Chapter VI

CHAPTER - VI

RETAILERS PERCEPTION TOWARDS GREEN PRODUCTS

India is known as the 'nation of shops', and next to agriculture, retailing is the second largest employer in India. The retail industry in India has been emerging as one of the largest sector and booming the country's economy. More recently, technological, cultural and economic changes have shifted the balance of power to retailers, according to Sullivan and Adcock. Retail marketing deals with identifying and meeting human and social needs, with the task of creating promotion and delivering goods and services to retail consumers. The Indian retail sector is a combination of structured and unstructured markets which comprises of supermarkets, departmental stores, specialty stores and general shops. In the modern era of globalization, it has become a challenge to keep the manufacturers as well as consumers in fold and keep our natural environment safe, which has been the biggest need of the time, to develop the practices for sustainability in the retail sector. Consumer tastes and preferences can change rapidly and greatly affect demand for retail items. Fashion fads and product life cycles can be unpredictable and companies may struggle to make merchandising decisions based on future trends. Forecasting error can result in excess merchandise or out-of-stocks and missed opportunity.

This chapter intends to identify the following objectives:

- The business profile of the retailers
- Retailers opinion towards consumers' preference and buying behaviour of eco friendly products
- Problems faced by the retailers in selling green products
- Opinion of retailers towards eco-friendly products
- Retailers' expectation from the company

Primary data have been collected from 100 retailers in Coimbatore city dealing with select five product categories viz., solar products, durables, non-durables, organic food products and stationery products. Data have been analysed by using Percentage analysis, Descriptive statistics, ANOVA, t-Test, Mean rank analysis and Kendall's coefficient of concordance.

6.1 BUSINESS PROFILE OF RETAILERS

Information about the retailers' business profile namely, type of retail shop, nature of products sold, period of trading green products and monthly turnover of the shop have been shown in the table 6.1.

Table 6.1 - Business Profile of Retailers

		No. of respondents	**Per cent**
Age	20-30 yrs	24	24.0
	31-40 yrs	**41**	**41.0**
	41-50 yrs	30	30.0
	Above 50 yrs	5	5.0
Type of retail shop	Simple retail shop	**57**	**57.0**
	Departmental stores	12	12.0
	Speciality shop	31	31.0
Nature of products sold	Only green products	47	47.0
	Both green and other products	**53**	**53.0**
Period of trading in green products	Less than 1 yr	13	13.0
	1 -3 yrs	**49**	**49.0**
	4 -5 yrs	24	24.0
	Above 5 yrs	14	14.0
Monthly turnover	Less than Rs.50,000	32	32.0
	Rs.50,001- Rs.1,00,000	18	18.0
	Rs.1,00,000 – 1,50,000	17	17.0
	Above Rs.1,50,000	**33**	**33.0**
	Total	**100**	**100.0**

(Source: Computed)

It has been noted from the table 6.1 that 41 per cent of the retailers belong to the age group of 31- 40 years, 30 per cent of them are in the age group of 41 – 50 years, 24 per cent of them have been 20-30 years of age and 5 per cent of the respondents are above 50 years. It is inferred that most of the retailers are in the age group of 31 – 40 years.

57 per cent of the respondents have simple retail shops, 31 per cent of them owns speciality shops and 12 per cent of them are the owners departmental stores. Hence, majority of the respondents have simple retail shops.

53 per cent of the respondents sell both green and other products in their shop and 47 per cent of them deal with only green products. It is noted that majority of the retailers sell both green and other products in their retail shop.

49 per cent of the retailers have been carrying on their business from 1 – 3 years, 24 per cent of them have been carrying on their business for 4 – 5 years, 14 per cent of the retailers for more than 5 years and 13 per cent of them have been doing their business for less than 1 year. Hence, most of the retailers have been carrying on their business from 1 – 3 years.

33 per cent of the retailers have said that the monthly turnover of their shop is above Rs.1,50,000, for 32 per cent of them monthly turnover is less than Rs.50,000, 18 per cent of them have a monthly turnover of Rs.50,000 – Rs.1,00,000 and 17 per cent of them have stated that their monthly turnover has been between Rs.1,00,000 – 1,50,000. It is ascertained that for majority of the retailers' monthly turnover has been above Rs. 1, 50,000.

6.2 BUSINESS DETAILS

6.2.1 TYPE OF ECO-FRIENDLY PRODUCTS SOLD IN RETAIL SHOP

Consumers are becoming more ecologically conscious in their preferences and purchases of eco friendly products. The following table shows the type of eco-friendly products sold by the retailers in their shop.

Table 6.2 Type of Green products sold in their retail shop (*Multiple Response*)

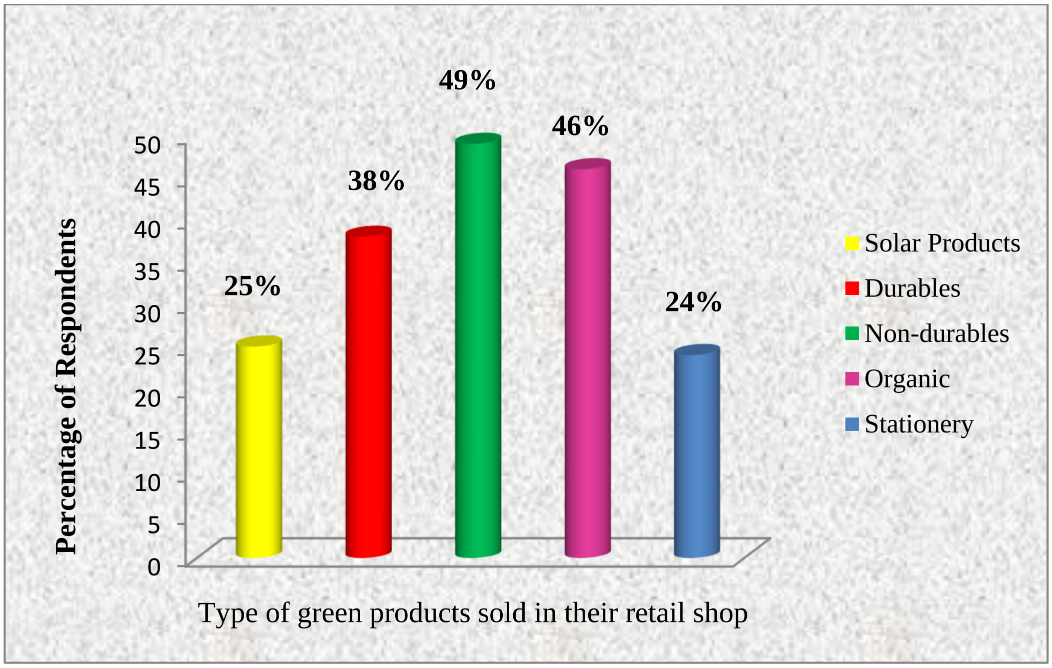
Types of Green products	No. of Respondents	Per cent
Solar Products	25	25.0
Durables	38	38.0
Non-durables	**49**	**49.0**
Organic	46	46.0
Stationery	24	24.0

(Source: Computed)

It is noted from table 6.2 that 49 per cent of the respondents sell non-durables viz., beauty, health and personal care products, 46 per cent of them sell organic products, 38 per cent of the respondents sell durables viz., energy saving home appliances, 25 per cent of them sell solar products and 24 per cent of the respondents sell stationery items. Hence, it is seen that most of the retailers sell 'non-durables' because of demand for the same.

Types of green products sold by the respondents have been pictographically depicted in the chart 6.1.

Chart 6.1 - Types of Green products sold in the retail shop



6.2.2 SOURCE OF INFORMATION

Table 6.3 lists the sources through which retailer's gather information about green products.

Table 6.3 – Source of information about green products (*Multiple Response)*

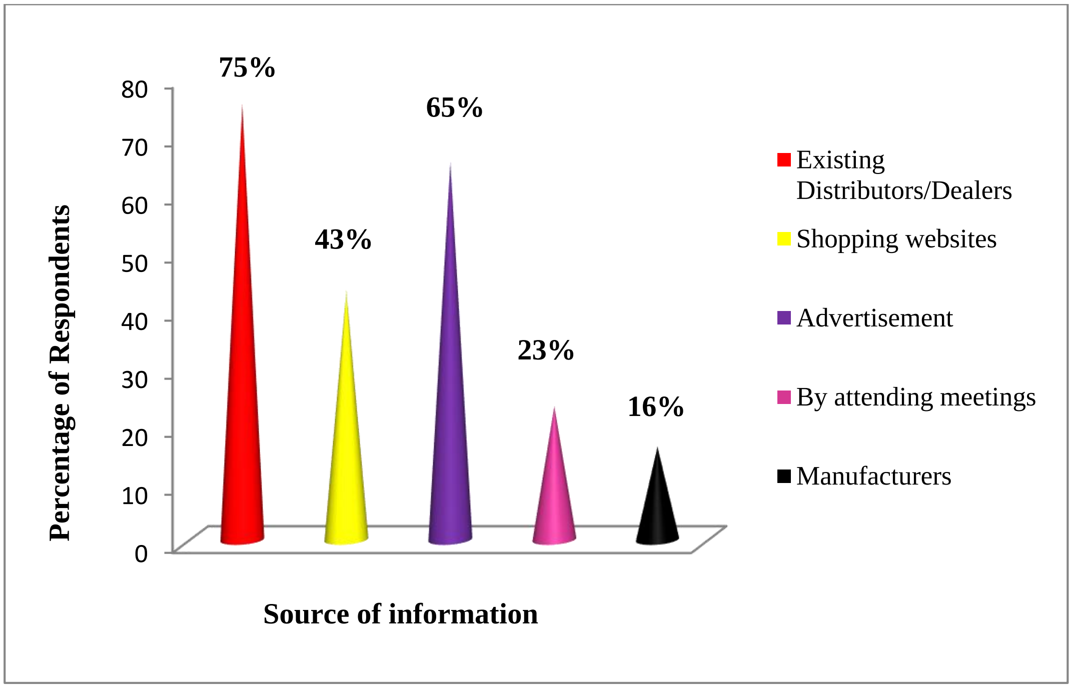
Source of information	No. of Respondents	Per cent
Existing Distributors/Dealers	**75**	**75.0**
Shopping websites	43	43.0
Advertisement	65	65.0
By attending meetings	23	23.0
Manufacturers	16	16.0

(Source: Computed)

It is inferred from the table 6.3 that 75 per cent of the retailers have gathered information about green products from 'existing distributors / dealers', 65 per cent of them get information through 'advertisement' and 43 per cent of the respondents gain information from 'shopping websites', 23 per cent of them collect information by 'attending meetings' and 16 per cent of the respondents gather information directly from 'manufacturers'. Hence, it is found that most of the respondents gather information about green products from 'existing distributors / dealers'.

Source of information for the respondents to sell green products are graphically represented in chart 6.2.

Chart 6.2 - Source of information



6.2.3 FACTORS THAT INFLUENCED THE RETAILERS TO SELL ECO-FRIENDLY PRODUCTS

Descriptive statistics namely mean and standard deviation have been applied to find out the factors which influenced the retailers to choose eco-friendly products for sale in their shop.

Table 6.4 Factors which influenced the retailers to sell green products in business

Factors	N	Minimum	Maximum	Mean	S.D
Own interest	100	3	5	**4.75**	.457
To earn more profit	100	2	5	4.40	.752
To provide varieties	100	2	5	4.32	.802
Protect the environment	100	2	5	4.59	.587
To overcome competition	100	1	5	4.28	.888
Reduce health issues	100	3	5	4.54	.610
Retain/satisfy the customers	100	2	5	4.54	.610
Better business opportunity	100	1	5	4.25	.868
High demand	100	1	5	4.24	.854
Good product quality	100	3	5	4.50	.577

(Source: Computed)

On a five point scale the factors that influenced the retailers to include green products in their business have been assigned ratings by the respondents ranging from 1 to 5, where 1 represents strongly disagree, 2 represents disagree, 3 represents neutral, 4 represents agree and 5 represents strongly agree.

