

A study on consumer perception and preference on green product

Submitted in partial fulfillment of the requirements for the award of

MASTER OF BUSINESS ADMINISTRATION

By

Vishveswaran. S

Register No.40410200



SCHOOL OF MANAGEMENT STUDIES

SATHYABAMA

**INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)**

**Accredited with Grade "A" by NAAC | 12B Status by UGC | Approved by AICTE
JEPPIAAR NAGAR, RAJIV GANDHI SALAI, CHENNAI - 600 119**

APRIL 2022



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SCHOOL OF MANAGEMENT STUDIES

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the Bonafide work of **Vishveswaran. S 40410200** who carried out the project entitled “**A Study on consumer perception and preference on green product**” under my supervision from February 2022 to April 2022.

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Submitted for Viva voce Examination held on _____

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DECLARATION

I **Vishveswaran. S (40410200)** hereby declare that the Project Report entitled “**A study on consumer perception and preference on green product**” done by me under the guidance of **DR. S. UMAMAHESWARI** is submitted in partial fulfillment of the requirements for the award of Master of Business Administration degree.

DATE:

PLACE:

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Vishveswaran .S

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CHAPTER -1

1.1 ABSTRACT

Manufacturers and buyers have recently expressed concerns about products' environmental impact. Consumers and manufacturers have focused their emphasis on environmentally friendly items that are deemed "green" or "environmentally friendly." Low-power (energy-efficient) electrical appliances, for example, are environmentally friendly. Organic foods, lead-free paints, recyclable paper, and phosphate-free detergents are all examples of environmentally friendly products. Indian Green marketing is becoming increasingly important to marketers. Despite the fact There has been a lot of research on green marketing done all over the world; nevertheless, there is still a lot of work to be done. In order to better understand consumer perceptions and preferences, academic research has been conducted. This study gives a quick overview of environmental challenges and identifies the most pressing ones. Consumers' environmental values, their level of awareness of environmental issues items and behaviours that are environmentally friendly This paper emphasises the importance of with the use of a survey, this article examines customers' attitudes and preferences regarding green marketing methods and products. The respondents' green values were likewise found to be high. Marketers of green products will benefit from the findings, which suggest that Designing marketing communication initiatives to promote green products is required. because customers place a great value on the environment The results of the regression analysis show that the belief that overall green ideals, green product and practice awareness, and the public's opinion of marketing firms' commitment to green marketing had a strong beneficial influence on consumer persuasion to purchase and prefer the green product.

1.2 INTRODUCTION

Businesses must evaluate the most recent and appealing marketing trends on a regular basis. Marketing trends can be discovered by analysing the developments in the industry on a regular basis. In the marketplace, there is customer behaviour. By recognising changes in the consumer's behaviour, Businesses can adjust their offerings to customers based on their behaviour. Today's consumers are increasingly worried about environmental deterioration and the harmful consequences of their activities. the impact of products and services on the environment The source of this anxiety could be obvious. Climate change, global warming, and rising air and water pollution are all factors to consider. As a result of this, Green marketing by businesses not only allows them to meet new people, but it also allows them to save money. not only to meet customer expectations and handle their environmental concerns, but also to obtain a competitive advantage. a strong consumer base and a competitive advantage Environmental marketing or ecological marketing are other terms for green marketing. According to the American Promotion Association, marketing of products that are deemed to be dangerous is prohibited. Green marketing refers to marketing that is environmentally friendly. With such a diverse selection of activities, are covered by green marketing, which involves altering the product, making it more environmentally friendly, and so on. alterations to the manufacturing process and packaging, as well as adjustments to the advertising or promotion eradicating any action that has a harmful influence on the environment The current state of the Earth is as follows: There are more environmental challenges than ever before, thus it is critical for businesses to take action. should make an effort to be environmentally friendly, and to sell oneself as such. Green marketing is becoming more popular. Due to the rising use of social media, it has become a popular promotional tactic Concerns and awareness among consumer Green or ecological marketing is a concept that encourages firms to use ethical and environmentally friendly practises while dealing with customers, suppliers, dealers, and staff. Companies have begun to portray themselves as environmentally friendly. Even the general public is aware of this. Sector units and state governments are increasingly focusing their efforts on this issue global warming, pollution, and water contamination are all examples of environmental challenges. have begun to take initiatives to reduce pollution in the environment.

According to a recent poll, National Geographic Society and Global, an international polling agency, conducted the study. (2010) "Consumer Green index, " a survey of consumers' green attitudes, was conducted. Consumers in the growing economies of India, Brazil, and China scored the highest, while the developed countries were at the bottom of the list. Consumers are the ones who have seen the most growth. India and Russia ranked first and second, respectively, in environmentally sustainable conduct.

1.3 DEFINITION OF GREEN PRODUCT

A green product is defined as the one that is designed to have as little environmental impact as possible over its entire life cycle, including after it is no longer in use. Green products typically have two primary goals: waste reduction and resource efficiency maximisation. They're made with toxic-free chemicals and environmentally acceptable processes, and they've earned certifications like Green Pro, Environmental Product Declaration (EPD), and Life Cycle Analysis (LCA), among others. The built environment industry has undergone a paradigm shift as a result of the green movement. Green product certification is an important component of the built environment eco system's transition. Aside from an environmentally sustainable approach, the use of green goods in the building industry has grown in recent years as concerns about indoor health and wellbeing have grown.

1.4 ADVANTAGE OF GREEN PRODUCT

Access to New Markets: Developing green products opens the door to a market of green building projects looking to buy solely green items to achieve their green goals. Going green is currently significant

Competitive advantage: Going green is currently a significant It portrays your product or company as a socially conscientious citizen of a green world who is spearheading the battle against climate change.

Positive Public Image: When businesses do good for society and the environment, their public image improves and distinguishes them in the marketplace.

Brand Loyalty: Green businesses develop a loyal following of clients who prefer green products to non-green alternatives. This community is growing at a rapid pace.

1.5 GREEN PRODUCT AND THEIR MARKETING SERVICES

Actually, there is no agreement on what constitutes green. There is no universally agreed-upon definition of a green product. However, some common characteristics of green products, such as the products, are universally regarded as green, based on diverse definitions of green marketing are:

1. It saves energy (both in use and in production).
2. Water-saving design (both in use and in production).
3. Low-radiation (low on hazardous emissions).
4. Products that are safe and/or healthful.
5. Recyclable and/or made from recycled materials
6. Sturdy (long-lasting).
7. The product is biodegradable.
8. It is renewable.
9. Recycled goods
10. Certification by a third party to a public or transportation standard (e.g., organic, certified wood)

Many consumer durables companies are now using the Energy Star label to sell their products. Labels claiming that their use will cut energy consumption and that consumers will save a significant amount of money on electricity over time. For example, Godrej Consumer Products uses green marketing to promote its items and offers buyers additional incentives to replace their old products with new green and

environmentally friendly products. The adverts attempt to persuade customers to adopt a green lifestyle and contribute to the development of a more environmentally friendly globe. Through its Greenathon programme, NDTV, a major media company, promotes environmental values. The NDTV Greenathon, as it is known, arranges a variety of philanthropic and social activities in order to create awareness about environmental challenges while also contributing to the cause. Philips is promoting their Compact. CFLs are dubbed "Marathon" because of their new "ultra long life" and energy efficiency. Many businesses are now providing environmentally friendly alternatives to their products. customers; re-cycled products are one of the most popular environmentally friendly options environments. Companies are now focusing on using paper bags instead of plastic bags. Titan and Tanishq, for example, have produced a carry bag out of recycled paper. It is company policy that goods will only be delivered or supplied to customers in the carry area. paper bags manufactured from recycled paper)

1.6 OBJECTIVES

1. To evaluate the extent of consumer knowledge of green products and activities among consumers.
2. To identify about consumers' attitudes on environmentally friendly items.
3. To find the factors that impact a customer's decision to purchase environmentally friendly goods.
4. To understanding of the concerns and challenges associated with green marketing.

