

GREEN CONSUMPTION AMONG INDIAN CONSUMERS

Abstract

The chapter provided a brief overview of green consumption patterns of the 864 consumers of three Northern Indian States. The data were collected through a self-structured questionnaire and results were derived using descriptive statistics i.e. average mean and percentages. The various results were graphically portrayed and presented. The results confirmed the average green awareness, high health and environmental concern, greater usage and green brand awareness among female consumers and comparatively higher brand awareness about green personal care products and green health care products than green food products, green clothing, green mobiles and green stationery.

Keywords: Green products, Green Marketing, Green and Sustainable Consumption, Organic Food and Clothing

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I. INTRODUCTION

India has achieved a remarkable economic growth since the early 1990s due to its liberalised steps such as industrial deregulation, privatisation of public enterprises and condensed controls on foreign trade & investment. Since 1991, India ranked among the top 10 fast growing economies of the world but also outpaced China in terms of population (United Nations report, 2016). This rapid population explosion and economic development has resulted in the growth of industrial production and manufacturing causing serious weight on environment especially through exhaustive resource and energy usage, as is apparent in natural resource depletion (fossil fuel, minerals and timber), water, air and land pollution, health hazards and degradation of natural eco-systems (Green Purchasing Network of India Report, 2014). This alarming environmental degradation has made Indian consumers increasingly conscious of the benefits of environmentally friendly and sustainable products. According to Nielsen's (2011) Global Online Environment & Sustainability Survey of more than 25,000 internet respondents in 51 countries, 86 percent of Indian consumers believed that chemical free & natural ingredients products, energy efficient products and appliances and recyclable packaging products have a positive impact on the environment. In view of this, the present chapter highlights a brief overview of consumption of green products at global and Indian scenario. Moreover, a concise profile of respondents and their green consumption patterns & usage are also presented.

1. Profile of the Sample Respondents: In the present study, primary data have been collected through questionnaire from students enrolled in post graduate courses at University of Jammu, Guru Nanak Dev University and Himachal Pradesh University. Table 1 presents a brief profile of the respondents with respect to gender, department, annual family income and region.

