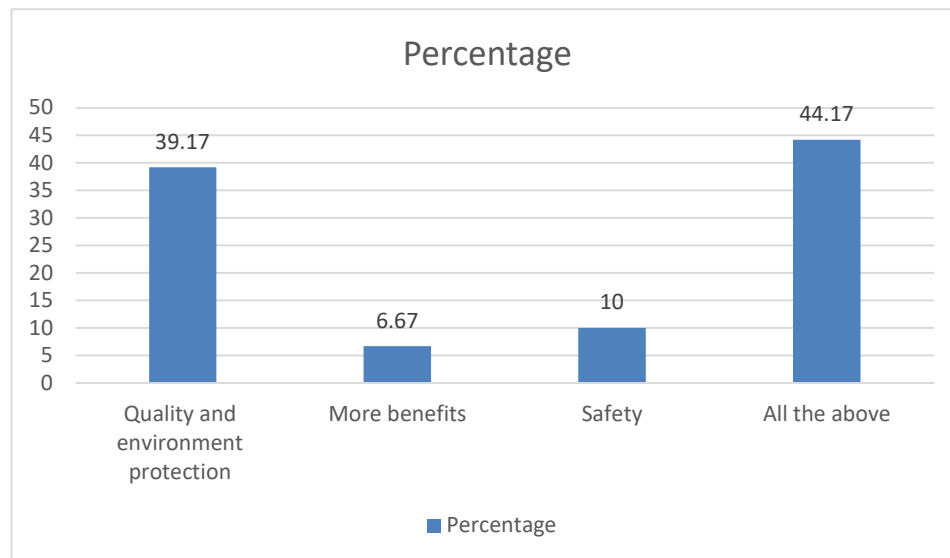
Interpretation:

44% of people make recent purchase and 56% of people do not make any Recent purchase.

Table-4 Showing factors influencing the purchase decision

Factors	No of respondents	Percentage
Quality and environment protection	47	39.17%
More benefits	8	6.67%
Safety	12	10%
All the above	53	44.17%
Total	120	100%

Chart-3



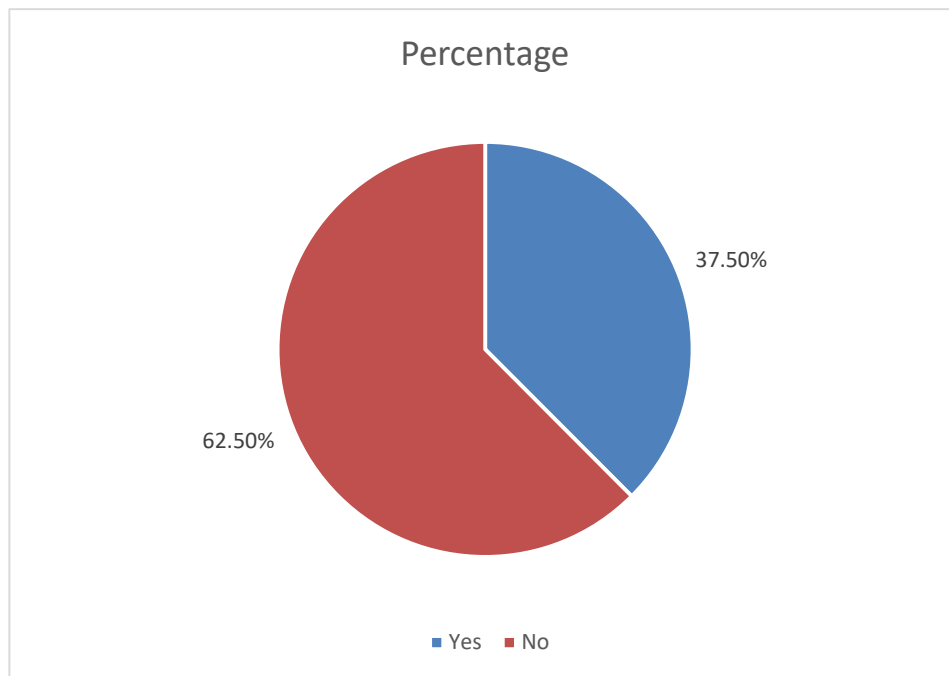
Interpretation:

44.17% of people are in the habit of purchase these products by expecting all these benefits. 39.17% of people purchase green product are quality and environment protection. 10% of people are aware of safety . 6.67% are chosen more benefits.

