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### A study on attitude of household women towards green products in Rudrapur city

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#### Abstract

Green Marketing is the most latest and popular trend market which facilitated for the environment-friendly in individual, animal and planet (Rajesh kumar, 2012). The behavior is characterized by the uniqueness of individual expectations, the preference for multiple options, propensity to abandon Brand loyalty and switch to competitive brands that give higher (perceived) value. The new breed is even willing to import to satisfy specific requirement. Purposive sampling and Random sampling without replacement was used to select the study area and respondents. Information about the total number of respondent along with the population in that particular block was gathered. Then by random number table method were selected from easy day and metropolis as the respondents. Advertising greatly affects the purchase decision of green products and it is also evident from the study in the research as being reported by nearly 87.5 per cent of the respondents. Only 12.5 per cent agreed that advertising does not affect the purchase decision regarding green products. Only 16.66 per cent reported that natural things that are organic in nature are used for making green products which lure them to buy green products. Most of the respondents i.e. 83.33 per cent agreed with the statement that natural things are organic in nature are used for making green products which lure them to buy these products.

**Keywords:** Green marketing, Eco-friendly products, green brands, green products

#### Introduction

An environmental issue is a latest topic nowadays as almost every country government and society has started to be more about these issues. This leads to a trend of green marketing used by the firm as one of the strategies in order to gain profit and protect the environment. Green marketing and its sustainability as well as the tools and marketing mix of green marketing. The behavior is characterized by the uniqueness of individual expectations, the preference for multiple options, propensity to abandon Brand loyalty and switch to competitive brands that give higher (perceived) value. The new breed is even willing to import to satisfy specific requirement. It is difficult to classify this generation by conventional demographic factors and unless their thought process and buying behavior are fully understood, decisions on product designs and packaging, branding and distribution channels are likely to be misplaced. With the inevitability of change looming large over the horizon, Indian companies must learn from their western counterparts; not only to identify the sources, timing and direction of the changes likely to affect India, but also the new competencies. In the longer term, as companies continue to embark on their sustainability journey, companies need to make fundamental changes where management paradigm shifts are necessary, this underpins marketing and the other business functions (Shrivastava, 1995) [1].

**Objectives:** To analyze the factors affecting consumer behavior towards green products.

**Research Methods:** Purposive sampling and Random sampling without replacement was used to select the study area and respondents. Information about the total number of respondent along with the population in that particular block was gathered. Then by random number table method were selected from easy day and metropolis as the respondents.

A sample size is a definite plan for obtaining a sample from a given population. Total sample size of 120 respondents was selected from two blocks (60each).

For descriptive data, data were collected personally by using the interview schedule method.

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The respondent were interviewed personally and helped to understand clearly the terms used so as to avoid misinterpretation of words and to elicit reliable data. The data was collected in the month of March and April. Prior to this

pilot study was conducted to test the appropriateness of the tool i.e. interview schedule developed during the study.

### Research findings and discussion

**Table 1:** Frequency and per cent age of the respondents to determine the factors affecting consumer behavior towards purchase of green products

S. No.	Statements	Yes	No
1.	Do you prefer branded product?	106 (88.33)	14 (11.66)
2.	Does your purchasing pattern differ with season?	105 (87.5)	15 (12.5)
3.	Do you prefer only those products whose place of sale is clean?	101 (84.16667)	19 (15.83)
4.	Do you go only for those products which are available in the nearby place?	95 (79.16)	25 (20.83)
5.	Do the presence of eco-friendly product effects your purchasing decision?	95 (79.16)	25 (20.83)
6.	Do you have some color preference of green products?	104 (86.66)	16 (13.33)
7.	Does price of product effect your purchase decision?	102 (85)	18 (15)
8.	Does your past experience of purchasing of effects your purchase decision?	97 (80.83)	23 (19.16)
9.	Does advertisement regarding the green products effect your purchase decision?	105 (87.5)	15 (12.5)
10.	Natural things and that are organic in nature are used for making green products which lure you to buy green products.	100 (83.33)	20 (16.66)
11.	Do you know Eco- friendly products are produced in an eco- friendly manner?	100 (83.33)	20 (16.66)
12.	Use of sustainable techniques, by manufacturer must reduce and mitigate the impact of processing on environment.	105 (87.5)	15 (12.5)
13.	Is there change in purchasing pattern during any festive occasion?	106 (88.33)	14 (11.66)
14.	Does friends/peer group effects your purchase decision on green products?	103 (85.83)	17 (14.16)
15.	Do you take the advice of family member while purchasing any green product?	103 (85.83)	17 (14.16)

**Note:** Figures in parenthesis indicate the per cent ages of total respondents in this category.

Data pertaining to brand preference of the products revealed that 88.33 per cent of respondents agree that they prefer branded products while 11.66 per cent of respondents disagree. It can be inferred from the result that more than 80 per cent of the respondents agree that their purchasing pattern differ with season.

Nearly 84 per cent of the respondents reported that they preferred only those products whose place of sale is clean. Only nineteen per cent said that they did not prefer those products whose place of sale is clean. Nearly 80 per cent go for these products which are available in nearby place. The same percentage agreed that eco-friendly product affects their purchasing decision. When color was taken into consideration most of them (86.66%) reported that they prefer color when green products were taken under consideration. The price of product affected nearly 85 per cent of the respondents purchase decision. Only 15 per cent reported that the price was not the determinant factor for the purchase decision of any product.

Past experience greatly affects the purchase decision of the respondents. For this statement nearly eighty per cent of the respondents reported that past experience affects their purchasing decision. Only 19.16 per cent said that they do not have any effect of past experience on the purchase decision of green products.

Advertising greatly affects the purchase decision of green products and it is also evident from the study in the research as being reported by nearly 87.5 per cent of the respondents. Only 12.5 per cent agreed that advertising does not affect the purchase decision regarding green products. Only 16.66 per cent reported that natural things that are organic in nature are used for making green products which lure them to buy green products. Most of the respondents i.e. 83.33 per cent agreed with the statement that natural things are organic in nature are used for making green products which lure them to buy these products.

When it was asked that did they know that eco-friendly products are produced in an eco-friendly manner, nearly 83.33 per cent reported that they agreed about this statement. But

nearly 16.33 per cent did not agree and said they did not know that eco-friendly products are produced in an eco-friendly manner.

Majority of the respondents i.e. 87.5 per cent agreed and said "yes" to the statement that use of sustainable techniques, by manufacturer must reduce and mitigate the impact of processing on environment. Only a few i.e. 12.5 per cent said "no" to this statement.

Regarding change in purchasing pattern during any festive occasion, most of the respondents (88.33%) said yes and only 11.66 per cent of the respondents reported that there is no change in purchasing pattern during any festive occasion. More than 85 per cent of respondents agreed and reported 'yes' to the statement that friends/peer group affects purchase decision of green products and only a few i.e. 14.16 per cent did no they were not affected by friends or peer group for the purchase of green products.

Majority of the respondent's i.e 85.85 percent said that they take advice of family members while purchasing any green products. Only a few said 'no' to the statement that they take the advice of family member while purchasing any green product.

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