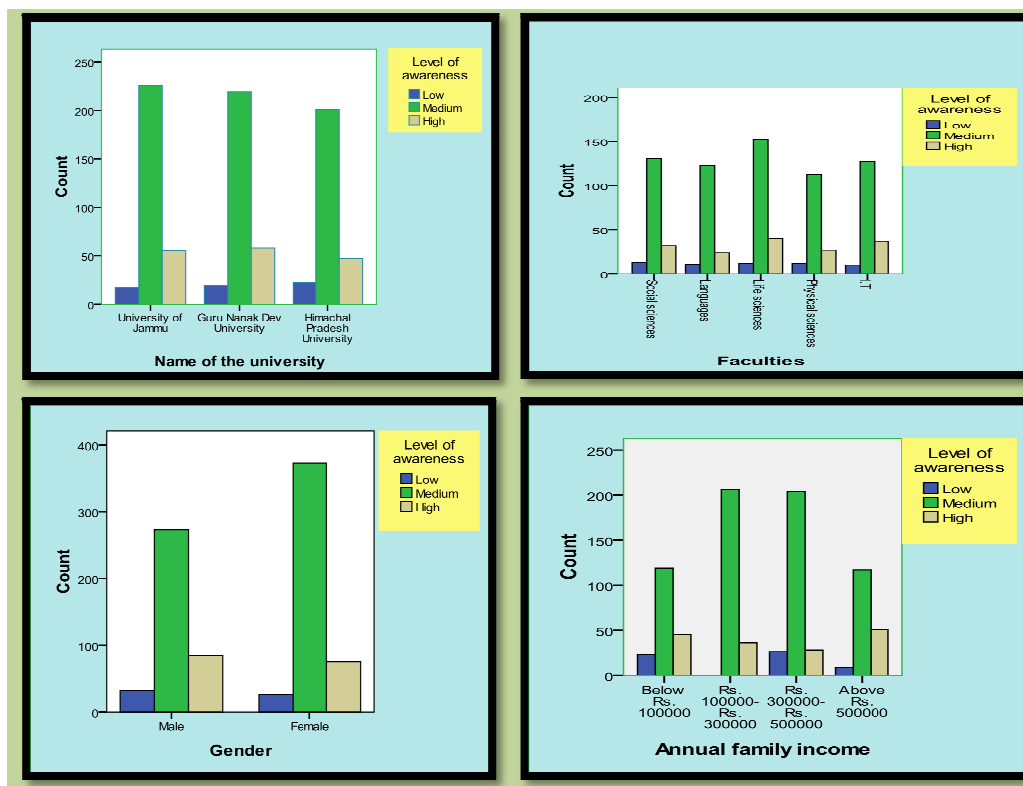
Table 1: Profile of the respondents

| Sl. No. | Variables | Classification | Frequency | Percentage |
|---------|----------------------|---|-----------|------------|
| 1 | State | University of Jammu, Jammu, J&K | 298 | 35 |
| | | Guru Nanak Dev University, Amritsar, Punjab | 296 | 34 |
| | | Himachal Pradesh University, Shimla, Himachal Pradesh | 270 | 31 |
| 2 | Department | Social sciences | 176 | 20 |
| | | Languages | 158 | 18 |
| | | Life sciences | 204 | 24 |
| | | Physical sciences | 152 | 18 |
| | | Information technology | 174 | 20 |
| 3 | Gender | Male | 390 | 45 |
| | | Female | 474 | 55 |
| 4 | Annual family income | Below `100000 | 187 | 22 |
| | | `100000 - `300000 | 242 | 28 |
| | | `300000 - `500000 | 258 | 30 |
| | | Above `500000 | 177 | 20 |

Source: Primary survey

2. Level of awareness and consumption pattern about green products among sample respondents

• **Level of awareness about green products:** Level of awareness among sample respondents with regard to green products have been analysed university-wise, faculty-wise, gender-wise and family income wise (Fig.1). The analysis revealed that majority of youth from all the three Universities i.e. Jammu University (JU) (76%), Guru Nanak Dev University (GNDU) (74%) and Himachal Pradesh University (HPU) (74%) shows medium level of awareness about green products. Only 18% of respondents from JU, 20% from GNDU and 17% from HPU show high level of awareness toward green products. Whereas, very less number of respondents from JU, GNDU & HPU reveals low level of green awareness viz. 6%, 6.41% & 8% respectively.