From the mean ratings computed based upon the response of the retailers it is evident that most of the retailers have ***strongly agreed*** that because of ‘own interest’ (mean 4.75) only they have included eco friendly products for sale in their business, followed by ‘protect the environment’ (mean 4.59), ‘reduce health issues’ (mean 4.54), ‘retain /satisfy the consumers’ (mean 4.54) and ‘good product quality’ (mean 4.50). Most of the retailers have ***agreed*** that they include eco friendly products in business ‘to earn more profit’ (mean 4.40), followed by ‘to provide varieties’ (mean 4.32), ‘to overcome the competition’ (mean 4.28), ‘better business opportunity’ (mean 4.25) and ‘high demand’ (mean 4.24). Similar results has been identified in the study by Suganya and Aravinth (2015).

To know whether there has been significant variation among the respondents in the level of agreeability on the ‘factors that influenced them to include eco friendly products in their business’, ANOVA has been applied and tested. The agrreability score has been identified by adding the ratings given by the retailers for the factors influenced them to sell green products.

H_0: “There has been no significant difference in the agreeability scores of the factors that influenced the retailers to include green products in their business, when they have been classified based upon the age, type of retail shop, period of trading in green products and monthly turnover’.

The null hypothesis has been tested for each of the business related factors separately and is presented in the following table.

Table 6.5 Agreeability scores Vs. Business profile

		Agreeability scores			**Table Value**	**F**	**Sig.**
		Mean	**S.D**	**No.**			
Age	20-30 yrs	**45.25**	4.37	24	2.699	1.427	**Ns**
	31-40 yrs	44.73	3.61	41			
	41-50 yrs	43.30	3.39	30			
	Above 50 yrs	44.40	1.82	5			
Type of retail shop	Simple retail shop	43.96	4.11	57	3.090	.970	**Ns**
	Departmental stores	44.83	2.66	12			
	Speciality shop	**45.06**	3.23	31			

		Agreeability scores			Table Value	F	Sig.
		Mean	S.D	No.			
Period of trading in green products	Less than 1 yr	43.98	3.69	13	2.699	1.235	**Ns**
	1 -3 yrs	**46.15**	3.97	49			
	4-5 yrs	44.54	3.16	24			
	Above 5 yrs	44.07	3.52	14			
Monthly turnover	Less than Rs.50000	43.78	3.83	32	2.699	1.694	**Ns**
	Rs.50001- Rs.100000	42.88	3.75	18			
	Rs.1,00,000 – 1,50,000	44.94	3.95	17			
	Above Rs.1,50,000	**45.03**	3.31	33			
Total		**44.41**	**3.71**	**100**			

(Source: Computed NS – Not significant)

There has been no significant difference among the respondents classified based on their age in the agreeability scores on factors which influenced them to sell green products in their business. Hence, the null hypothesis has been accepted.

A high mean score of 45.06 has been found for the respondents who are running speciality shops. A low mean score of 43.96 has been identified for the respondents who are running simple retail shop. With the F-ratio value it has been noted that there is no significant difference in the agreeability scores on the factors that influenced the respondents to sell green products in their business, when they have been classified based on type of retail shop. Hence, the null hypothesis is accepted.

Agreeability score is found to be low for the retailers those who are trading eco friendly products for the period of less than 1 year (mean score 43.98) and a high mean score of 46.15 has been found for the respondents who are trading in green products for a period of 1–3 years. With the F-ratio value it has been concluded that there is no significant difference in the agreeability scores on factors influenced the respondents to sell green products, when they have been classified based on period of trading green products. Thus, the null hypothesis has been accepted with respect to the factor ‘period of trading in green products’.

The respondents whose monthly turnover of the shop is above Rs.1,50,000 have a high mean score of 45.03 and a low mean score of 42.88 is found for the respondents’ whose monthly turnover ranges between Rs.50,001 – Rs.1,00,000. The F-ratio value has revealed that there is no significant difference in the agreeability scores on factors influenced the respondents to sell green products, when they have been classified based on monthly turnover of the shop, thereby, the null hypothesis has been accepted.

The overall results of ANOVA has shown that the agreeability scores on factors that influenced the retailers to sell eco friendly products have not varied significantly, when they have been classified based upon the age, type of retail shop, period of trading green products and monthly turnover. Hence, the null hypothesis has been accepted.

To study the variations in the agreeability scores on factors influenced the retailers to sell green products, when the respondents have been categorised into two groups, t-Test has been applied. The agreeability scores on the factors influenced the respondents to sell green products have been averaged and the mean scores have been used as dependent variable for t-Test and the independent variable considered has been the 'nature of products sold'.

H_0: "There has been no significant difference in the agreeability scores on influence scores of the retailers when they have been classified based upon 'nature of products sold'.

Table 6.6 Agreeability scores Vs. Business related variable

<table>
<tr><th colspan="2" rowspan="2"></th><th colspan="3">Agreeability scores</th><th rowspan="2">Table Value</th><th rowspan="2">T</th><th rowspan="2">Sig.</th></tr>
<tr><th>Mean</th><th>S.D</th><th>No.</th></tr>
<tr><td rowspan="3">Nature of products sold</td><td>Only green products</td><td>44.34</td><td>4.03</td><td>53</td><td rowspan="3">1.984</td><td rowspan="3">0.200</td><td rowspan="3">Ns</td></tr>
<tr><td>Both green and other products</td><td>44.49</td><td>3.35</td><td>47</td></tr>
<tr><td>Total</td><td>44.41</td><td>3.71</td><td>100</td></tr>
</table>

(Source: Computed NS – Not Significant)

The t-Test value confirms that there has been no significant difference in the agreeability scores on factors that influenced the respondents when they have been classified based on 'nature of products sold'. Hence, the null hypothesis has been accepted.

6.2.4 SOURCE FOR PURCHASE OF GREEN PRODUCTS

Green products have been purchased by the retailers from different sources. The classification of source for purchase of eco friendly products for sale has been analysed and depicted in the table 6.7.

Table 6.7 - Source for purchase of green products – (*Multiple Response)*

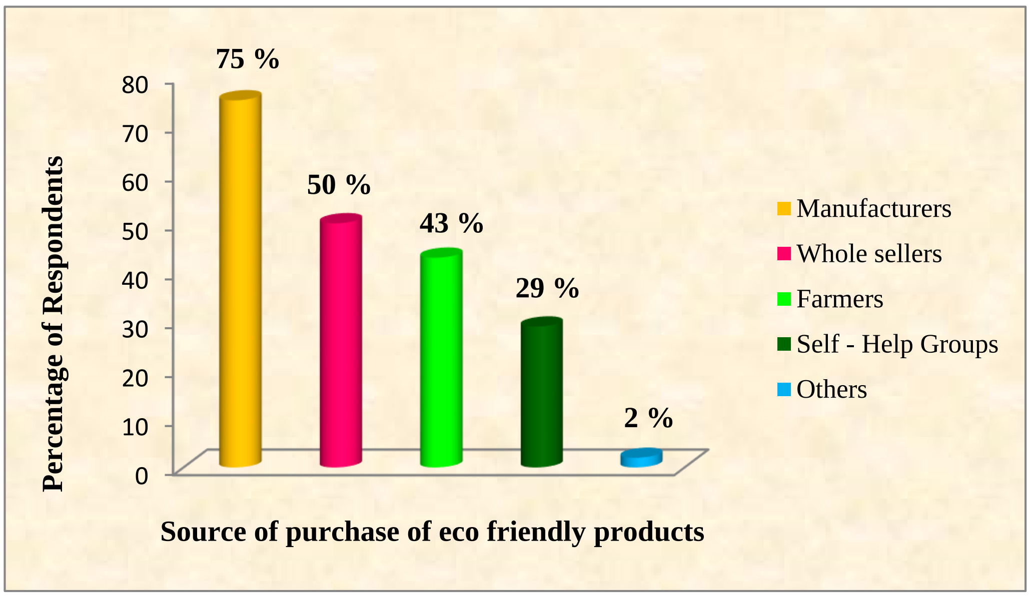
Source	No. of Respondents	Per cent
Manufacturers	**75**	**75.0**
Wholesalers	50	50.0
Farmers	43	43.0
Self - Help Groups	29	29.0
Others	2	2.00

(Source: Computed)

It has been noted from the table 6.7 that out of 100 retailers, 75 per cent of them purchase green products directly from ‘manufacturers’, 50 per cent of them purchase from ‘wholesalers’, 43 per cent of them purchase from ‘farmers’, 29 per cent of the respondents purchase the green products from ‘self – help groups’ and only 2 per cent of them purchase from other sources viz., online and dealers. Hence, three-fourth of the respondents have been purchasing green products directly from ‘manufacturers’.

Source for purchase of green products have been stated by the respondents is shown in the following chart.

Chart 6.3 - Source for purchase of eco friendly products



6.2.5 FREQUENCY OF PLACING ORDER

Table 6.4 shows how frequently the retailers place order to stock the green products for sale.

Table 6.8 - Frequency of placing order for green products – (*Multiple Response)*

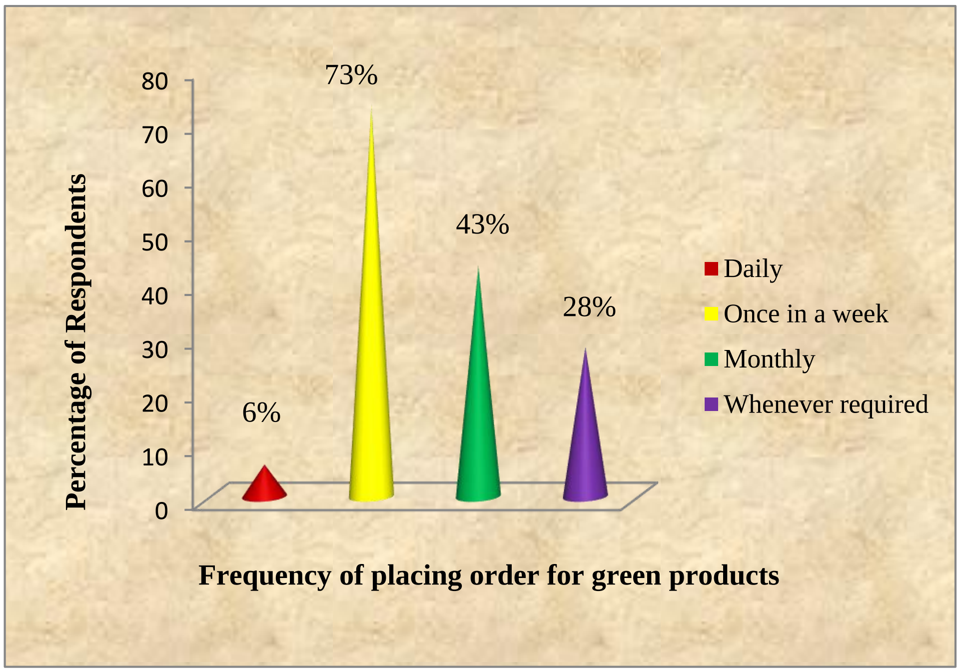
Frequency of placing order	No. of Respondents	Per cent
Daily	6	6.0
Once in a week	**73**	**73.0**
Monthly	43	43.0
Whenever required	28	28.0

(Source: Computed)

From the table 6.8, it is inferred that 73 per cent of the respondents have been placing order for green products once in a week, 43 per cent of them have been placing orders once in a month, 28 per cent of them have been placing the orders whenever required and 6 per cent of them have stated that they have been placing order every day. Hence, most of the respondents have been placing order for green products once in a week.

The following chart shows the frequency of placing order for green products for sale by the respondents.

Chart 6.4 - Frequency of placing order for green products



6.2.6 BASIS FOR STOCKING ECO FRIENDLY PRODUCTS

Table 6.9 has shown the basis on which the decision for stocking has been made by the retailers in their shop.

