

Consumer Attitude towards Green Products of Patanjali Ayurved Limited

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Abstract

The accelerated world-wide industrialisation, rapid growth in the economy and the patterns of consumers' consumption and behaviour are the main cause of environmental deterioration. Change in the extreme value of Earth temperature, environment continues to worsen; it has been a public concern in the developed countries and has recently awakened developing countries to the green movement. In this paper authors have studied the "Green Marketing" policies adopted by Patanjali Ayurved Limited in its products. For this purpose a study of 100 respondents from different part of NCR has been selected. A well structured questionnaire is developed to know the response from respondents on ten variables about the products of Patanjali Ayurved Limited. With the help of SPSS 23 various statistical tools such as Mean, SD, Student t-Test, Chi-square Test and Factor Analysis are used to understand the respondents' response. The result from the independent Student t-test showed that there were no significant differences between environmental issues and attitudes on green products. The factor analysis showed that there are three major dimensions of environmental attitudes among respondents.

Key words: Ecology, Environment, Green Products and Consumer Attitude.

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1. INTRODUCTION

Development and conservation professionals are increasingly incorporating conservation products into their portfolio of activities to contribute to bio-diversity conservation and poverty alleviation for the communities that live in high bio-diversity areas. Tremendous progress has been made in involving communities in good conservation practices, developing enterprises that are sustainable and generating income that also promotes bio-diversity conservation.

1.1 Green Marketing: refers to the process of selling products and/or services based on their environmental benefits. Such a product or service may be environmentally friendly in it or produced and/or packaged in an environmentally friendly way. "Green Marketing involves developing and promoting products and services that satisfy customers want and need for Quality, Performance, Affordable Pricing and Convenience without having a detrimental input on the environment.

1.2 Green Products and its Characteristics: The products those are manufactured through green technology and that caused no environmental hazards are called green products. Promotion of green technology and green products is necessary for conservation of natural resources and sustainable development. We can define green products by following measures:

- Products those are originally grown,
- Products those are recyclable, reusable and bio-degradable,
- Products with natural ingredients,
- Products containing recycled contents, non-toxic chemical,
- Products contents under approved chemical,
- Products that do not harm or pollute the environment,
- Products that will not be tested on animals,
- Products that have eco-friendly packaging i.e. reusable, refillable containers etc.

1.3 Present Trends in Green Marketing in India: Organizations are Perceive Environmental marketing as an Opportunity to achieve its objectives. Firms have realized that consumers prefer products that do not harm the natural environment as also the human health. Firms marketing such green products are preferred over the others not doing so and thus develop a competitive advantage, simultaneously meeting their business objectives.

Organizations believe they have a moral obligation to be more socially responsible. This is in keeping with the philosophy of CSR which has been successfully adopted by many business houses to improve their corporate image. Firms in this situation can take two approaches:

- Use the fact that they are environmentally responsible as a marketing tool.
- Become responsible without prompting this fact. Governmental Bodies are forcing Firms to Become More Responsible. In most cases the government forces the firm to adopt policy which protects the interests of the consumers. It does so in following ways:
 - a. Reduce production of harmful goods or by products
 - b. Modify consumer and industry's use and /or consumption of harmful goods; or
 - c. Ensure that all types of consumers have the ability to evaluate the environmental composition of goods.
- b) Competitors' Environmental Activities Pressure Firms to change their Environmental Marketing Activities. In order to get even with competitors claim to being environmentally

friendly, firms change over to green marketing. Result is green marketing percolates entire industry.

- c) Cost Factors Associated With Waste Disposal or Reductions in Material Usage Forces Firms to Modify their Behaviour. With cost cutting becoming part of the strategy of the firms it adopts green marketing in relation to these activities. It may pursue these as follows:
- i. A Firm develops a technology for reducing waste and sells it to other firms.
 - ii. A waste recycling or removal industry develops.

