

A Study on Consumers Perception towards Green Products in Salem City

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Abstract

The study underscores the intricate relationship between demographic characteristics, awareness and green purchasing intentions. Educational initiatives aimed at increasing environmental literacy and targeted campaigns that consider income disparities can significantly enhance the effectiveness of green marketing strategies. While awareness is foundational making green products more accessible and economically viable is essential to foster widespread adoption. As sustainability becomes an urgent global priority aligning consumer awareness with practical means to act upon it remains crucial for achieving long-term environmental goals and promoting responsible consumption behavior across diverse demographic groups.

Keywords: Consumer Perception, Green Products, Awareness Level, Purchase Intention and Salem City.

1. Research Background

Consumer views of green products have become an important focus area for companies, politicians, and academics alike in this period which is characterised by an increased awareness of the issues surrounding the environment. The growing awareness of environmental problems which include everything from pollution and the loss of biodiversity to climate change and the depletion of resources has resulted in a major increase in the demand from consumers for alternatives that are less harmful to the environment (Agrawal & Karmakar, 2018; Rathnayaka & Wijethunga, 2020). Individuals are

becoming more aware of the environmental ramifications of their consumption habits and are actively seeking items that minimise their ecological footprint (Mahapatra, 2013). This growing interest in sustainability is a reflection of a significant change in the values that are held by society. This transition confronts organisations belonging to a wide range of sectors with possibilities that have never been seen before as well as severe difficulties.

Companies have the opportunity to engage with a rising group of customers who are not just concerned about the environment but also prepared to pay a premium for items that match with their values (Lin et al., 2016). The blooming green market provides companies with a new route to interact with this expanding category of consumers. This provides a strong incentive for businesses to innovate and offer environmentally friendly goods and services that are geared towards the population that is concerned about the environment. In order to make the most of this chance, it is necessary to include more than simply superficial marketing statements. Increasingly, consumers are becoming more critical and skeptical of green washing strategies and they are demanding transparency and authenticity from firms that claim that they are ecologically responsible.

Green-washing, which is the activity of conveying a false or misleading image about a company's environmental policies or the environmental advantages of its goods, presents a substantial danger to

the credibility of the green market and has the potential to undermine consumer confidence (Braga et al., 2019). Green-washing is a practice associated with the green market. When customers have the impression that businesses are inflating or misrepresenting their environmental efforts, they are more likely to become sceptical and disengaged, which undermines the possibility of actual progress being made towards sustainability. According to Lee and Chen (2019), companies have a responsibility to prioritise transparency and accountability in their environmental communication. Companies should provide customers with information that is true and verifiable on the environmental effects of their goods and activities related to the environment.

It is essential to have knowledge of how consumers perceive green products in order to cultivate an economy that is more sustainable and fair. Together, consumers, companies and governments may strive towards the creation of a market that recognises and rewards true environmental responsibility and encourages a more sustainable way of life. This can be accomplished by placing an emphasis on transparency, innovation, education and cooperation.

2. Reviews

By applying a variety of research approaches and concentrating on a variety of geographical settings, the current body of literature offers a multidimensional perspective on the attitudes and perceptions of consumers with regard to environmentally friendly goods. Several research make use of segmentation methodologies in order to review the profile of green customers (Mahapatra, 2013; Sinha & Annamdevula, 2022). On the other hand, other studies make use of factor analytic approaches in order to comprehend consumer attitudes (Jaiswal & Kant, 2017). The findings of these researches together provide insight on the rising environmental consciousness among customers as well as their growing desire to buy environmentally friendly items.

According to Agrawal and Karmakar (2018), research studies highlight the significance of environmental concern, knowledge of green goods, and attitude towards green products in the process of influencing customers' choices to buy environmentally friendly items. There are a number of aspects that play a big impact in customer views, including price, quality, and availability (Patil & Hasalkar, 2020). It is important to note that environmental issues are not the only ones that influence consumer perceptions. According to Jaiswal and Kant (2017), there are research that investigates the gap between customers' intentions and their actual purchase behaviour. These studies indicate that while consumers may have good views towards environmentally friendly items, their actions may not

necessarily coincide with their ideas or how they feel about them.

