



Consumer Awareness and Adoption of Green Products in Tumkur District

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ABSTRACT

This study examines the level of consumer awareness, preferences, and adoption of green products in Tumkur District, Karnataka. With increasing concerns about environmental degradation and sustainability, green consumerism has become an emerging trend. However, adoption in semi-urban and rural districts is still limited. Using a survey of 150 respondents across urban and rural areas, the study analyzes awareness levels, purchase behavior, barriers, and influencing factors. The findings suggest moderate awareness in urban areas but limited adoption in rural regions due to affordability issues, poor availability, and lack of government promotion. Recommendations are provided to enhance green consumerism through awareness drives, policy interventions, and local entrepreneurship.

Introduction:

Environmental concerns such as climate change, pollution, and depletion of natural resources have increased the demand for green products across the globe. Green products are designed to minimize harmful effects on the environment, promote efficient use of resources, and encourage sustainable living.

In India, consumer awareness of green products is growing, particularly in metropolitan cities. However, smaller districts like Tumkur, which represent semi-urban and rural India, remain underexplored. Understanding consumer behavior in such areas is essential for promoting sustainable consumption patterns nationwide.



This study aims to analyze consumer awareness and adoption of green products in Tumkur District, focusing on challenges, opportunities, and strategies for enhancing green consumerism.

Concept of Green Products

Green products are those goods that are designed to have a reduced impact on the environment and are less harmful to human health compared to traditional products (Laroche, Bergeron, & Barbaro Forleo, 2001). They are often referred to as eco-products, environmentally friendly products, or sustainable products. These products are usually manufactured using energy-conserving processes, made partly or wholly from recycled materials, and supplied to the market with minimal or eco-friendly packaging (Laroche et al., 2001).

A green product can be defined as one that incorporates recycled resources in its design and attributes, reduces toxic effects, and provides environmental benefits. Such products do not cause pollution, do not exploit natural resources, and are capable of being recycled or conserved for further use (Laroche et al., 2001).

The main characteristics of green products include energy efficiency, water efficiency, low emissions, safety and health benefits, recyclability, durability, biodegradability, renewability, and reusability. Each of these features ensures that the product contributes positively to sustainability while meeting consumer needs (Laroche et al., 2001).

Green Marketing:

Green marketing has emerged as a significant focus in modern business practices. The concept was first formally introduced when the American Marketing Association (AMA) organized a workshop on “Ecological Marketing” in 1975, which later resulted in the publication of one of the earliest books on the subject, *Ecological Marketing*. According to the AMA, green marketing involves both the positive and negative impacts of marketing activities on environmental pollution, energy consumption, and the use of natural resources.

Green marketing, also referred to as environmental marketing or sustainable marketing, encompasses organizational efforts to design, promote, price, and distribute products in ways that do not harm the environment. It is considered a holistic marketing approach in which the processes of production, promotion, consumption, and disposal of goods and services are carried out with minimal damage to the ecosystem. The growing concern about global issues such as climate change, the accumulation of non-



biodegradable waste, and the harmful effects of pollutants has further strengthened the importance of green marketing in business strategies.

Review of Literature:

The concept of green consumerism has gained global attention in the past three decades. Several studies have explored consumer attitudes, awareness, and adoption of eco-friendly products:

Foundational definitions and scope.

Green marketing research traces back to classic definitions that frame it as all marketing activities designed to satisfy needs with minimal environmental harm, shaping how “green products” and “green consumers” are conceptualized in later empirical work (Polonsky, 1994; Peattie & Crane, 2005). These works argue for a holistic, sustainability-oriented marketing approach and caution against narrow, claim-heavy practices that can erode consumer trust.

Tumkur District evidence—awareness and buying patterns. District-specific studies report that consumers in Tumkur show *moderate to high* awareness of green products, yet encounter barriers such as perceived higher prices and limited availability. A study in the Tumkur district outlines objectives and findings around awareness levels, buying patterns, and drivers (e.g., environmental concern and durability), while also calling for targeted promotion and price cues to accelerate adoption. Similar work in Tumkur city finds most customers are aware of green marketing concepts but reveal gaps between awareness and actual willingness to pay.

Recent Tumkur studies—attitudes and willingness to pay. More recent local research that sampled consumers across the Tumkur district (2023) indicates that awareness coexists with price sensitivity; adoption tends to rise when messages highlight intrinsic environmental benefits and product longevity. A Tumkur-city dissertation on FMCG also records positive attitudes toward eco-friendly attributes but reiterates the price–value trade-off in routine purchases.

Nearby Karnataka contexts—Bengaluru and Mangalore. Studies from **Bengaluru** show growing green preferences among urban consumers, tempered by greenwashing concerns and trust deficits—factors that depress conversion from intention to purchase unless firms communicate verifiable claims. Evidence from Mangalore similarly documents an awareness–action gap driven by cost, brand loyalty, and access, reinforcing that availability and credible information are preconditions for adoption in Karnataka’s urban markets.



