

A STUDY OF CONSUMER AWARENESS ABOUT GREEN PRODUCTS WITH REFERENCE TO THE CUTLERY INDUSTRY

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Abstract:

All the commodities and things we require nowadays from basic to luxury are readily available. The demand for consumer goods is increasing day by day. And with this, the waste due to these consumer goods is also rising. Most of the product waste ends up in landfills and water bodies, creating a lot of havoc on the environment. Climate change, global warming, and air and water pollution are inevitable outcomes of this. With India's population continuously rising, waste generation in the country is expected to see significant growth in the coming decades. So, in long term, there is a great need for sustainable consumption to protect our planet and environment. And for sustainable consumption, environmentally safe products are required. Such products are known as green products. Green products are products that are organic, ecological, recyclable, and energy-saving. These products are less harmful to the environment. These products neither create pollution nor deplete natural resources; moreover, these products can also be recycled. Many new brands and companies nowadays can be seen that are manufacturing and promoting such eco-friendly products and taking initiative toward the betterment of the planet. But the ultimate user of such products is the consumer. So, it is important to know how the consumer perceives green products. This research article aims to understand whether consumers are aware of green products or not. For any company to market its green product, it is important to understand the consumer's perception of the green product, their motivation behind buying the green product, and the elements that influence their buying decisions. All this would help the companies to understand the consumer and make a marketing strategy accordingly.

Keywords: *Green Marketing, Consumer Awareness, Plastic Waste, Green Products, Cutlery Industry.*

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Introduction:

Green marketing is becoming increasingly important in the cutlery industry due to the growing concern over the impact of plastic waste on the environment. Single-use plastic cutlery is a major contributor to plastic pollution

in oceans and landfills, and its disposal has become a serious environmental issue. The significance of green marketing in the cutlery industry lies in its potential to reduce the negative impact of plastic cutlery on the environment. Green marketing promotes the use of eco-



friendly cutlery products made from sustainable materials such as bamboo, recycled plastic, and stainless steel. These materials are biodegradable, compostable, and recyclable, reducing the amount of plastic waste that ends up in landfills and oceans.

Green marketing also promotes the use of sustainable production practices in the cutlery industry. This includes the use of renewable energy sources, reducing water usage, and minimizing waste. Sustainable production practices not only reduce the environmental impact of the cutlery industry but also promote a more sustainable and ethical supply chain. The impact of green marketing on the environment can be significant. By promoting the use of eco-friendly cutlery products and sustainable production practices, green marketing can reduce carbon emissions, conserve natural resources, and protect wildlife habitats. It can also help to raise awareness among consumers about the impact of their purchasing decisions on the environment, encouraging them to make more sustainable choices.

Furthermore, green marketing can also create a competitive advantage for companies in the cutlery industry. Consumers are increasingly interested in eco-friendly and sustainable products, and companies that prioritize sustainability can attract these consumers and gain a loyal customer base.

In summary, the significance of green marketing in the cutlery industry lies in its potential to reduce the environmental impact of plastic cutlery and promote sustainable production practices. By creating awareness and encouraging the use of eco-friendly and sustainable products, green marketing can help to protect the environment and create a more sustainable and ethical supply chain.

Consumer awareness about green marketing:

Consumer awareness about green marketing in the cutlery industry is becoming increasingly important as people are more conscious of their environmental impact. Green marketing refers to the marketing of

products or services that are environmentally friendly or sustainable.

In the cutlery industry, consumers are looking for products that are made from sustainable materials such as bamboo, recycled plastic, or stainless steel. They are also interested in products that are free from harmful chemicals and are produced in an ethical and environmentally conscious manner. One of the main drivers of consumer awareness about green marketing in the cutlery industry is the growing concern over the impact of plastic waste on the environment. Many consumers are choosing to switch to reusable cutlery made from sustainable materials to reduce their use of single-use plastic cutlery.

Consumers are also becoming more aware of the impact that their purchases have on the environment and are choosing products that have a lower carbon footprint. This means that they are looking for products that are produced in a way that is energy-efficient and that uses renewable energy sources.

To meet the growing demand for sustainable cutlery products, many companies in the cutlery industry are incorporating green marketing into their marketing strategies. They are using eco-friendly packaging, highlighting the sustainable materials used in their products, and promoting their commitment to ethical and sustainable production practices. In addition to marketing their products as eco-friendly, companies in the cutlery industry are also investing in sustainable production practices. This includes using renewable energy sources, reducing water usage, and minimizing waste.

Overall, consumer awareness about green marketing in the cutlery industry is a positive trend that is driving companies to adopt more sustainable practices. As more consumers demand eco-friendly products, companies that prioritize sustainability will be well-positioned to succeed in the market.