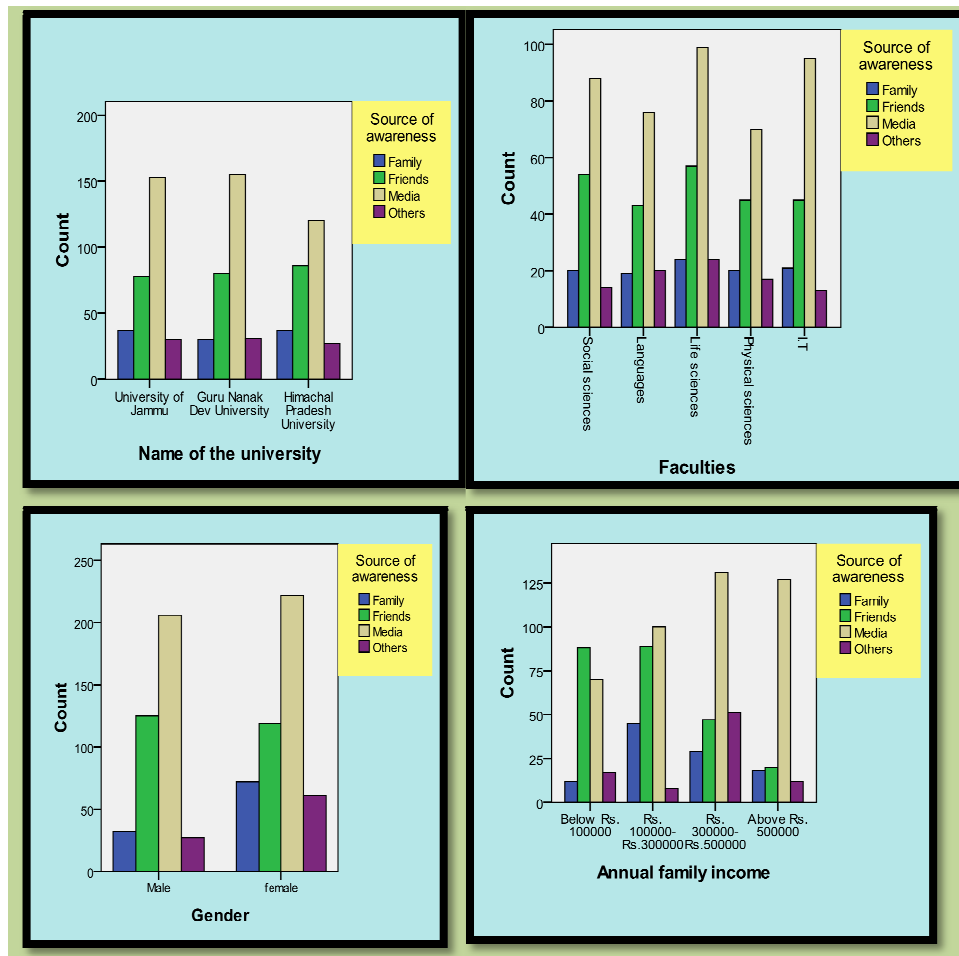
Source: Survey

Figure 1: Level of awareness about green products among sample respondents

About 75% of respondent students from all the faculties in all three universities are found to be moderately aware about green products. Where in, 26% (life sciences), 20% (social sciences), 19% (information technology), 18% (languages) & 17% (physical sciences) of students reported an average level of awareness about green products. Gender-wise, a large number of male and female (93%) showed medium to high level of green awareness while only 7% are not much aware about the green products. Female respondent students (55%) are found to have a high level of awareness about green products as compared