

FACTORS AND CHALLENGES OF GREEN BUYING BEHAVIOUR AMONG RURAL AREA PEOPLE WITH SPECIAL REFERENCE TO SULUR TALUK

¹Dr. M. PRAKASH

M. com., MBA., M.Phil., PGDCA., PhD.

Professor

DEPARTMENT OF COMMERCE WITH COMPUTER APPLICATIONS

Dr. N.G.P ARTS AND SCIENCE COLLEGE COIMBATORE-48

²Ms. SANDHYA. S, ³Mr. DHANUSH. S

B.COM.CA

Dr. N.G.P ARTS AND SCIENCE COLLEGE COIMBATORE-48

Abstract- The aim of the study is to know the factors and challenges of green buying behaviour among rural area people. This study focus on rural areas under Sulur Taluk. Factors such as awareness, attitude, and accessibility to eco-friendly items are important determinants, and lack of knowledge, cost, and restricted supply were found to be major barriers. In order to create focused interventions and policies that support sustainable consumption habits in rural areas and support environmental conservations well. This abstract presents findings from study conducted to identify factors and challenges of green buying behaviour among rural area people under Sulur Taluk.

INTRODUCTION:

The problem of environment deterioration is foremost in India. The primary environmental issues that have a negative impact on human health in recent years have been determined to be climate change, over use of natural resources, air pollution, and ozone depletion. Environmental degradation is also correlated with urbanization, industrialization and uncontrolled population growth. In India, pollution being the 5th major cause for death and every year 1.2 million people are died because of pollution. India is ranked as the 8th most polluted nation in the world in 2022.

The traditional concept of marketing has been changed because of the emergence of the concept of green marketing. More and more marketers have started developing and promoting the green products. The problems like lack of belief in the advertisement of green products, lack of knowledge, lack of availability, etc. are hindering the growth of green marketing. But still the future of green/environmentally responsible marketing is very bright as nowadays consumers are getting more and more conscious regarding environmental problems, adverse effect of non-green products on their health and the green products are also forming favourable attitude regarding buying green products.

OBJECTIVES OF THE STUDY

- 1) To study the socio economic factors of sample respondents.
- 2) To study the awareness of rural customers about eco friendly products in the market.
- 3) To explore the factors that influence rural customers to buy eco friendly products and challenges restricting them from buying eco friendly products.
- 4) To study the satisfaction level of rural customers about eco friendly products.
- 5) To offer valid suggestion based on the study.

SCOPE OF THE STUDY

This study examines the green buying behaviour of rural consumers with context to eco friendly products. This study finds out the rural consumers awareness level regarding eco friendly products. This study explores the factors influencing the green buying behaviour of rural customers and challenges restricting them to buy eco friendly products. It also reveals the satisfaction level of eco friendly products in rural areas.

1.4 RESEARCH METHODOLOGY

The main objective of this research is to study the awareness, factors influencing rural customers to buy eco friendly products, and satisfaction level of the rural customers with special reference to Sulur Taluk.

1) Source of data

- Primary data

Primary data

The primary data for a study on Factors and challenges of GREEN BUYING BEHAVIOUR among rural area people with special reference to Suler Taluk focuses on collecting information from 150 respondents. Data is collected using the questionnaire method among the beneficiaries.

I.Sample size

Data has been collected from 150 respondents of a study on Factors and challenges of green buying behaviour among rural area people with special reference to Suler Taluk.

II.Sampling method

The Convenience Sampling method was used for this study with a sample size of 150 respondents.

III.Tools used

- Simple percentage analysis
- Ranking analysis
- Weighted Average method

IV.Period of the study

The period considered for study is from December 2023 to March 2024.

V.Area of the study

This study was conducted in rural areas of Suler Taluk, Coimbatore.

LIMITATIONS OF THE STUDY

- 1) The study is restricted to 150 respondents only.
- 2) The findings of the study are based on information provided by the respondents only.
- 3) The study is restricted only to the rural area people in Suler Taluk, Coimbatore.

ANALYSIS AND INTERPRETATION**SIMPLE PERCENTAGE ANALYSIS:**

Percentage analysis is a method to represent raw streams of data as a per cent (a part in 100 per cent) for better understanding of collected data. Simple percentage analysis is usually employed in any study related to social science to assess distribution of respondents under the each classification. The distribution of respondents expressed in the per cent facilitates comparison.

