Gender awareness towards green Products

Dr. Sunanya Khurana
Associate Professor,
Chandigarh Business School
of Administration,Landran

Ms Manisha Aujla
Assistant Professor
Chandigarh Business School
of Administration, Landran

Abstract
Environment pollution is rapidly increasing and has drawn attention globally. Many measures have been taken by the government and other organizations to change the attitude of consumer to save environment.. Many companies have taken responsibility to spread awareness of it. They are adopting ways to enhance brand equity by producing and marketing green products. Some companies have even transformed their operations to be eco-efficient and have gained an edge over competitors. The purpose of this empirical research is to study whether there is a significant difference in awareness in different gender towards green products. The research included primary data from 101 respondants. The data was related to knowledge, understanding and choices made while making buying decisions.
Keywords : Green Marketing, Green Products, Consumer awareness, Environmental issues

Introduction

The term "green" as a jargon in marketing and advertising is be defined in different ways— Its being used to send a particular message to the consumer. It's being referred as an attribute of the product which contributes to sustain environment where the attention and activities of consumer are tweaked on indoor utility environment friendly products The products are being marketed by the manufacturing and service providing companies in support of cause. The consumers are informed about the benefits of healthy environment and numerous adverse effects on brain, gene activation and disruption of the endocrine system due to its deterioration. The jargon "Green" is explained in many ways. It's used to promote a certain level of quality of internal environment friendly products. Consumer is educated about certain toxic chemicals that are used during the manufacturing process. He is educated to buy durable products that require low maintenance and can be recycled. He is salvaged to reuse existing or demolished buildings rather than going for new construction. Green products term is also used to exploitation of renewable resources of energy. Attention is drawn to avoid the use of toxic chemicals like chlorofluorocarbons (CFCs), halogenated chlorofluorocarbons (HCFCs), or other ozone depleting substances. It also involves procurement of products from local resources and manufacturers and encouraging sustainable harvesting practices. This educated the manufacturers to own responsibility to save environment from deterioration and forced them to focus on the production of environment friendly products and services. The companies are organized consumer contact programs to sell

Review of Literature

Green marketing is a major trend in modern business (Kassaye, 2001).According to Soonthonsmai, 2007, The consumers who have changed their buying decision making process in

interest of environment issues are "Green consumers". These consumers have either rejected or boycotted the buying of environment depleting products .Such consumer propagate the use of green products(Fergus, 1991). According to Ottman (1992) , The consumer decides to use green products if the performance, quality and price meets his needs. He considers these factors owing to acceptance of his responsibility to save environment. Harrison (1993) proposed green marketing strategy is employed by the manufacturers in positioning. The benefits of environment to influence consumer's decision making process while purchasing. The green marketing is to own the responsibility of identifying, anticipating and satisfying need of customers in a sustainable way(Peatitie (1995) and Welford (2000)). Challenge lies in changing consumer perception and meet variable demand keeping in mind the sensitivity of consumer towards price (Gurau and Ranchhod, 2005).

Consumers has starting paying attention towards social and ethical considerations (Chen, 2001; Crane, 2001; Torjusen, Lieblein, Wandel, & Francis, 2001). The market of green products has widened globly (Hunt & Dorfman, 2009). These green consumers are also called as ethical consumerism or green consumption (Anderson & Cunningham, 1972; Kinnear, Taylor, & Ahmed, 1974) These consumers consider needs in terms of price and quality (Monroe, 1976). Some of the ethical or green consumers also consider norms, values, and beliefs (Caruana, 2007; Irwin & Baron, 2001). Marketers needs to identify these "green consumers" by demographic and attitude variables that can be related to environmental consciousness (e.g., Schlegelmilch, Bohlen, & Diamantopoulos, 1996; Shrum, McCarty, & Lowrey, 1995). Allport (1935) defined attitude as: "A mental and neural state of readiness, which exerts a directing, influence upon the individual's response to all objects and situations with which it is related". According to Schultz and Zelezny (2000), "attitudes of environmental concern are rooted in a person's concept of self and the degree to which an individual perceives him or herself to be an integral part of the natural environment". In other words, attitude is a reflection of the likings and disliking of consumers (Blackwell et al., 2006). The attitude towards environment influence the choices of the consumer (Irland, 1993; Schwepker and Cornwell, 1991).