2. LITERATURE REVIEW

Kumar & et. al. (2012) examined that consumers are becoming more ecologically conscious and desirous of purchasing environment friendly products i.e. green products. The present study is an attempt to investigate consumer perception and purchase intention towards green products among youngsters in India. Researchers concluded that the consumers does not have environment concern only, but also have positive and high intentions to buy green products. The study brings out interesting insight that, though consumers were environmentally concerned and ready to pay high yet they were not aware as to what constitutes environmentally friendly products. Hence, marketers need to consider efforts that are required to convert the environment concern into environmental consumption behavior.

Yeng & Yazdanifard (2015) explained that Environmental issue is a sizzling topic nowadays as almost every country's government and society has started to be more aware about these issues. This leads to a trend of green marketing used by the firm as one of the strategies in order to gain profit and protect the environment. This paper will be discussing the green marketing and its sustainability as well as the tools and marketing mix of green marketing. Other than that, the green consumer and branding will be discussed in further in this paper as this will attract more consumers. Lastly, firm will be benefited once green marketing strategy is applied.

Maheshwari, Dr. S. P. (2014) focussed on the success of efforts put by marketers in bringing green brands awareness in consumer's mind. It further reviews consumer behaviour and impact of marketing communication to identify how consumers are persuaded to opt for greener products. It reports the results of a consumer product survey using a questionnaire based on the Dunlap and Van Liere HEP-NEP environmental survey and the Roper Starch World-wide environmental behavior survey. This paper identifies that consumers are not exposed enough to green product marketing communication and suggests the greater use of marketing and brands to promote and sell products that are environmentally friendly and function effectively. The paper suggests that the Indian market for greener products could be exploited more within consumer groups that have pro environmental values.

Kumar & Sharma (2015) aimed to address the consumers' perception and attitude towards green products. For analyzing the behaviour and attitude of the customers', Sikar district of Rajasthan state has been selected. This paper attempts to analyze the various responsible factors which are significant about the selection of the green products and these eco-friendly products have been able to attract the customers in the recent past.

Cherian & Jacob (2012) explained the increasing awareness on the various environmental problems has led a shift in the way consumers go about their life. There has been a change in consumer attitudes towards a green lifestyle. People are actively trying to reduce their impact on

the environment. However, this is not widespread and is still evolving. Organizations and business, however, have seen this change in consumer attitudes and are trying to gain an edge in the competitive market by exploiting the potential in the green market industry. The current study introduces the concept of green marketing and looks into the various ways in which the different consumer attributes are related to the concept of green marketing. A conceptual framework is presented and the information is analyzed on the basis of the framework.

Geetha & Jenifer (2014) studied environment friendly products and green marketing has become a highly attractive subject. Corporates are constantly trying to find the best way to reach the customers with their green message. Customers and businessmen are depending more on environment and have started to pay more attention to the protection of environment. This paper aims to find out the effect of eco-friendly products on consumers buying behaviour. From the interpretation results were derived that there was a positive attitude and behaviour towards eco-friendly products. The green consumerism gains momentum in Coimbatore.

Yusuf & Fatima (2015) observed from the analysis that large population thinks that eco-friendly products are good for the environment and are also healthy for them. Eco-friendly products are good quality and the performances of these are better than the conventional products. These products are easily available in the market with reasonable prices. Authors highlighted that highest brand memory, brand recall, brand that connects with the people, pricing, overall satisfaction in the long life of the product and communication programs designed by the company are the parameters that influence the consumer perception.

Patnaik & Pradhan (2016) intensified to determine the consumer attitude towards green FMCG products. This study furnish the relevant theories, researches and studies that have been stated to expose or detect the impact of green marketing efforts of corporate with reference to FMCG products on the belief of the consumers. Current paper basically pact with the study of green marketing effect on consumer behaviour and discovers the relevant factors leads consumer towards Green FMCG products purchase. We have used both qualitative and quantitative technique for our analysis. To know the attitude of the consumer we have designed a questionnaire using likert scale. We have used SPSS software for analyzing the data. This paper contemplates to craft consciousness within general public. This paper also edifies them to counter these climatic entanglements. Highest pollution in Delhi after Diwali 2016 is the bright example of it. Simply motto of this paper is to give a hand to the green revolution which further helps to counteract the growing health & climatic dilemma.