FORMULA:

Simple percentage= Number of Respondents / Total number of Respondents*100

S.NO	VARIABLES	CATEGORIES	NO.OF RESPONDENTS	PERCENTAGE
01.	Gender	Male	69	46%
		Female	81	54%
02.	Age	20-30yrs	83	56%
		31-40yrs	47	31%
		41-50yrs	15	10%
		51-60yrs	5	3%
03.	Family type	Joint family	37	25%
		Nuclear family	113	75%
04.	Monthly Income	Up to Rs.20000	33	22%
		Rs.20001-30000	52	36%
		Rs.30001-40000	31	21%
		Rs.40001-50000	20	13%
		Above 50000	12	8%
05.	Marital status	Married	67	45%
		Unmarried	83	55%
06.	Education	Up to 12 th	14	10%
		Under Graduation	69	46%
		Post Graduation	39	26%
		Diploma	23	15%
		Others	5	3%
07.	Income source	Agriculture	11	7%
		Business	58	39%
		Profession	42	28%

		Others	39	26%
08.	Worrying problem for environment	Polluted air because of factory and vehicle emissions	48	32%
		The effects of global warming due to greenhouse effect.	51	34%
		The growing amount of non-recyclable waste.	23	15%
		The possible extinction of animal species due to human activity.	28	19%
09.	Usage of green products	Very Often	35	23%
		Often	65	43%
		Rarely	43	29%
		Never	7	5%
10.	Source of information	Family/Friends	32	21%
		Shopping websites	10	7%
		Product labels	43	29%
		Online product reviews	18	12%
		TV Advertisements	47	31%
11.	Price of green products	Too high	97	65%
		Just right	43	29%
		Too low	10	6%
12.	Willingness to pay extra price	1-5%	52	35%
		6-10%	90	60%
		11-15%	8	5%
13.	Concern towards environment	Worried	123	82%
		Disinterested	27	18%
14.	Factors influence in purchase of green products	Environmental impact	46	31%
		Brand reputation	33	22%
		Price	41	27%
		Product performance	25	17%
		Product labels	5	3%
15.	Repurchase from a brand	Frequently	32	21%
		Sometimes	107	71%
		Not at all	11	8%

(SOURCE: PRIMARY DATA)

INTERPRETATION

The above table shows that Majority (54%) of the respondents are female. Majority (56%) of the respondents belong to the age group of 20 to 30 years. Majority (75%) of the respondents belong to nuclear family. Mostly (36%) of the respondents earn Rs.20001-30000. Majority (55%) of the respondents are unmarried. Mostly (46%) of the those surveyed are undergraduate. Mostly (39%) of the respondents belong under the business category. Mostly (34%) of the respondents selected “The effects of global warming due to greenhouse effect” as a worrying problem for environment. Mostly (43%) of the respondents use green products often. Mostly (31%) of the respondents acquired information through TV Advertisements. Majority (65%) of the respondents feel that the price of the green products is Too high. Majority (60%) of the respondents are willing to pay 6-10% extra for green products. Majority (82%) of the respondents are concerned about the environment. Mostly (31%) of the respondents feel that environmental impact is a factor in purchasing green products. Majority (71%) of the respondents repurchase from a brand sometimes.

RANKING ANALYSIS

Based on the data given by the respondents the average rank is calculated and the first rank is given for the highest mean score and the least rank is given to the lowest mean score. Thus “Higher the mean score, higher is the priority”.

FORMULA:

Average Rank= $\Sigma(\text{Rank of item}) / \text{Number of respondents}$

RANKING BASED ON KNOWLEDGE POSSESSED BY RESPONDENTS

S.NO	FACTORS	TOTAL	RANK
01.	Air pollution	588	I

02.	Water pollution	587	II
03.	Soil pollution	486	V
04.	Global warming	558	III
05.	Environmental certification	502	IV

(SOURCE: PRIMARY DATA)

INTERPRETATION

The above table depicts that knowledge about the factors, air pollution which was given 1st rank, while knowledge about water pollution was given 2nd rank, knowledge about global warming was given 3rd rank, knowledge about environmental certification was given 4th rank and 5th rank is given to the knowledge about the soil pollution.

RANKING BASED ON AWARENESS

S.NO	FACTORS	TOTAL	RANK
01.	FMCG	476	III
02.	Organic products	500	I
03.	Sustainable Housing / Green Building	357	V
04.	Sustainable Packaging	493	II
05.	Emission Standard Vehicles	474	IV

(SOURCE: PRIMARY DATA)

INTERPRETATION

The above table depicts that awareness towards organic products which was given 1st rank, while awareness towards the sustainable packaging was given 2nd rank, awareness towards the FMCG was given 3rd rank, awareness towards the Emission standard vehicles which was given 4th rank and 5th rank is given to the Sustainable Housing / Green Building.