CHAPTER-2 - REVIEW OF LITERATURE

A literature review is a piece of academic writing demonstrating knowledge and understanding of the academic literature on a specific topic placed in context. A literature review also includes a critical evaluation of the material; this is why it is called a literature review rather than a literature report.

To illustrate the difference between reporting and reviewing, think about television or film review articles. These articles include content such as a brief synopsis or the key points of the film or programme plus the critic's own evaluation. Similarly, the two main objectives of a literature review are firstly the content covering existing research, theories and evidence, and secondly your own critical evaluation and discussion of this content.

Usually, a literature review forms a section or part of a dissertation, research project or long essay. However, it can also be set and assessed as a standalone piece of work.

2.1 INTRODUCTION

Review of literature means a literature is reviewed and is a written summary of journals, articles, books, and other documents that describe the previous and current level of knowledge on the subject of your research. Simply, a review of literature is a summary and analysis of relevant literature in a specific field or topic.

2.2 LITERATURE REVIEW

Green marketers have a number of problems, according to Joel Makeover (quoted by Shafaat & Sultan, 2012), including a lack of standards and public consensus on what constitutes "green." Despite these obstacles, green marketing continues to increase in popularity, especially as global concern about climate change grows. Companies are stepping forward to demonstrate their promises to decrease their products' and services' negative climate consequences. Green marketing has the potential to play a

significant role in long-term development, thus businesses must adapt new strategies to stay competitive.

"Attitudes of environmental concern are anchored in a person's self-concept and the degree of his sense to be an important part of the natural environment," Schultz and Zelezny (2000) write. It is significant to customers, since it reflects their positive and negative attitudes toward green products. Attitudes are important predictors of behaviour, as well as explanatory variables for differences in individual behaviour.

Green purchasing behaviour, according to Mostafa (2007), refers to the consumption of things that are environmentally friendly or beneficial, recyclable or conservable, and sensitive to or responsive to ecological concerns. Going green, according to Clem (2008), shows a social consciousness focused on conserving and advancing the Earth's natural resources, as well as preserving and protecting them for the sake of civilization.

Laroche et al. (2001) investigated the demographic, psychographic, and behavioural characteristics of consumers willing to pay a higher price for ecologically friendly items. Gender, marital status, and the number of children living at home were found to be significant in distinguishing between consumers who were willing to pay more and those who were not willing to pay more for environmentally friendly products, whereas age, level of education, household income, home ownership, and work status had no effect on consumers' willingness to pay more for environmentally friendly products. It was also discovered that married women with one child at home were more willing to spend a higher price for ecologically friendly products. According to the results of discriminant analysis, attitudes were the best predictors of customer behaviour.

Akehurst et al. (2012) investigated the causes of environmentally aware consumer behaviour (ECCB), the profile of green customers, and the interaction between these factors. Green Purchase Intention (GPI) and Green Purchase Behavior (GPB) in ECCB (GPB). A Portugal provided a sample of 186 respondents. The information was examined with the help of Analysis of numerous linear regressions. Both socio

demographic and economic data were employed in the study. The ECCB is determined by psychographic factors. As a result of the investigation, it was discovered that 34 In this study, psychographic variables were more useful the socio demographic data. a description of the ECCB

Zhu (2013) investigated the impact of green advertising on customer intentions to purchase green products. The data was evaluated using regression analysis on a sample of 313 students from Shanghai, China. The study presented a conceptual framework for determining the link between green advertising and consumer intent to buy green products. Consumer intention to purchase green products was highly affected by the trustworthiness of the promises made by green commercials and consumer attitude toward green ads, according to the findings.

Pleming (2016) investigated green marketing and green consumption patterns in his thesis, which addressed the following study questions: 1) How do consumers understand their green consumption behaviour in their daily lives, despite the fact that they are aware of it? their inadequate understanding of the topic? 2) What drives individuals to buy green product products? 3) What are the impediments to this type of behaviour? The replies revealed that green is the most common colour. Green consumption rose as a result of marketing strategies that were based on consumers' preferences. green behavioural effects and enthusiasm to engage in green practises Future research suggestions emphasised the importance of conducting qualitative research to give a wealth of information about the connections between consumer behaviour and green marketing as well as green consumption By incorporating social practise theory with marketing, you can improve your results. The foundations of discipline, knowledge, and understanding would be stronger.

"The Impact of Green Marketing Strategy on the Firm's Performance in Malaysia," Hasan and Ali (2015) investigated. The purpose of this study is twofold: to assess the reviews on green marketing that have been published in the literature, as well as to examine the two primary aspects that will affect a company's success. Despite customers' desire to spend more on green products and the potential of green products, literature evaluations have found that problems will persist. The conclusion

reached was that green innovation and green promotion have a substantial impact on the success of businesses.

According to Susmitha Mohan and Philo Francis (2014), in their paper "Green Marketing: An Initiative for Green Growth," many organisations have adopted and created corporate social responsibility (CSR) practises in order to meet economic development. At the same time, they take environmental protection into account. As a result, CSR, sustainable development, and genetic modification activities are intertwined, resulting in green growth, which will eventually evolve into a green economy.

Azad et al. (2013) found that green marketing is important for acquiring and maintaining clients for a longer period of time. They discovered that green marketing planning is influenced by four primary factors: green labelling, compatibility, product value, and green advertising. Product labels served as a great source of information regarding how environmentally friendly a product is. This makes it easier to spot green products in retailers. Green products are appealing and appealing, and their availability in stores can increase the value of these items.

Rajeev Kumar (2015)⁵⁵ wanted to better grasp the notion of green marketing for businesses and how it affects long-term profitability. According to the findings, businesses with a positive attitude toward green products and marketing are more likely to succeed. aid in increasing sales and strengthening a company's image Aside from the favourable aspects, the company's image Green marketing also balances the interests of the environment and the individual. the company's best interests Those companies that want to stay on top of the latest developments in the field of To understand green marketing and meet their social expectations, they must first learn about it. deeper into marketing and its potential in the twenty-first century Many people believe it as well. corporations think offering green products to customers will provide them a competitive advantage. advantage in the marketplace

Cherian and Jolly Jacob's⁶² study presented the notion of green marketing and illuminated the numerous ways in which various consumer qualities are linked to the concept of green marketing. Based on thorough literature evaluations, the study concluded that the majority of customers still lack 'green' understanding, and that as

a result of this lack of awareness, companies are not rushing to develop more green products or working hard on green packaging. According to the report, companies still believe that marketing considerations like building a proper supply chain, packaging, and price take priority over green marketing endeavours.

Maheshwari's (2014) research study aimed to evaluate the success of marketers' efforts to raise consumer awareness of green products. Consumer behaviour and the impact of marketing communication were also examined in order to determine how consumers are convinced to choose greener products. Consumers are not exposed to enough green product marketing communication, according to the study, which proposes a larger use of marketing and brands to promote and sell ecologically friendly and functional items. According to the research, the Indian market for greener products may be better explored by consumer groups with pro-environmental ideals.

CHAPTER - 3 - RESEARCH METHODOLOGY

A research methodology is a description of how a certain piece of research is conducted. It specifies the methods or procedures for locating and analysing data related to a given study topic.

3.1 NEED FOR THE STUDY

Research methodology is mainly needed for the purpose of framing the research process and the design and tools that are to be used for the project purpose .research methodology helps to find the Consumer perception and preference on green product . and to find out the what are the challenges to buy green product This time methodology is farmed for the purpose of find the consumer perception and preference on green product

- To find out The Consumer Knowledge on green product
- To identify about consumers' attitudes on green product
- To find out the challenges on buying of green product

3.2 SCOPE OF THE STUDY

The study is to identify the consumer perception and preference on green product. The study is conducted to reveal the consumer perception and preference of green product and to find the challenges also like price, past experience etc .This study is to clearly explain about the perception and preference on green product weather the green product helps to improve the environmental or not if yes in what way the green product improves the environment.