Crasta & Giridhar (2017) intended to know the green banking practices by private sector banks in the Shimoga city. The study area exhibits almost squat position green practices by the private sector banks. As per the obtained results for the analysis, there exists a very low proportion of awareness about of green banking products among the customers of private sector banks. Very few products like ATM, RTGS/NEFT, Online/Mobile banking are having familiar with the customers. Most of the products like Telephone banking, Green Saving Accounts, Green Checking Accounts, Green Loans, Green Credit Cards, Green Money Market Accounts, Green Mortgages, Remote Deposits and Green CDs are not even having an awareness of at least 10% in each case. This clearly shows an immature green banking solutions rendered by the private banks in the study area.

3. OBJECTIVES OF THE STUDY

These are as follows:

1. To understand Green Marketing; and
2. To Study of Consumer Attitude towards Green Marketing in India adopted especially by Patanjali Ayurved Ltd.

4. HYPOTHESIS OF THE STUDY

These are given hereunder:

1. There is no difference among the residents of NCR towards Green Marketing in India adopted especially by Patanjali Ayurved Ltd.

5. RESEARCH METHODOLOGY

The following points indicates the research methodology:

5.1 Research Design

Research design is both descriptive and analytical.

5.2 Sampling

Purposive random sampling method was followed. A sample of 100 consumers, using Patanjali Ayurved Ltd. eco-friendly products in NCR, was selected among green consumers.

5.3 Source of Data

Primary data was collected through structured questionnaires, with the intention of representing the population properly, the sample is distributed among consumers.

Secondary data is collected through internet, magazines, relevant books, journals, and newspaper.

5.4 Research Study Area

National Capital Region was selected as it is a commercially vibrant and industrially progressed area with a well developed FMCG market also. It is the educational hub of INDIA. With advanced health care centres. The transport and communication system is a well developed here. The public are having good purchasing power and have reasonable educational qualification. They are aware of green products and their benefits. Hence this area was selected as the research study area.

5.5 Research Tools

Likert scale technique, Descriptive statistics (Mean, Standard Deviation, Student t-Test, chi-square test and Factor Analysis are used as research tools.

5.6 Data Analysis

Table No. 1:c One-Sample Statistics

Variables	N	Mean	Std. Deviation	Std. Error Mean
Lesser damage to the environment	100	4.52	.703	.070
Good for health	100	4.51	.759	.076
Environment friendly	100	3.84	1.002	.100
Recyclable / Reusable	100	3.81	.940	.094
Essential for better future	100	4.05	1.175	.118

Made of eco-friendly material	100	3.96	1.053	.105
Lack of awareness about their uses	100	3.10	1.193	.119
Non availability in market	100	3.09	1.334	.133
Over priced	100	3.81	1.285	.128
Beneficial investment in long run	100	3.78	.960	.096

Source: Survey Data Computed

Table No. 1 reveals that the attitudes of respondents in using green products are entirely different. In this research study, the respondents are conscious about using green products and the attitude is high among the respondents. The respondents have significant relationship between the green products attitude with regard to the variables such as: lesser damage to the environment, good for health, essential for better future, it is made of eco-friendly material, environment friendly, Recyclable / Reusable, Over-priced, using green product beneficial investment in long run, Lack of awareness about their uses and Non availability in market.

Table No. 2: One-Sample Student t-Test

Variables	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Lesser damage to the environment	64.274	99	.000	4.520	4.38	4.66
Good for health	59.442	99	.000	4.510	4.36	4.66
Environment friendly	38.315	99	.000	3.840	3.64	4.04
Recyclable / Reusable	40.552	99	.000	3.810	3.62	4.00
Essential for better future	34.459	99	.000	4.050	3.82	4.28
Made of eco-friendly material	37.595	99	.000	3.960	3.75	4.17
Lack of awareness about their uses	25.976	99	.000	3.100	2.86	3.34
Non availability in market	23.163	99	.000	3.090	2.83	3.35
Over priced	29.657	99	.000	3.810	3.56	4.06
Beneficial investment in long run	39.392	99	.000	3.780	3.59	3.97

