

“PERCEPTIONS OF CONSUMERS TOWARDS GREEN PRODUCTS” BASED ON TRADITIONAL POTTERY USERS IN PALAKKAD DISTRICT

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Abstract

Pottery being an age old handicraft in India, the roots of the Indian Pottery Industry can be traced back to the earliest times of civilization. It is one of the most ancient and popular form of Indian village arts and has been in existence since the Indus Valley Civilisation. The art of handling clay is called pottery and it speaks about the culture, traditions, architecture, and inherent talents of the Indian artisans. It is an eco-friendly and economically viable cottage village industry from very back to some centuries..

Keywords: Pottery , perceptions, green products, health, medicine.

Introduction

Pottery was invented more than 10000 years ago and was widely used by 2000 years ago. Although it breaks easily, it rarely disintegrates and dissolves but the fragments of pottery, called shreds are the most common find on many archaeological sites. While such broken pieces often seem uninteresting, they hold a wealth of detailed information for the archaeologist to decipher.

Traditional potteries can be considered as “green products” which are presumed to be environmentally preferable and safe. This paper describes the perceptions of consumers towards green products based on pottery users in Palakkad.

Green products

There are certain characteristics that a product must have to be regarded as a ‘green product’. Green product should not –

1. Endanger the health of people or animals.
2. Damage the environment at any stage of its life including manufacture, use and disposal.
3. Consume a disproportionate amount of energy and other resources during manufacture, use or disposal.
4. Cause unnecessary waste either as a result of excessive packaging or a short useful life.
5. Involve the unnecessary use of our cruelty to animals.
6. Use materials derived from threatened species or environment.

Perhaps green products have not received as much attention as required for its promotion, the Federal Trade Commission (FTC) issued certain guidelines. It helps to reduce consumer confusion and prevent the false or misleading use of terms such as “recyclable” “degradable” and “environmentally friendly”.

Review of Literature

The literature review of perceptions of green products shows that many learned educationists and researchers have commented over the perceptions of green products but few studies are identified relating to traditional pottery as green product.

- Chitra(2007) explain the marketing of green product, its promotion strategies and the perception of consumers towards green product
- Mostafa(2009), In his article narrates that due to the increasing numbers of green consumers marketers are targeting the green segment of the population based on their perception.
- Modi and Patel(2013) in their study found that consumers began to change their purchasing patterns by preferring environment friendly products or green products.
- Delafrooz(2014) mentioned eco-brand aspects for distinguishing green products from non green products.
- Freddie Curtis explored the utility pottery industry in Bailen, Southern Spain.
- Kael E Henion expressed about ecological marketing.
- Thomas L Friedman in his article “The power of green” explored the relevance of green marketing.

Importance of the Study- “Potteries are medicine and potters are medicine men”

Kerala traditions suggest that potters and pottery have long been associated with concepts of health and medicine. Pottery production and use in Kerala was not simply a functional concern separate from the social and symbolic values of society; instead it associated with the production of iron, alongside issues of health. Due to its association with food preparation technology it took on added symbolism as a medicinal source of health and life which was significantly and symbolically linked to the health of the Keralites.

Objectives of the Study

1. To investigate the awareness about green products
2. To identify the perceptions of pottery users.

Research Methodology

The methodology of any research study can be finalized only after a detailed look into the available literature. As part of identifying the available literature the scholar scanned the materials starting from internationally resourced encyclopedia to

locally available articles. It is unfortunate to state that a few literature on perceptions of pottery users is available at the international, national and state level. During the course of the literature no vast studies directly related to pottery industry in Kerala was traced.

Data source

The study requires both primary and secondary data. Primary data were collected from the selected sample traditional potters by using a structured interview schedule. The secondary data were obtained from the KVIC, publications of the dept. of KVIB, reports from various associations of traditional potters, newspapers, articles and e-sources.

Research approach

Survey approach using an interview schedule was adopted in this study. Since facts had to be collected directly from the selected pottery consumers on sampling design.

The population

The perceptions of pottery users in Kerala are almost the same way in the universe as found.

Sampling Design

An attempt has been made to trace the empirical evidence on the perceptions of traditional pottery in Palakkad district. 670 households using traditional pottery in Palakkad district was selected. For getting adequate representation 15% households representing the universe was randomly selected. As regards 100 respondents totally selected.

Hypothesis:

There is no significant variation on mean ranks of perceptions among the pottery users based on age, income and education.

Analysis and Interpretation of Data

The purpose of schedule is to examine the perceptions of green products. The hypothesis formulated is tested using t test, F test, mean, standard deviation and ANOVA.

Table 1
Age wise classification of the respondents

Age	Frequency
20-30	6
31-40	10
41-50	46
51-60	28
60 and above	10
Total	100

Source : Primary data

Among the respondent 6% are in between 20-30 age group 10% of them belongs to 31-40 age group and 46% represent 41-50 scale and 28% are in between 51-60 age. While classifies respondents life phase based on age it can be interpreted that those who are in between 20-40 are in middle age phase and 41-60 are in beyond the middle age phase. Analysis on the basis of table 1 reveals that 84% of them are beyond the middle age.