3.3 OBJECTIVES OF THE STUDY

This project is designed mainly to identify the A Study Of consumer perception and preference on green product

3.4 PRIMARY OBJECTIVE

- To evaluate the extent of consumer knowledge of green products and activities among consumers
- To understanding of the concerns and challenges associated with green marketing.

3.5 SECONDARY OBJECTIVES

- To identify about consumers' attitudes on environmentally friendly items.
- To find the factors that impact a customer's decision to purchase environmentally friendly goods.

3.6 RESEARCH DESIGN

Dichotomous variable are used in this study. These could include yes /no/may be . it's often a screening questions to filter those who don't fit the need of the research. for example you want know the information about people who use your product. This type of question screens respondent to determine if they own your product .

3.7 SOURCE OF DATA

- 1.Primary data – Questionnaire given to 150 respondents
- 2.Secondary data – website and online journals, published report and review of literature from published articles

3.8 STRUCTURE OF THE QUESTIONNAIRE

Questionnaire was divided into two sections. first part was designed to know the general information about consumers like name, age, occupation etc... And second part contained the respondents' opinions about green product

3.9 SAMPLING TECHNIQUE

Convenience sampling technique

Convenience sample method is one of the main types of non-probability sampling methods that relies on data collection from population members who are conveniently available to participate in study. A convenience sample is made up of people who are easy to reach. example, samples collected through google forms

3.10 PERIOD OF STUDY

The duration of study is three months which is from December 2021 to February 2022.

3.11 ANALYTICAL TOOLS

Percentage analysis

Research questions are always answered with a descriptive statistic: generally, either percentage or mean. percentage is appropriate when it is important to know how many of the participant gave a particular answer. generally, percentage is reported when the responses have discrete categories.

3.12 LIMITATIONS OF THE STUDY

- The study is confined to India only.
- The study is based up the A Study Of Consumer Perception And Preference On Green Products
- The data collected for the research is fully on primary data given by the respondents. There is the chance for personal bias. So the accuracy is not true
- Due to shortage of time and constraints, the study has been limited 150 respondents only

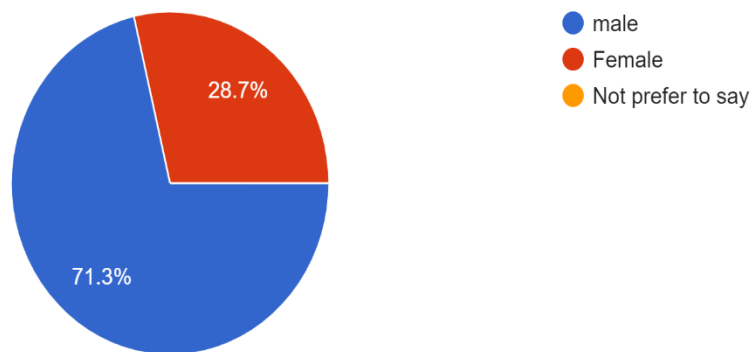
CHAPTER – 4 – DATA ANALYSIS AND INTERPRETATION

4.1 PERCENTAGE ANALYSIS

Table 1: Gender respondents

S.NO	GENDER	NO. OF RESPONDENTS	PERCENTAGE
1	MALE	107	71.3
2	FEMALE	43	28.7
TOTAL		150	100

Gender
150 responses



Interpretation:

From the above table it is interpreted that the number of male respondents is 71.3 %and female respondents is 28.7%

Inference:

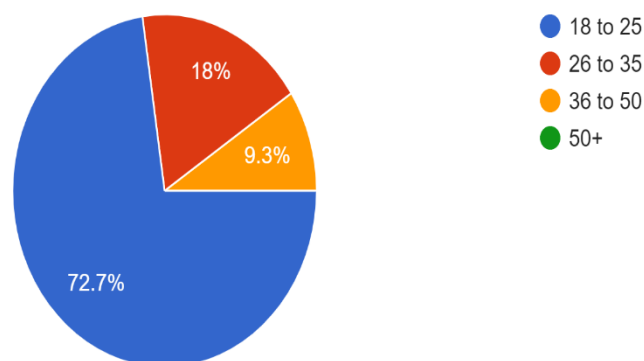
Majority (71.3%) of the respondents are male.

Table2: Age of the respondents

S.NO	AGE	NO. OF RESPONDENTS	PERCENTAGE
1.	18-25	109	72.7
2.	26-35	27	18
3.	36-50	14	9.3
4.	50 ABOVE	0	0
TOTAL		150	100.00

Age

150 responses



Interpretation:

From the above table it is interpreted that the number of respondents age 18 – 25 are 72.7%, age 26-35 are 18%, age 36-50 are 9.3% and 50 above are 0%

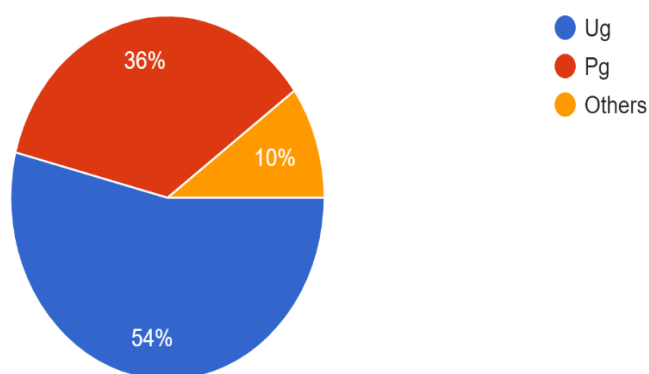
.Inference :

Majority (72.7%) of respondents are age between 18– 25 years.

TABLE 3: Highest qualification of the respondents

S.NO	HIGHEST QUALIFICATION	NO. OF RESPONDENTS	PERCENTAGE
1.	BACHELOR'S DEGREE	81	54
2.	MASTER'S DEGREE	54	36
3.	OTHERS	15	10
TOTAL		150	100

qualification
150 responses



Interpretation:

From the above table it is interpreted that the number of the respondent were 54 % are bachelor's degree graduates, 36% of them Master's degree graduates and 10% are others.

Inference

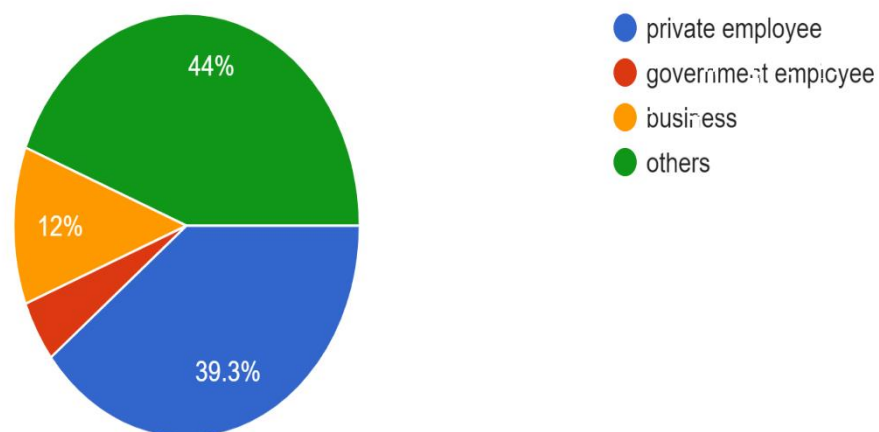
Majority 54% of the respondents are bachelor's degree graduates.