Table 6.9 Basis for stocking of eco friendly products (*Multiple Response)*

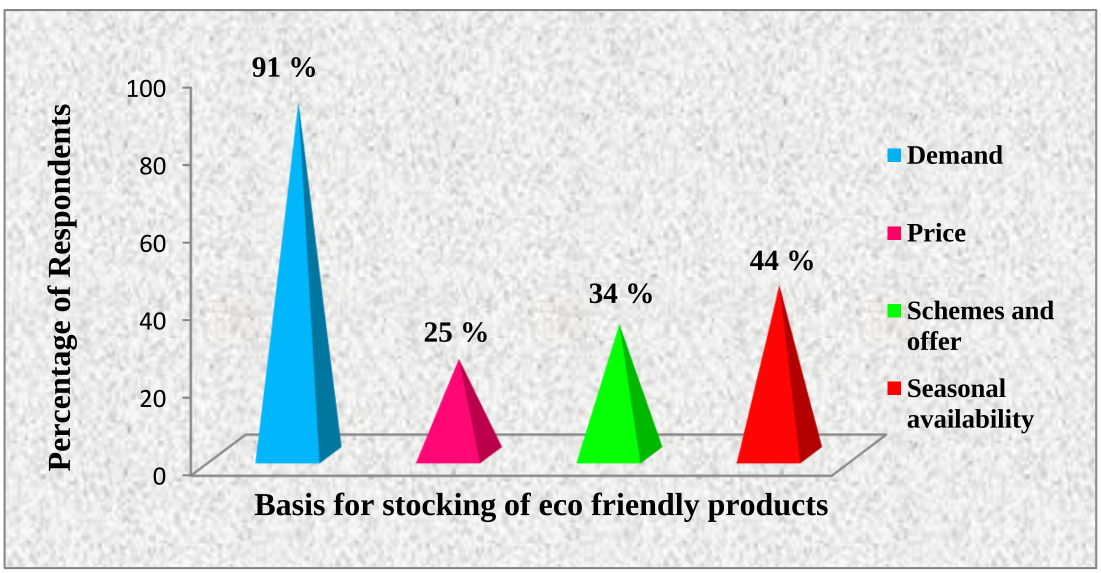
Basis of stocking of eco-frindly products	No. of Respondents	Per cent
Demand	**91**	**91.0**
Price	25	25.0
Schemes and offer	34	34.0
Seasonal availability	44	44.0

(Source: Computed)

It is observed from the table 6.9 that 91 per cent of the retailers decide to stock eco friendly products based on 'demand', 44 per cent of them decide on the basis of 'seasonal availability', 34 per cent of them decide if they get any 'schemes and offers' from manufacturers and 25 per cent of the retailers have said that they decide green products based on if they get the goods at low / discount 'price'. It is found that majority of the retailers decide to stock eco friendly products based on 'demand'.

The following chart shows the basis of stocking of eco friendly products for sale by the retailers'.

Chart 6.5 – Basis for stocking of eco friendly products



6.3 RETAILERS' OPINION ABOUT CUSTOMERS BUYING PATTERN

Customers preference and buying pattern of the eco-friendly products has been a major deciding factor that encourages the retailers to deal with the eco-friendly products. Hence, it is mandatory to identify the consumers' preference and buying pattern to make sure that the best has been delivered to them.

6.3.1 IDENTIFICATION OF ECO-FRIENDLY PRODUCTS BY CUTOMERS

Table 6.10 represents the retailers' opinion about whether their customers specifically identify the eco friendly products while making the purchase.

Table 6.10 – Identification of eco friendly products by the customers

Identification of green products	No. of Respondents	Per cent
Yes	**88**	**88.0**
No	12	12.0
Total	**100**	**100.0**

(Source: Computed)

It is inferred from the table 6.10 that majority (88 per cent) of the retailers have mentioned that their customers identify eco-friendly products at the time of purchase and 12 per cent of them have mentioned that customers do not identify green products specifically. Hence, majority of the respondents have mentioned that their customers specifically identify green products.

6.3.1 (a) Factors which help the customers to identify eco-friendly products

The respondents have been asked to state their opinion towards the factors that help their customers to identify eco-friendly products.

Table 6.11 Factors that help the customers to identify green products (*Multiple Response)*

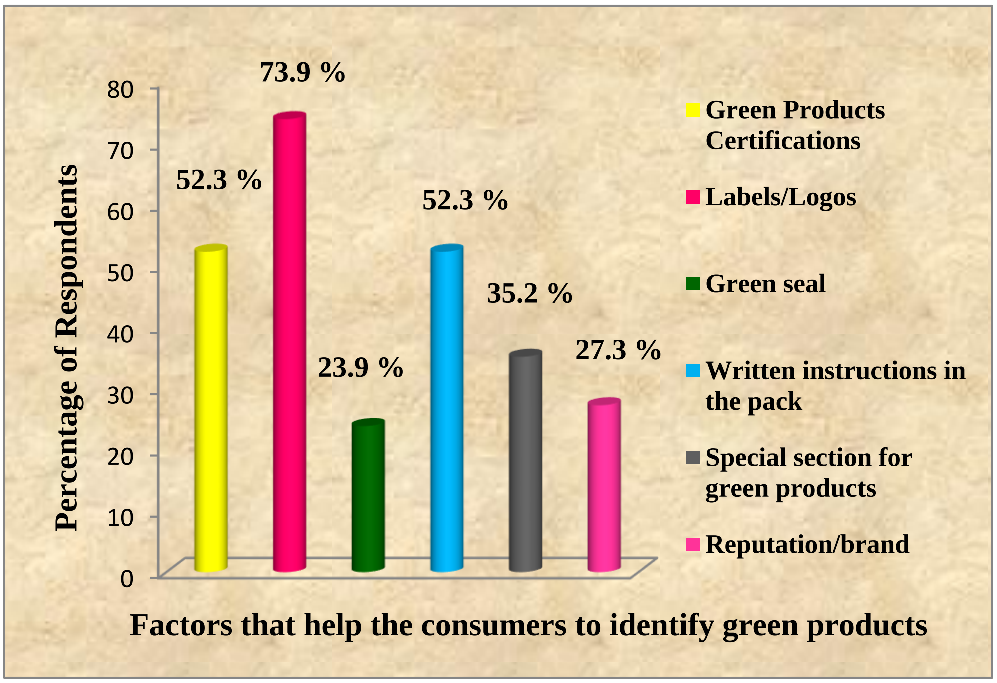
Factors	No. of Respondents	Per cent
Green Products Certifications	46	52.3
Labels/Logos	**65**	**73.9**
Green seal	21	23.9
Written instructions in the pack	46	52.3
Special section for green products	31	35.2
Reputation/brand	24	27.3

(Source: Computed)

From the table 6.11 it is inferred that 73.9 per cent of the respondents have stated that their customers have been identifying green products by their specific 'labels and logos', 52.3 per cent of them said that customers identify eco friendly products by 'green products certifications' and 'written instructions in the pack'. 35.2 per cent of them have stated that customers identify the green products through 'special section for green products', 27.3 per cent of retailers have opined that customers identify the products through 'reputation or brand' and 23.9 per cent of the respondents have said that customers identify the green products through 'green seal'. Hence, most of the retailers have stated that customers identify green products by their specific 'labels and logos'.

The chart 6.6 shows the distribution of retailers based on the identification of green products by the customers.

Chart 6.6 – Factors that help the consumers to identify green products



6.3.2 AGREEABILITY ABOUT THE BASIS OF SELECTION OF GREEN PRODUCTS FOR THE FIRST TIME

The respondents opinion about consumers' level of agreeability about basis of selection of eco friendly products for the first time have been rated based on the given statements**.** A five point rating scale has been used as: strongly disagree – 1, disagree – 2, neutral – 3, agree – 4 and strongly agree – 5. It has been analysed by using the descriptive statistical tools, mean and standard deviation and are presented in table 6.12.

Table 6.12 Agreeability about the basis of selection of green products for the first time

	N	Minimum	Maximum	Mean	S.D
Based on information mentioned in package	100	1	5	4.07	0.84
Based on explanation given by shopkeeper in stores	100	2	5	3.75	0.87
Based on word-of-mouth by friends and relatives	100	2	5	3.83	0.85
Based on information in journals / magazines	100	1	5	4.08	0.98
Based on advertisements in media	100	1	5	3.51	1.08
Based on influence of environmental groups	100	1	5	3.77	1.00
Based on display in shop	100	1	5	3.24	1.13

(Source: Computed)

It has been noted from the table 6.12 that most of the respondents have ***agreed*** that the customers have bought green products for the first time based on 'information in journals / magazines' (mean 4.08), followed by 'information mentioned in the package' (mean 4.07), 'word of mouth information given by friends and relatives' (mean 3.83), 'influence of environmental groups' (mean 3.77), 'explanation given by shopkeepers in stores' (mean 3.75), and 'advertisements in media' (mean 3.51). The respondents have ***neutral*** opinion on 'display in shop' (mean 3.24). Therefore, based on mean rating it has been concluded that most of the respondents have ***agreed*** that the customers have bought green products for the first time based on 'information in journals / magazines'.

6.3.3 COMPARISON OF GREEN PRODUCTS WITH SIMILAR PRODUCTS BY CONSUMERS

The table 6.13 depicts the retailers opinion about whether their customers compare green products with other products at the time of purchase.

Table 6.13 Comparison of green products with similar products by the consumers

Comparison of green products	No. of Respondents	Per cent
Yes	**92**	**92.0**
No	8	8.0
Total	**100**	**100.0**
Aspects which the consumers compare	**No. of Respondents**	**Per cent**
Price	74	80.4
Quality	**83**	**90.2**
Health concern	25	27.2
Design	23	25.0

(Source: Computed)

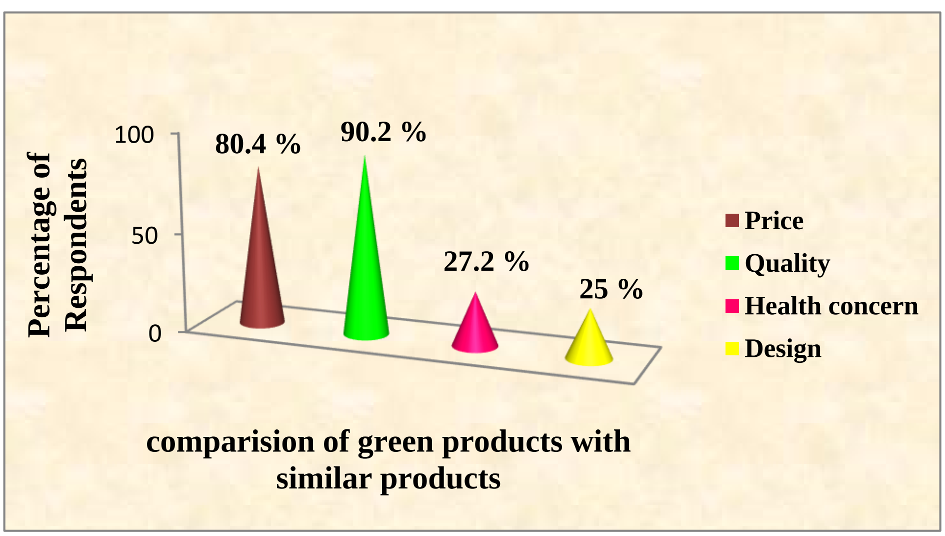
It is inferred from the table 6.13 that majority (92.0 per cent) of the retailers said that consumers compare the green products with similar products at the time of purchase, whereas, 8 per cent of them are of the opinion that their consumers do not compare the green products with other similar products. Hence, majority of the retailers have opined that consumers compare the green products with similar products at the time of purchase.

The table 6.13 also explains the aspects of the products which consumers compare at the time of purchasing green products.