Table – 5-Willingness to pay higher price

Response	No of respondents	Percentage
Yes	44	37.5%
No	75	62.5%
Total	120	100%

Chart-3



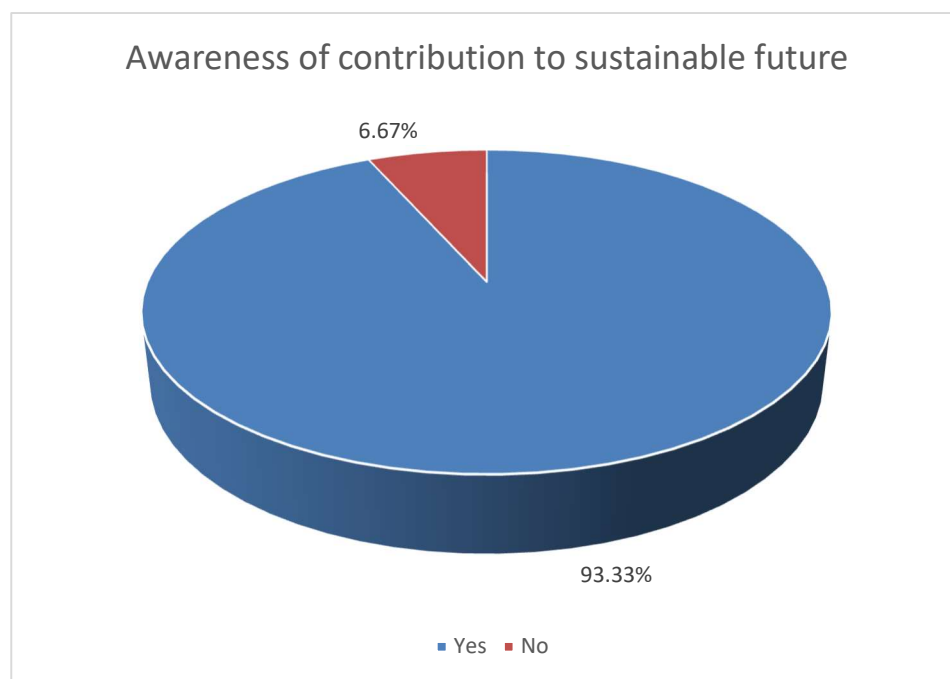
Interpretation:

62.50% of people are not willing to pay higher price for green product and 37.5% are willing.