The geographical scope of these research also varies, with some concentrating on particular areas or nations, such as India (Shweta & Abdin, 2020), Nepal (Thapa, 2019), or Vietnam. Other studies, on the other hand, are more general in nature. The findings of these research provide useful insights into the specific aspects that impact customer perceptions in a variety of cultural and economic circumstances. For example, research conducted by Jaiswal and Kant (2017) reveals that customers in developing economies may have a greater awareness of environmental issues in comparison to consumers in industrialised nations. However, despite the growing knowledge of environmentally friendly goods and the favourable attitudes towards them, there are still obstacles to overcome in order to promote wider use. One of these problems is the need of more effective communication and education on the advantages of green products. Another difficulty is the significance of resolving concerns regarding the cost and the quality of the products.

3. Gap

Based on the existing literature, several research gaps can be identified to justify the objectives of study. While there is ample research on consumer attitudes, purchase intentions, and perceptions of green products (Akbar et al., 2014), a gap exists in comprehensively linking these factors to actual consumer behavior and satisfaction (Khaleeli et al., 2021). The literature also suggests that while consumers may be aware of green products and express positive intentions (Nguyen & Hoang, 2023), various factors such as price, availability, and perceived product performance can hinder their actual purchase behavior (Barbarossa & Pastore, 2015; Joshi & Rahman, 2015). Many studies focus on specific regions or countries (Siyal et al., 2021), limiting the generalizability of their findings. There is a need for research that examines consumer awareness, purchase intention and satisfaction levels across different demographic contexts to provide a more comprehensive understanding of the green consumer landscape. While studies explore the role of environmental concern and knowledge (Simanjuntak et al., 2023), there is a need to investigate how these factors interact with other variables, such as green brand knowledge (Siyal et al., 2021), trust, and perceived value, to influence consumer behavior and satisfaction. By providing insights into these key aspects, this study can contribute to a more nuanced understanding of the factors that drive green consumerism and inform strategies to promote sustainable consumption patterns.

4. Research Problem

The issue is that there is a continuing gap between the positive views and intentions that

customers have towards green products and the actual purchase behaviour that they engage in. The translation of these feelings into concrete market demand is still restricted, despite the fact that a growing body of studies supports an increased environmental awareness and a stated preference for environmentally friendly solutions (Hazaea et al., 2022). A lack of thorough information about the aspects that genuinely drive customer pleasure with green goods is further complicating this gap. This lack of awareness hinders effective methods for encouraging the wider adoption of green products. Studies that are now available often concentrate on certain issues, such as environmental concerns or product features however they fail to include these components into a comprehensive model that describes the full customer experience, beginning with awareness and ending with pleasure. The existing study landscape does not include a comprehensive analysis of the ways in which socio-economic variables and individual circumstances impact the link between awareness, intention and behaviour. A substantial difficulty arises in the inadequate knowledge of how to successfully bridge the gap between consumer aspirations and real green buying behaviour especially within the context of green products. In order to effectively address this issue, it is necessary to conduct a thorough investigation into the factors that influence consumer awareness, purchase intention and levels of satisfaction. It is necessary to take into account the socio-economic context and the potential of targeted interventions to promote sustainable consumption patterns among particular populations.

5. Significance

The significance of this study lies in addressing critical research gaps within the domain of green consumer behavior with the aim of fostering sustainable consumption patterns. While existing literature extensively explores consumer attitudes, purchase intentions and perceptions of green products, a discernible gap exists in comprehensively linking these factors to actual consumer behavior and satisfaction [Akbar et al., 2014]. This study bridges this divide by providing empirical evidence on how awareness, intention, and satisfaction interplay to influence green product adoption in Salem city. Factors such as price, availability and perceived product performance often hinder the translation of positive intentions into tangible purchasing decisions. This study delves into these barriers offering insights into overcoming them and promoting the actual adoption of green products. Many prior studies have focused on specific regions or countries limiting the generalizability of their findings. Recognizing this limitation, this study adopts a broader perspective by examining consumer awareness, purchase intention, and satisfaction levels in Salem city.

By providing a context-specific analysis, this research contributes to a more comprehensive understanding of the green consumer landscape. While studies explore the roles of environmental concern and knowledge, there is a need to investigate how these factors interact with other variables such as green brand knowledge, trust, and perceived value, to influence consumer behavior and satisfaction. This study addresses this gap by examining the interplay of these factors providing a more nuanced understanding of the drivers of green consumerism. Consumers' orientation as a result of increased awareness towards buying green products received multiple responses from multiple parties such as companies, government (Hazaea et al., 2022).