Overall, the literature suggests that while awareness of green products is increasing globally and in India, the gap between awareness and actual adoption remains significant. Price, availability, and lack of government intervention are common barriers. This study attempts to fill the research gap by focusing on Tumkur District, which represents a semi-urban/rural context often neglected in prior research.

Objectives of the Study:

1. To assess consumer awareness of green products in Tumkur.
2. To analyze consumer preferences and purchase behavior.
3. To study the influence of socio-economic factors on adoption.
4. To identify barriers in the adoption of green products.
5. To suggest strategies to promote green consumerism.

Scope of the Study:

- The study focuses on household-level consumers in Tumkur District.
- It examines awareness, perception, and adoption of commonly available green products such as organic vegetables, LED bulbs, solar lamps, biodegradable packaging, and eco-friendly cleaning agents.
- The research does not cover industrial or organizational green practices.
- Findings are limited to consumer perspectives and do not include producers or retailers.

Methodology:

1. Research Design

A descriptive research design was adopted to study consumer awareness and behavior.

2. Sampling Design

- ✓ **Population:** Consumers in Tumkur District.
- ✓ **Sample Size:** 150 respondents (100 from urban areas and 50 from rural areas).
- ✓ **Sampling Method:** Stratified random sampling to ensure representation of both rural and urban consumers.



- ✓ **Data Collection Tools:** Structured questionnaire (both open-ended and close-ended questions) and personal interviews.
- ✓ **Analysis:** Simple percentage analysis and comparative study between urban and rural responses.

Limitations of the Study

1. The study is limited to Tumkur District: results may not be generalized.
2. Sample size of 150 respondents may not fully represent the entire population.
3. Time constraints restricted detailed field surveys.
4. Self-reported data may include bias, as some respondents may give socially desirable answers.
5. Only household-level consumers were studied, excluding producers and retailers.

Findings and Discussion:

1. Awareness Levels

Urban Consumers: 65% aware of eco-friendly products.

Rural Consumers: Only 38% aware.

Most Known Products: LED bulbs, solar lamps, and organic vegetables.

2. Consumer Preferences

- Preference for affordable green products such as energy-efficient bulbs and organic food items.
- Lower interest in premium green products like eco-friendly clothing due to higher prices.

3. Purchase Behavior

- Majority purchase green products occasionally, not regularly.
- Key motivators: health benefits and cost savings (electricity bills).

4. Barriers to Adoption

- High Cost: 72% respondents felt products are expensive.
- Limited Availability: Particularly in rural areas.
- Lack of Government Promotion: Very few respondents knew of subsidies or schemes.

5. Influence of Socio-Economic Factors



- Education: Higher education linked with greater awareness.
- Income: Middle- and high-income groups more likely to adopt.
- Age: Younger consumers (18–30) showed more willingness.

Table 1: Awareness Levels among Respondents

Category	Aware (%)	Not Aware (%)
Urban Consumers	65	35
Rural Consumers	38	62

Suggestions:

- ❖ Organize awareness campaigns through schools, NGOs, and media.
- ❖ Provide government subsidies and tax benefits to make green products more affordable.
- ❖ Improve distribution channels to ensure availability in rural markets.
- ❖ Encourage local entrepreneurs to produce affordable eco-friendly alternatives.
- ❖ Promote youth-driven eco-awareness programs to influence families.

Conclusion

Conclusion

The study reveals that although consumer awareness of green products in Tumkur District is steadily increasing, the actual level of adoption remains constrained by issues of affordability and accessibility. Urban consumers display relatively higher awareness and willingness to adopt eco-friendly products, while rural consumers continue to face challenges such as high cost and limited availability. This highlights the need for stronger awareness initiatives, supportive government policies, and proactive engagement by local businesses to promote sustainable consumption practices.

The findings also emphasize that consumer behaviour is central to the success of green products. Even though many consumers are aware of eco-friendly options, their commitment to purchase such products is often weak. To encourage adoption, marketers must design promotional strategies that are realistic, ethically grounded, and focused on making products available in sufficient volume and variety. When manufacturers recognize their social responsibility to produce environmentally sustainable goods, consumers are more likely to shift their preferences accordingly.



Therefore, sustainability is not the sole responsibility of consumers; it requires collective efforts from manufacturers, policymakers, civil society, and the media. The promotion of green products depends on a shared vision of environmental protection and responsible consumption. “Going green” is no longer just a slogan—it reflects a growing global commitment. This research concludes that four critical factors—attitudes toward the environment, social influence, health consciousness, and perceived consumer effectiveness—are key to strengthening green purchasing intentions among the public. By addressing these aspects, Tumkur can emerge as a role model for semi-urban regions in advancing sustainable consumerism in India.

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