TABLE 4: Employment of the respondents

S.NO	EMPLOYMENT	NO. OF RESPONDENTS	PERCENTAGE
1.	GOVT EMPLOYEE	7	4.7
2.	PRIVATE EMPLOYEE	59	39.3
3.	Business	18	12
4.	Others	66	44
TOTAL		150	100

occupation

150 responses



Interpretation:

From the above table it is interpreted that the number of the respondent were 44 % are others, 39% of them are private employee and 12% are doing business and 4.7% are government employee

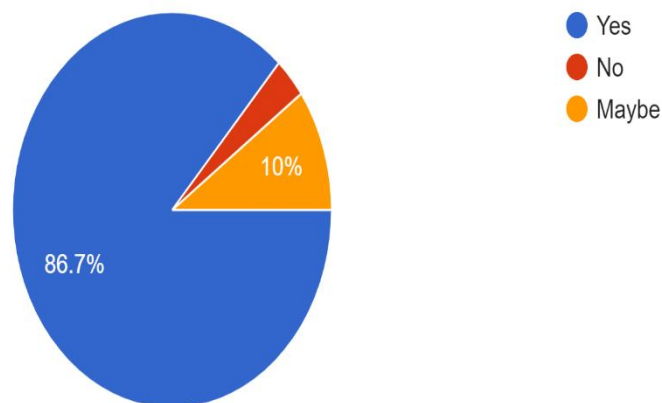
Inference Majority 44% of the respondents are doing other works which not come under my category

TABLE 5:environmental friendly is important

S.NO	PREFERENCE	NO. OF RESPONDENTS	PERCENTAGE
1.	YES	130	86.7
2.	NO	5	3.3
3.	MAYBE	15	10
TOTAL		150	100

Do you think being environmental friendly is important ?

150 responses



Interpretation:

From the above table it is interpreted that the number of the respondent were 86.7 % are saying yes, 3.3% of them are saying no and 10% are saying may be

Inference

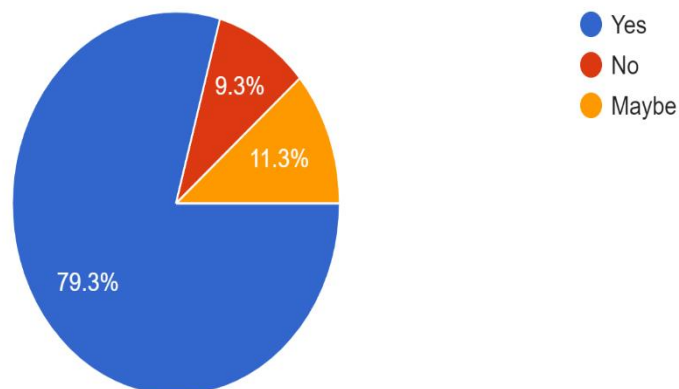
Majority 86.7% of the respondents are saying yes

TABLE 6: Awareness of green product

S.NO	PREFERENCE	NO. OF RESPONDENTS	PERCENTAGE
1.	YES	119	79.3
2.	NO	14	9.3
3.	MAYBE	17	11.3
TOTAL		150	100

Are you aware of green product or eco-friendly product?

150 responses



Interpretation:

From the above table it is interpreted that the number of the respondent were 79.3 % are saying yes, 9.3% of them are saying no and 11.3% are saying may be

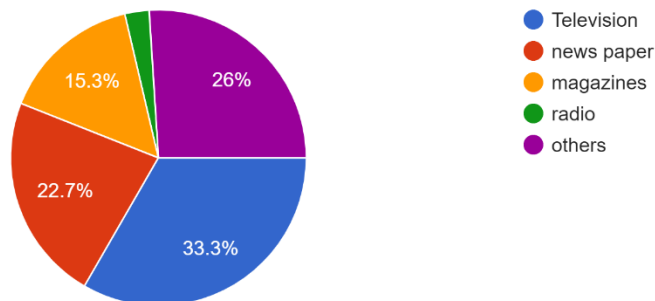
Inference

Majority 79.3% of the respondents are saying yes

TABLE 7: How did you became Awareness of green product

S.NO	Awareness through	NO. OF RESPONDENTS	PERCENTAGE
1.	Television	50	33.3
2.	News paper	34	22.7
3.	Magazines	23	15.3
4.	Radio	4	2.7
5.	Others	39	26
TOTAL		150	100

How did you become aware of green product or eco-friendly product ?
150 responses



Interpretation:

From the above table it is interpreted that the number of the respondent were 33.3% are aware from Television , 22.7% of aware from news paper 15.3% are aware from magazines 2.7% are aware from radio and 26% are aware from some other information

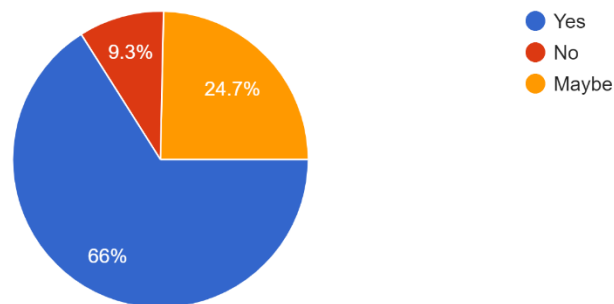
Inference Majority 33.3% of the respondents are got awareness from Television

TABLE 8: will you consider it is a eco-friendly product or not

S.NO	PREFERENCE	NO. OF RESPONDENTS	PERCENTAGE
1.	YES	99	66
2.	NO	14	9.3
3.	MAYBE	37	24.7
TOTAL		150	100

when purchasing a product will you first consider an eco-friendly product ?

150 responses



Interpretation:

From the above table it is interpreted that the number of the respondent were 66 % are saying yes, 9.3% of them are saying no and 24.7 % are saying may be

Inference

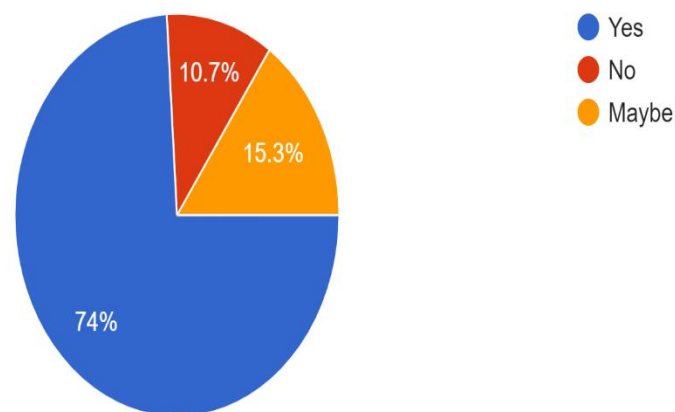
Majority 66% of the respondents are considering it is eco-friendly product before buying

TABLE 9: have you purchased any eco-friendly products

S.NO	PREFERENCE	NO. OF RESPONDENTS	PERCENTAGE
1.	YES	111	74
2.	NO	16	10.7
3.	MAYBE	23	15.3
TOTAL		150	100

Have you purchased any eco-friendly product ?

150 responses



Interpretation:

From the above table it is interpreted that the number of the respondent were 74 % are saying yes, 10.7 % of them are saying no and 15.3% are saying may be

Inference

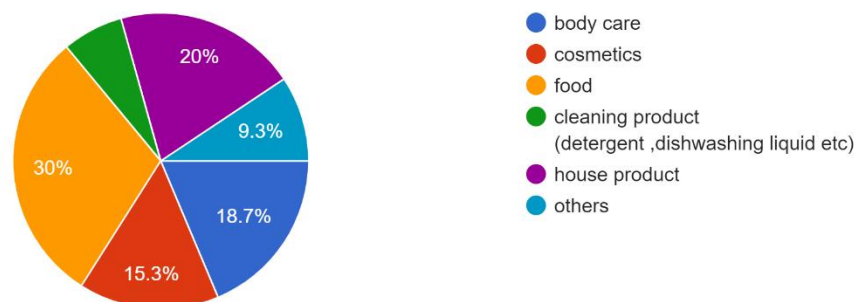
Majority 74% of the respondents of the consumers bought the green product

TABLE 10: What environmental -friendly product or service are you willing to spend

S.NO	Need of consumers	NO. OF RESPONDENTS	PERCENTAGE
1.	Body care	28	18.7
2.	Cosmetics	23	15.3
3.	Food	45	30
4.	Cleaning products (detergent etc)	10	6.7
5.	House products	30	20
6.	Others	14	9.3
	Total	150	100

What environmental -friendly product or service are you willing to spend ?