Out of 92 retailers who have said that consumers compare the green products with other similar products, 90.2 per cent of the respondents have opined that consumers mainly compare the ‘quality’ of the green products with other products, 80.4 per cent of them have stated that consumers compare the ‘price’ of green products with other products, 27.2 per cent of the respondents have stated that consumers compare ‘health concern’ feature of the products and 25.0 per cent of them have opined that consumers compare the ‘design’ of green products with other products. Hence, it is concluded that majority of the retailers have opined that consumers compare mainly the ‘quality’ of the green products with other products. Various studies (Anita Makkar et al., 2014, Banu rekha and Gokila 2015) revealed that consumers compare quality of green products with other products.

The chart 6.7 graphically shows the comparision of green products with similar products by the customers.

Chart 6.7 Comparison of Green products with similar products by the consumers



6.3.4 REASONS FOR CONSUMERS BUYING ECO FRIENDLY PRODUCTS

The retailers' level of agreeability on the reasons for buying selected eco friendly products by the consumers has been analysed using the descriptive statistical tools, mean and standard deviation and presented in the table 6.14.

Table – 6.14 Reasons for consumers buying eco friendly products

Reasons	N	Minimum	Maximum	Mean	S.D
Health and Safety	100	3.00	5.00	**4.77**	.468
Good in quality and Reliability	100	2.00	5.00	4.23	.633
Prestige	100	1.00	5.00	3.11	1.053
Satisfaction	100	1.00	5.00	4.02	.864
Energy saving	100	2.00	5.00	3.80	.791
Brand loyalty	100	1.00	5.00	3.49	.989
Sustainability	100	1.00	5.00	3.73	.862
Soil and Water management	100	1.00	5.00	4.09	.842
Current trend and Fashionable	100	1.00	5.00	3.32	1.205
Recommendations by friends	100	1.00	5.00	3.72	1.025
Try anything new in market	100	1.00	5.00	3.43	1.084

(Source: Computed)

A five point rating scale ranging from 1 to 5, where 1 for strongly disagree, 2 for disagree, 3 for neutral, 4 for agree and 5 for strongly agree has been constructed to obtain the opinion of the retailers' level of agreeability on the reasons for buying selected eco friendly products by the consumers. From the mean ratings computed based on the response of the retailers it is evident that most of the retailers have ***strongly agreed*** that 'health and safety' (mean 4.77) is the main reason for the consumers to purchase eco friendly products. Retailers have ***agreed*** that eco friendly products are 'good in quality and reliability' (mean 4.23), followed by 'soil and water management' (mean 4.09), 'satisfaction' (mean 4.02), 'energy saving' (mean 3.80), 'sustainability' (mean 3.73) and 'recommendations by friends' (mean 3.72) are the reasons for buying eco friendly products by the consumers. Retailers have ***neutral*** opinion on 'brand loyalty' (mean 3.49), 'try anything new in market' (mean 3.43), 'current trend and fashionable' (mean 3.32), and 'prestige' (mean 3.11) as the reasons for consumers' buying of eco friendly products. Therefore, based on the high mean rating score it has been concluded that most of the retailers have ***strongly agreed*** that ‘health and safety’ is the main reason for the consumers to purchase selected eco friendly products.

In chapter IV the consumers’ level of agreeability on the reasons for buying select green products has been analysed. Factor analysis technique has been applied and three factors have been identified in the statements relating to the reasons for buying green products namely, **‘Modernistic’, ‘Concern for the environment’** and **‘Health concern’**.

Since, same set of questions have been used to know the retailers opinion about consumers’ reasons for buying eco friendly products and the same factors have been taken for further analysis with out doing factor analysis. These factors have been further analyzed separately with ANOVA.

MODERNISTIC

Modernistic factor consists of five attributes to the reasons for buying green products, namely, **‘current trend and fashionable’, ‘try anything new in the market’, ‘prestige’, ‘recommendations by friends’ and ‘brand loyalty’.**

ANOVA has been used to test whether the scores obtained from retailers for modernistic attitude of the consumers in buying eco friendly products have differed significantly with the following null hypothesis:

H_0: “There has been no significant difference in the modernistic scores of the retailers for the reasons for buying selected eco friendly products by the consumers classified based on age, type of retail shop, period of trading in green products and monthly turnover”.

The null hypothesis has been tested for each of the business profile related variables and modernistic scores separately and is presented in the following table.

Table 6.15 Modernistic Score Vs. Business variables

		Modernistic scores			**Table Value**	**F**	**Sig.**
		Mean	**S.D**	**No.**			
Age	20-30 yrs	17.29	3.97	24	2.699	1.283	**Ns**
	31-40 yrs	16.20	4.21	41			
	41-50 yrs	17.90	3.60	30			
	Above 50 yrs	**18.20**	3.11	5			

		Modernistic scores			Table Value	F	Sig.
		Mean	**S.D**	**No.**			
Type of retail shop	Simple retail shop	16.28	3.99	57	3.090	4.513	*
	Departmental stores	**19.83**	3.61	12			
	Speciality shop	17.45	3.55	31			
Period of trading in green products	Less than 1 yr	15.85	4.90	13	2.699	1.977	**Ns**
	1 -3 yrs	17.12	3.82	49			
	4-5 yrs	16.42	4.01	24			
	Above 5 yrs	**19.14**	2.74	14			
Monthly turnover	Less than Rs.50000	16.29	3.75	32	2.699	.420	**Ns**
	Rs.50001-Rs.100000	17.17	4.45	18			
	Rs.1.0 - 1.5 lakhs	16.91	4.25	17			
	Above Rs.1.5 lakhs	**17.59**	3.81	33			
Total		**17.07**	**3.95**	**100**			

(Source: Computed NS – Not significant * - 5 % level of signifiicant)

The modernistic score is found to be high for the retailers whose age is above 50 years with a mean score of 18.20 and low modernistic score is found for the respondents who are in the age group of 31-40 years (mean 16.20). Hence, it is clear that there is no significant difference in the modernistic scores of the retailers opinion about consumers buying green products when retailers are classified based on age, thereby, the null hypothesis is accepted with respect to the factor ‘age’.

A high mean score of 19.83 has been found for the respondents who are running departmental stores. A low mean score of 16.28 has been identified for the respondents who have simple retail shop. With the F-ratio value it has been noted that there is significant difference in the modernistic scores of the retailers’ opinion about consumers buying eco friendly products when they have been classified based on type of retail shop. Hence, the null hypothesis is rejected at 5 per cent level of significance.

Modernistic score is found to be low for the retailers who are trading in eco friendly products for less than 1 year (mean score15.85) and a high mean score of 19.14 has been found for the respondents who are trading in green products for more than 5 years. With the F-ratio value it has been concluded that there is no significant difference in the modernistic scores of the retailers about consumers reason for buying green products when retailers have been classified based on period of trading in green products. Thus, the null hypothesis has been accepted with respect to the factor ‘period of trading in green products’.

The respondents whose monthly turnover of the shop is above Rs.1,50,000 have a high mean score of 17.59 and a low mean score of 16.29 is found for the respondents whose monthly turnover is less than Rs.50,000. The F-ratio value has revealed that there is no significant difference in the modernistic scores of the retailers' opinion about consumers' reasons for buying of green products when they have been classified based on monthly turnover of the shop. Thereby, the null hypothesis has been accepted.

The overall results of ANOVA has shown that the modernistic scores of the retailers' opinion about consumers' buying of eco friendly products have not varied significantly, when the respondents have been classified based upon the age, period of trading in green products and monthly turnover. Hence, the null hypothesis has been accepted. Whereas, the modernistic scores of the retailers' opinion about consumers reasons for buying of eco friendly products have varied significantly when they have been classified based on 'type of retail shop'. Therefore, the null hypothesis has been rejected at 5 per cent level of significance.

To study the variations in the modernistic scores of the retailers opinion about consumers' reasons for buying of green products, when the retailers have been categorised into two groups, t-Test has been applied. The retailers modernistic scores have been averaged and used as dependent variable for t-Test and the independent variable considered has been the 'nature of products sold'.

H_0: "There has been no significant difference in the modernistic scores of the retailers when they have been classified based upon 'nature of products sold'.

The null hypothesis has been tested for nature of products sold factor and is presented in the following table.

Table 6.16 Modernistic score Vs. Business variable

		Modernistic scores			Table Value	T	Sig.
		Mean	**S.D**	**No.**			
Nature of products sold	Only green products	16.42	4.22	53	1.984	1.779	**Ns**
	Both green and other products	**17.81**	3.52	47			
	Total	**17.07**	**3.95**	**100**			

(Source: Computed NS – Not Significant)

The retailers who sell both green and other products have a high modernistic score of 17.81 and relatively, a lower mean score of 16.42 has been identified for the respondents who sell only green products. It is concluded with the t value that there is significant difference in the modernistic scores of the retailers classified based on nature of products sold. Therefore, the null hypoyhesis has been accepted with respect to the factor ‘ nature of products sold’.

CONCERN FOR ENVIRONMENT

Concern for environment factor consists of four items for the reasons for buying green products namely, **‘energy saving’, ‘sustainability’, ‘satisfaction’ and ‘soil and water management’.**

ANOVA has been used to test whether the scores obtained from the retailers’ opinion about consumers’ concern for environment in buying green products have differed significantly among the respondents classified based on ‘business related variables’ with the following null hypothesis:

H_0: “There has been no significant difference in concern for environment scores of the retailers in buying selected eco friendly products by the consumers when the retailers are classified based on age, type of retail shop, period of trading in green products and monthly turnover”.

The null hypothesis has been tested for each of the business related variables and concern for environment factors separately and is presented in the following table.

Table – 6.17 Concen for environment Vs. Business variable

		Concern for environment scores			Table Value	F	Sig.
		Mean	**S.D**	**No.**			
Age	20-30 yrs	15.96	2.05	24	2.699	.692	**Ns**
	31-40 yrs	15.49	2.40	41			
	41-50 yrs	15.40	2.74	30			
	Above 50 yrs	**16.80**	0.84	5			
Type of retail shop	Simple retail shop	15.49	2.55	57	3.090	.415	**Ns**
	Departmental stores	**16.17**	1.80	12			
	Speciality shop	15.71	2.27	31			
Period of trading in green products	Less than 1 yr	15.77	1.79	13	2.699	1.238	**Ns**
	1 -3 yrs	15.35	2.71	49			
	4-5 yrs	15.54	2.08	24			
	Above 5 yrs	**16.71**	1.90	14			

		Concern for environment scores			Table Value	F	Sig.
		Mean	**S.D**	**No.**			
Monthly turnover	Less than Rs.50000	15.70	2.46	32	2.699	.337	**Ns**
	Rs.50001-Rs.100000	15.72	1.67	18			
	Rs.1.0 - 1.5 lakhs	15.12	2.42	17			
	Above Rs.1.5 lakhs	**15.81**	2.65	33			
Total		**15.64**	**2.38**	**100**			

(Source: Computed NS – Not Significant)

A mean score of 16.80 has been found for the retailers whose age is above 50 years and a low concern for environment score has been identified for the respondents whose age ranges between 41– 50 years (mean 15.40). It has been concluded that the retailers opinion about consumers' concern for environment has been influenced by their age. Hence, with the high F-ratio value it is clear that there is no significant difference in the respondents' opinion about consumers concern for environment in buying eco friendly products, when the retailers are classified based on their age, thereby, the null hypothesis has been accepted.

A low mean score of 15.49 has been found for the respondents who are running simple retail shops. A high mean score of 16.17 has been identified for the respondents who have departmental stores. It has been concluded with the F ratio value that there is no significant difference in the respondents opinion about concern for environment of the consumers in buying green products, when they have been classified based on type of retail shop. Thus, the null hypothesis has been accepted.

Concern for environment score is found to be low for the retailers who are trading in eco friendly products for a period of 1-3 years (mean score 15.35) and a high mean score of 16.71 has been found for the respondents who are trading in green products for more than 5 years. With the F-ratio value it has been concluded that there is no significant difference in the respondents' opinion about concern for environment in buying green products, when they have been classified based on period of trading in green products. Thus, the null hypothesis has been accepted.