Table – 6- Awareness of contribution to sustainable future

Response	No of respondents	Percentage
Yes	112	93.33%
No	8	6.67%
Total	120	100%

Chart-6



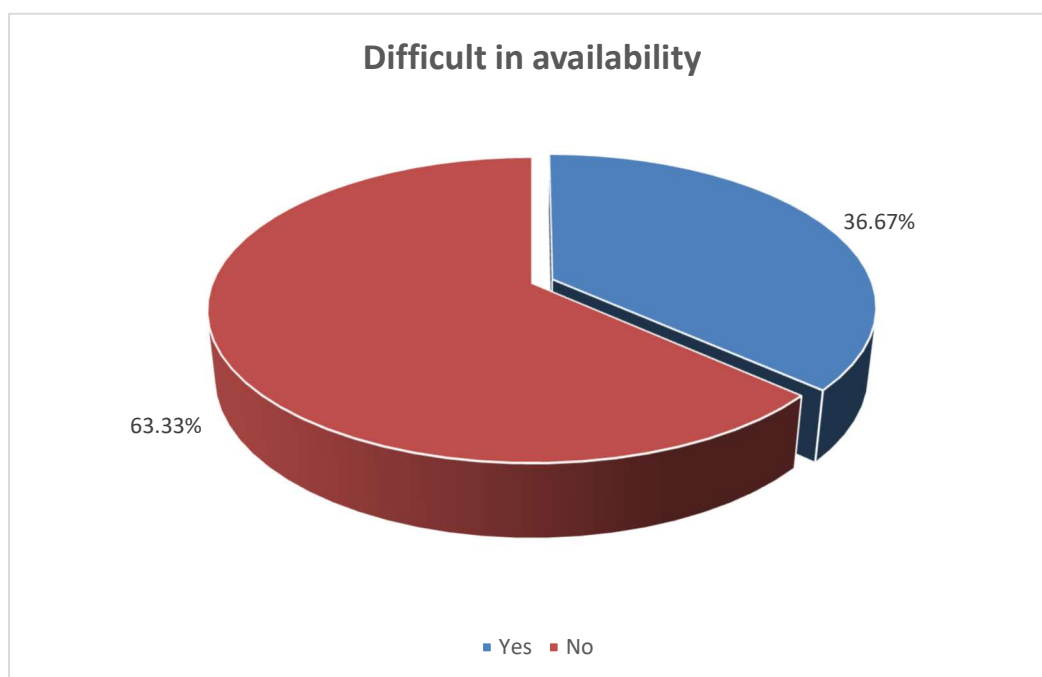
Interpretation:

93.33% of people are aware that green product contributes to the sustainable future. 6.67% of people are not aware.

Table-7- Difficult in availability of green product in super market

Response	No of respondents	Percentage
Yes	44	36.67%
No	76	63.33%
Total	120	100%

Chart-7



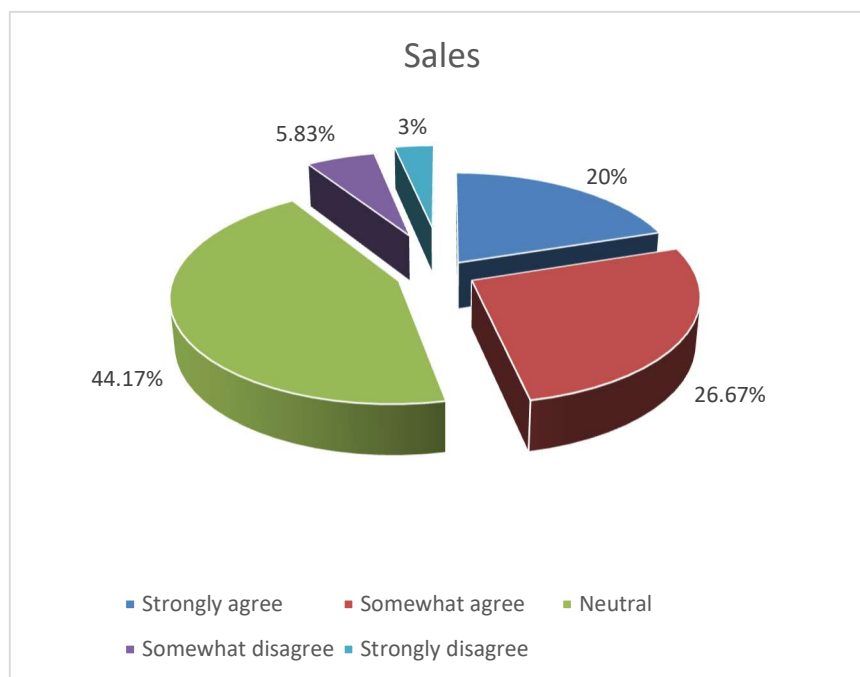
Interpretation:

63.33% of people are find difficult of green product in super market.
36.67% of people are find easy of green product.