WEIGHTED AVERAGE ANALYSIS

Weighted average may be defined as the average whose component items are being divided by the total sum of their Weight instead of the sum of the items.

FORMULA:

Weighted Arithmetic Mean: $XW = \Sigma WX / \Sigma W$

XW- Represents the weighted arithmetic mean

V - Represents the Variables

W - Represents the weight attracted to the variable X

ATTITUDE TOWARDS ENVIRONMENT

S.NO	FACTORS	TOTAL	MEAN SCORE	RANK
01.	I believe there is a lot that individuals can do to improve the environment	600	40	I
02.	Plastic has become a lifestyle and its impossible to avoid it	536	35.73	II
03.	I believe in the environmental information on product label	526	35.06	III
04.	I believe there is a lot that Siruthuli organization had done to improve the environment in Coimbatore city	508	33.86	V
05.	Awareness been created by college students, youngsters and social workers	520	34.66	IV

(SOURCE: PRIMARY DATA)

INTERPRETATION

The above table depicts the attitude towards environment in which there is a lot that individuals can do to improve environment was given 1st rank, Plastic has become a lifestyle and its impossible to avoid it ranked 2nd, believing in environmental information on product label was given 3rd rank, Awareness been created by college students, youngsters and social workers was ranked 4th and Siruthuli organization had done to improve the environment in Coimbatore city was given 5th rank.

AWARENESS TOWARDS GREEN PRODUCTS

S.NO	FACTORS	TOTAL	MEAN SCORE	RANK
01.	I am aware regarding all the differences between green and non-green products	605	40.33	I

02.	I am aware regarding the locations where I can find green products	522	34.8	IV
03.	I know that ingredients used in green products are natural and don't harm nature or animals	569	37.93	II
04.	I am aware that more and more use of green products will preserve the environment and lead to sustainable future	563	37.53	III

(SOURCE: PRIMARY DATA)

INTERPRETATION

The above table depicts the awareness towards the green products in which awareness regarding all the differences between green and non-green products was given 1st rank, awareness regarding the ingredients used in green products are natural and don't harm nature or animals ranked 2nd, awareness regarding that the more and more use of green products will preserve the environment and lead to sustainable future was given 3rd rank and awareness regarding the locations where I can find green products ranked 4th.

FACTORS THAT INFLUENCE TO BUY GREEN PRODUCTS

S.NO	FACTORS	TOTAL	MEAN SCORE	RANK
01.	When available, I always compare green and conventional products	517	34.46	II
02.	I purchase green products only if the quality and the price are comparable with those of conventional products	585	39	I
03.	I do not necessarily look for green products	478	31.86	V
04.	I already know which green products I will buy before entering a store	484	32.26	IV
05.	I go directly to the green products section in a store and look for available options	488	32.53	III

(SOURCE: PRIMARY DATA)

INTERPRETATION

The above table depicts that the factor which influence to buy green products in which purchase of green products only if the quality and the price are comparable with those of conventional products was given 1st rank, comparing of green and conventional products ranked 2nd, directly visiting the green products section in a store and look for available options ranked 3rd, already know which green products to buy before entering a store ranked 4th and do not necessarily look for green products was given 5th rank.

CHALLENGES FACED DURING BUYING GREEN PRODUCTS

S.NO	FACTORS	TOTAL	MEAN SCORE	RANK
01.	They are too expensive	547	36.46	I
02.	They do not offer many choices or variants	526	35.06	II
03.	They are not easily available	474	31.6	V
04.	False advertising	489	32.6	IV
05.	Lack of awareness	509	33.93	III

(SOURCE: PRIMARY DATA)

INTERPRETATION

The above table depicts the challenges faced during buying the green products in which Green products are too expensive was given 1st rank, they do not offer many choices or variants was given 2nd rank, Lack of awareness was given 3rd rank, False advertising was given 4th rank and They are not easily available ranked 5th.

KNOWLEDGE ABOUT GREEN PRODUCTS

S.NO	FACTORS	TOTAL	MEAN SCORE	RANK
01.	High cost maintenance	553	36.86	I
02.	Reusable and recyclable	528	35.2	II
03.	Scarce in raw material	511	34.06	III
04.	Easily produced	479	31.93	V
05.	Easy availability of product	489	32.6	IV

(SOURCE: PRIMARY DATA)**INTERPRETATION**

The above table depicts the High cost maintenance was given 2st rank, Reusable and recyclable was given 2nd rank, Scarce in raw material was given 3rd rank, Easily produced was given 4th rank and Easy availability of product was given 5th rank.