Green Marketing Strategies in the Cutlery Indus:

Green marketing strategies are increasingly being adopted by companies in the cutlery industry to meet the growing demand for sustainable products and to promote their commitment to environmental sustainability. Here are some examples of green marketing strategies that companies in the cutlery industry are using:

- ✓ Use of Eco-Friendly Packaging: Companies in the cutlery industry are using eco-friendly packaging to reduce their environmental impact. This includes using packaging made from recycled materials or biodegradable materials and reducing the amount of packaging used overall.
- ✓ Highlighting Sustainable Materials: Many companies in the cutlery industry are highlighting the use of sustainable materials in their products such as bamboo, recycled plastic, and stainless steel. This helps to promote the use of eco-friendly materials and raises awareness among consumers about the importance of sustainable sourcing.
- ✓ Ethical Production Practices: Companies in the cutlery industry are promoting ethical production practices such as fair labor practices and minimizing waste. This helps to create a more sustainable and ethical supply chain and appeals to consumers who are concerned about the impact of their purchasing decisions on the environment and society.
- ✓ Collaborations with Environmental Organizations: Some companies in the cutlery industry are collaborating with environmental organizations to promote sustainability and raise awareness about environmental issues. This can include partnerships with non-profit organizations or environmental campaigns to promote sustainable practices.
- ✓ Certification of Sustainability Standards: Many companies in the cutlery industry are obtaining certification for sustainability standards such as the Forest Stewardship Council (FSC) or the Rainforest Alliance. This helps to ensure that products are

sourced sustainably and meet certain environmental standards.

- ✓ Digital Marketing: Companies in the cutlery industry are using digital marketing to promote their eco-friendly products and sustainable practices. This includes social media marketing, email marketing, and online advertising.

Overall, green marketing strategies are an important tool for companies in the cutlery industry to promote their commitment to environmental sustainability and to meet the growing demand for sustainable products. By highlighting sustainable materials, ethical production practices, and eco-friendly packaging, companies can create a competitive advantage and appeal to consumers who are concerned about the impact of their purchasing decisions on the environment.

Literature Review:

Bhatia 2014 found that Indian consumers are aware of environmental issues and green marketing practices and products. The work in this research paper focuses on consumers' perceptions and preferences towards green marketing practices and products. The data is collected through the survey method using a structured questionnaire. Based on the result of the regression analysis, green values, awareness of green products and practices, and perception of marketing companies' commitment to green marketing positively influence consumer decisions to buy and favor green products. It can be elevated to multiple datasets from multiple locations and regions. **Cherian 2012** Several studies have also shown that individuals tend to perceive green products negatively since, in their opinion, there is a clear trade-off between their effects on the environment and the brand's functional performance. Green marketing is, therefore, necessary, as is a change in customer behavior and attitude towards more environmentally friendly lifestyles. Companies are attempting to repackage their products into more environmentally friendly products to get an advantage in the green market



industry. Consumer attitudes towards living sustainably have changed, and firms and organizations are working to gain an advantage in a cutthroat market by tapping into the possibilities of the green market sector. **Jain 2004** Environmental awareness is a global phenomenon, and firms are addressing environmental issues by implementing green marketing techniques. To determine the level of environmental awareness, attitudes, and behavior that consumers in India exhibit, a field survey was done. The study has significance for both the government and non-governmental organizations that are active in the country's green product and idea marketing. **Govender 2016** This study was conducted in South Africa indicates that consumers are aware of environmental issues, and aspects of the green marketing mix, particularly green marketing, have been demonstrated to increase consumer awareness and promote desirable changes in behaviour. These results

Findings:

imply that the general public is aware of green marketing and is open to it. The respondents preferred green items to conventional alternatives, although they were price-conscious, which had an impact on their choices. It is advised that this study be reproduced on a larger scale because it has geographical limitations. It is also advised to research psychographics as this could inform segmentation and targeting choices.

Research Methodology:

Data collection: A questionnaire with simple and significant questions was created and distributed to the sample in order to acquire the primary data needed for the study.

Sample Technique: This study was conducted with responses from 152 respondents across various age groups.

Area of study: The samples were from different parts of Punjab and were chosen at random.

Table 1: Demographic Profile

	Particulars	Frequency	Percent
Age	less than 25 years	24	15.8
	25 - 40 years	104	68.4
	40 - 55 years	16	10.5
	more than 55 years	8	5.3
Total		152	100.0
Gender	Male	64	42.1
	Female	88	57.9
Total		152	100.0
Education Level	Undergraduate	32	21.1
	Postgraduate	120	78.9
Total		152	100.0

The table represents the demographic profile of a certain population, which is broken down into three categories: Age, Gender, and Education Level. The table shows the frequency and percentage of individuals in each category.