Table-8- Awareness about protection of environment

Response	No of respondents	Percentage
Strongly agree	24	20%
Somewhat agree	32	26.67%
Neutral	53	44.17%
Somewhat disagree	7	5.83%
Strongly disagree	4	3.33%
Total	120	100%

Chart-8



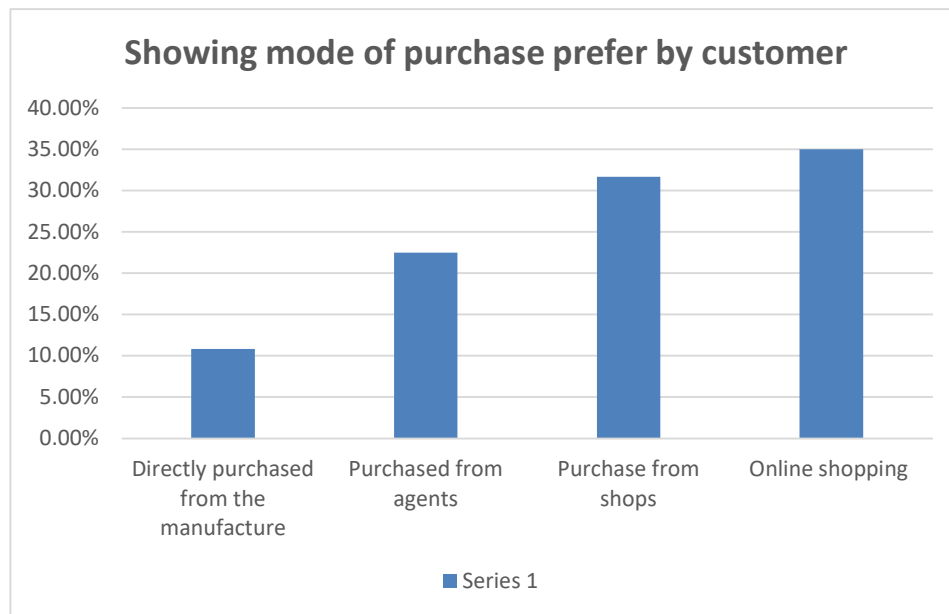
Interpretation:

44.17% of people are neutral about environmental protection. 26.67% of people are somewhat agree about environmental protection. 20% of people are strongly Agree about environmental protection. 5.83% of people are somewhat agree about environmental protection. 3% of people are strongly disagree about Environment protection.

Table-9- Showing mode of purchase prefer by customer

Mode	No of respondents	Percentage
Directly purchased from the manufacture	13	10.833%
Purchased from agents	27	22.5%
Purchase from shops	38	31.667%
Online shopping	42	35%
Total	120	100%

Chart-9



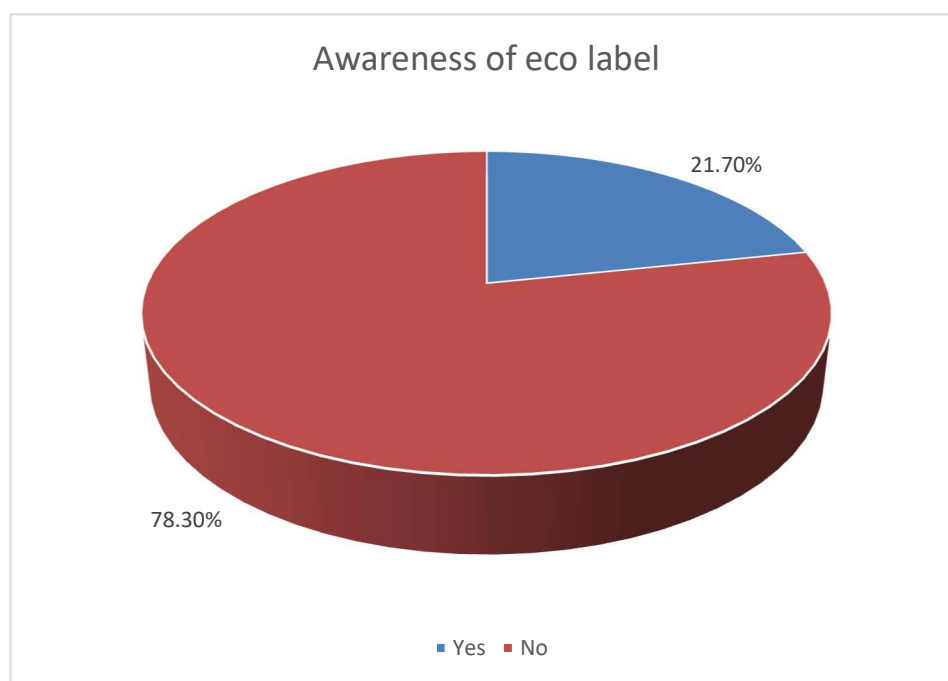
Interpretation:

Online shopping is the most preferred by customer is 35%. 31.67% of are in the habit purchasing the products from shops.22.50% people depend agents to get the product and 10.83% of people purchased products from the manufacturers.

Table-10- Awareness of eco label

Response	No of respondents	Percentage
Yes	26	21.7%
No	94	78.3%
Total	120	100%

Chart-10



Interpretation:

78.30% of people are not aware of eco label. Only 21.70% of people are aware of eco label.

4.2 STATISTICAL TOOL

Here, Chi-square test is used as statistical tool.

CHI-SQUARE TEST

The statistical test, based on the statistic following X^2 distribution, is known as X^2 test.

X^2 test can be used for testing the given population variance, by comparing with variance of the sample.

Conditions for the Application of X^2 -test

1. The total frequencies (N) must be reasonably large say at least 50.
2. Expected frequency of less than 5 is pooled with the preceding or succeeding frequency so that no expected frequency is less than 5. Then the degrees of freedom are based on the resulting number of frequencies.
3. The distribution should not be of proportions or percentages etc. it should be in original units.

Procedure:-

1. Set up the null hypothesis that there is goodness of fit between observed and expected frequencies.
2. Find the value of X^2 using the formula

$$X^2 = \sum \frac{(O-E)^2}{E}$$

3. Degree of freedom is $n-1$ where 'n' is the number of frequencies given. Obtain the table value.
4. If the calculated value of X^2 is less than the table value, conclude that there is goodness of fit.

$$\chi^2 = \sum \frac{(O-E)^2}{E}$$

O = Observed frequency

E = Expected frequency

$$E = \frac{\text{Row Total} * \text{Column Total}}{\text{Grand Total}}$$

Aim :-

To find out whether there is a relation between the promotional activities and customer's purchase decision.

Here,

Null Hypothesis (H₀): -There is no significant relationship between the level of income and consumer's purchase decision.

Alternative Hypothesis (H₁): - There is significant relationship between the level of income and consumer's purchase decision.

Observed Frequency Table:-

PURCHASE DECISION	LEVEL OF INCOME			TOTAL
	5000	10000	Above 15000	
Influenced	27.7	27.7	12.6	76
Not influenced	21.3	21.3	9.4	44
Total	49	49	22	120

Expected Frequency Table:-

PURCHASE DECISION	LEVEL OF INCOME			TOTAL
	5000	10000	Above 15000	
Influenced	26	28	22	76
Not influenced	23	21	0	44
Total	49	49	22	120

O	E	O-E	(O-E) ²	(O-E) ² /E
26	27.7	-1.7	3.4	0.12
23	21.3	1.7	3.4	0.16
28	27.7	0.3	0.6	0.02
21	21.3	-0.3	0.6	0.03
22	12.3	9.7	19.4	1.58
0	9.4	-9.4	18.8	2.00

$$\chi^2 = \sum \frac{(O-E)^2}{E}$$

$$= 7.70000$$

Let us take 5% Level of significance.

Table value = 3.909433532

Calculated Value > Table value

7.70000 > 3.909433532

So, here reject **H₀** and accept **H₁**

Hence there is relationship between level of income and consumer's purchase decision. That means, level of income makes an impact on customer's purchase decision.

