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SUSTAINABLE GREEN CONSUMERISM EXHIBITED BY THE CONSUMERS IN VIRUDHUNAGAR CITY, TAMIL NADU

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INTRODUCTION

Human activities through the years have degraded all the vital life supporting systems like air, water and land. Consumers want to do the right thing when it comes to protecting the environment and their health. As resources are limited and human wants are unlimited, it is important for the consumers to utilize the resource efficiently without waste. “Sustainable Green Consumerism” is connected with sustainable consumer behaviour of the utilization of goods and services which satisfy the basic needs enabling better life quality and at the same time it minimize consumption of natural resources, the generation of toxic materials and waste and pollutants over a life cycle, so that there is no risk of the impossibility to satisfy the needs of future generations.

Sustainable Green Consumerism is a form of consumption that is harmonious to environmental protection and an extension of ecological resilience in this current scenario. Green Marketing products and practices that conserve and protect natural resources like water and energy can be called eco-friendly. They have the least negative impacts on land, water and air. An eco friendly human take good care of his or her surrounding environment. They discard products and actions found to be detrimental to the environment or ecological system. Eco-friendly practices and products are those that inflict no threat to the environment. Products and practices that conserve and protect natural resources like water and energy can be called eco-friendly. They have the least negative impacts on land, water and air. Eco-friendly products are more nature friendly, cause less toxic additives to their surroundings and do not contribute to pollution of the environment. Products that are manufactured in a sustainable way can also be called eco-friendly. These products are non-toxic, recyclable and biodegradable. As green consumerism is inevitable, the study focuses on the consumer awareness on the green products and their usage of eco-friendly products in the Virudhunagar City, Tamil Nadu.

STATEMENT OF THE PROBLEM

Awareness about environmental issues is growing day by day. Product choice and buying behaviour of products are changing every day. With regard to eco-friendly product attributes,

environmental consideration is the key factor influencing buying decision among Green consumerism. The purchase decision is based on direct involvement in consumption of the Eco-friendly products, whereas knowledge and attitude are at the other end in the Green consumerism.

NEED FOR THE STUDY

Many people are aware of the growing need for more sustainable products throughout the world to help protect the environment. However, not as many are as enlightened about the production process of these items and why an environmental awareness on Green Consumerism is necessary. Among few years, the environment suffered pollution due to the non-degradable products. The researcher gives more importance to bio- degradable products. So the main need for this research is to analyse the consumer awareness and usage of eco friendly products in Virudhunagar City, Tamil Nadu.

OBJECTIVES OF THE STUDY

- 1.To study the level of Sustainable Green Consumerism in using eco- friendly products in Virudhunagar City, Tamil Nadu.
- 2.To study the consumers’ awareness towards eco- friendly products in Virudhunagar City, Tamil Nadu.
- 3.To study the consumers’ usage on eco- friendly products in Virudhunagar City, Tamil Nadu.

SCOPE OF THE STUDY

The research entitled “ Sustainable Green Consumerism exhibited by the consumers in Virudhunagar city, Tamil nadu” reveals the significance level of Sustainable Green Consumerism in using eco- friendly products in Virudhunagar City. The research initially analyses the awareness level of consumers’ towards the product asking opinion towards cloth napkins, cloth or cotton shopping bag, induction cook top, rechargeable batteries, reusable water bottles, moss carpet, LED bulbs, chair, bamboo desktop, solar candles, biodegradable pots, recycled cutting board, outdoor lighting, lunch container, jute bag, jute carpets, areca plates, paper bags, paper plates and cup etc., the research identifies the most influencing purchasing factors such as advertisement, friends, relatives, neighbour, colleagues etc. The research can trace out the Green Consumerism and its extent of ecological resilience exhibited by the consumers in Virudhunagar city, tamil nadu

RESEARCH METHODOLOGY:

- The study has mainly depended on primary data which was collected through a structured questionnaire.
- The study is of descriptive design of conclusive one.
- The sample size of the study is 224 respondents.
- Convenience sampling method is used to collect the data.
- Relevant statistical tools such as Correlation, One-way ANOVA, Discriminate analysis, Weighted Average were used for the analysis of survey data.