The study examine the awareness level of consumers towards green products usage, analyzing the consumer purchase intention towards green products, and identifying the satisfaction level of consumers on green products in Salem city. The findings of this research can inform the development of targeted strategies and interventions that encourage the widespread adoption of green products, contributing to a more sustainable future.

6. Objectives

- ♦ To examine the impacts of demographics on awareness level of consumers towards green products consumption.
- ♦ To analyse the effects of awareness level on consumer purchase intention towards green products.

7. Research Methodology

This research employs a quantitative and empirical approach to investigate the impact of the green product consumption among the consumers in Salem. The study aims to move beyond descriptive analysis and establish statistical relationships between the awareness level on consumer purchasing level towards the green products in the study area. The empirical evidences from the consumers will be collected using the structured interview schedule.

7.1. Empirical Research Design

An empirical research design is adopted to systematically examine the real-world impact of the awareness level towards green products. This involves collecting primary data directly from green consumers who are consuming the green products. The study will utilize a cross-sectional survey approach capturing data at a single point in time to provide a snapshot of the current situation.

7.2. Primary Data Collection

Primary data will be collected through structured interviews using a pre-tested interview schedule which will consist of both closed-ended questions designed to gather information on various aspects, including:

- Demographic characteristics: Age, education level, marital status, family size, and social category.

- Awareness Level towards Green Products
- Consumer Purchase Intention towards Green Products

8. Sampling Technique

The non-random sampling technique of judgement sampling will be employed to select a representative sample of consumers of green products in the study area. The sample size of 240 was fixed based on the z sample size calculator and has significant reliability in the outcome. The sample design has been framed based on the features of the study area. The study will use the quantitative techniques of correlation and regression analysis.

9. Analysis and Interpretations of Data

To study explored the influence of demographic factors on the awareness and consumption of green products, a correlation analysis was conducted involving three key demographic variables: education level, income and gender.

Table – 1
 Correlation – Demographics and Awareness Level towards Green Products

Demographic Variable	Awareness of Green Products	Consumption of Green Products
Education Level	0.56**	0.48**
Income Level	0.42**	0.63
Gender	0.27*	0.19*

(Source: Primary Data)

The results of the correlation analysis revealed several notable patterns. First, a moderate positive correlation was found between education level and awareness of green products, suggesting that individuals with higher educational attainment tend to have greater knowledge about environmentally friendly products. This may be attributed to the exposure to environmental issues and sustainable practices often integrated into higher education curricula.

The analysis indicated a positive correlation between income and green product consumption. This implies that individuals with higher income levels are more likely to purchase green products. A possible explanation is that green products often come at a premium price, and consumers with greater disposable income are better positioned to afford these alternatives. This finding underscores the role of economic capacity in enabling sustainable consumption behaviors, even if awareness is present across different income groups.

When examining the variable of gender, the correlation with awareness and consumption of green products was more nuanced. The analysis showed a slight but significant correlation between gender and green product awareness, with females generally exhibiting higher awareness levels than males.

The correlation analysis explains the interaction between demographic variables and sustainable consumer behavior. Education emerges as a critical

driver of awareness while income serves as a key enabler for consumption. Gender differences in awareness are present but less influential in determining actual purchasing behavior. These findings highlight the need for targeted policy and marketing strategies that consider educational outreach and financial accessibility to foster broader adoption of green products across diverse demographic segments.

Table – 2
 Regression – Awareness Level towards Green Products and Consumer Purchase Intention Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	
1	0.719	0.517	0.507	0.478	
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	42.381	2	21.190	92.720	<0.001**
Residual	39.618	173	0.229		
Total	81.999	175			

The model explains approximately 51.70 percent of the variance in purchase intention (R Square = 0.517) which suggests a moderately strong model fit. The model is statistically significant (p < 0.001) indicating that awareness and income together have a meaningful impact on green purchase intention. The regression model is having good fit which explains the impacts caused by the awareness level and income on consumer purchase intention towards green products.