The respondents whose monthly turnover of the shop is above Rs.1,50,000 have a high mean score of 15.81 and a low mean score of 15.12 is found for the respondents' whose monthly turnover ranges between Rs.1,00,000 – Rs.1,50,000. The F-ratio value has revealed that there is no significant difference in the respondents opinion about concern for environment in buying green products, when they have been classified based on monthly turnover of the shop, thereby, the null hypothesis has been accepted.

The overall results of ANOVA has shown that the respondents opinion about consumers concern for environment in buying eco friendly products have not varied significantly, when they have been classified based upon the age, type of retail shop, period of trading in green products and monthly turnover. Hence, the null hypothesis has been accepted.

To study the variations in the respondents opinion about consumers concern for environment in buying green products, when the respondents have been categorised into two groups, t-Test has been applied.

H_0: "There has been no significant difference in the respondents opinion about consumers concern for environment in buying eco friendly products, when they have been classified based upon 'nature of products sold'.

Table 6.18 Concern for environment Vs. Business variables

		Concern for environment scores			**Table Value**	**T**	**Sig.**
		Mean	**S.D**	**No.**			
Nature of products sold	Only green products	15.17	2.32	53	1.984	2.139	*
	Both green and other products	**16.17**	2.35	47			
	Total	**15.64**	**2.38**	**100**			

(Source: Computed NS – Not Significant * - 5 % per cent level of significant)

The retailers who sell both green and other products have a high concern for environment score about the consumers buying of green products with a mean score of 16.17 and relatively, a lower mean score of 15.17 has been identified for the respondents who sell only green products. It is concluded with the t value that there is significant difference in the concern for environment score of the retailers classified based on nature of products sold. Therefore, the null hypoyhesis has been rejected at 5 per cent level of significance.

HEALTH CONCERN

Health Concern factor consists of two statements in the reasons for buying green products explicitly, **'health and safety' and 'good in quality and reliability'**.

ANOVA has been used to test whether the scores obtained from the retailers' opinion about consumers' health concern in buying green products have differed significantly among the respondents classified based on 'business related variables' with the following null hypothesis:

H_0: "There has been no significant difference in health concern scores of the retailers for the reasons for buying selected eco friendly products by the consumers classified based on age, type of retail shop, period of trading green products and monthly turnover".

The null hypothesis has been tested for each of the business related variables and health concern factors separately and is presented in the following table.

Table – 6.19 Health Concern Vs. Business variable

		Health concern scores			Table Value	F	Sig.
		Mean	**S.D**	**No.**			
Age	20-30 yrs	9.13	.80	24	2.699	.599	**Ns**
	31-40 yrs	9.02	.85	41			
	41-50 yrs	**9.20**	1.02	30			
	Above 50 yrs	8.83	.84	5			
Type of retail shop	Simple retail shop	9.00	.98	57	3.090	.072	**Ns**
	Departmental stores	**9.08**	.51	12			
	Speciality shop	8.97	.84	31			
Period of trading green products	Less than 1 yr	9.00	.99	13	2.699	.525	**Ns**
	1 -3 yrs	**9.15**	.84	49			
	4-5 yrs	8.83	1.01	24			
	Above 5 yrs	9.14	.77	14			
Monthly turnover	Less than Rs.50000	8.97	.85	32	2.699	.955	**Ns**
	Rs.50001-Rs.100000	8.72	.75	18			
	Rs.1.0 - 1.5 lakhs	9.06	1.25	17			
	Above Rs.1.5 lakhs	**9.16**	.77	33			
Total		**9.00**	**.89**	**100**			

(Source: Computed   NS – Not Significant)

A mean score of 9.20 has been found for the retailers who are in the age group of 41-50 years and a low mean score has been identified for the respondents whose age is above 50 years (mean 8.83). Hence, with the high F-ratio value it is clear that there is no significant difference in the respondents' opinion about consumers health concern in buying eco friendly products, when they are classified based on their age, thereby, the null hypothesis has been accepted.

A low mean score of 8.97 has been found for the respondents who are running speciality shops, relatively a high mean score of 9.08 has been identified for the respondents who have departmental stores. It has been concluded with the F ratio value that there is no significant difference in the respondents opinion about health concern of consumers in buying green products, when the retailers have been classified based on type of retail shop. Thus, the null hypothesis has been accepted.

Health concern score is found to be low for the retailers who are trading in eco friendly products for 4-5 years (mean score 8.83) and comparatively a high mean score of 9.15 has been found for the respondents who are trading in green products for 1-3 years. With the F-ratio value it has been concluded that there is no significant difference in the respondents opinion about consumers' health concern in buying green products, when they have been classified based on period of trading in green products. Thus, the null hypothesis has been accepted.

The respondents whose monthly turnover of the shop is above Rs.1,50,000 have a high mean score of 9.16 and a low mean score of 8.72 is found for the respondents' whose monthly turnover ranges between Rs.50,000 – Rs.1,00,000. The F-ratio value has revealed that there is no significant difference in the respondents opinion about consumers' health concern in buying green products, when they have been classified based on monthly turnover of the shop, thereby, the null hypothesis has been accepted.

The overall results of ANOVA has shown that the respondents opinion about consumers' health concern in buying eco friendly products have not varied significantly, when they have been classified based upon the age, type of retail shop, period of trading in green products and monthly turnover. Hence, the null hypothesis has been accepted.

To study the variations in the respondents opinion about consumers health concern in buying eco friendly products, when the respondents have been categorised into two groups, t-Test has been applied.

H_0: "There has been no significant difference in the respondents opinion about consumers health concern in buying eco friendly products, when they have been classified based upon 'nature of products sold'.

Table - 6.20 Health Concern Vs. Business variable

		Health concern scores			Table Value	T	Sig.
		Mean	**S.D**	**No.**			
Nature of products sold	Only green products	9.04	.85	53	1.984	0.450	**Ns**
	Both green and other products	8.96	.93	47			
	Total	**9.00**	**.89**	**100**			

(Source: Computed NS – Not Significant)

The t value indicates that there is no significant difference in the respondents opinion about consumers health concern in buying of eco friendly products when they have been classified based on nature of products sold. Thus, the null hypothesis has been accepted.

6.3.5 RETAILERS' OPINION ABOUT CONSUMERS' WILLINGNESS TO PAY MORE FOR ECO FRIENDLY PRODUCTS

The following table depicts the retailers' opinion about consumers' willingness to pay more for eco freindly products.

Table 6.21

Consumers' willingness to pay more for eco friendly products

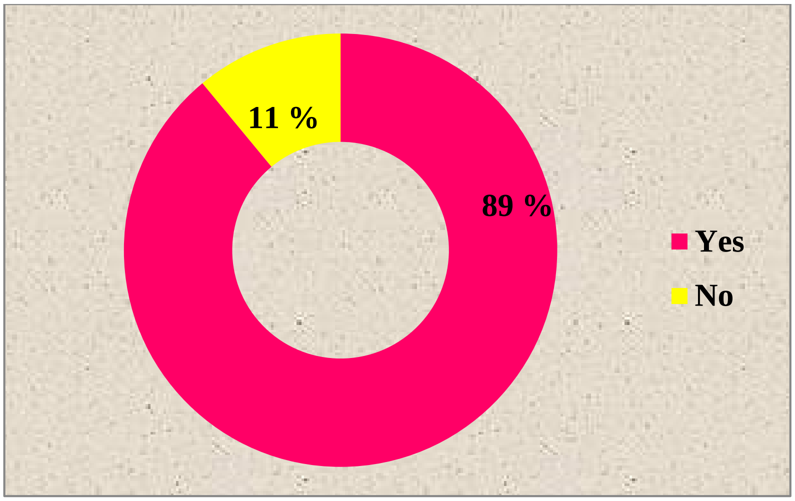
Consumers' willingness to pay more for eco friendly products	No. of Respondents	Per cent
Yes	**89**	**89.0**
No	11	11.0
Total	**100**	**100.0**

Source: Computed)

It is inferred from the table 6.12 that majority (89 per cent) of the retailers have agreed that consumers are willing to pay more for eco friendly products whereas, 11 per cent of them have opined that their consumers are not willing to pay more for eco friendly products. Hence, majority of the retailers have agreed that consumers are willing to pay more for eco friendly products.

Chart 6.8 pictographically explains the retailer's opinion about the consumers willingness to pay more for eco friendly products.

Chart 6.8 - Consumers willingness to pay more for eco friendly products



6.3.5 (a) Factors which make consumers pay more for eco friendly products

The following table indicates the retailers opinion about the factors which make the consumers pay more for selected eco friendly products.

Table 6.22 Factors which make consumers pay more for eco friendly products

(*Multiple Response)*

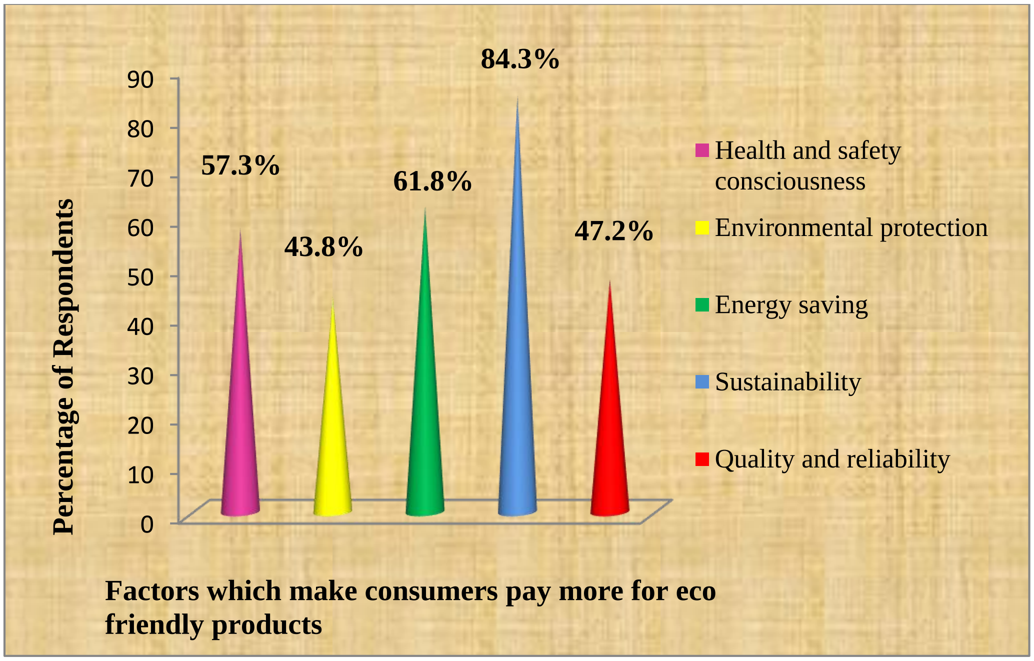
Factors	No. of Respondents	Per cent
Health and safety consciousness	51	57.3
Environmental protection	39	43.8
Energy saving	55	61.8
Sustainability	**75**	**84.3**
Quality and reliability	42	47.2

(Source: Computed)

Out of the 89 retailers who have said that consumers are willing to pay more for eco friendly products, 84.3 per cent of the retailers have stated that 'sustainability' of eco friendly products is the significant reason to pay more, 61.8 per cent of them opined that their consumers are ready to spend more for green products because of 'energy saving' feature, 57.3 per cent of them said 'health and safety consciousness' attitude of consumers is the reason to pay more, 47.2 per cent of the retailers opined that consumers are willing to pay more for eco friendly products for 'quality and reliability' and 43.8 per cent of the retailers opined that the consumers are ready to pay extra for 'environment protection'. Hence, it is concluded that majority of the retailers have said that 'sustainability' of the eco friendly products is the significant reason to pay more.

The chart 6.9 shows factors which make the consumers pay more for eco friendly products.