The Age category is divided into four subcategories: less than 25 years, 25-40 years, 40-55 years, and more than 55 years. The table shows that the majority of the

population falls in the age range of 25-40 years (104 individuals), while the smallest group is the more than 55 years age group (8 individuals).

The Gender category is divided into two subcategories: Male and Female. The table shows that the majority of the population is Female (88 individuals), while the remaining 64 individuals are Male.

The Education Level category is divided into two



subcategories: Undergraduate and Postgraduate. The table shows that the majority of the population is Postgraduate (120 individuals), while the remaining 32 individuals have an Undergraduate level of education.

Overall, the table provides a quick snapshot of the demographic profile of the population being studied. This information can be useful for understanding the characteristics of the population and for making informed decisions based on the demographics of the group.

Awareness of Green Products

		Gender		Total
		Male	Female	
Are you aware of green products?	Yes	56 (36.8%)	88 (57.9%)	144 (94.7%)
	No	8 (5.3%)	0 (0.0%)	8 (5.3%)
Total		64 (42.1%)	88 (57.9%)	152 (100.0%)

According to the table, out of the 64 male participants, 56 (or 36.8% of the total sample) responded "Yes" to the question, indicating that they are aware of green products. On the other hand, out of the 88 female participants, 88 (or 57.9% of the total sample) responded "Yes" to the question, indicating a higher awareness of green products among female participants. Overall, 144 participants (or 94.7% of the total sample) responded "Yes" to the question, indicating a high level of awareness of green products among the study population.

In terms of those who responded "No" to the question,

only 8 male participants (or 5.3% of the total sample) indicated that they were not aware of green products. Interestingly, none of the female participants responded "No" to the question. This could indicate a higher level of awareness or interest in green products among female participants.

In summary, the table shows that a high percentage of the study population is aware of green products, with a higher level of awareness among female participants. The data can be useful for businesses and organizations looking to target their green products to specific demographics or for developing marketing strategies that appeal to environmentally conscious consumers.

Source of Knowledge About Green Products

		Gender		Total
		Male	Female	
From where you came to know about green products?	Friends/Family	40 (26.3%)	16 (10.5%)	56 (36.8%)
	Advertisements	16 (10.5%)	8 (5.3%)	24 (15.8%)
	Blogs	0 (0.0%)	8 (5.3%)	8 (5.3%)
	Social Media	0 (0.0%)	56 (36.8%)	56 (36.8%)
	Newspaper/Magazines	8 (5.3%)	0 (0.0%)	8 (5.3%)
Total		64	88	152

	(42.1%)	(57.9%)	(100.0%)
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According to the table, out of the 64 male participants, the majority (40 individuals, or 26.3% of the total sample) reported that they learned about green products from friends or family, while 16 individuals (or 10.5% of the total sample) learned about green products through advertisements. In contrast, out of the 88 female participants, the majority (56 individuals, or 36.8% of the total sample) learned about green products through social media, while 16 individuals (or 10.5% of the total sample) learned about green products from friends or family.

Overall, the table shows that social media is the most popular source of knowledge about green products among the study population, with 56 participants (or 36.8% of the total sample) indicating that they learned about green products from this source. This is followed by friends or family (56 participants, or 36.8% of the

total sample), and advertisements (24 participants, or 15.8% of the total sample).

Interestingly, none of the male participants reported learning about green products through blogs or social media, while 8 female participants (or 5.3% of the total sample) reported learning about green products through blogs. This could indicate differences in the preferred sources of information or how different genders consume information about green products.

In summary, the table shows that social media and word-of-mouth through friends and family are the most common sources of knowledge about green products among the study population, with social media being particularly popular among female participants. The data can be useful for businesses and organizations looking to target their green products to specific demographics or for developing marketing strategies that appeal to environmentally conscious consumers.

Have You Bought Any Green Products Recently?

		Gender		Total
		Male	Female	
Have you bought any green products recently?	Yes	56 (36.8%)	88 (57.9%)	144 (94.7%)
	No	8 (5.3%)	0 (0.0%)	8 (5.3%)
Total		64 (42.1%)	88 (57.9%)	152 (100.0%)

The table provides information about the responses of a group of people, divided by gender, to the question "Have you bought any green products recently?" The data is presented in the form of a contingency table, which allows us to analyze the relationship between the two variables (gender and purchase of green products) by looking at the frequencies and percentages. Firstly, we can see that the total sample size is 152, consisting of 64 males and 88 females. The percentages in parentheses show the proportion of each gender in the sample, with

females making up 57.9% of the total and males making up 42.1%.