SATISFACTION ABOUT GREEN PRODUCTS

S.NO	FACTORS	TOTAL	MEAN SCORE	RANK
01.	How satisfied are you with the overall experience of purchasing and using environmentally friendly products?	577	38.46	I
02.	How likely are you to recommend a brand or product based on its environmental sustainability efforts?	556	37.06	II
03.	Satisfaction about information available on product labels regarding their environmental impact	504	33.6	IV
04.	Satisfaction about transparency of companies regarding their sustainable and eco-friendly practices in the production of the products you buy	500	33.33	III
05.	Satisfaction about the regular customers reviews about the green products	501	33.4	V

(SOURCE: PRIMARY DATA)**INTERPRETATION**

The above table depicts the satisfaction about green products in which overall experience of purchasing and using environmentally friendly products was given 1st rank, to recommend a brand or product based on its environmental sustainability efforts was given 2nd rank, transparency of companies regarding their sustainable and eco-friendly practices in the production of the products ranked 3rd, Satisfaction about information available on product labels regarding their environmental impact was given 4th rank and Satisfaction about the regular customers reviews about the green products was given 5th rank.

ATTITUDE TOWARDS GREEN PRODUCTS

S.NO	FACTORS	TOTAL	MEAN SCORE	RANK
01.	Satisfaction about the quality of the green product compared to non-green alternatives	591	39.4	I
02.	How likely are you to recommend this green product to others?	552	36.8	II
03.	Does only the satisfaction of the customers is being the factor to influence sales?	536	35.73	III
04.	How well did the green product perform its intended function compared to traditional alternatives?	516	34.4	V
05.	How well do you believe green product aligns with your personal values and commitment to sustainability?	521	34.73	IV

(SOURCE: PRIMARY DATA)**INTERPRETATION**

The above table depicts the attitude towards green products in which quality of green product compared to non-green alternatives was given 1st rank, to recommend this green product to others was given 2nd rank, satisfaction of the customers is the factor to influence sales was given 3rd rank, green product aligns with your personal values and commitment to sustainability ranked 4th and green product perform its intended function compared to traditional alternatives was given 5th rank.

FINDINGS

- Majority (54%) of the respondents are female.
- Majority (56%) of the respondents belong to the age group of 20-30 years.

- Majority (75%) of the respondents belong to nuclear family.
- Mostly (36%) of the respondents belong to Rs.20001-30000 of Monthly income.
- Majority (55%) of those surveyed are unmarried.
- Mostly (46%) of those surveyed are undergraduate.
- Mostly (39%) of the respondents belong under the business category of income source.
- Mostly (43%) of the respondents use green product often.
- Mostly (34%) of the respondents surveyed chosen “The effects of global warming due to greenhouse effect” as a worrying problem for environment.
- Mostly (31%) of the respondents acquired information about green products through TV Advertisements.
- Majority (65%) of the respondents feel that the price of the green products is Too high.
- Majority (60%) of the respondents are willing to pay 6-10% extra for green products.
- Majority (82%) of the respondents are concerned towards the environment.
- Most (31%) of the respondents feel that environmental impact is a factor for purchasing green products.
- Majority (71%) of the respondents repurchase from a brand sometimes.
- Majority of the respondents ranked Air pollution as the first factor based on knowledge possessed by respondents.
- Majority of the respondents ranked Awareness towards organic products as the first factor.
- Most of the respondents ranked- There is a lot that individuals can do to improve the environment as the first factor based on attitude towards environment
- Majority of the respondents ranked that Awareness regarding all the differences between green and non-green products as the first factor based on awareness towards the green products.
- Majority of the respondents ranked that purchase of green products only if the quality and the price are comparable with those of conventional products as first factor based on factor which influence to buy green products.
- Majority of the respondents ranked that Green products are too expensive as first factor based on challenges faced during buying the green products.
- Majority of the respondents ranked that High cost maintenance as first factor based on knowledge about green products .
- Majority of the respondents ranked that overall experience of purchasing and using environmentally friendly products as the first factor based on satisfaction about the green products.
- Majority of the respondents ranked that Quality of the green product compared to non-green alternatives as the first factor based on attitude towards the green products.

