

“A STUDY ON CONSUMER’S PERCEPTION TOWARDS ECO-FRIENDLY PRODUCTS”

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ABSTRACT:

Green marketing is targeted on a responsible approach to the environment, which is integrated into various areas of society. so as to create a successful and socially responsible brand, it strives to use environmental principles that attract new customers or strengthen the loyalty of existing ones. to confirm success, it's necessary to target green marketing as part of socially responsible brands' communication to individual target groups, which may be divided according to the age of the buyer generations, which have similar requirements for product characteristics. People all round the globe are now privy to the environmental depletion which the industrialists are serving together with the bundle of utilities. Newspapers, magazines and every one media also are now a days enhancing consumer's attention towards the environmental effects a product may have. This problem, being not of a nation but of the full globe, has increased the requirement of the marketer to focus upon. so as to survive in such an aware market, every marketer needs to imperatively focus upon the green marketing. there's nothing new within the green product and green marketing but it only cares for the environment. Environment friendly products are the demand for both real consumers likewise because the industrial buyers. Green marketing could be a global concern and it's visiting have a much better future ahead. It can most profitably be used as a growth opportunity if the lag behinds are eliminated. the foremost important factor is to grasp the consumer's perception about the environment and to develop a more robust sense of ethical obligation in every citizen.

INTRODUCTION:

The current environmental awful conditions are ever more threatening consumer health and wellbeing at both globally and nationally. Therefore, consumers are getting more sensitive in their environmental attitudes, perceptions, preferences and purchases (Sarigollu, 2009). The apprehension for environmental degradation has resulted in an exceedingly new segment of consumers and these consumers are identified collectively who avoids products which are possible danger for health, damage the environment during production, use materials derived from threatened environment and cause unnecessary waste. Eco-friendly marketing is employed to satisfy the requirements and wishes of consumers and protect the environment and benefits to the society in a very more environmental friendly way (Welford, 2000). If companies are keen to adopt eco-friendly marketing successfully, they must incorporate the concept of eco-friendly marketing into all aspects of promoting activities. Companies should apply eco-friendly marketing strategies to extend perceived value of their eco-friendly products and reduce perceived risk of their products with relevance environmental consideration to boost their competitive advantage. Now-a-days people give importance to eco-friendly products even youth because of it prevents contributions to air, water and land pollution. Making a really eco-friendly product keeps both environmental and human safety in attention. Consumers are getting sensitive in their environmental attitudes, preferences, and buy and desire of consumers to buy this products and services is rising. Numerous are more tuned in to environmental issues and consequently choose products and don't injury the environment over less environmentally friendly products, whether or not they cost more. Well educated consumers are emerging as a brand new force to make an environmentally sustainable world because of facing plenty of environment problems associated with the harmful products. Green perceived value is customer's perception that's actually known will be improved by perceived

innovation (Wu & Chen, 2014) and customer's service innovation (Komaladewi, 2015) for eco-friendly products.

REVIEW OF LITERATURE:

A study on consumers behavior towards organic food. International Journal of Management Research & Review, 5(11), 1082–1091.

Sangeetha (2015) found out that consumers demand for organic food is strongly influenced by knowledge and attitude of consumers, price as well as food attributes of organic products. Sathis Kumar and Dr. E. Muthukumar (2016) found out that consumers in Nilgiri district gave more importance to factors like health, environmental safety, knowledge and culture where organic food was concerned. However, they were in different towards the attributes of organic food like taste, color of the food etc.

Anu Varghese and Santhosh, J. (2015). A study on consumers' perception on eco-friendly product with reference to Kollam district in Kerala. EPRA International Journal of economic and business review.

Anu Varghese and Santhosh J , made a study on consumers' perception with reference to Kollam district in Kerala. 80 consumers were selected on a convenience basis. According to the study, the majority of the respondents are aware about eco-friendly products. Organic vegetables and food products were mostly preferred by customers. The major factor influencing the buying behavior of consumers is the quality of the product, and the problem faced, by the consumers are lack of availability of products, high price and low promotion.

Bhagwan Singh and Sachin Kumar (2015). A Study on Current Status of Green Marketing in North India." Pacific Business Review

Bhagwan Singh and Sachin Kumar in their study revealed that most of the respondents from North India are familiar with Green Marketing. Respondents, income, occupation, marital status and district have a strong relationship with awareness about Green Marketing, irrespective of their age, education, area and state. The marketers should plan out the strategies as per the respondent's characteristics to achieve better results. The genders from North India possess similar awareness about Green Marketing, so the gender specific strategies perhaps may not work in India. Rather, other demographic variables like income, occupation, marital status and district of respondents, if focused and targeted may provide better results. The study also explored that customer rising awareness about green or eco-friendly products; promotion of green or eco-friendly products by Web Based Marketing/ Internet; consumer focus on the environmental issues and necessary initiatives taken by the government and corporates are the main reasons for highlighting Green Marketing.

