

# A Study of Consumer Awareness Towards Green Food Products in Chennai City

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**Abstract:-** Industrial activities have had a devastating impact on the environment over the years, leading to severe ecological damage. This has resulted in a significant shift in consumer behavior, with customers now prioritizing sustainability and eco-friendliness when making purchases, forcing businesses to adapt their marketing strategies accordingly. Promoting sustainable economic growth is expected to be driven by green development, fueled by consumer demand for eco-friendly products and services. This phenomenon is called 'green consumerism, where consumers seek out goods and services created with environmentally sustainable practices, including recycling and resource conservation, to reduce their environmental footprint. The study was done with 30 participants who were randomly chosen from City for the study. This research investigates consumer behavior and decision-making processes regarding environmentally friendly products, predicated on the understanding that individual consumer choices are intimately tied to environmental degradation. The study recognizes that consumer behavior is a significant contributor to environmental problems, and without significant changes, current consumption patterns pose a profound threat to the environment and society at large in the long term.

**Keywords:-** Consumerism, Green Products, Sustainability.

## I. INTRODUCTION

The unchecked consequences of industrial activities over the past few decades have led to severe ecological degradation, manifesting in critical environmental concerns such as climate change, ozone depletion, resource overexploitation, air pollution, and toxic waste accumulation. These environmental issues not only imperil the sustainability of the planet but also have far-reaching implications for the economic system. Consequently, environmental considerations have emerged as a pivotal factor influencing consumer purchasing decisions, prompting marketers to adopt eco-friendly strategies. The concept of green marketing has evolved as a response to criticisms that traditional marketing practices disregarded the societal impact of consumer behavior. This study investigates consumer awareness of green products in Chennai. Green products, referred to as environment-friendly, eco-friendly, nature-friendly, or green, are goods and services that minimize harm to the environment. Companies promote these products using certifications like

Eco labels, which adhere to international standards set by the International Organization for Standardization (ISO 14020 and ISO 14024). Rapid industrialization and economic growth over the past decades have led to increased consumption and environmental degradation due to natural resource exploitation. This study aims to determine the level of consumer awareness about green products in Chennai city, a crucial step towards promoting sustainable practices. Currently, governments, organizations, and the general public are increasingly concerned about environmental issues and are taking individual initiatives to address them. Governments have established environmental laws to protect the environment and are offering incentives, such as subsidies, to promote the use of green and environmentally friendly products. These efforts aim to encourage sustainable practices and reduce harm to the environment. The study begins with a literature review and conceptual framework, followed by an explanation of the methodologies applied. The results and discussion are then presented, followed by conclusions and suggestions for stakeholders such as businesses and researchers. Finally, the study's limitations and potential avenues for future research are discussed.

## II. REVIEW OF LITERATURE

According to **Faria and Kang (2022)**, an examination of eating behaviors through a theoretical framework reveals that three social factors - context, identity, and norms - are crucial predictors. The social context of food consumption serves as the basis for the influence of social norms and identity, particularly in instances of disordered eating behaviors. Notably, food choices are often driven by societal variables and the desire to conform to social expectations, rather than the nutritional value of the food. This highlights the need for further research into the complex dynamics underlying food decision-making processes.

**Dr. A. Kadhar Lal et al. (2021)** explored the concept of green marketing, which encompasses a comprehensive range of activities aimed at promoting environmentally safe products. These activities include product modification, changes to the production process, sustainable packaging, and eco-friendly advertising. Green marketing prioritizes minimizing environmental harm throughout the entire product lifecycle, from production to consumption and disposal. As awareness about global warming, non-biodegradable waste, and pollution grows, both marketers and consumers are increasingly seeking green products and

services. This study presents primary data collected from 50 respondents in Chennai, analyzed using statistical tools such as frequency tables, one-sample one-way ANOVA, and Chi-Square tests, with IBM SPSS 20 software used for data analysis.

**Indrajit Ghosal et al. (2021)** conducted a study to identify the personal and situational factors that drive consumers to purchase online green products. The researchers selected four key factors: Online Delivery, Flexible Payment Options, Reasonable Price with Discount, and Company Branding. A five-point Likert Scale was used to collect data, which was then analyzed using statistical methods such as Factor Analysis and Regression Analysis. The findings revealed that two variables - Flexible Payment Options and Availability of Products - significantly influence consumer behavior towards purchasing eco-friendly products online, out of the six variables initially selected.