The use of green products, preferenceto the use of recyclable products and packaging , method of disposing of non-degradatable waste can contribute to sustainability of the environment (Abdul-Muhmim, 2007). In other words the knowlwdge and practices of consumer can improve quality of the quality of the environment (Mansaray and Abijoye, 1998). Attitudes also exhibit consumers' willingness to pay more for green products (Chyong et al., 2006). Price plays a role in making consumer pro-environment and his involvement in related activities to protect environment. (Wiener and Sukhdial, 1990). According to Tanner and Kast (2003), " green food purchases strongly facilitated by positive attitude of consumers towards environmental protection". The feeling of moral obligation is a powerful motivator of environmental behavior (Hopper and Nielson, 1991; Stern and Dietz, 1994; Vining and Ebreo, 1992). The development of product attributes depend upon the extent of feelings of consumer towards environment . (Ebreo et al., 1999). Tanner and Kast (2003) found that consumers'choices for green food purchases were not less influenced by moral thinking. Companies have taken initiatives in promoting green products. The government has a major role in promoting these products. Government has

developed policies to educate and foster environmental issues among the public. Even social media is used for advertising the concept (Haron et al., 2005). " Many people have high ecological concern but have the sentiment that the preservation of the environment is the prime responsibility of the government", (Chyong et al., 2006).

Straughan and Roberts (1999) had found in his survey that the young individuals were more sensitive towards environmental issues. He also found that age and sex were significantly correlated with choices of consumer where as income lacked significance. There is a positive correlation between green purchase intention and age and income
except for education (Soonthonsmai, 2001).

Research Methodology

The purpose of this empirical research is to study whether there is a significant difference in awareness in different gender towards green products. The research included primary data from 101 respondents in which 54 are females and 47 are males. The data was related to knowledge and understanding while making buying decisions.

Based on previous studies, following hypotheses were framed:

H_0: There is a no significant difference between male and female towards awareness of green products.

H_1: There is a significant difference between male & female awareness of green products.

A questionnaire based on awareness of environmental issues and demography of consumer was used to obtain reliable information from 101 respondents. Schuessler (1971) stated that a scale is considered reliable if it has an alpha value greater than 0.60. Using the George and Mallery (2003) interpretation, since the value of alpha was found to be .844, it shows high level of internal consistency for our scale with this specific sample.

Table no: 1 Statements of Awareness Level

S .No	***Statements***
1	I am aware of the efforts made by the firms in India towards the conservation of the environment.
2	I have noticed products having environmental labels and slogans when I go for shopping in the market.
3	I understand the meaning of the environmental slogans and symbols that the firms use for their marketing campaign
4	I remember some of the environmental slogans and symbols which marketers use for their marketing campaigns.
5	It is easy for me to identify the environment friendly products.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.844	.832	77

Table:2

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
awareness of efforts	Equal variances assumed	3.34678	0.0708	-0.9346	86	0.35259	-0.0855	0.09145	-0.2673	0.09632
	Equal variances not assumed			-0.9123	68.7539	0.36481	-0.0855	0.09369	-0.2724	0.10145
Notice environmental slogans & Labels	Equal variances assumed	0.29064	0.5912	0.26856	86	0.78891	0.01068	0.03978	-0.0684	0.08977
	Equal variances not assumed			0.27615	81.9971	0.78313	0.01068	0.03869	-0.0663	0.08765
Understanding of Slogans & Symbols	Equal variances assumed	0.60794	0.4377	0.38686	86	0.69982	0.02137	0.05523	-0.0884	0.13117
	Equal variances not assumed			0.39738	81.787	0.69213	0.02137	0.05377	-0.0856	0.12834

Ther are 23 men, average of 1.23 & standard deviation of 0.539.and 41 women, average of 1.12 & standard deviation of 0.331.The significance (p- value) is more than 0.05 so we accept the Null hypothesis. It is evidence that there is no significant difference in awareness of men and women.

Conclusion

It has been found from the research related to awareness of the respondents that there's no difference in the awareness level about green products based on gender. It has also been observed that there is no gender difference in awareness of efforts being made by the government, understanding, recognition & retention of environmental slogans & label and understanding of environmental friendly products. In conclusion the findings from the study provide insight into green products in the terms of channels and scope of awareness among consumers. Overall respondents in the research are aware of the products and have knowledge of green products.

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