Table 2
Education-wise classification of respondents

	SSLC	Plus 2	Degree	PG	Total
	f	f	f	f	f
Total	10	14	48	28	100

Most of them had higher educational qualification.

Table 3
Average daily income in each household

Income				Total
>5000	5001-10000	10001-15000	>15000	-
24	28	18	20	100

Most of them had moderate income.

Hypothesis Testing

H₀: There is no significant variation on mean ranks of perceptions in pottery based on age, income and education.

Table 4
Mean Ranks of perceptions towards pottery

Sl.No.	Causes	Mean	SD	Assigned Rank
1.	Quality	4.36	.642	3
2.	Durability	2.94	.487	12
3.	Environment Friendly	4.96	.793	1
4.	Eco Brand	4.04	.586	8
5.	Certification on the package	3.28	.513	11
6.	Reasonable price	4.24	.608	6
7.	Eco labels	4.00	.579	5
8.	No health problems	4.52	.713	4
9.	Safe ingredients	4.14	.597	7
10.	Recycling	4.56	.753	10
11.	Biodegradable	3.98	.532	9
12.	Medicinal effect	4.94	.779	2

The above table shows the mean ranks obtained for twelve factors causing perceptions of green products. Ranks given by the consumers revealed that environment friendly perception is the main factor for purchasing green products, followed by this, medicinal effect, quality, no health problems are the factors for convincing the users for buying portery. The perceptions of durability, certification on the package and recycling are least considered aspects towards green products.

Based on the mean results in the above table, it can be found that there is no significant variation on mean ranks of factors causing different perceptions towards green product. The null hypothesis is accepted.

Table 5
Overall analysis of perceptions based on Age

Age	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
20 – 30	6	3.9504	.53027	.17676	3.5430	4.3582	2.78	4.67
31 – 40	10	4.0608	.30776	.09280	3.8538	4.2674	3.67	4.67
41 – 50	46	3.9796	.25406	.06352	3.8438	4.1146	3.67	4.67
51 – 60	28	4.1946	.53959	.26979	3.3358	5.0530	3.89	5.00
Above 60	10	3.9751	.49626	.16540	3.5939	4.3567	3.44	4.89
Total	100	4.0091	.38812	.05545	3.8976	4.1206	2.78	5.00

ANOVA					
	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	.222	4	.055	.348	.844
Within Groups	7.009	44	.159		
Total	7.231	48			

The perception does not differ among pottery users based on age.

As the calculated P value is greater than .05 mean problem does not differ among pottery users. Hence the hypothesis is accepted.

Table 6
Overall analysis of Perceptions based on Education

Edn	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
1	10	3.8611	.18976	.09488	3.5592	4.1631	3.67	4.11
2	14	3.7778	.33988	.12017	3.9659	4.5341	3.78	4.67
3	44	4.0000	.40825	.18257	3.4931	4.5069	3.56	4.67
4	20	3.8889	.15713	.07027	3.6938	4.0840	3.67	4.00
5	12	3.7963	.12989	.05303	3.6600	3.9326	3.67	4.00

ANOVA					
	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	1.237	4	.309	.548	.701
Within Groups	22.485	35	.642		
Total	23.722	39			

As the calculated P value is greater than .05, mean perception does not differ among pottery user based on education. Hence, null hypothesis is accepted.

Table No. 7
Overall analysis of Perception based on Income

Income	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
<100	24	4.2000	.37185	.16630	3.7383	4.6617	3.78	4.67
100-250	58	4.0058	.41085	.06665	3.8708	4.1409	2.78	5.00
250-400	18	3.8444	.16851	.07536	3.6352	4.0537	3.67	4.11
above 400	0	-	-	-	-	-	-	-
Total		4.0091	.38812	.05545	3.8976	4.1206	2.78	5.00

ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.318	3	.106	.691	.563
Within Groups	6.912	45	.154		
Total	7.231	48			

The calculated P value is greater than .05, mean perception does not differ among pottery users based on income. Hence, null hypothesis is accepted.

Findings

From the forgone analysis it is seen that most of the repondents considered the attributes of green product while purchasing products.

The study reveals that quality, medicinal effect, environment friendly, no health problems are promiment elements regarding the perception towards pottery.

Certification of products, durability and recycling attributes do not have prominence towards pottery. There is no significance variation towards perception based on their age, education and income.

Conclusion

Green marketing being an innovative concept is gaining importance among consumers who would seek to get green products. The perceptions of green product have enabled and persuaded them to buy green products. Even though green marketing facing many challenges like expensive raw materials, huge investment, high price of raw materials, non availability but it has also gained vast acceptance among the green consumers. Thus the modern manufacturers who have environment consciounes should prefer to produce more green products, there by promoting the sustainability of these.

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