**Dileep Kumar (2010)** conducted a study to investigate the extent to which hotel businesses in the tourism sector effectively utilize green marketing strategies to meet customer needs and influence consumer behavior, satisfaction, and environmentally responsible practices. The study examined the impact of green marketing efforts on consumer behavior and satisfaction, and explored how hotels can promote sustainable practices and environmental responsibility to enhance customer satisfaction and loyalty.

**Biji P Thomas and H Nanje Gowda (2010)** define environmentally friendly buildings as "Green Buildings", which often feature visible design elements that signal their sustainable credentials. These visible "green" features may include exterior window shading, optimal daylighting, landscaped roofs, and natural ventilation chimneys, among others. These design elements not only contribute to the building's environmental performance but also serve as visual indicators of its green status.

**Sourabh Bhattacharya (2011)** argues that green marketers in India need to implement extensive promotional campaigns to effectively reach Indian consumers, who are largely price-sensitive and skeptical about the quality of green products. This suggests that Indian consumers require persuasive marketing efforts to overcome their hesitations and perceive the value of green products, ultimately driving demand and adoption.

**Chennakrishnan's (2011)** revealed that the growing consumer preference for organically grown fruits has led to an increased demand for organically grown bananas. India has the potential to become a significant exporter of organic bananas by promoting the use of bio-fertilizers, bio-pesticides, and eco-friendly inputs, as well as implementing national certification schemes and accreditation agencies to authenticate organic products. This strategy could enable India to capitalize on the growing global demand for organic bananas while promoting sustainable agricultural practices.

**Yvon Chouinard et al. (2012)**, sustainability is a matter of survival for businesses, as they rely on essential natural "services" such as clean water, air, arable land, and a stable climate to operate. The authors emphasize that sustainability is not a future concern, but a present-day imperative and a movement that requires immediate attention and action. By recognizing the dependence of businesses on these natural services, companies can prioritize sustainability as a critical aspect of their operations and long-term survival. out the awareness level of consumers' towards green products in Chennai District.

#### ➤ *Objectives of the Study*

- To study the purchasing patterns of environmentally friendly goods.
- To determine the elements driving consumers to purchase environmentally friendly goods.
- To ascertain the satisfaction level with eco-friendly products.
- To study the awareness level of eco-friendly products.

### III. RESEARCH METHODOLOGY

This study used a mixed-methods approach, both the primary and secondary data. The primary data was collected through a survey methodology using a structured questionnaire, designed to assess consumers' awareness levels regarding green products in the Chennai city. A convenience sampling method was used and 30 respondents were selected who constituted the sample size for this study. The secondary data was gathered from a range of academic resources, including books, journals, magazines, and other relevant publications. The data collection period spanned four months. The collected data was analyzed using Statistical Package for Social Sciences (SPSS), with statistical tools including percentage analysis, one-way ANOVA, and independent sample t-test. The reliability of the examination instrument was ensured with a Cronbach's Alpha value of 0.776 for 28 items, indicating a high level of reliability and freedom from random error.

#### IV. RESEARCH ANALYSIS

Table 1 Mode of Awareness

Modes	No. of Respondents	Percentage
Television	8	26.7
Internet	7	23.3
Newspaper	6	20
Magazines	7	23.3
Others	2	6.7
TOTAL	30	100

Source: Primary Data

According to the above data, the mode of awareness is more created through the television with 26.7 % when compared to other mediums like magazines, newspapers, and others. The advertising communicates the benefit of using green products and it can influence the customers to buy that product television is watched by more people and it has direct contact with the customer to increase the mode of

awareness towards the benefit of the product to the environment. Those messages through television will have an impact on consumer awareness and will motivate them to buy a green product. so the marketers will have a responsibility to create more awareness in the people through Integrated Marketing Communication tools(IMC) as green product awareness among consumers is limited.

Table 2 Motive for using Green Products

Reasons	No. of Respondents	Percentage
Concern for health	18	60
Concern for status	9	30
Concern for environment	1	3
Quality product	2	7
TOTAL	30	100

Source: Primary Data

The majority of 60% of people are using green products given concern for their health. The motive of 30% of people for using green products was in favor of concern for their status. A minority of 3% of people are using green products of concern for the environment. The rest 7% of people are using green products with the motive to use better quality products. The motive of consumers influences their buying behavior so most of the consumers were health conscious and they were clear about their motive.

- ✓ H0: There is no significance difference between age and awareness about green products
- ✓ H1: There is a significance difference between age and awareness of green products

To test these variables, we have selected the chi-square test of independence as this statistical test enables us to analyse group differences when the dependent variable is measured at the nominal level. Like all non-parametric statistics, the chi-square is robust concerning the distribution of data.