Of the total sample, 144 people responded "Yes" to the question, indicating that they had bought green products recently. Of these 144, 56 were male and 88 were female. The percentages in parentheses show the proportion of each gender that answered "Yes," with females having a much higher percentage (57.9%) than males (36.8%). This suggests that females are more likely to buy green products than males. On the other hand, only 8 people



(5.3% of the total) responded "No" to the question, indicating that they had not bought any green products recently. Interestingly, all of the people who responded "No" were male, with no female respondents indicating that they had not bought green products. However, this group is too small to draw any firm conclusions about gender differences in green purchasing behavior.

In summary, the table suggests that a higher proportion of females than males in the sample had bought green products recently, with no female respondents indicating that they had not bought any. However, the sample size is limited, and it is possible that these patterns may not generalize to the broader population.

Types of Green Products Recently Bought

Particulars	Gender		Total
	Male	Female	
Biodegradable Cutlery	0 (0.0%)	24 (15.8%)	24 (15.8%)
Sustainable Technology Devices	8 (5.3%)	8 (5.3%)	16 (10.5%)
Reusable Carry Bags	32 (21.1%)	16 (10.5%)	48 (31.6%)
Beauty and Personal Care	8 (5.3%)	24 (15.8%)	32 (21.1%)
Eco-Friendly Apparels	8 (5.3%)	8 (5.3%)	16 (10.5%)
Sustainable Home and Kitchen Supplies	8 (5.3%)	8 (5.3%)	16 (10.5%)
Total	64 (42.1%)	88 (57.9%)	152 (100.0%)

The table provides information about the types of green products recently bought by a group of people, divided by gender. The data is presented in the form of a contingency table, which allows us to analyze the relationship between the two variables (gender and types of green products bought) by looking at the frequencies and percentages.

Firstly, we can see that the total sample size is 152, consisting of 64 males and 88 females. The percentages in parentheses show the proportion of each gender in the sample, with females making up 57.9% of the total and males making up 42.1%. The table shows the frequency and percentage of each type of green product bought by each gender. Looking at the first row, we can see that biodegradable cutlery was not bought by any of the male respondents, but was bought by 24 of the female respondents (15.8%). This suggests that biodegradable

cutlery is a more popular green product among females than males. In the second row, we can see that sustainable technology devices were bought by 8 male and 8 female respondents (5.3% each), making up a total of 16 respondents (10.5%). This suggests that sustainable technology devices are equally popular among both genders. The third row shows that reusable carry bags were bought by 32 male and 16 female respondents (21.1% and 10.5% respectively), making up a total of 48 respondents (31.6%). This suggests that reusable carry bags are more popular among males than females. The fourth row shows that beauty and personal care products were bought by 8 male and 24 female respondents (5.3% and 15.8% respectively), making up a total of 32 respondents (21.1%). This suggests that beauty and personal care products are more popular among females than males. The fifth and sixth rows show that eco-



friendly apparels and sustainable home and kitchen supplies were equally popular among both genders, with 8 male and 8 female respondents buying each type of product (5.3% each).

In summary, the table provides information about the types of green products recently bought by males and females and suggests that there are some gender differences in the types of products that are more popular among each gender. However, it is important to note that the sample size is limited and may not generalize to the broader population.

Conclusion and Suggestions:

The cutlery industry is increasingly adopting green marketing strategies to meet the growing demand for sustainable and eco-friendly products. These strategies include the use of sustainable materials, ethical production practices, eco-friendly packaging, collaborations with environmental organizations, certification of sustainability standards, and digital marketing. The impact of plastic waste on the environment is a major driver of consumer demand for eco-friendly cutlery products. By reducing plastic waste, using sustainable materials, and promoting ethical production practices, companies in the cutlery industry can help to protect the environment and create a more sustainable and ethical supply chain.

However, increasing consumer awareness about green products is also important to drive demand for eco-friendly cutlery products. Consumer education is crucial in informing consumers about the negative impact of plastic waste on the environment and the benefits of choosing eco-friendly products. Companies in the cutlery industry need to invest in consumer education initiatives such as advertising, educational campaigns, and sustainability reports. These initiatives can help to raise awareness and promote sustainable consumption among consumers.

Additionally, government policies can play a role in promoting green marketing and reducing plastic waste.

Governments can impose taxes on plastic products, provide incentives for sustainable production practices, and promote environmental education programs. These policies can create a supportive environment for green marketing and encourage companies to adopt more sustainable practices.

In conclusion, green marketing in the cutlery industry has the potential to reduce plastic waste and promote sustainability. Increasing consumer awareness and government support can help to drive demand for eco-friendly cutlery products and create a more sustainable future.

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Cite This Article:

* **Dr. Bansal M. & ** Ms. Garg S., (2023).** A Study of Consumer Awareness about Green Products with Reference to the Cutlery Industry, *Electronic International Interdisciplinary Research Journal*, XII, Issues – V, Sept -Oct, 2023,22-30.