to the male respondents (45%). The level of awareness is found to be higher among respondents having annual family income of `100000 - `300000 (30.2%) and `300000 - `500000 (26.85%).

Whereas respondents with family income below ₹100000 (20%) and above ₹500000 (19%) are not much exceedingly aware about the green products.

- **Sources of awareness about green products:** Sources of awareness about green products namely, family, friend, media & others were put to the respondents and the university-wise, faculty-wise, gender-wise and family income wise results are displayed in figure 2.



Source: Survey

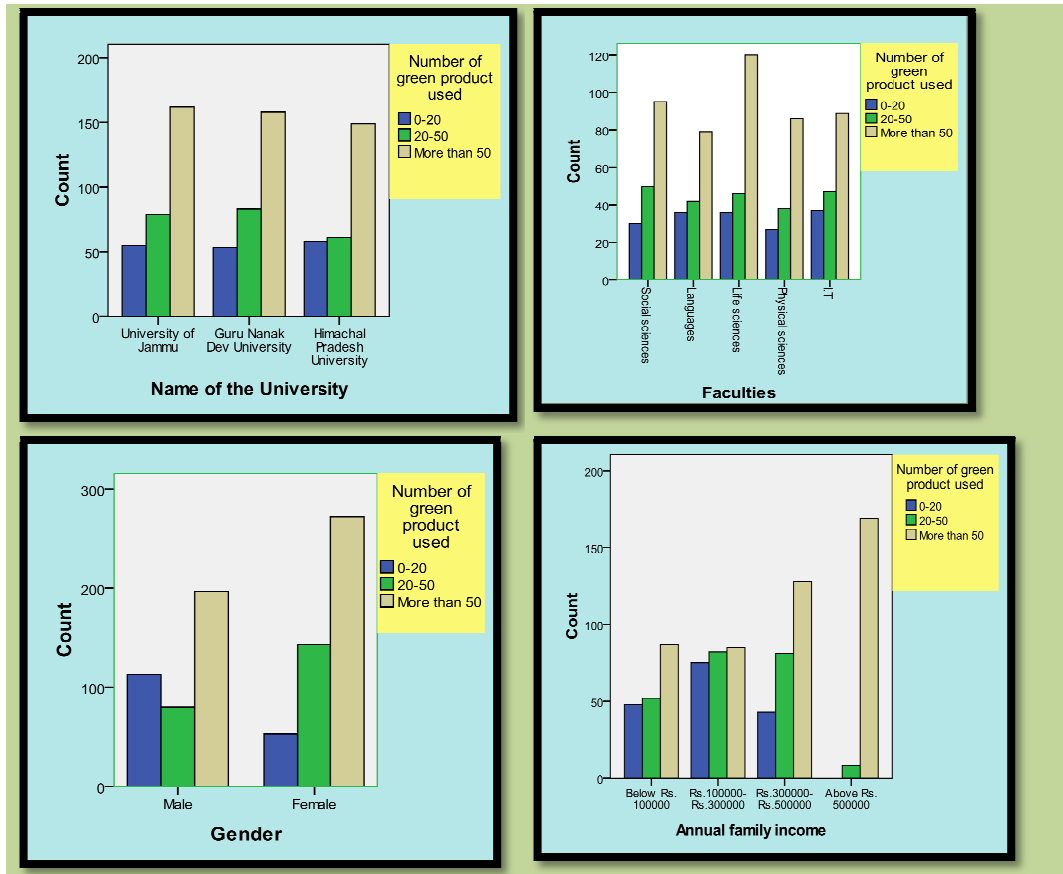
Figure 2: Sources of awareness about green products among sample respondents