#### ➤ Statistical Test

#### ✓ Age and Awareness:

Table 3 Chi-Square Test

Variables	Value	Degree of freedom	significance value
Age	4.752	6	0.576
Gender	1.738	2	0.419
Education	3.909	4	0.418

Source: Primary Data

The p-value of 0.576 exceeds the predetermined significance level of 0.05, indicating that we failed to reject the null hypothesis. Consequently, the analysis suggests that there is no statistically significant relationship between age and awareness of green products. In other words, the age of the consumer does not have a significant impact on their purchasing behavior towards eco-friendly products. This finding implies that marketers should not segment their target audience based on age when promoting green

products, as awareness and purchasing behavior are not influenced by this demographic variable.

#### • Gender and Satisfaction

- ✓ H0: There is no significance difference between gender and satisfaction.
- ✓ H1: There is significance difference between gender and satisfaction.

Table 4 Chi-Square Test

Variables	Value	Degree of freedom	significance value
Age	10.938	12	0.534
Gender	4.566	4	0.335
Education	4.283	8	0.831

Source: Primary Data

The calculated significance value of 0.335 exceeds the predetermined significance level of 0.05, leading us to accept the null hypothesis. This indicates that there is no statistically significant difference between gender and satisfaction with green products. In other words, consumer satisfaction is driven by individual needs, rather than gender-specific factors. This finding suggests that gender does not play a significant role in influencing consumer purchasing motivations, implying that marketers can adopt a gender-neutral approach when promoting eco-friendly products.

- *Education and Knowledge*

✓ H0: There is no significant difference between education and knowledge.

✓ H1: There is a significant difference between education and knowledge.

A correlation analysis was conducted to examine the relationship between knowledge of green products and the demographic variable education. This bivariate analysis aimed to assess the strength and direction of the association between these two variables. Specifically, the study sought to investigate how education level influences consumers' knowledge of green products and their understanding of product features. By exploring this relationship, the analysis can provide insights into whether educational attainment is a significant predictor of consumers' familiarity with eco-friendly products and their attributes.

Table 5 Correlation

Test Summary	Pearson Correlation	Sig.(2 tail)
Age	-.222	.239
Gender	.061	.749
Education	.131	.490

Source: Primary Data

The correlation matrix presented above reveals the interrelationships between education, knowledge, and various demographic factors. A positive correlation coefficient (r) indicates a direct association, whereas a negative coefficient denotes an inverse relationship or absence of association. The analysis reveals a statistically significant negative correlation between age and education/knowledge ( $r = -0.222$ ), indicating a divergent relationship between these variables. Conversely, gender exhibits a weak yet positive correlation ( $r = 0.061$ ), suggesting a nascent direct association. Moreover, education level demonstrates a moderate positive correlation with knowledge ( $r = 0.131$ ), signifying a substantial direct relationship between these variables. These findings underscore the paramount importance of education in shaping knowledge of green products, surpassing the influence of age and gender.

## V. FINDINGS

- This research explores how knowledge, satisfaction, motivation, and awareness shape consumer buying behavior towards green products.
- This study reveals that a significant majority of green products meet the needs and expectations of consumers, indicating a high level of satisfaction and fulfillment among consumers who purchase eco-friendly products.

- The study's findings indicate that television is the primary medium through which consumers gain awareness of green products, suggesting that television plays a significant role in shaping consumer knowledge and perceptions of eco-friendly products.
- The study's findings suggest that the primary motivator for consumers to purchase green products is concern for their health, indicating that health considerations are a dominant factor driving the demand for eco-friendly products.

## VI. CONCLUSION

A study on consumer attitudes towards green marketing aimed to understand public perceptions of green products and their impact on consumers. The study surveyed 30 respondents to gather their attitudes, opinions, and suggestions on the topic. Green marketing is a key strategy for sustainable development, aligning with the societal marketing concept, which prioritizes ecological interests alongside customer satisfaction. As part of Corporate Social Responsibility (CSR), green marketing promotes awareness of the need for and benefits of environmentally friendly products. Governments also support this effort by licensing eco-safe products and restricting harmful ones, further emphasizing the importance of green marketing in promoting responsible consumption and protecting the environment. The study shows that consumers view green products as safer and more environmentally friendly than

regular products. They also feel good about contributing to a sustainable cause. Social pressure can influence consumers to buy green products. However, consumers want more information about products, such as clear labeling. Some consumers think green products are higher quality but are deterred by higher prices. Others see environmental concerns as a marketing gimmick. To address this, green products should be priced competitively based on quality. Consumers need education to raise their awareness and concern about environmental issues. Green marketing should promote a cleaner and greener environment.

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