Chart 6.9 – Factors which make consumers pay more for eco friendly products



6.3.5 (b) Reasons that make the consumers unwillingness to pay more for eco-friendly products

The following table shows the retailers opinion about the reasons owing to which, consumers are not willing to pay more for green products:

Table 6.23 Consumers unwillingness to pay more for eco friendly products

(*Multiple Response)*

Reasons	No. of Respondents	Per cent
Cannot see the benefit	3	27.3
Product cost is high	8	72.7
Environmental issues is a trick	4	36.4
Similar products are availabe at low cost	4	36.4

(Source: Computed)

Out of the 11 retailers' who opinied about the consumers' unwillingness to pay more for green products, 72.7 per cent of the retailers said that consumers are not willing to pay more for eco friendly products because they feel 'cost is high', 36.4 per cent of them said consumers have stated that ‘environmental issues is a trick’ and ‘similar products are available at low cost’ and 27.3 per cent of the retailers said consumers are not interested that they ‘cannot see the benefit’ of eco friendly products. Therefore, most of the retailers said consumers are not willing to pay more for eco friendly products because they feel ‘cost is high’.

6.4 PROMOTIONAL STRATEGIES

To find the appropriate market for eco-friendly products certain promotional strategies have been followed by the retailers to sell the green products and it cannot be same for all the retailers, it may vary depending upon their own business tactics, individuality and their personal experience. Table 6.24 presents the promotional strategies followed by the retailers to sell green products.

Table 6.24 Promotional Strategies followed by the retailers to sell green products

(*Multiple Response)*

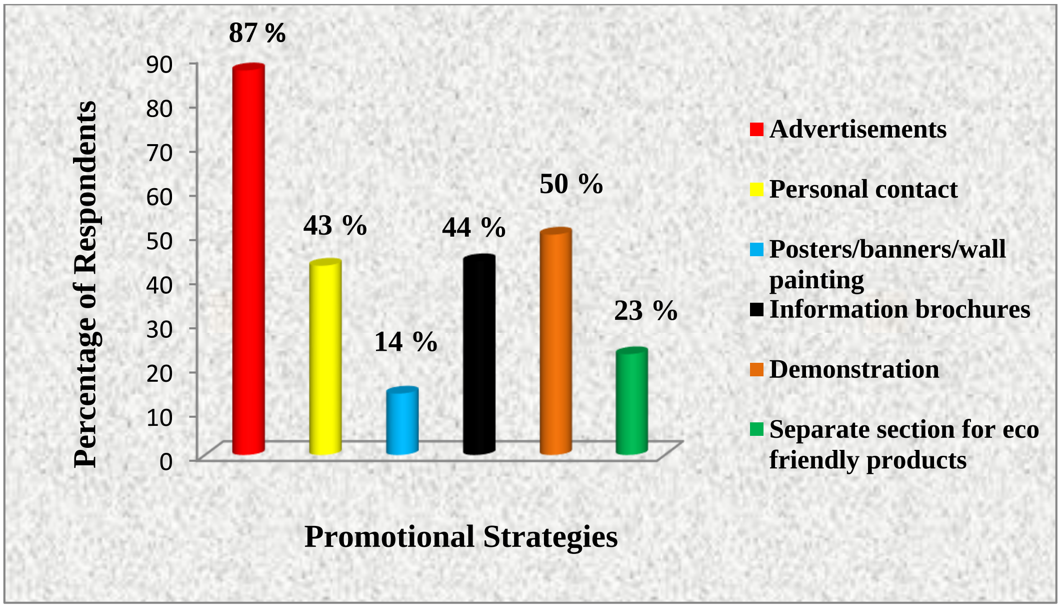
Strategy	No. of Respondents	Per cent
Advertisements	**87**	**87.0**
Personal contact	43	43.0
Posters/banners/wall painting	14	14.0
Information brochures	44	44.0
Demonstration	50	50.0
Separate section for eco friendly products	23	23.0

(Source: Computed)

It has been noted from the table 6.25 that majority (87 per cent) of the retailers’ have mentioned that they choose ‘advertisements’ for promoting the green products, 50 per cent of them have said that they use ‘demonstration’ method to compare green products with other products, 44 per cent of them have stated that they would ‘distribute brochures’ that contains the detail about the green products, 43 per cent of the respondents have opined that they have ‘personal contact’ with their customers to promote the green products, 23 per cent of them said they provide ‘separate section for green products’ for easy identification by the consumers especially for organic, non durables and stationery products and 14 per cent of them have said that they promote their products through ‘posters/banners/wall painting’. Hence, majority of the respondents have mentioned that they give ‘advertisements’ for promoting green products.

Chart 6.11 gives a picture of the promotional strategies used by the respondents to sell green products.

Chart 6.10 - Promotional Strategies



6.4.2 CUSTOMER CARE FACILITIES

Customer service is the provision of service provided to customers before or during or after a purchase. It plays a vital role in a business and creates the ability to generate income and revenue. It is also an approach to systematic improvement of the business. One good customer service experience could change the entire perception of a customer about the business. Thus, the facilities provided by the retailers have been analysed and presented in the table 6.25.

Table 6.25 Customer care facilities (*Multiple Responses)*

Customer care facilities	No. of Respondents	Per cent
Information about green products / Offer sale regarding messages	**60**	**60.0**
Punctual fulfillment of promises	40	40.0
After sale service	24	24.0
Customer orientation services	55	55.0
Provision of technical service, support and spare parts	41	41.0
Credit facilities / EMI options for durables and solar products	47	47.0
Replacement facility	4	4.0
Free door delivery	36	36.0

(Source: Computed)

It has been noted that 60 per cent of the retailers have opined that they provide 'information about green products / offer sale regarding messages' to their customers, 55 per cent of them have been rendering 'customer orientation services', 47 per cent of them have been arranging 'credit facilities / EMI facilities for durables / solar products' to their customers, 41 per cent of the retailers provide 'technical service, support and spare parts' to their customers, 40 per cent of the respondents have stated that they are 'punctual in fulfilling their' promises, 36 per cent of the respondents offer 'free door delivery', 'after sale service' have been rendered by 24 per cent of the retailers, and 4 per cent of them said they provide 'repalcement facility' to their customers. Thus, majority of the respondents have been providing detailed 'information about green products and offer related messages' to their customers.

6.5 RETAILERS' PERCEPTION TOWARDS ECO FRIENDLY PRODUCTS

Retailers' perception or opinion about green products is significant to promote the green products and also to conserve the natural resources. Hence, it has been further analysed to know the retailers perception about green products.

6.5.1 FEATURES OF PRODUCTS SIGNIFYING 'GREEN'

Ranking of the features of green products based on the ones which are predominantly used to signify as 'green' for the product has been made. Hence, 1st rank has been assigned to the most significant feature, 2nd rank to the next significant feature and 8th rank to the least significant feature. The mean value of the ranks have been found and depicted in the following table.

Table 6.26 - Features of products signifying 'green'

S. No	Features	Mean Rank	Final Rank
1	Waste reduction	4.92	**VII**
2	Reusable nature	4.90	**V**
3	Energy efficient	4.25	**III**
4	Water conservation	5.58	**VIII**
5	Bio-degradability	4.61	**IV**
6	Non-toxic feature	2.96	**I**
7	Organic nature	3.87	**II**
8	Gas emissions	4.91	**VI**

(Source: Computed)

From the above mean rank table it is understood that majority of the retailers have opined that the feature which is predominantly used to signify 'green' in the products are 'non-toxic' and hence they have ranked it number one (mean rank 2.96), followed by 'organic nature' viz., naturally grown food products without using fertilizers and pesticides so it has been ranked as two (mean rank 3.87), followed by 'energy efficient' home appliances (ranked as three - mean 4.25), ‘bio-degradability’ (fourth rank - mean 4.61), ‘reusable nature’ (fifth rank – mean 4.90), ‘gas emissions’ (sixth rank - mean 4.91), ‘waste reduction’ (seventh rank - mean 4.92) and ‘water conservation’ (eighth rank - mean 5.58).

Kendall’s coefficient of concordance (W) has been used to find the extent of similarity among the respondents in the order of assigning the ranks to the features of green products which are predominantly used to signify ‘green’ listed in the above table 6.27 a. Kendall’s coefficient (W) ranges between 0 and 1, higher the volume of W, more will be the similarity among the respondents.

Table 6.26 a – Test Statistics – Kendall’s Coefficient of Concordance

Kendall’s W	.107

*(**Source:** Computed)*

From the table 6.26 a, ‘W’ 0.107 shows there exists low level of similarity among the respondents in assigning ranks to the features of green products which are predominantly used to signify ‘green’.

6.5.2 RETAILERS EXPECTATION IN COMPANIES PRODUCTION STRATEGY

Retailers have been asked to assign ranks according to their expectation from the companies production strategies in manufacturing green products, thereby, they have assigned the rank 1 to the most expected factor and 5 to the least expected factor. The mean value of the ranks has been shown in the table 6.28.

Table 6.27 Retailers’ expectation from the companies production strategies in manufacturing products

S. No	Expectation	Mean Rank	Final Rank
1	Products should be harmless and of good quality	2.10	**I**
2	Price of the products should be affordable	3.02	**II**
3	More varieties should be made available	4.11	**V**
4	Product package should contain green label to easily identify	4.35	**VI**
5	Products should be degradable / reusable and lead to minimum pollution	3.66	**III**
6	Advertisements of the product logos and slogans should educate the people to conserve natural resources	3.76	**IV**

(Source: Computed)

From the above mean rank table it is understood that majority of the retailers expect that ‘products should be harmless and of good quality’ from the company and hence the retailers have ranked it number one (mean rank 2.10), followed by 'price of the products should be affordable' for frequent purchase (ranked as two - mean 3.02), 'products should be degradable / reusable and lead to minimum pollution' has been ranked as three (mean rank 3.66), 'advertisements of the product logos and slogans should educate the people to conserve natural resources' has been given fourth rank (mean - 3.76), and fifth rank has been assigned to 'more varieties should be available' (mean - 4.11) and 'product package should contain green label to easily indentify' has been given sixth rank (mean - 4.35).

Kendall's coefficient of concordance (W) has been used to find the extent of similarity among the respondents in the order of assigning ranks according to their expectations from the companies production strategy in manufacturing green products listed in the above table 6.27. Kendall's (W) ranges between 0 and 1, higher the volume of W, more will be the similarity among the respondents.

Table 6.27 a – Test Statistics – Kendall's Coefficient of Concordance

Kendall's W	0.193

*(**Source:** Computed)*

From the above table it has been noted that 'W' 0.193 shows there exists low level of similarity among the respondents in assigning ranks to their expectations from the companies' production strategy in manufacturing products.

6.5.3 RESPONSE GIVEN BY THE COMPANY / DEALERS FOR QUERIES OF RETAILERS'

Whether the retailers recieve proper response from the company / dealers of green products relating to the queries have been analysed and presented in the table 6.28.

Table 6.28 – Companies response for retailers queries

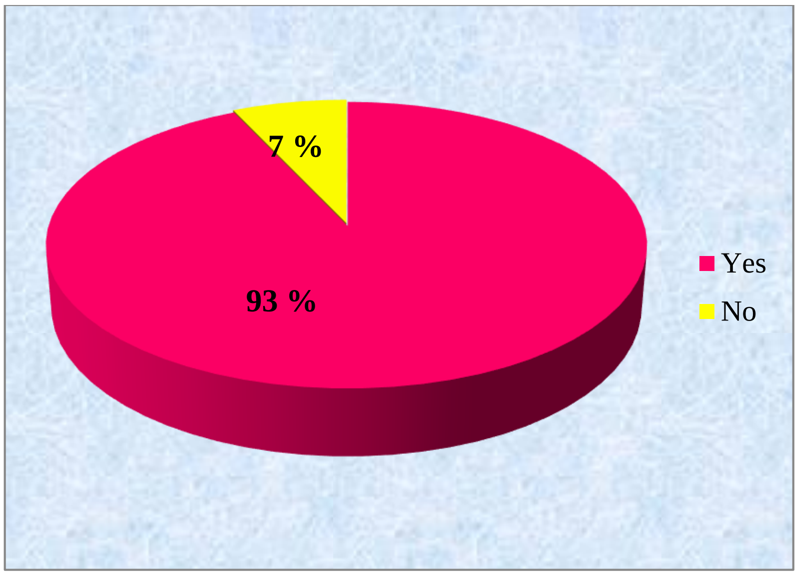
Response to queries of retailers	No. of Respondents	Per cent
Yes	**93**	**93.0**
No	7	7.0
Total	**100**	**100.0**

(Source: Computed)

From the table 6.28 it has been inferred that 93 per cent of the respondents have been receiving proper response from the companies / dealers whenever they enquire about the product and 7 per cent of them have stated that their queries are not properly answered. Hence, majority of the respondents have opined that there is proper response from the companies / dealers of green products.