The analysis reveals that most of the respondent students from all the three universities regarded media (49.53%) as a prime source of awareness about green products, followed by friends (28.24%), family (12.03%) and least by other sources (10.18%). About 54% of respondent students from IT (information technology) faculty and 49% respondent students from life sciences mostly explored media for the information of green product.

Whereas, 31% respondents from social sciences and 27% respondents from languages regularly sought the help of family & friends for information about green products. Both male (85%) & female respondent students (71%) look for media & friends for gathering information about green products, whereas a good part of female respondents (35%) consider

family views about green products as a most authentic source of awareness about green products. Respondents from three annual family income groups viz. below `100000 (67%), `100000 - `300000 (72%) & `300000 - `500000 (75%) depend on media, friends & family for green information. But the 82% of the respondents with annual family income of more than `500000 largely trust media for the information about green products.

- **Usage of green products:** Usage of green products have been analysed university-wise, faculty-wise, gender-wise and annual family income-wise and the results are shown in figure 3.

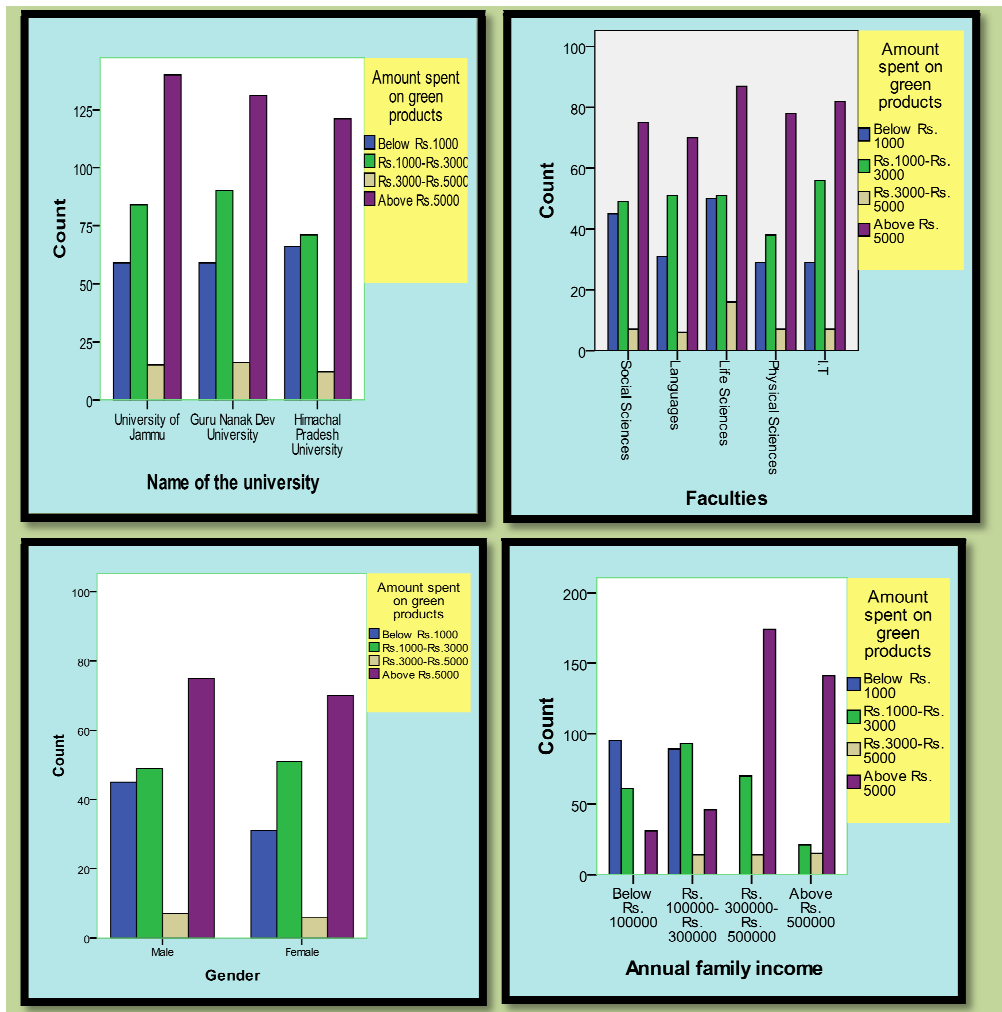


Source: Survey

Figure 3: Usage pattern of green products among sample respondents*

Thus, a large number of respondents from all three universities under all the faculties (55%) are found to use more than 50 green products during the year 2020-21. Female respondents showed a higher frequency in terms of purchase of green products than male respondents. 58% of female purchase more than 50 green products during the year 2015-16 as compared to 42% of total male respondents, who buy the same quantity of green products. A great number of respondents with family income of above `500000 (95%) purchased highest number of green products followed by respondents with less family income e.g. below `300000 - `500000 (51%), `100000 – `300000 (45%) & Rs.100000 (35%).

• Amount spent on green products



*Source: Survey

Figure 4: Amount spent on green products by sample respondents

University-wise, faculty-wise, gender-wise & family income-wise analysis of expenditure on green products by the respondents during the year 2015-16 is shown in fig.4.13. It has been found that 47% of respondents in JU, 44% of respondents in GNDU and 44% of respondents in HPU spend more than ₹5000 on green products. 56% of the female student respondents and 32% of male student respondents spent more than ₹5000 on green products. About 75% of respondents from the faculty of life sciences spend more than ₹5000 as compared to the other respondents from the other faculties namely, information technology (60%), social sciences (55%), physical sciences (43%) and languages (29%). Family income-wise analysis shows that 80% of respondents in family income group of more than ₹500000 followed by 67% of respondents in ₹300000- ₹500000 family income group, 19% of respondents in ₹100000 - ₹300000 family income group and only 16% respondents in less than ₹100000 family income group spend more than ₹5000 on green products.

II. CONCLUSION

The purchasing preferences of Indian consumers are shifted towards green products from the non-green products due to the ever-increasing ecological and human wellbeing consciousness. Companies in India have also initiated to cater this rising demand by manufacturing assortment of green products to attract the green consumers and even mainstream consumers with eco designs and pro health features. Thus, a long term demand and prospective growth for green products is prevailing in India. The awareness and usage of green products among the young respondents of the three northern Indian Universities (JU, GNDU & HPU) is found to be relatively analogous and normal as Indian green product market is in the infancy or budding stage. The response rate of the female consumers is more as compared to the male respondents and female respondents also showed high level of usage and brand awareness of green products. Majority of respondents reported higher brand awareness about green personal care products and green health care products but brands in green food products, green clothing, green mobiles and green stationery are somewhat unfamiliar among the Indian masses. Face washes, face creams, hair oil, health supplements, toothpaste, notebooks and mobile phones are the mostly used products.

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