150 responses



Interpretation:

From the above table it is interpreted that the number of the respondent were 18.7% need body care 15.3% of consumers need cosmetics 30 % of consumers need food 6.7 % of consumers need cleaning product and 20 % of consumers need house product 9.3% of consumers need other green products

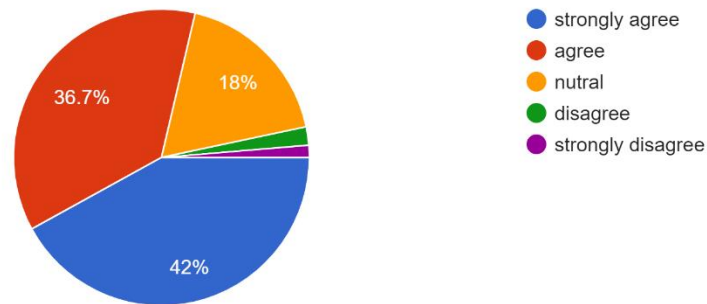
Inference

Majority 30% of the respondents of consumer need food

TABLE 11: Do you believe green product are helping to save resource and manage waste

S.NO	Green product helping to save environment	NO. OF RESPONDENTS	PERCENTAGE
1.	Strongely agree	63	42
2.	Agree	55	36.7
3.	Nutral	27	18
4.	Disagree	3	2
5.	Strongly disagree	2	1.3
TOTAL		150	100

Do you believe green product are helping to save resource and manage waste ?
150 responses



Interpretation:

From the above table it is interpreted that the number of the respondent were 42% of consumer are strongly agreed, 36.7% were agree, 18% were nutral, 2% were disagree, 1.3 % were strongly disagree

Inference

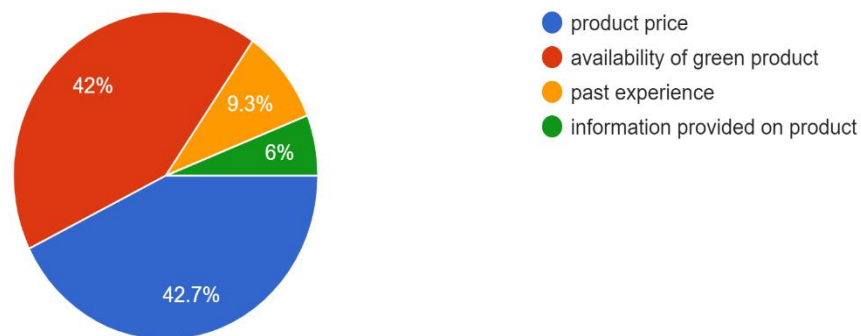
Majority 36.7% of the respondents were strongly agreed that green product are helping to save resource and manage the waste

TABLE 12: what are the factors are affecting the purchase of green product

S.NO	Affecting to buy green product	NO. OF RESPONDENTS	PERCENTAGE
1.	Product price	64	42.7
2.	Availability of green product	63	42
3.	Past experience	14	9.3
4.	Information provided on product	9	6
Total		150	100

what are the factors are affecting the purchase of green product ?

150 responses



Interpretation:

From the above table it is interpreted that the number of the respondent were 42.7% of consumer selected product price, 42% of consumer selected availability of green product, 9.3% of consumer were selected past experience 6% of consumer were selected information provided on product

Inference

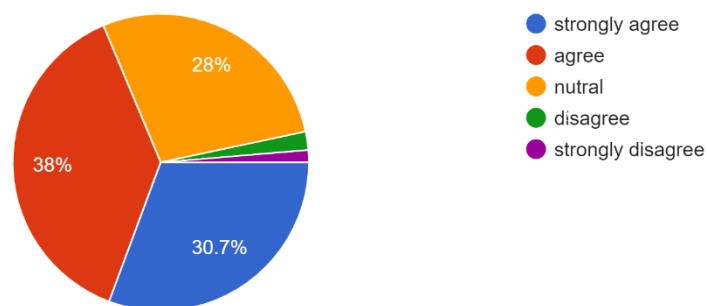
Majority 42.7% of the respondents selected that product price is the major factor that affecting the buying of green product

TABLE 13: would agree to pay even extra price for environmentally friendly product to save our environmental

S.NO	Agree to pay extra money to green product	NO. OF RESPONDENTS	PERCENTAGE
1.	Strongly agree	46	30.7
2.	Agree	57	38
3.	Nutral	42	28
4.	Disagree	3	2
5.	Strongly disagree	2	1.3
TOTAL		150	100

I would agree to pay even extra price for environmental friendly product to save our environmental ?

150 responses



Interpretation:

From the above table it is interpreted that the number of the respondent were 30.7 % of consumer are strongly agreed, 38% were agree, 28% were nutral, 2% were disagree, 1.3 % were strongly disagree

Inference

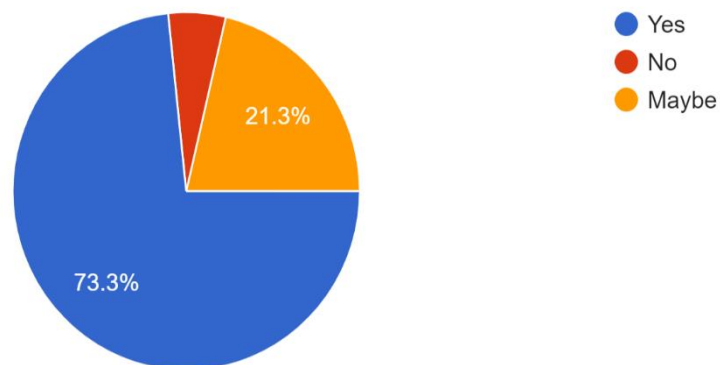
Majority 38% of the respondents were agreed that they can pay extra money to buy green products

TABLE 14: would you recommend green product for your family / friends

S.NO	PREFERENCE	NO. OF RESPONDENTS	PERCENTAGE
1.	YES	110	73.3
2.	NO	32	5.3
3.	MAYBE	8	21.3
TOTAL		150	100

would you recommend green product for your family / friends ?

150 responses



Interpretation:

From the above table it is interpreted that the number of the respondent were 73.3 % are saying yes, 5.3 % of them are saying no and 21.3% are saying may be

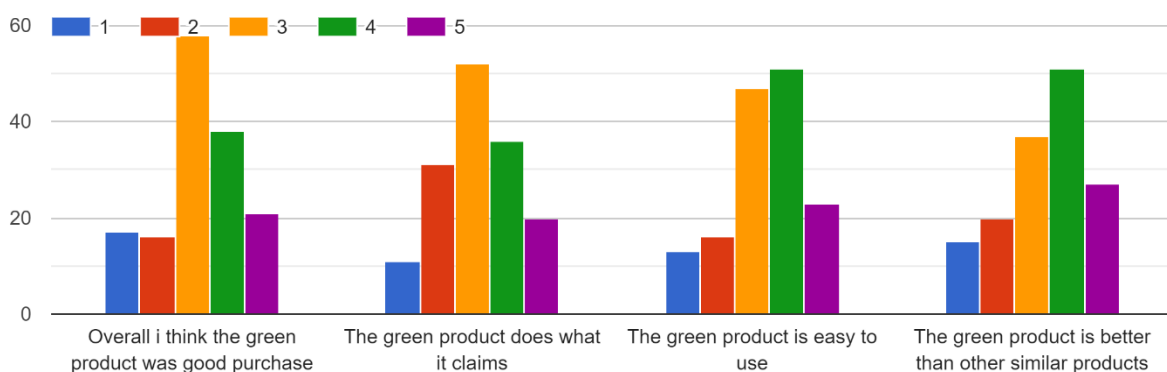
Inference

Majority 73.3% of the respondents are ready to recommend the green products to family and friends