Anupreet Kaur Mokha, (2017). Green Marketing: A Study of Consumer Perception on using EcoFriendly Products. Asian Journal of Research in Business Economics and Management, 7(8), 298- 309.

In view of Anupreet Kaur Mokha indicated that the green marketing was not quite the same as conventional advertising, as green promoting centers around advancing natural inviting items. It was otherwise called Environmental or Ecological marketing. These exercises were quickly developing over the globe and have an essential job in making mindfulness among the purchasers with respect to the eco-accommodating items and their effect on the earth which helps the buyers in their purchasing choices.

Nagamani, & Navaneetha, (2017). Perception of sellers of eco-friendly products – an analytical study. International Journal of Management Studies, 4(2), 99-108.

Nagamani and Navaneetha revealed that the retailers had opined that majority of the consumers specifically identified eco-friendly products and showed their interest to pay more for eco-friendly products. They also stated that there was lack of awareness among the consumers about eco-friendly products available in market and high investment required for business was the most common problem they faced.

OBJECTIVE OF THE STUDY:

- ❖ To find out the satisfaction level of the respondents towards the usage of eco-friendly products
- ❖ To find out the purchasing level of eco-friendly products of the respondents
- ❖ To find out the awareness level of the respondents towards eco-friendly products
- ❖ To find out the respondents familiarity towards eco-friendly products
- ❖ To find out the obstacles faced by respondents while buying eco-friendly products

SCOPE OF THE STUDY:

The aims of this study mainly attempts to

- (a) Examine the consumer's attitude, perception and buying behaviour towards eco-friendly products
- (b) Identify the factors affecting buying behaviour of consumers for eco-friendly products and
- (c) Measure the consumer's satisfaction towards eco-friendly products.

This research would help to re-examine and make changes within the present production and marketing strategies so as to boost the acquisition behaviour and satisfaction of consumers towards eco-friendly products.

RESEARCH METHODOLOGY:

Research methodology is that the way of systematic solving the research problem. it's a science of studying how research is conducted scientifically.

DATA ANALYSIS AND INTERPRETATION:

CHI-SQUARE TEST

Null Hypothesis (H0) : there's no association between satisfaction level of using eco-friendly products and gender of the respondents

Alternate hypothesis (H1) : there's an association between satisfaction level of using eco-friendly products and gender of the respondents

YOUR OVERALL SATISFACTION REGARDING ECO-FRIENDLY PRODUCTS * GENDER Cross Tabulation

		GENDER		Total
		Female	Male	
YOUR OVERALL SATISFACTION REGARDING ECO-FRIENDLY PRODUCTS	dissatisfied	0	2	2
	neutral	4	13	17
	satisfied	11	22	33
	Highly satisfied	3	20	23
	Total	18	57	75

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
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Pearson Chi-Square	3.723 ^a	3	.293
Likelihood Ratio	4.290	3	.232
Linear-by-Linear Association	.247	1	.619
N of Valid Cases	75		

a. 3 cells (37.5%) have expected count less than 5. The minimum expected count is .48.

INTERPRETATION

Since p value is greater than 0.05 accept null hypothesis. There is no association between satisfaction level of using eco-friendly products and gender of the respondent

Kruskal-Wallis Test

Null hypothesis (H0): There is no significant difference between purchasing level of eco-friendly products and gender of the respondents

Alternate hypothesis (H1): There is a significant difference between purchasing level of eco- friendly products and gender of the respondents.

Ranks

	GENDER	N	Mean Rank
FOOD	Female	18	35.72
	Male	57	38.72
	Total	75	
HEALTHCARECOSMETIC	Female	18	35.08
	Male	57	38.92
	Total	75	
CLEANING PRODUCTS	Female	18	29.50
	Male	57	40.68
	Total	75	
OTHERHOUSEPRODUCTS	Female	18	23.50
	Male	57	42.58
	Total	75	

Test Statistics^{a,b}

	FOOD	HEALTHCARECOSMETIC	CLEANINGPRODUCTS	OTHERHOUSEPRODUCTS
Chi-Square	.272	.455	3.908	11.257
Df	1	1	1	1
Asymp. Sig.	.602	.500	.048	.001

a. Kruskal Wallis Test

b. Grouping Variable: GENDER

INTERPRETATION

Since p value is lesser than 0.05 reject null hypothesis. There is a significant difference between purchasing level of eco- friendly products and gender of the respondents

ONE WAY ANOVA

Null hypothesis (H0): There is no significant difference between educational qualification and awareness level of the respondents.

Alternate hypothesis (H1): There is a significant difference between educational qualification and awareness level of the respondents.