ANALYSIS AND INTERPRETATION OF DATA

**TABLE 1
AWARENESS ABOUT THE ECOFRIENDLY PRODUCTS**

PARTICULARS	NO. OF RESPONDENTS		PERCENTAGE (%)	
	AWARE	UNAWARE	AWARE	UNAWARE
Cloth napkins	194	30	86.6	13.4

Cloth or cotton shopping bags	221	3	98.7	1.3
Induction cooktop	52	172	23.2	76.8
Rechargeable batteries	192	32	85.7	14.3
Reusable water bottles	223	1	99.5	0.5
Moss carpet	170	54	75.9	24.1
LED bulbs	219	5	97.8	2.2
Chair	190	34	84.8	15.2

Bamboo desktop	194	30	86.6	13.4
Solar candles	194	30	86.6	13.4
Biodegradable pots	180	44	80.4	19.6
Recycled cutting board	80	148	35.8	64.2
Outdoor lighting	78	146	34.8	65.2
Lunch container	113	111	50.4	49.6
Jute bag	220	4	98.2	1.8
Jute carpets	209	15	93.3	6.7
Areca plates	209	15	93.3	6.7
Paper bags	214	10	95.5	4.5
Paper plates and cup	222	2	99.1	0.9

Source: Primary data

The majority of the respondents 76.8 % are unaware of induction cooktop. The majority of the respondents 99.5% are aware of reusable water bottles. The majority of the respondents 65.2% are unaware of outdoor lighting.

TABLE 2
REASONS FOR PURCHASING ECO- FRIENDLY PRODUCTS

S.NO	REASONS FOR PURCHASING	NO. OF RESPONDENTS	PERCENTAGE (%)
1	Environmental friendly	118	52.7
2	Healthy	16	7.1
3	Natural products	35	15.6
4	Protecting environment	19	8.5
5	To avoid global warming	10	4.5
6	Cost	1	0.4
7	Renewable& recycling products	25	11.2
Total		224	100

Source: Primary data

While 52.7% of the respondents purchase because it is environmental friendly, 15.6 % purchase due to because it is natural products, 11.2% purchase due to renewable & recycling nature of products, 7.1% for healthiness, 4.5% for avoiding global warming and 0.4% for cost factor.

TABLE 3
PLACE OF GETTING ECO- FRIENDLY PRODUCT

S.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE (%)
1	Retail stores	34	15.2
2	Departmental stores	163	72.8
3	Show rooms	5	2.2
4	Petty shops	22	9.8
Total		224	100

Source: Primary data

It is clear from the above table 72.8% of the respondents are getting the Eco friendly products from departmental stores, 15.2% in retail stores, 9.8% are getting the products in petty shops, and 2.2% are getting the products in show rooms.

**TABLE 4
USAGE OF ECO-FRIENDLY PRODUCTS**

PARTICULARS	NO. OF RESPONDENTS		PERCENTAGE (%)	
	USED	NOT USED	USED	NOT USED
Cloth napkins	144	80	64.3	35.7
Cloth or cotton shopping bags	208	16	92.9	7.1
Induction cooktop	21	203	9.4	90.6
Rechargeable batteries	192	32	85.7	14.3
Reusable water bottles	224	-	100	-
Moss carpet	-	224	-	100
LED bulbs	219	5	97.8	2.2
Reusable Chair	224	-	100	-
Bamboo desktop	179	45	79.9	20.1
Solar candles	193	31	86.2	13.8
Biodegradable pots	210	14	93.8	6.3
Recycled cutting board	198	26	88.4	11.6
Outdoor lighting	-	224	-	100
Lunch container	206	18	92	8
Jute bag	221	3	98.7	1.3

Jute carpets	209	15	93.3	6.7
Areca plates	209	15	93.3	6.7
Paper bags	211	13	94.2	5.8
Paper plates and cup	224	-	100	-

Sources: Primary data

The majority of the respondents 100% are using of reusable water bottles and Reusable Chairs. The majority of the respondents 97.8% are using of LED bulbs. The majority of the respondents 79.9% are using of bamboo desktop. The majority of the respondents 93.8% are using of biodegradable pots. The majority of the respondents 100% are not using of outdoor lighting and moss carpet. The majority of the respondents 93.3% are using of areca plates. The majority of the respondents 94.2% are using of paper bags. The majority of the respondents 100% are using of paper plates and cup.