Chart 6.11 shows the response to queries of respondents from the companies / dealers.

Chart 6.11 – Companies response for retailers queries



6.5.4 RETAILERS OPINION ABOUT GREEN PRODUCTS SOLD IN THEIR SHOP

The retailers' degree of agreeability about the green products and green consumers has been analysed using the descriptive statistical tools and presented in the table 6.29.

Table 6.29 Agreeability towards green products sold

	N	Minimum	Maximum	Mean	S.D
Quality of green products are good	100	3.00	5.00	**4.74**	.484
Green products are superior	100	3.00	5.00	4.53	.593
New green products are often introduced	100	2.00	5.00	4.37	.705
Customers have wide options in green products	100	2.00	5.00	4.21	.844
Customers are satisfied with green products	100	3.00	5.00	4.47	.658

(Source: Computed)

The respondents have given their degree of agreeability on the list of statements about eco-friendly products sold in their shop coded as: strongly agree – 5, agree – 4, neutral – 3, disagree – 2, strongly disagree – 1. Overall mean values have been computed for every individual statement to know the respondents' level of agreeability.

From the table 6.29 it has been inferred that most of the respondents have ***strongly agreed*** that 'quality of the green products are good' (mean 4.74) and 'green products are superior' (mean 4.53). The respondents have ***agreed*** that 'customers are satisfied with green products' (mean 4.47) 'new green products are often introduced' (mean 4.37) and 'customers have wide options in green products' (mean 4.21).

Hence, it has been found that most of the respondents have strongly agreed that 'quality of the green products are good' and 'green products are superior compared to similar products'.

ANOVA has been used to examine whether there has been significant variation between respondents' 'business profile' and their 'opinion towards green products' in their shop. The agreeability scores of the retailers have been found by adding the ratings given by the respondents' for the agreeability statements. The mean scores have been compared with the independent variables of business profile variables, to know the level of variance in the opinion of the respondents.

H_0: "There has been no significant difference in the agreeability scores given by the retailers, when they have been classified based upon the age, type of retail shop, period of trading green products and monthly turnover".

The null hypothesis has been tested for each of the business related factors separately and is presented in the following table.

Table 6.30 Agreeability scores for green products Vs. Business profile

		Agreeability Score			Table Value	F	Sig.
		Mean	**S.D**	**No.**			
Age	20-30 yrs	**22.71**	2.27	24	2.699	1.501	**Ns**
	31-40 yrs	22.56	2.13	41			
	41-50 yrs	21.93	2.18	30			
	Above 50 yrs	20.80	2.77	5			
Type of retail shop	Simple retail shop	22.12	2.49	57	3.090	1.087	**Ns**
	Departmental stores	22.00	2.00	12			
	Speciality shop	**22.81**	1.74	31			

		Agreeability Score			Table Value	F	Sig.
		Mean	**S.D**	**No.**			
Period of trading in green products	Less than 1 yr	22.20	2.13	13	2.699	.831	**Ns**
	1 -3 yrs	**23.23**	2.29	49			
	4-5 yrs	22.17	2.26	24			
	Above 5 yrs	22.14	2.07	14			
Monthly turnover	Less than Rs.50000	21.97	2.69	32	2.699	1.067	**Ns**
	Rs.50001- Rs.100000	22.06	1.16	18			
	Rs.1,00,000 – 1,50,000	22.18	2.53	17			
	Above Rs.1,50,000	**22.88**	1.98	33			
Total		**22.32**	**2.23**	**100**			

(Source: Computed NS – Not significant)

From the agreeability scores of the various retailers about green products sold in their shops, it has been seen that age of the respondents' ranges between 20-30 years have a high mean score of 22.71 and a lower mean score of 20.80 has been found for the respondents who are in the age group of above 50 years. The F-ratio value has proved that there has been no significant difference in the agreeability scores given by the respondents for green products sold in the respondents' shops when they have been classified based upon their age. Hence, the null hypothesis has been accepted.

A high mean score of 22.81 has been found for the respondents who are running a speciality shops, relatively, a mean score of 22.00 has been found for the respondents who are running departmental stores. The mean scores show that there exists small deviation among the agreeability scores of the respondents and with the F-ratio value it has been clear that the agreeability about green products sold in their shops has not varied significantly when the retailers have been classified based upon their type of retail shops, thereby, the null hypothesis has been accepted.

Agreeability score is found to be high for the respondents those who are trading green products for the period of 1-3 years (mean score 23.23), comparatively, a low mean score of 22.14 has been found for the respondents who are trading green products for the period of above 5 years. With the small difference in the mean scores for the period of trading green products and with the F-ratio value it has been concluded that there has been no significant difference in the agreeability scores of the respondents when they have been classified based on 'period of trading in green products'. Hence, the null hypothesis has been accepted.

The respondents whose monthly turnover of the shop is above Rs.1,50,000 have a high agreeability mean score of 22.88 and comparatively a mean score of 21.97 is found for the respondents whose monthly turnover is less than Rs.50,000. However, with the F-ratio value it has been concluded that there is no significant difference in the respondents' agreeability towards green products in their shops when they have been classified based on monthly turnover of the shops, thereby, the null hypothesis has been accepted.

The overall results of ANOVA has revealed that the agreeability scores of the retailers have not varied significantly when they have been classified based on the age, type of retail shop, period of trading green products and monthly turnover. Hence, the null hypothesis has been accepted.

t-Test has been used to analyse whether there has been significant difference in the respondents 'agreeability about green products sold in their shops' when they have been classified based upon the 'business profile variables'. Agreeability scores of the respondents have been averaged and the overall mean scores of the agreeability statements of green products sold in their shops by the retailers have been considered as dependent variable and the independent variables have been the business profile variables.

H_0: "There has been no significant difference in the agreeability scores given by the retailers when they have been classified based upon "nature of products sold".

Table 6.31 Agreeability scores Vs. Business profile

<table>
<tr><th colspan="2" rowspan="2"></th><th colspan="3">Agreeability Scores</th><th rowspan="2">Table Value</th><th rowspan="2">T</th><th rowspan="2">Sig.</th></tr>
<tr><th>Mean</th><th>S.D</th><th>No.</th></tr>
<tr><td rowspan="3">Nature of products sold</td><td>Only green products</td><td>22.11</td><td>2.38</td><td>53</td><td rowspan="3">1.984</td><td rowspan="3">0.985</td><td rowspan="3">Ns</td></tr>
<tr><td>Both green and other products</td><td>22.55</td><td>2.04</td><td>47</td></tr>
<tr><td>Total</td><td>22.32</td><td>2.23</td><td>100</td></tr>
</table>

(Source: Computed NS – Not Significant)

The t-test value confirms that there has been no significant difference in the agreeability scores of the retailers, when they have been classified based on 'nature of products sold'. Hence, the null hypothesis has been accepted.

6.5.5 IMPACT OF SELLING GREEN PRODUCTS

Retailers have been asked to rank the impact factors because of selling green products in their shops. Table 6.33 depicts the respondents' order of opinion about the impact of selling green products. Respondents have given 1st rank to the most important factor and 5th rank to the least important factor. The mean value of the ranks have been found and represented in the following table.

Table 6.32- Impact of selling green products

S. No	Factors	Mean Rank	Final Rank
1	Increase in sales turnover	2.91	**III**
2	Increase in shop image	3.46	**IV**
3	Increase in customers satisfaction and repeat purchase	2.15	**I**
4	Increase in premium pricing strategy	3.60	**V**
5	Attracting more customers	2.88	**II**

(Source: Computed)

From the above mean rank table it is clear that majority of the respondents have stated that 'increase in customers satisfaction and repeat purchase' has been the most significant factor in selling the green products and hence they have ranked it as number one (mean rank 2.15), followed by 'attracting more customers' to retain them to succeed and sustain the business, hence, it has been ranked number two (mean rank 2.88). Increase in sales turnover' has been ranked as three (mean rank 2.91), fourth rank has been assigned to 'increase in shop image' (mean rank 3.46) and fifth rank has been assigned to 'increase in premium pricing strategy' (mean rank 3.60).

Kendall's coefficient of concordance (W) has been used to find the extent of similarity among the respondents in the order of assigning the ranks for the impact of selling green products in their shops listed in the above table 6.33. Kendall's coefficient (W) ranges between 0 and 1, higher the value of W, more will be the similarity among the respondents.

Table 6.32 a – Test Statistics – Kendall's Coefficient of Concordance

Kendall's W	.132

*(**Source:** Computed)*

From the above table it has been noted that the 'W' 0.132 shows there exists low level of similarity among the respondents in assigning ranks for the impact of selling green products in their shops.

6.5.6 RETAILERS EXPECTATION FROM THE COMPANY / DEALERS

The following table shows the respondents have ranked their expectations from the company / dealers relating to their services. Hence, the respondents have been asked to assign rank 1 to the most expecting factor and 5th rank to the least expecting factor. The mean value of the ranks have been discovered and revealed in the following table.

Table 6.33 - Retailers expectation from the company / dealers

S. No	Factors	Mean Rank	Final Rank
1	Regular contact	3.07	**III**
2	Improve promotional activity	3.20	**IV**
3	Improve credit facilities	2.81	**II**
4	Increase in percentage of trade commission	3.26	**V**
5	Timely availability of products	2.66	**I**

(*Source: Computed)*

From the above mean rank table it has been noted that majority of the consumers expect 'timely availability of products' from the company / dealer, hence, the retailers have ranked it as number one (mean rank 2.66), followed by 'improved credit facilities' for regular purchase of products (rank two mean - 2.81), 'regular contact' has been ranked as three (mean - 3.07), 'improve promotional activity' has been given fourth rank (mean - 3.20), and fifth rank has been assigned to 'increase in percentage of trade commission' (mean - 3.26).

Kendall's coefficient of concordance (W) has been used to find the extent of similarity among the respondents in the order of assigning the ranks to the expectations from the company / dealers listed in the above table 6.34. Kendall's (W) ranges between 0 and 1, higher the value of W, more will be the similarity among the respondents.

Table 6.33 a – Test Statistics - Kendall's Coefficient of Concordance

Kendall's W	0.026

(Source: Computed)

From the table 6.33 a, it has been noted that the 'W' 0.026 shows there exists low level of similarity among the respondents in assigning ranks to their expectations from the company/ dealers.

6.5.7 PROBLEMS FACED BY THE RETAILERS IN SELLING GREEN PRODUCTS

Retailers have been requested to rank their problems in selling green products, assigning rank 1 to the major problem they have faced and 6 to the least problem they have faced. The mean value of the ranks have been found and shown in the following table.

Table 6.34 - Problems faced by the retailers in selling green products

S. No	Factors	Mean Rank	Final Rank
1	Lack of awareness among consumers	2.32	**I**
2	High promotional cost / high capital investment	3.29	**II**
3	Tough competition	3.86	**V**
4	High cost of product	3.37	**III**
5	Less varieties	4.38	**VI**
6	Not easily available / less suppliers	3.78	**IV**

(Source: Computed)

From the above mean rank table 6.35, it has been confirmed that majority of the respondents have opined that 'lack of awareness among consumers' about green products is the major problem and hence it has been ranked by the retailers as number one (mean rank 2.32), followed by 'requires high promotional cost / high capital investment' (mean rank 3.29), third rank has been given to 'high cost of product' (mean - 3.37), 'not easily available / less suppliers' has been given fourth rank (mean - 3.78), fifth rank has been assigned to 'tough competition' (mean - 3.86) and sixth rank has been given to 'less varieties' in green products (mean – 4.38). This is in contradiction with the results of the study made by Surajit Dey et al., (2012).