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
SOCIAL MEDIA	Between Groups	1.273	4	.318	2.202	.078
	Within Groups	10.114	70	.144		
	Total	11.387	74			
FRIENDS	Between Groups	.742	4	.185	.785	.539
	Within Groups	16.538	70	.236		
	Total	17.280	74			
TELEVISION	Between Groups	.537	4	.134	.524	.719
	Within Groups	17.943	70	.256		
	Total	18.480	74			
NEWSPAPER/MAGAZINES	Between Groups	2.107	4	.527	2.478	.052
	Within Groups	14.880	70	.213		
	Total	16.987	74			
HAVEN'T HEARD ABOUT ANY ECO FRIENDLY PRODUCTS	Between Groups	.104	4	.026	.494	.740
	Within Groups	3.683	70	.053		
	Total	3.787	74			

INTERPRETATION

Since p value is greater than 0.05 accept null hypothesis. There is no significant difference between educational qualification and awareness level of the respondents.

4.5 T-TEST

Null hypothesis (H0): There is no significant difference between familiarity of eco-friendly products and age of the respondents

Alternate hypothesis (H1): There is a significant difference between familiarity of eco-friendly products and age of the respondents

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
HYGIENE PRODUCTS	Equal variances assumed	.002	.962	-.025	71	.981	-.005	.203	-.410	.400
	Equal variances not assumed			-.023	5.778	.983	-.005	.219	-.545	.535

ELECTRIC APPLIANCES	Equal variances assumed	.699	.606	-1.248	71	.216	-.264	.211	-.685	.158
	Equal variances not assumed			-1.202	5.851	.276	-.264	.219	-.804	.276
HOUSEHOLD PRODUCTS	Equal variances assumed	.162	.689	-.385	71	.702	-.082	.213	-.508	.343
	Equal variances not assumed			-.354	5.762	.736	-.082	.232	-.655	.491
ELECTRIC VEHICLES	Equal variances assumed	.033	.857	.173	71	.863	.037	.215	-.392	.467
	Equal variances not assumed			.161	5.779	.878	.037	.232	-.535	.610
COSMETIC PRODUCTS	Equal variances assumed	7.914	.706	.810	71	.421	.174	.215	-.255	.603
	Equal variances not assumed			.793	5.885	.459	.174	.220	-.366	.714
ORGANIC FOODS	Equal variances assumed	6.405	.814	-.672	71	.504	-.144	.215	-.573	.284
	Equal variances not assumed			-.657	5.884	.536	-.144	.220	-.684	.396
CLOTHES AND WEAR	Equal variances assumed	.106	.746	.176	71	.861	.035	.198	-.360	.430
	Equal variances not assumed			.160	5.737	.879	.035	.218	-.505	.575
NOT FAMILIAR	Equal variances assumed	.365	.558	-.297	71	.767	-.015	.050	-.115	.085
	Equal variances not assumed			-1.000	66.000	.321	-.015	.015	-.045	.015

INTERPRETATION

Since p value is greater than 0.05 accept null hypothesis. There is no significant difference between familiarity of eco-friendly products and age of the respondents.

FINDINGS OF THE STUDY:

- There is no association between satisfaction level of using eco-friendly products and gender of the respondent

- There is a major difference between purchasing level of eco- friendly products and gender of the respondents
- There is no significant difference between educational qualification and awareness level of the respondents.
- There is no significant difference between familiarity of eco-friendly products and age of the respondents

SUGGESTIONS:

- Prioritize reusable items over single-use ones. Even small swaps, like employing a reusable bag rather than plastic ones after you go grocery shopping, can make a difference to your environmental impact.
- Look for established, third-party emblems like Eco Cert Cosmos for organic cosmetics, Fair Trade Certified ingredients, or Green Guard Certified products.
- Opt for sustainable and recycled materials. For clothing, bedding, and other textiles, our pros recommend searching for fibers like Tencel and organic cotton if buying second user products isn't an option.
- Using reusable grocery bags may be a simple thanks to weigh down on the habit without missing out on convenience. Some grocery stores even offer incentives for people that bring their own bags.
- If it doesn't must be single-use, it probably should not be. Using 100% organic cotton dish towels could be a great substitute to paper towels, as you'll throw them in with a load of laundry repeatedly.
- More care should be taken in packaging and distribution of eco friendly products
- Premium price for eco-friendly products should be reduced

CONCLUSION:

Moving towards a green economy has the potential to attain sustainable development and eradicate poverty on an unprecedented scale, with speed and effectiveness. This potential derives from two concurrent changes. First, there's a changed playing field during which our world and therefore the risks we face have materially changed. These changes require a fundamental rethinking of our approach to the economy. Second, there's a growing recognition that the natural environment forms the idea of our physical assets and must be managed as a source of growth, prosperity and well-being.

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