SUGGESTIONS:

- Marketers should do more promotional efforts so that consumers can be made more aware regarding green products. They should also provide various discounts and offers on the purchase of these kinds of products, so that consumers can be persuaded for paying a little higher amount on the purchase of green products.
- Government should make efforts to make consumers more aware regarding the need of environmental protection and regarding the need of adoption of green products.
- Marketers should not provide misleading advertisement. They should disclose true facts regarding green products. So that consumers can believe on the claims made in advertising made by marketers.
- Marketers should make efforts regarding making the labeling of the green products easy to understand and knowledgeable.
- Marketers should also make all the possible efforts to build trust in the mind of consumers regarding the accuracy of provided information through labeling and through advertising of green products.
- Consumers should leave their careless behaviour. They should understand the need of environmental protection.

CONCLUSION:

Demands for the environmentally friendly items are growing among customers in an effort to prevent negative effects on their health and the environment. Some other factors such as economic condition, promotional efforts, peer influence etc. also influence the customers to buy green products. There is a huge increment in manufacturing of green products and consumers concern and positive attitude towards environment. The green buying behaviour among rural area people reflects a growing awareness and concern for environmental sustainability. This study showed that most of the people use the green products often, it shows that majority of people are aware and willing to buy green products.

It is concluded that the quality of the green products is good when compared to non-green alternatives. This study also found that a majority of the respondents are having an intention regarding the buying of green products, with the fact that these products are made by using natural ingredients and are better for health as well as the environment but

the price factor acts as a hurdle for buying green products. It also explores the various factors regarding restricting the rural consumers to buy the green products. These factors include High price, Careless behaviour, Lack of belief and knowledge, lack of effective marketing strategies.

It can be implied that efforts should be made by the marketers, government and consumers for making consumers more aware regarding green products, for making consumers more willing to spend higher prices for buying green products, for influencing the consumers for buying green products and for removing the hurdles which are restricting rural consumers to buy green products.

BIBLIOGRAPHY:

1. Environmental factors affecting green purchase behaviours of the customers: Mediating role of environmental attitude (2023). <https://www.sciencedirect.com/science/article/pii/S2666789423000247>
2. Factors influencing green purchases: An emerging market perspective (2022). <https://onlinelibrary.wiley.com/doi/full/10.1002/sd.2426>
3. Factors influencing green purchasing behaviour: Empirical evidence from the Lebanese consumers(2014), GRACE K. DAGHER and OMAR ITANI. <https://core.ac.uk/download/pdf/144964966.pdf>
4. Tang Sook Mun, Factors that influence Green purchase behaviour of Malaysian Consumers, 2014. [http://eprints.utar.edu.my/1299/1/Final_Research_Project_\(MBA\).pdf](http://eprints.utar.edu.my/1299/1/Final_Research_Project_(MBA).pdf)
5. Li, X.; Du, J.; Long, H. Theoretical Framework and Formation Mechanism of the Green Development System Model in China. *Environ. Dev.* **2019**, 32, 100465. [Google Scholar]
6. Vijai, C.; Anitha, P. The Importance of Green Marketing. *Int. J. Future Gener. Commun. Netw.* **2020**, 13, 4137–4142. [Google Scholar]
7. Yang, S.; Chai, J. The Influence of Enterprises' Green Marketing Behavior on Consumers' Green Consumption Intention—Mediating Role and Moderating Role. *Sustainability* **2022**, 14, 15478. [Google Scholar]
8. Factors affecting consumers' Green purchasing behaviour: An integrated conceptual framework. <https://www.econstor.eu/bitstream/10419/168746/1/aej-v14-i31-p050.pdf>
9. On the factors influencing Green purchase intention: A meta- Analysis approach,2021. <https://www.frontiersin.org/journals/psychology/articles/10.3389/fpsyg.2021.644020/full>

BOOK REFERENCE:

1. "The Green Consumer: The Environmental Guide to Shopping" by John Elkington and Julia Hailes
2. "Green to Gold: How Smart Companies Use Environmental Strategy to Innovate, Create Value, and Build Competitive Advantage" by Daniel C. Esty and Andrew S. Winston
3. "The Conscientious Consumer: Promoting Economic Justice Through Fair Trade" by Leslie K. McCall
4. "Why We Buy: The Science of Shopping" by Paco Underhill (while not specifically about green buying behavior, it offers insights into consumer psychology which can be applied to green purchasing decisions)
5. "The Better World Shopping Guide: Every Dollar Makes a Difference" by Ellis Jones.