HYPOTHESIS TESTING

ONE WAY- ANOVA

H₀: There is no association between income and place of getting eco- friendly products. H₁: There is association between income and place of getting eco- friendly products.

Sum of Squares Df Mean Square F Sig.					
Between Groups	23.440	3	7.813	19.379	.000
Within Groups	88.698	220	.403		
Total	112.138	223			

ANOVA table shows that the results of overall analysis of variance including the variation between groups, within groups, total sum of squares and mean square. The F-ratio for this analysis is 19.379 with probability of .000 at 5% level of significance (95% level of confidence). This analysis does not support the null hypothesis which is rejected. It means the level of income impact of the respondents and thus respondents for the place of getting eco friendly products differs according to their income level.

CORRELATION

Null hypothesis (H₀): There is no relation between education and reason for purchasing eco friendly products.

Alternative hypothesis (H₁): There is relationship between education and reason for purchasing eco-friendly products.

Education Reasons	
Education Pearson Correlation	1.318**

Sig. (2-tailed) N		.000
	224	224
Reasons Pearson Correlation Sig. (2-tailed) N	.318**	1
	.000	
	224	224

** . Correlation is significant at the 0.01 level (2-tailed).

It is clear from above table that 0.318 is the r-value. Since the r-value is negative and significance (2 tailed) value of 0.000 the (p-value) is below 0.01, we reject the (H₀) and accept alternate. There is relationship between education and reasons for purchasing eco-friendly products.

DISCRIMINANT ANALYSIS

Classification Results

Predicted Group Membership

Ever purchased	Yes	No	Total
Original Count Yes	161 48 209		
No	2	13	15
% Yes	77.0	23.0	100.0
No	13.3	86.7	100.0

A. 77.7% of original grouped cases correctly classified.

The classification table indicates that from the discriminated function, the present researcher is able to classify 77.7% of the observations correctly. This table shows the accuracy level of classification of the respondents.

SUGGESTIONS

- Respondents cannot easily find out the eco- friendly product so that there is a need to create awareness about eco- friendly products in exporting Green Consumerism widely.
- Respondents were not able to buy the eco- friendly product because of high price, so the price of the eco- friendly products can be subsidized.
- Respondents are using more number of plastic items like bag, cup, bottle, plate etc, so awareness can be given more on the usage of eco- friendly products and to enhance Green Consumerism.
- Many respondents are using eco-friendly products for 1-3 years, so there is sustainable green consumerism exhibited among the consumers in Virudhunagar City, Tamil Nadu.

CONCLUSION

In the current scenario, climate change is the main problem in the earth, some climate changes affect the people and produces more diseases. The main reason for air, water, land pollution is plastic, so there is a need to avoid plastic and use eco-friendly products as to extent the Sustainable Green Consumerism.

Now a days people are having little awareness about eco- friendly product, at the same time the eco- friendly products are not having surplus availability and people are very difficult to find the eco- friendly product. So that, the seller could also given more awareness about eco- friendly product and sell the product in moderate price level. The consumers are willing to pay high prices for the quality products which are beneficial for their healthy life, in green products like Cloth Napkins, Cotton Shopping Bags, Gota Dishwasher, Recycled Fabric Clothes, Induction Cooktop, Rechargeable Batteries, Reusable Water Bottles, House Cleaners, Solar Powered Outdoor Speakers, Solar Phone Charger etc., products available in the stores.

The eco-friendly products do not damage the environment, it is good for health, it is good for future generation. Some peoples make recycling of plastics for a safe environment. This paper tries to unearth consumer awareness and usage of eco- friendly products and their willingness to pay on green products and also to enhance Sustainable Green Consumerism.

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