CHAPTER NO:5

5.1 - FINDINGS

- Most of the people are already use or willing to use paper bags.
- 23.30% of people are interested in handicraft product.
- Most of the people are come to know about the product through social media.
- Magazine and website are not effective in providing information about the green products.
- Most of the people are not purchase green product recently.
- 66% of people have good opinion about the reliability of the product they are purchased.
- 44.17% of people are in the habit of purchase these products by expecting all these benefits.
- 44% of people are purchased green product recently.
- 62.50% of people are not willing to pay higher price for green product.
- 93.33% of people are aware that green product contributes to the sustainable future.
- 37.50% of are willing to pay higher price for green product.
- 63.33% of people are find difficult for green product in super market.
- 44.17% of people are neutral about environmental protection.
- Online shopping is the most preferred way to buy green product by customer.
- 78.30% of people are not aware of eco label.
- Only 21.70% of people are aware of eco label.

5.2 - SUGGESTIONS

- Consumers are to be well educated about importance of green products like paper bags, handicraft items and clay products.
- In order to increase the sale of paper bags, handicraft items and clayproducts there is a need to undertake promotional activities.
- There is a need for providing more information about the products through TV and websites.
- Analyze the reason for low satisfaction of people and take correctiveactions to solve these problems.
- Provide guarantee for paper bags.
- Provide information about eco label to those who are not aware of it.
- Take measures to avoid the problem of unavailability of the products.
- Educational institutions should introduce a subject on “environmentalstudies” in the academic curriculum.
- Distribute paper bags in educational institutions, municipalities, etc....
- Deliver the product early as possible.
- Conduct awareness classes among the people about the problems ofplastic bags.
- Provide information to people about the contribution of green products to sustainable future.
- Setup specialized outlets to make easy availability of green products
- Every year, upgrade your home with a green solution.

5.3 - CONCLUSION

Green products or eco-friendly products have a prominent role in conservation of environment. So, there is a need for promoting the green products.

From this study, it is clear that most of the people are in the habit of purchasing green products like paper bags, handicraft items , clay products, solar light , solar heater and other

Most of the customers are willing to purchase these products because of the quality and environment protection.

Here, the null hypothesis is rejected and accepted the alternative hypothesis. So, we can assume that the consumer behavior and income level are dependent.

This study reveals that people have positive opinion towards paper bags and handicrafts items on the other hand, solar heater, solar light is not much attracted to the respondents.

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- <https://www.slideshare.net/>

QUESTIONNAIRE PERSONAL

DATA

Name :
Email id :
Age :
Educational Qualification : 10th 12th
UG PG

- 1) Please tick the Green product which you are already using or willing to use
 - a) Solar light
 - b) Solar heater
 - c) Paper bags
 - d) Handicraft items
 - e) Clay products

- 2) How do you come to know about these green products?
 - a) News paper
 - b) Magazines
 - c) TV
 - d) Friends and relatives
 - e) Website
 - f) Social media
 - g) Others

- 3) Do you purchase any of the above products recently?
 - a) Yes b) No
- 4) What induces you to purchase these products?
 - a) Quality and environmental protection
 - b) More benefits
 - c) Safety
 - d) All
 - e) others
- 5) Are you willing to pay a higher price for these products?
 - a) Yes b) No
- 6) Are you aware that purchasing green product will contribute to the sustainable future?
 - a) Yes b) No
- 7) Are you aware that purchasing green product will contribute to the sustainable future ?
 - a) Directly purchased from the manufacturer
 - b) Purchased from agents
 - c) Purchased from shops
 - d) Online shopping

- 8) Is easy to find Green product in a super market?
- a) Yes
 - b) No
- 9) Consumers have become more concerned about protection of Environment?
- a) Strongly Agree
 - b) Somewhat Agree
 - c) Neutral
 - d) Somewhat Disagree
 - e) Strongly Disagree
- 10) Are you aware about the Eco-label?
- a) Yes
 - b) No