Table – 3
 Regression – Awareness Level towards Green Products and Consumer Purchase Intention Coefficients

Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.
	B	Std. Error	Beta	
(Constant)	0.842	0.215	—	<0.001**
Awareness towards the green products	0.613	0.071	0.593	0.005**
Income of green consumers	0.325	0.088	0.271	<0.001**

The regression analysis reveals meaningful insights into how awareness of green products and consumer income influence purchase intention toward green products. Both variables are statistically significant predictors, meaning they have a real and measurable impact on a consumer's likelihood to purchase environmentally friendly products.

Impact of Awareness on Consumer Purchase Intention towards Green Products

The coefficient for awareness is 0.613, which implies that for every one-unit increase in a consumer's awareness level, there is a corresponding 0.613-unit increase in their purchase intention towards green products, assuming income remains constant. This is a strong positive relationship, and the relatively high standardized beta value ($\beta = 0.593$) indicates that awareness is the most influential variable in the model. This finding highlights the critical role of consumer knowledge and consciousness about environmental issues and sustainable products. When people understand the environmental impact of their consumption and are informed about the availability and benefits of green products, they are significantly more likely to intend to purchase them. Awareness encompasses familiarity with eco-labels, understanding of product ingredients, and knowledge of how products affect the environment. Therefore, enhancing public awareness through education, marketing campaigns and labeling strategies can be a powerful tool to drive sustainable purchasing behavior.

Impact of Income on Consumer Purchase Intention towards Green Products

The coefficient for income is 0.325, suggesting that with every one-unit increase in income, purchase intention increases by 0.325 units, while holding awareness constant. Although this effect is weaker than that of awareness, it is still statistically significant and practically meaningful. This indicates that financial capability also plays a crucial role in determining whether consumers are likely to purchase green products. Often, green products are perceived as premium or more expensive due to higher production and certification costs. Consumers with higher income levels may be more willing and able to afford these products thereby showing greater intention to purchase them.

10. Major Findings, Discussions and Conclusion

The insights drawn from the correlation and regression analyses provide a comprehensive understanding of the interconnectedness between demographic traits, awareness and green purchasing behavior. From a demographic standpoint, the findings illustrate that education plays a pivotal role in shaping consumer awareness. Individuals with higher levels of education tend to exhibit a deeper understanding and greater consciousness regarding the environmental impact of their consumption habits. Education not only exposes individuals to environmental issues but also equips them with the critical thinking skills necessary to make informed and responsible decisions. Thus, educated consumers are more likely to recognize the value of sustainable practices and demonstrate interest

in products that support environmental well-being. Income also emerges as an important demographic factor, particularly in relation to actual consumption behavior. Consumers with higher incomes are generally more capable of integrating green products into their lifestyles, likely due to their ability to absorb the often higher costs associated with such products. Although awareness may exist across income groups, the financial means to act upon that awareness tends to be more prevalent among higher-income individuals. This suggests a disparity where environmentally conscious intentions may not always translate into purchasing behavior unless economic capacity supports it.

Gender differences, while present, appear to be more nuanced. There is a tendency for women to display higher levels of awareness about green products, which may be linked to traditional roles in household purchasing and a greater inclination toward health and sustainability. However, the influence of gender on actual consumption is less pronounced, indicating that while gender may shape perceptions, it may not be a strong determining factor in the final purchasing decision.

The second part of the study focused on understanding how awareness impacts the intention to purchase green products. It was found that awareness is a critical driver of consumer behavior in this context. When consumers are well-informed about the benefits of green products such as reduced environmental impact, health safety, and sustainability they are more inclined to consider these options seriously in their buying decisions. Awareness fosters a sense of responsibility and a shift in priorities that align more closely with eco-conscious living. However, awareness alone may not be sufficient unless supported by the means to act on it, reinforcing the relevance of income as a secondary but significant enabler.

In conclusion, the study underscores the intricate relationship between demographic characteristics, awareness and green purchasing intentions. Educational initiatives aimed at increasing environmental literacy and targeted campaigns that consider income disparities can significantly enhance the effectiveness of green marketing strategies. While awareness is foundational making green products more accessible and economically viable is essential to foster widespread adoption. As sustainability becomes an urgent global priority aligning consumer awareness with practical means to act upon it remains crucial for achieving long-term environmental goals and promoting responsible consumption behavior across diverse demographic groups.

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