Source: Computation done on the basis of primary data

Table No. 3: KMO and Bartlett's Test

KMO Measure of Sampling Adequacy	.834
Bartlett's Test of Sphericity	1102.575
Application of Chi-Square	45
Degree of Freedom (df)	.000
Significance	

Source: Survey

The KMO value is very high (0.834). Similarly, Bartlett's Test rejects the null hypothesis that the variables are not related as the approximate chi-square value is 1102.575 at 45 degrees of freedom which is significant at five percent level. Therefore, the factor analysis may be considered as an appropriate technique.

Table No. 4 presented below gives the rotated component matrix table count by using Varimax Method which is used to assign factors that have higher loadings.

Table 4: Key aspects of green products

Sr. No.	Variables	Component		
		1	2	3
1	Environment friendly	.975		
2	Beneficial investment in long run	.974		
3	Made of eco-friendly material	.944		
4	Good for health	.927		
5	Lesser damage to the environment	.907		
6	Recyclable / Reusable	.825		
7	Lack of awareness about their uses		.822	
8	Over priced		.677	
9	Non availability in market			.731
10	Essential for better future			.702

Source: Survey

The finding of the principal component analysis which is used to extract the number of variables by using the eigen value is given in the Table No. 5

Table No. 5: Principal component analysis -Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5.492	54.918	54.918	5.492	54.918	54.918
2	1.402	14.023	68.942	1.402	14.023	68.942
3	1.096	10.962	79.904	1.096	10.962	79.904
4	.862	8.617	88.521			
5	.533	5.331	93.852			
6	.349	3.486	97.338			
7	.146	1.462	98.800			
8	.067	.671	99.472			
9	.031	.315	99.786			
10	.021	.214	100.000			

Extraction Method: Principal Component Analysis.

Source: Survey

The three factors can be extracted which amount to the cumulative percentage of 79.904 percent. Thus, three factors which are keys to determining the opinion of the respondents about green products are extracted from ten aspects. The first factor has six variables with the high factor loading of 0.975 named as 'Environment friendly'. The second factor is the two variables with the high factor loading of 0.822 named as 'Lack of awareness about their uses'. The third and the final factor is again with two variables with the high factor loading of 0.731 named as 'Non availability in market' These three aspects of variables play an important role in determining the consumer attitude of the respondents towards green products.

6. SUGGESTIONS

- Respondents showed attitude in the purchase of green products. Most of the respondents are aware that Green Products are better for future.
- It is suggested that most of the consumer's opinion favour green products, but demand for green products is low. So, Government should educate and make people more aware and use of green products.
- Packaging of Green Products should be more attractive so that more and more consumers purchase the Green Products.
- The consumers are willing to buy the green products, but the price and sometimes lack of awareness of green products consumers buy non-green products, so it is not only Government but marketers should also promote Green Products.

7. CONCLUSIONS

Although consumers (Respondents) are keen to purchase Green products but various business organizations including Patanjali Ayurved Ltd. still reluctant to cater the need of the eco- friendly civilization. We recommend that Patanjali Ayurved Ltd. has follow various schemes in order to reimburse from the environmentally and ecologically approach as green marketing offers business incentives and growth opportunities to business organizations. Though it may be a costly affair in the initial stage, later on it will certainly save money in future. Therefore, in the product packaging strategy, Patanjali Ayurved Limited should identify customer's environmental and ecological needs and develop more Green Products to tackle this issue. Patanjali Ayurved Limited should produce recyclable, bio-degradable, reusable products and make sure that products must meet the environmental hope of customers. It, Green marketing, should not overlook the economic aspect of marketing. Patanjali Ayurved Limited should also know the inferences of green marketing. Researchers believe that customers should not be disturbed on account of environmental issues or will not be asked to pay extra money for products that are more ecology and environmental friendly. It will be a common responsibility of Government, Patanjali Ayurved Limited and Consumers to educate more and more people to adopt eco-friendly products that are Green Products.

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