Kendall's coefficient of concordance (W) has been used to find the extent of similarity among the respondents in the order of assigning the ranks to the problems faced by the retailers in selling green products listed in the above table 6.35. Kendall's coefficient (W) ranges between 0 and 1, higher the volume of W, more will be the similarity among the respondents.

Table 6.34 a – Test Statistics – Kendall's Coefficient of Concordance

Kendall's W	0.139

*(**Source:** Computed)*

From the table 6.34 a, it has been noted that the 'W' 0.139 shows there exists low level of similarity among the respondents in assigning ranks to the problems faced by the respondents in selling green products.

6.6 RELATIONSHIP BETWEEN CONSUMERS' AND RETAILERS' PERCEPTION

The ultimate goal of success of marketing is to convert shoppers into buyers as aggressively and consistently as possible. The marketers focus their attention on consumers by understanding their needs and preferences and also customer profiling and segmentations help them to meet specific needs. Hence, it is essential to identify the relationship between the opinion of consumers and retailers towards eco friendly products.

6.6.1 CONSUMERS VS. RETAILERS' OPINION ABOUT CONSUMERS WILLINGNESS TO PAY MORE FOR ECO-FRIENDLY PRODUCTS

The following table reveals the classification of willingness to pay more for eco-friendly products of the consumers and retailers' opinion about consumers.

Table – 6.35 Consumers' willingness to pay more Vs. Retailers' opinion about consumers' willingness to pay more for eco-friendly products

	Willingness to pay more for eco-friendly products				**Total**	
	Yes		**No**			
	No.	**%**	**No.**	**%**	**No.**	**%**
Consumer	328	82.0	72	18.0	400	100.0
Retailers	89	89.0	11	11.0	100	100.0
Total	**417**	**83.4**	**83**	**16.6**	**500**	**100.0**

(***Source: Computed)***

Out of 400 consumers 82 per cent of them have said they are willing to pay more for eco-friendly products, whereas, 18 per cent of them are not willing to pay more for eco-friendly products.

Out of 100 retailers, 89 per cent of them have opined that their customers are willing to pay more for eco-friendly products, whereas, 11 per cent of them stated that their customers are not willing to pay more for eco-friendly products.

A chi-square test has been employed to find the relationship between the willingness to pay more for eco-friendly products of the consumers and retailers' opinion about the consumers willingness to pay more with a null hypothesis:

H_0: "There is no significant association between the consumers and retailers' opinion about the consumers willingness to pay more for eco-friendly products".

Table – 6.36 Chi-square Test

	Value	df	Sig.
Chi-Square	2.348	1	Ns

(Source: Computed NS – Not significant)

The chi-square results have revealed that there is no significant association difference between the consumers' and retailers' willingness to pay more for eco-friendly products. Hence, the null hypothesis has been accepted.

6.6.2 REASONS FOR WILLINGNESS / UNWILLINGNESS TO PAY MORE FOR ECO-FRIENDLY PRODUCTS

Consumers willingness to pay more for eco friendly products is based on their trust on the offered value of eco friendly products and its innovation with improved performance, quality consideration and economical pricing strategy. Consumers' environmental concern governs their willingness to pay with a positive instinct. The following table reveals the classification of consumers and retailers based on reasons for willingness to pay more for eco friendly products.

Table – 6.37 Reasons for willingness to pay more eco-friendly products – *(Multiple Response)*

	Reasons	Consumer		Sellers	
		No.	**%**	**No.**	**%**
Willingness	Health conscious	273	83.2	51	57.3
	Environment protection	222	67.7	39	43.8
	Energy savings	256	78.0	55	61.8
	Sustainability	114	34.8	75	84.3
	Quality and reliability	128	39.0	42	47.2
Unwillingness	Cannot see the benefit	9	12.5	3	27.3
	Product cost is high	40	55.6	8	72.7
	Environmental issues is a trick	27	37.5	4	36.4
	Similar products are available at low cost	43	59.7	4	36.4

(Source: Computed)

Out of the 328 consumers who are willing to pay more for green products, 83.2 per cent of the consumers have stated that 'health conscious' is the significant reason to pay more for selected eco-friendly products. Whereas, out of the 89 retailers who have stated that 84.3 per cent of the retailers have opined that 'sustainability' of the eco-friendly products is the main reason for the consumers to pay more for eco friendly products.

Out of the 72 consumers who are unwilling to pay more for eco-friendly products, 59.7 per cent of the respondents are not interested to pay more for green products, since ‘similar products are available at low cost’. Whereas, Out of 11 retailers who have said that their customers who are unwilling to pay more for eco-friendly products, 72.7 per cent of the retailers have stated that their customers feel ‘product cost is high’.

6.6.3 REASONS FOR BUYING ECO FRIENDLY PRODUCTS

Average rating scores have been used to understand the relationship of consumers and retailers’ relating to reasons for buying eco friendly products using mean score and standard deviation.

The table 6.39 shows the average rating scores of reasons for buying eco friendly products between consumers and retailers.

Table – 6.38 Average rating score – Reasons for buying eco friendly products

	Consumer		Retailer	
	Mean	**S.D**	**Mean**	**S.D**
Health & safety	4.76	.47	4.77	.47
Good in quality & reliability	4.37	.59	4.23	.63
Prestige	3.42	.96	3.11	1.05
Satisfaction	4.20	.75	4.02	.86
Energy efficient	4.00	.78	3.80	.79
Brand loyalty	3.77	.87	3.49	.99
Sustainability	3.93	.77	3.73	.86
Soil and water management	4.17	.76	4.09	.84
Current trend and fashionable	3.62	1.05	3.32	1.21
Try anything new in market	3.61	1.04	3.43	1.08

(***Source: Computed)***

From the above mean ratings of the given statements, it is found that mean ratings for ‘good in quality and reliability’, ‘prestige’, ‘satisfaction’, ‘energy saving, ‘brand loyalty’, ‘sustainability’, ‘soil and water management’, ‘current trend and fashionable’ and ‘try anything new in the market’ have been comparatively more for consumers than the average ratings of retailers.

Whereas, the mean scores for retailers with respect to ‘health and safety’ is higher than the average ratings of consumers.

For consumers ‘good in quality and reliability’ has the highest mean rating of 4.37 and lowest mean rating of 3.42 has been obtained for ‘prestige’. For retailers ‘health and safety’ has the highest mean rating of 4.77 and lowest mean rating of 3.11 has been found for ‘prestige’.

6.6.3(a) Comparison of opinion about reasons for buying eco friendly products

Factor wise analysis has been done for reasons for buying eco friendly products by consumers and three factors have been identified as ***‘Modernistic’, ‘Concern for environment’*** and ***‘Health concern’.*** Since, same set of questions have been used for retailers also, t-Test has been used to identify the difference between consumers and retailers.

Modernistic

t-Test has been applied to find the significant difference, if any, between the consumers’ modernistic attitude and retailers’ opinion about the consumers’ modernistic attitude in buying eco friendly products with the following null hypothesis:

H_0: “There is no significant difference in the modernistic attitude in buying eco friendly products between consumers and retailers’ opinion about consumers”.

Table – 6.39 Comparison of Modernistic

	Modernistic					
	Mean	**S.D**	**No.**	**t-value**	**Table value**	**Sig**
Consumer	**18.34**	3.45	400	3.182	2.586	**
Retailers	17.07	3.95	100			

(Source: Computed ** - Significant at 1% level)

The t value indicates that there is significant difference in the modernistic attitude in buying eco friendly products between consumers and retailers’ opinion about consumers . Thus, the null hypothesis has been rejected at 1 per cent level of significance.

Concern for environment

t-Test has been used to study the variations in the consumers’ concern for environment attitude between the consumers and retailers’ opinion about the consumers in buying eco friendly products with the following null hypothesis:

H_0: “There is no significant difference in the concern for environment attitude in buying eco friendly products between consumers and retailers’ opinion about consumers”.

Table – 6.40 Comparison of Concern for environment

	Concern for environment					
	Mean	**S.D**	**No.**	**t-value**	**Table value**	**Sig**
Consumer	16.30	2.12	400	2.707	2.586	**
Retailers	15.64	2.38	100			

(Source: Computed ** - Significant at 1% level)

The calculated t value indicates that there is significant difference between consumers concern for environment attitude in buying eco friendly products and retailers' opinion about consumers point of view. Thus, the null hypothesis has been rejected at 1 per cent level of significance.

Health concern

t-Test has been used to test the significant difference between consumers' health concern attitude and retailers' opinion about consumers' health concern attitude in buying eco friendly products with the following null hypothesis:

H_0: "There is no significant difference in the health concern attitude in buying eco friendly products between consumers and retailers' opinon about consumers".

Table - 6.41 Comparison of Health concern

	Health concern					
	Mean	**S.D**	**No.**	**t-value**	**Table value**	**Sig**
Consumer	9.13	.84	400	1.369	1.965	**Ns**
Retailers	9.00	.89	100			

(Source: Computed NS - Not Significant)

It has been noted from the t value that there is no significant difference in the health concern attitude between consumers and retailers' opinion about consumers in buying eco friendly products. Thus, the null hypothesis has been accepted.

The overall results of t-Test has evidenced that the attitude of the consumers and retailers' opinion about consumers have differed significantly for 'modernistic' and 'concern for environment', thus, the null hypothesis has been rejected at 1 per cent level of significance. Whereas, the attitude of the consumers and retailers' opinion about consumers has not differed significantly for 'health concern', hence, the null hypothesis has been accepted.

6.6.5 BASIS OF SELECTION OF ECO FRIENDLY PRODUCTS

Average rating scores for basis of selection of eco friendly products have been used to understand the difference between consumers and retailers' opinion about consumers using mean score and standard deviation.

The following table shows the average rating score between consumers and retailers.

Table – 6.42 Comparison of opinion about basis of selection of eco friendly products

	Consumer		Sellers	
	Mean	**S.D**	**Mean**	**S.D**
Based on information mentioned in the package	4.21	.73	4.07	.84
Shopkeeper in stores	3.81	.78	3.75	.87
Based on word-of-mouth	3.94	.84	3.83	.85
Based on articles/magazines/books/newspapers	4.12	.96	4.08	.98
Based on advertisements in media	3.70	.91	3.51	1.08
Based on influence of environmental groups	3.89	.88	3.77	1.00
Based on display in the shop	3.53	.96	3.24	1.13

(***Source: Computed)***

It has been noted that the mean scores for 'based on information mentioned in the package', 'shopkeeper in stores', 'based on word of mouth', 'based on articles/magazines/ books/newspapers', 'based on advertisement in media', 'based on influence of environmental groups' and 'based on display in the shop' have been comparatively more for consumers than the average ratings of retailers.

For consumers 'based on information mentioned in the package' has a high mean score of 4.21 and lower rating of 3.53 has been obtained for 'based on display in the shop'. Whereas, for retailers 'based on articles/magazines/books/newspapers' has the high mean score of 4.08 and low mean of 3.24 for 'based on display in the shop'.

Comparision of opinion about basis of selection of eco friendly products

t-Test has been used to find out the difference between consumers' basis of selection and retailers' opinion about consumers by using mean score and standard deviation.

The following table shows the basis of selection of eco friendly products scores between consumers and retailers.

Table 6.43 Comparison of opinion about basis of selection of eco friendly products

	Basis of selection of eco friendly products					
	Mean	**S.D**	**No.**	**t-value**	**Table value**	**Sig**
Consumers	27.19	3.27	400	2.473	1.965	*
Retailers	26.25	3.83	100			

(Source: Computed **** - Significant at 5% level)***

The calculated t value indicates that there is significant difference in the basis of selection of eco-friendly products between consumers and retailers' opinion about consumers. Thus, the null hypothesis has been rejected at 5 per cent level of significance.