TABLE 15: How important are the following factors are important for you while buying the green product you rate the questions according to yours experience

s.n o	Overall I think the green product was good purchase		The green product does what it claims		The green product is easy to use		The green product is better than other similar products	
1	1	17	1	11	1	13	1	15
2	2	16	2	31	2	16	2	20
3	3	58	3	52	3	47	3	37
4	4	38	4	36	4	51	4	51
5	5	21	5	20	5	23	5	27
TOTAL	150		150		150		150	

How important are the following factors are important for you while buying the green product you rate the questions according to yours experience



Interpretation:

From the above table it is interpreted that the number of the respondent were giving the rating 1 to 5 for

- Overall, I think the green product was good purchase the consumer 17 gave 1, for 2 they gave 16, for 3 they gave 58, for 4 they gave 38 and for 5 they gave 21
- The green product does what it claims the consumer 11 gave 1, for 2 they gave 31, for 3 they gave 52, for 4 they gave 36 and for 5 they gave 20
- The green product is easy to use the consumer 13 gave 1, for 2 they gave 16, for 3 they gave 47, for 4 they gave 51 and for 5 they gave 23
- The green product is better than other similar products the consumer 15 gave 1, for 2 they gave 20, for 3 they gave 37, for 4 they gave 51 and for 5 they gave 27

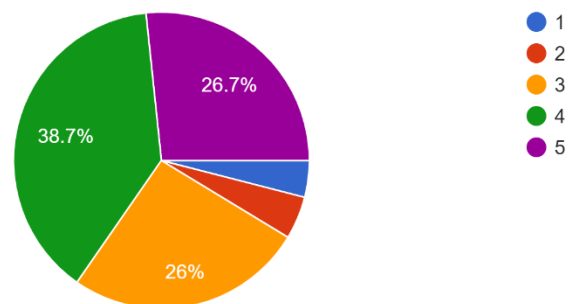
Inference

- Majority of the consumer gave 3 of 5 to for Overall I think the green product was good purchase
- Majority of the consumer gave 3 of 5 to The green product does what it claims the consumer
- Majority of the consumer gave 4 of 5 The green product is easy to use the consumer
- Majority of the consumer gave 4 of 5 The green product is better than other similar products

TABLE 16: How much do you rate green products that you used

Sl	Rating of green product		Percentage
1	1	6	4
2	2	7	4.7
3	3	39	26
4	4	58	38.7
5	5	40	26.7
total	150		100

How much do you rate green products that you used ?
150 responses



Interpretation:

From the above table it is interpreted that the number of the respondent were 38.8% consumer gave 4 rating in the rating scale for the green product

Inference

Majority 38.8% of the respondents gave 4 rating for the green product

4.2 OVERALL INTERPRETATION AND INFERENCE

Interpretation

From the above table it is interpreted that the number of male respondents is 71.3 % and female respondents is 28.7%

From the above table it is interpreted that the number of respondents age 18 – 25 are 72.7%, age 26-35 are 18%, age 36-50 are 9.3% and 50 above are 0%.

From the above table it is interpreted that the number of the respondent were 54 % are bachelor's degree graduates, 36% of them Master's degree graduates and 10% are others.

From the above table it is interpreted that the number of the respondent were 44 % are others, 39% of them are private employee and 12% are doing business and 4.7% are government employee

From the above table it is interpreted that the number of the respondent were 86.7 % are saying yes, 3.3% of them are saying no and 10% are saying may be

From the above table it is interpreted that the number of the respondent were 79.3 % are saying yes, 9.3% of them are saying no and 11.3% are saying may be

From the above table it is interpreted that the number of the respondent were 33.3% are aware from Television , 22.7% of aware from news paper 15.3% are aware from magazines 2.7% are aware from radio and 26% are aware from some other information

From the above table it is interpreted that the number of the respondent were 66 % are saying yes, 9.3% of them are saying no and 24.7 % are saying may be

From the above table it is interpreted that the number of the respondent were 74 % are saying yes,10.7 % of them are saying no and 15.3% are saying may be

From the above table it is interpreted that the number of the respondent were 18.7% need body care15.3% of consumers need cosmetics 30 % of consumers need food 6.7 % of consumers need cleaning product and 20 % of consumers need house product 9.3% of consumers need other green products

From the above table it is interpreted that the number of the respondent were 42% of consumer are strongly agreed,36.7were agree,18% were natural, 2% were disagree, 1.3 %were strongly disagree

From the above table it is interpreted that the number of the respondent were 42.7% of consumer selected product price,42% of consumer selected availability of green product, 9.3% of consumer were selected past experience 6% of consumer were selected information provided on product

From the above table it is interpreted that the number of the respondent were30.7 % of consumer are strongly agreed,38were agree,28% were natural, 2% were disagree, 1.3 %were strongly disagree

From the above table it is interpreted that the number of the respondent were 73.3 % are saying yes,5.3 % of them are saying no and 21.3% are saying may be

From the above table it is interpreted that the number of the respondent were giving the rating 1 to 5 for

- Overall I think the green product was good purchase the consumer 17 gave 1,for 2 they gave 16,for 3 they gave 58,for 4 they gave 38and for 5 they gave 21
- The green product does what it claims the consumer 11gave 1,for 2 they gave 31,for 3 they gave 52,for 4 they gave 36and for 5 they gave 20

- The green product is easy to use the consumer 13 gave 1, for 2 they gave 16, for 3 they gave 47, for 4 they gave 51 and for 5 they gave 23
- The green product is better than other similar products the consumer 15 gave 1, for 2 they gave 20, for 3 they gave 37, for 4 they gave 51 and for 5 they gave 27

Inference

Majority (71.3%) of the respondents are male.

Majority (72.7%) of respondents are age between 18– 25 years.

Majority 54% of the respondents are bachelor's degree graduates.

Majority 44% of the respondents are doing others works which not come under my category

Majority 86.7% of the respondents are saying yes

Majority 79.3% of the respondents are saying yes

Majority 30% of the respondents of consumer need food

Majority 36.7% of the respondents were strongly agreed that green product are helping to save resource and manage the waste

Majority 42.7% of the respondents selected that product price is the major factor that affecting the buying of green product

Majority 38% of the respondents were agreed that they can pay extra money to buy green products

Majority 73.3% of the respondents are ready to recommend the green products to family and friends

- Majority of the consumer gave 3 of 5 to for Overall I think the green product was good purchase
- Majority of the consumer gave 3 of 5 to The green product does what it claims the consumer
- Majority of the consumer gave 4 of 5 The green product is easy to use the consumer
- Majority of the consumer gave 4 of 5 The green product is better than other similar products
- Majority 38.8% of the respondents gave 4 rating for the green product

CHAPTER - 5 - STATISTICAL ANALYSIS

5.1 ANALYSIS

CHI - SQUARE

Hypothesis: 1

H₀(Null hypothesis) =: There is no significant difference between age of the respondents and purchased an eco-friendly product.

H₁(Alternate hypothesis): There is no significant difference between age of the respondents and purchased an eco-friendly product.

Case Processing Summary

	Valid		Cases Missing	
	N	Percent	N	Percent
age * have you purchased any eco-friendly product	150	100.0%	0	0.0%

age * have you purchased any eco-friendly product Crosstabulation

Count

		have you purchased any eco-friendly product			Total
		yes	no	may be	
age	18 to 25	109	0	0	109
	26 to 35	7	16	4	27
	36 to 50	0	0	14	14
	Total	116	16	18	150

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	203.789 ^a	4	<.001
Likelihood Ratio	156.662	4	<.001
Linear-by-Linear Association	125.827	1	<.001
N of Valid Cases	150		

- a. 4 cells (44.4%) have expected count less than 5.
The minimum expected count is 1.49.

Interpretation:

Since p value (0.01) is less than 0.05. we accept the alternate hypothesis and reject the null hypothesis. Hence **there is significant association** between age of the respondents and their interest on purchasing green product

5.2 ANOVA – ANALYSIS FOR GENDER

ANOVA has been utilized for the analysis of gender & do you think being environment friendly is important

H₀: There is no significant gender & do you think being environment friendly is important

H₁: There is significant gender & do you think being environment friendly is important

ANOVA

do you think being environment friendly is important

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	20.322	1	20.322	82.374	<.001
Within Groups	36.512	148	.247		
Total	56.833	149			

ANOVA Effect Sizes

		Point Estimate	95% Confidence Interval	
			Lower	Upper
do you think being environment friendly is important	Eta-squared	.358	.238	.459
	Epsilon-squared	.353	.233	.455
	Omega-squared	.352	.232	.454
	Fixed-effect			
	Omega-squared Random-effect	.352	.232	.454

a. Eta-squared and Epsilon-squared are estimated based on the fixed-effect model.

***Significance level is tested at 0.05**

Interpretation

From the table 4.9 it is noted that the P value is less than 0.05 for all factors, gender & do you think being environment friendly is important
Hence the is significant. Hence Reject H_0

Inference

There is a difference in the significance given to gender & do you think being environment friendly is important

CHAPTER – 6

6.1 FINDINGS

Majority (71.3%) of the respondents are male.

Majority (72.7%) of respondents are age between 18– 25 years.

Majority 54% of the respondents are bachelor's degree graduates.

Majority 44% of the respondents are doing others works which not come under my catageri

Majority 86.7% of the respondents are saying yes

Majority 79.3% of the respondents are saying yes

Majority 33.3% of the respondents are got awareness from Television

Majority 66% of the respondents are considering it is eco-friendly product before buying

Majority 74% of the respondents of the consumers bought the green product

Majority 30% of the respondents of consumer need food

Majority 36.7% of the respondents were strongly agreed that green product are helping to save resource and manage the waste

Majority 42.7of the respondents selected that product price is the major factor that affecting the buying of green product

Majority 38% of the respondents were agreed that they can pay extra money to buy green products

Majority 73.3% of the respondents are redy to recommand the green products to family and friends

- Majority of the consumer gave 3 of 5 to for Overall I think the green product was good purchase
- Majority of the consumer gave 3of 5 to The green product does what it claims the consumer
- Majority of the consumer gave 4 of 5 The green product is easy to use the consumer
- Majority of the consumer gave 4 of 5 The green product is better than other similar products
- Majority 38.8% of the respondents gave 4 rating for the green product

6.2 SUGGESTION

The study is exploratory in nature,

- It has implications for future research. The current study only looked at green products in general. The outcomes may differ for specific product categories such as electronics, automobiles, food, and so on. etc. Because this study was geographically limited, it is suggested that
- This study should be replicated on a larger scale. a larger geographical area that includes
- The rural population could be considered on a national scale as well.
- The price sensitivity of green products became apparent. Future investigation could delve deeper into the factors influencing this phenomenon
- It is also suggested that a study focusing on psychographics and green marketing be conducted. as this could influence segmentation and targeting decisions.

6.3 CONCLUSION

This exploratory study is based on an examination of the views of Indian consumers. toward environmentally friendly marketing It focuses on environmentally friendly products and services for consumers. solely to demonstrate their awareness of green marketing, their motives for applying for green products and factors influencing green marketing adaptations on the part of consumers The goal of this research was to learn more about Green marketing is a concept that aims to assist consumers in making informed decisions. Respondents demonstrated a high level of knowledge of green marketing and deterioration of the environment There was no significant relationship discovered. between gender and green product awareness It

was discovered that respondents They strongly believed that green marketing had an impact on their purchasing habits. So every consumer has intrest on the green product but main factor the purchase affecting was the price and some what awarness this is my conclusion.

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ANNEXURE

1. Name
2. Gender
 - Male
 - Female
 - Prefer not to say
3. Age
 - 18to25
 - 26to30
 - 36to50
 - 50+
4. qualification
 - ug
 - pg
 - others
5. occupation
 - private employee
 - government employee
 - business
 - others
6. Do you think being environment friendly is important?
 - Yes
 - No
 - Maybe
7. Are you aware of green product or eco-friendly product?
 - Yes
 - No
 - May be
8. How did you become aware of green product or eco-friendly product?

- Television
- Radio
- Magazine
- News paper
- Others

9. when purchasing a product will you first consider an eco-friendly product?

- Yes
- No
- May be

10. Have you purchased any eco-friendly product?

- Yes
- No
- May be

11. What environmental -friendly product or service are you willing to spend

- Body care
- Cosmetics
- House product
- Food
- Cleaning product
- Others

12. Do you believe green product are helping to save resource and manage waste?

- Strongly agree
- Agree
- Natural
- Disagree
- Strongly disagree

13. what are the factors are affecting the purchase of green product?

- Availability of product
- Product information
- Price
- Past experience

14. I would agree to pay even extra price for environment friendly product to save environment

- Strongly agree
- Agree
- Natural
- Disagree
- Strongly disagree

15. would you recommend green product for your family / friends?

- Yes
- No
- May be

16. How important are the following factors are important for you while buying the green product you rate the questions according to yours experience

Over all I think purchasing green product is useful

The green product does what it claims

The green product is easy to use

The green product is better than other similar products

RATING:1 2 3 4 5

17. How much do you rate green products that you used?

- 1
- 2
- 3
- 4
- 5

A STUDY OF CONSUMER PERCEPTION AND PREFERENCE ON GREEN PRODUCT

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1.1 Abstract

Manufacturers and buyers have recently expressed concerns about products' environmental impact. Consumers and manufacturers have focused their emphasis on environmentally friendly items that are deemed "green" or "environmentally friendly." Low-power (energy-efficient) electrical appliances, for example, are environmentally friendly. Organic foods, lead-free paints, recyclable paper, and phosphate-free detergents are all examples of environmentally friendly products. Indian Green marketing is becoming increasingly important to marketers. Despite the fact There has been a lot of research on green marketing done all over the world; nevertheless, there is still a lot of work to be done.

1.2 Introduction

Businesses must evaluate the most recent and appealing marketing trends on a regular basis. Marketing trends can be discovered by analysing the developments in the industry on a regular basis. In the

marketplace, there is customer behaviour. By recognising changes in the consumer's behaviour, Businesses can adjust their offerings to customers based on their behaviour. Today's consumers are increasingly worried about environmental deterioration and the harmful consequences of their activities. the impact of products and services on the environment The source of this anxiety could be obvious. Climate change, global warming, and rising air and water pollution are all factors to consider. As a result of this, Green marketing by businesses not only allows them to meet new people, but it also allows them to save money. not only to meet customer expectations and handle their environmental concerns, but also to obtain a competitive advantage. a strong consumer base and a competitive advantage Environmental marketing or ecological marketing are other terms for green marketing. According to the American Promotion Association, marketing of products

1.3What is green product

A green product is one that is designed to have as little environmental impact as possible over its entire life cycle, including after it is no longer in use. Green products typically have two primary goals: waste reduction and resource efficiency maximisation. They're made with toxic-free chemicals and environmentally acceptable processes, and they've earned certifications like Green Pro, Environmental Product Declaration (EPD), and Life Cycle Analysis (LCA), among others. The built environment industry has undergone a paradigm shift as a result of the green movement. Green product certification is an important component of the built environment eco system's transition. Aside from an environmentally sustainable approach, the use of green goods in the building industry has grown in recent years as concerns about indoor health and wellbeing have grown.

1.4Advantage of green products

Access to New Markets: Developing green products opens the door to a market of green building projects looking to buy solely green items to achieve their green goals. Going green is currently significant

Competitive advantage :Going green is currently a significant It portrays your product or company as a socially

conscientious citizen of a green world who is spearheading the battle against climate change.

Positive Public Image: When businesses do good for society and the environment, their public image improves and distinguishes them in the marketplace.

Brand Loyalty: Green businesses develop a loyal following of clients who prefer green products to non-green alternatives. This community is growing at a rapid pace.

1.5Green products and Marketing practices

Actually, there is no agreement on what constitutes green. There is no universally agreed-upon definition of a green product. However, some common characteristics of green products, such as the products, are universally regarded as green, based on diverse definitions of green marketing are:

1. It saves energy (both in use and in production).
2. Water-saving design (both in use and in production).
3. Low-radiation (low on hazardous emissions).

1.6 Objectives

1. To evaluate the extent of consumer knowledge of green

products and activities among consumers.

2. To identify about consumers' attitudes on environmentally friendly items.

3. To find the factors that impact a customer's decision to purchase environmentally friendly goods.

4. To understanding of the concerns and challenges associated with green marketing.

Review Of Literature

2.1 What is mean by review of literature:

REVIEW OF THE LITERATURE A literature review is a written summary of journals, articles, books, and other documents that describe the previous and current level of knowledge on the subject of your research. Meaning A review of literature is a summary and analysis of relevant literature in a specific field or topic.

"Attitudes of environmental concern are anchored in a person's self-concept and the degree of his sense to be an important part of the natural environment," Schultz and Zelezny (2000) write. It is significant to customers, since it reflects their positive and negative attitudes toward green

products. Attitudes are important predictors of behaviour, as well as explanatory variables for differences in individual behaviour.

REARCH METHODOLOGY

3.0 What is research methodology:

A research methodology is a description of how a certain piece of research is conducted. It specifies the methods or procedures for locating and analysing data related to a given study topic.

3.1 NEED OF STUDY

Research methodology is mainly needed for the purpose of framing the research process and the design and tools that are to be used for the project purpose research methodology helps to find the Consumer perception and preference on green product .and to find out the what are the challenges to buy green product This time methodology is farmed for the purpose of find the consumer perception and preference on green product

- To find out The Consumer Knowledge on green product
- To identify about consumers' attitudes on green product
- To find out the challenges on buying of green product

3.2 SCOPE OF THE STUDY

The study is to identify the consumer perception and preference on green product. The study is conducted to reveal the consumer perception and preference of green product and to find the challenges also like price, past experience etc. This study is to clearly explain about the perception and preference on green product whether the green product helps to improve the environmental or not if yes in what way the green product improves the environment

3.6 RESEARCH DESIGN

Dichotomous variable are used in this study. These could include yes /no/may be . it's often a screening questions to filter those who don't fit the need of the research. for example you want know the information about people who use your product. This type of question screens respondent to determine if they own your product .

3.7 SOURCE OF DATA

1.Primary data – Questionnaire given to 150 respondents

2.Secondary data – website and online journals, published report and review of literature from published articles

3.8 STRUCTURE OF THE QUESTIONNAIRE

Questionnaire was divided into two sections. first part was designed to know the general information about consumers like name, age, occupation etc.. And second part contained the respondents opinions about green product

3.9 SAMPLING TECHNIQUE

CONVENIENCE SAMPLING METHOD

A Convenience sample is one of the main types of non-probability sampling methods. A convenience sample is made up of people who are easy to reach for example using google forms

3.10 PERIOD OF STUDY

The duration of study is from December 2021 to February 2022 which is the 3 month of the study

3.11 ANALYTICAL TOOLS

Percentage analysis

Research questions are always answered with a descriptive statistics: generally either percentage or mean. percentage is appropriate when it is important to know how many of the participant gave a particular answer. generally, percentage is

reported when the responses have discrete categories.

3.12 LIMITATIONS OF THE STUDY

- The study is confined to India only
- The study is based up the A Study Of Consumer Perception And Preference On Green Products
- The data collected for the research is fully on primary data given by the respondents. There is the chance for personal bias. So the accuracy is not true

- Due to shortage of time and constraints, the study has been limited 150 respondents only

➤ **STATISTICAL ANALYSIS**

➤ **5.1CHE-SQUARE**

➤ **Hypothesis: 1**

- H_0 (Null hypothesis) =: There is no significant difference between age of the respondents and purchased an eco-friendly product.
- H_1 (Alternate hypothesis): There is no significant difference between age of the respondents and purchased an eco-friendly product.

H_0 (Null hypothesis) =: There is no significant difference between age of the respondents and purchased an eco-friendly

H_1 (Alternate hypothesis): There is no significant difference between age of the respondents and purchased an eco-friendly

Case Processing Summary

	Valid		Cases Missing		Total	
	N	Percent	N	Percent	N	Percent
age * have you purchased any eco-friendly product	150	100.0%	0	0.0%	150	100.0%

age * have you purchased any eco-friendly product Crosstabulation

Count		have you purchased any eco-friendly product			Total
		yes	no	may be	
age	18 to 25	109	0	0	109
	26 to 35	7	16	4	27
	36 to 50	0	0	14	14
Total		116	16	18	150

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	203.789 ^a	4	<.001
Likelihood Ratio	156.662	4	<.001
Linear-by-Linear Association	125.827	1	<.001
N of Valid Cases	150		

a. 4 cells (44.4%) have expected count less than 5. The minimum expected count is 1.49.

Interpretation:

Since p value (0.01) is less than 0.05. we accept the alternate hypothesis and reject the null hypothesis. Hence **there is significant association** between age of the respondents and

their interest on purchasing green product

5.2 ANOVA Analysis for gender

ANOVA has been utilized for the analysis of gender & do you think being environment friendly is important

H0: There is no significant gender & do you think being environment friendly is important

H1: There is significant gender & do you think being environment friendly is important

6.1 FINDINGS

Majority (71.3%) of the respondents are male.

Majority (72.7%) of respondents are age between 18– 25 years.

Majority 54% of the respondents are bachelor's degree graduates.

Majority 44% of the respondents are doing other works which not come under my category Majority 86.7% of the respondents are saying yes

Majority 79.3% of the respondents are saying yes

Majority 33.3% of the respondents are got awareness from Television

Majority 66% of the respondents are considering it is eco-friendly product before buying

Majority 74% of the respondents of the consumers bought the green product

Majority 30% of the respondents of consumer need food

Majority 36.7% of the respondents were strongly agreed that green product are helping to save resource and manage the waste

Majority 42.7% of the respondents selected that product price is the major factor that affecting the buying of green product

Majority 38% of the respondents were agreed that they can pay extra money to buy green products

Majority 73.3% of the respondents are ready to recommend the green products to family and friends

- Majority of the consumer gave 3 of 5 to for Overall I think the green product was good purchase
- Majority of the consumer gave 3 of 5 to The green product does what it claims the consumer
- Majority of the consumer gave 4 of 5 The green product is easy to use the consumer
- Majority of the consumer gave 4 of 5 The green product is better than other similar products

Majority 38.8% of the respondents gave 4 rating for the green product

6.2 suggestion

The study is exploratory in nature,

- It has implications for future research. The current study only looked at green products in general. The outcomes may differ for specific product categories such as electronics, automobiles, food, and so on. etc. Because this study was geographically limited, it is suggested that
- This study should be replicated on a larger scale. a larger geographical area that includes
- The rural population could be considered on a national scale as well.
- The price sensitivity of green products became apparent. Future investigation could delve deeper into the factors influencing this phenomenon
- It is also suggested that a study focusing on psychographics and green marketing be conducted. as this could influence segmentation and targeting decisions.

6.3 Conclusion

This exploratory study is based on an examination of the views of Indian consumers. toward environmentally friendly marketing It focuses on environmentally friendly products and services for consumers. solely to demonstrate their awareness of green marketing, their motives for applying for green products and factors influencing green marketing adaptations on the part of consumers The goal of this research was to learn more about Green marketing is a concept that aims to assist consumers in making informed decisions. Respondents demonstrated a high level of knowledge of green marketing and deterioration of the environment There was no significant relationship discovered. between gender and green product awareness It was discovered that respondents They strongly believed that green marketing had an impact on their purchasing habits. So every consumer has intrest on the green product but main factor the purchase affecting was the price and some what awarness this is my conclusion.

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