

CONSUMER PERCEPTION TOWARDS ECO-FRIENDLY PRODUCT

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ABSTRACT

“An ounce of prevention is worth a pound of cure” is the proverb that tells it's easier to stop something, before it has happens. The pandemic has caused people across world to pay closer attention to their health, symptoms of illness and to adopt new behaviors to minimize risk of transmission such as Conscious of environment, Social distancing, wearing mask and Hygiene Sanitization. This study explores how these factors affect the perception of the consumers towards the eco-friendly product. Consumers are now becoming more ecological and health conscious and desire to purchase the eco-friendly product. In this study, it brings the behavior of the consumer on eco-friendly product before and during pandemic will be discussed. The Coimbatore is the third largest city in Tamilnadu, it is also known as Manchester of South India. The main object of the study is to identify the demographic and usage profile of the selected consumers and to know the perception level of the consumer towards eco- friendly products. Questionnaire method will be used to collect the data from 125 consumers through convenient sampling method in Coimbatore district. The collected data have been analyzed using the Simple Percentage and Likert's scaling methods. The finding of the study will be definitely useful for the consumers to know the advantages of eco-friendly product, marketer to know the behavior of the consumer and government to take necessary steps to educate the consumers to buy the eco-friendly product.

Keywords: Eco-friendly, Products, Attitude, Perception, Pandemic

PREMABLE OF THE STUDY

The corona virus offers countries a chance to build revival plans that will reverse current trend and change our consumption and production pattern towards the eco-friendly product. The eco-friendly product and its production, are about the restructure of economic from environmental dilapidation, increase the efficiency of the resources and promoting eco-friendly product among the consumers. It can also contribute significantly to poverty mitigation and the transformation of the countries towards low-carbon and green economies. The eco-friendly product consumption and production refers to the use of services and related products, which looks after the basic needs of the consumers and provide the better quality of life by minimizing the use of natural resources and toxic material as well as that emission of water and pollutants over the life cycle of the services and to prevent the sources for the future generation. The pride and Farrell was rightly stated that eco-friendly product refers to an organizational effort in designing, promoting and pricing and distributing the product without any harm to the environment. The eco-friendly product plays a vital role particularly in the modern market. Additionally the development of eco-friendly product has opened the opportunity for the companies for co-brand their products into separate line. The silicon 'India reveals that the majority of Indian consumers are familiar with eco-friendly products, have confidence that eco-friendly products are better for environment and feel that bio based ingredients enhance the desirability of a product. More than 63 per cent of consumers are familiar with eco-friendly products and of those, 85 per cent have confidence that they are better for the environment. As a result of this businessman can increase the volume of consumers who are more anxious about the environment. These consumers show more concern about the environmental issues into their purchasing decision and the concentrate on the product whenever they purchases.

REVIEW OF LITERATURE

Anil kumar and Mridanish Jha (2017) in their study entitled “A study on attitude of consumers towards eco-friendly products” concluded that the producers ought to enhance the plan of eco-

accommodating items so as to pull in customers successfully. The advertisers or retailers must place eco-accommodating items in their shops in such a way, buyers can find effectively while purchasing.

Nagamani and Navaneetha (2017) in their study entitled, “Perception of sellers of eco-friendly products – an analytical study “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.

Nagaraju and Thejaswini (2016) in their study entitled, “A Study on Consumer Attitude towards Eco-Friendly FMCG Products With Reference To Hubli City in Karnataka” found that the absence of learning and not awareness of the advantages were limitations for acquiring eco-accommodating items. Greater part of the respondents purchased eco-accommodating items for wellbeing reason. The study reasons that consumer was developing to the ethics of eco-friendly products. So, the government, the association should have known about the majority and the consumers’ needs to consolidate their hands in bringing the biological adjust.

Preeti Pillai and Junare (2016), in their study entitled, “A Study on Consumers’ Perception towards Eco-friendly Products in Ahmedabad “ concluded from their research that eco-friendly consumers were youthful, taught, and was of administration classification. Further, females have appeared towards utilization of vitality effective climate control system

Shirmila Stanley (2015) in her study entitled,” A Study on the Perception and Impact of Sustainable Green Consumption Practices of Women in Preserving Ecology with Special Reference to Chennai City” revealed that awareness about eco-friendly products was gradually getting and the message of sparing nature was spreading gradually. Also, larger part of the women would like to purchase eco-friendly items disregarding the way that such items were overrated.

STATEMENT OF THE PROBLEM

Today, society is clustered with various marketing activities and the activities are coupled with the surroundings. Among this the marketing play a vital role in the development of the eco-friendly product. The eco-friendly product is now a leading concern of the market. Green marketing is nothing but only the development and improvement of pricing, promoting and distributing the products which do not damage the environment. Therefore, marketers have to establish and communicate a strong environmental image by promoting the green purchase behavior of the people. Green marketing is perceived as an opportunity by many organizations to achieve their long term goals. Green strategy can be effectively implemented only by persuading the consumers to buy eco-friendly products. Moreover, it is the prime duty of each and every citizen of India to protect the environment by purchasing eco-friendly products. Therefore, an in-depth study is made on the intention of people to buy eco-friendly products before and during pandemic. The focus on consumers is understandable as this group is representing a new generation of consumers with a strong potential impact on green environment.

OBJECTIVES OF THE STUDY

Now a day the world getting worse due to globalization, deforestation and ozone depletion. Additionally this covid pandemic has exaggerated the countries for the past two year. It results on many deaths, economy fall down. People kept themselves isolated that’s leads to cruel depression. The results of this had made the consumer to switch their preference from normal product to the eco-friendly product and they strongly believe that their health has spoiled because of the usual products and environment. Hence, it becomes compulsory for the marketer to understand the importance, attributed and comprehensive profile of the eco-friendly product consumers.

The following are the main objectives of the study:

1. To study the demographic and usage profile of the selected consumers.
2. To study the perception level of consumers towards eco-friendly product. and
3. To offer valuable findings and recommendations to the marketer and the government.

RESEARCH METHODOLOGY

Coimbatore district has been ranked 4th for investment climate and ranked 17th among the top global outsourcing cities. It enjoys a very pleasant climate all the year round, aided by the fresh breeze that flows through the 25 kms long Palakkad gap. The rich black soil of the region has contributed to Coimbatore's flourishing agriculture industry and, it is in fact the successful growth of cotton that served as a foundation for the establishment of its famous textile industry. The result has been a strong economy and a reputation as one of the greatest industrial cities in South India.

Research design

Coimbatore is an important commercial district which consists of eleven Taluks namely Coimbatore north, Coimbatore south, Perur, Madukkarai, Annur, Mettupalayam, Sulur, Pollachi, Kinathukaduvu, Annamalai and Valparai revenue Taluk, with 3,654,026 of total population in 2021.

Sampling

Data is collected from One Hundred and Twenty Five consumers by adopting convenient sampling method. Interview schedule will be used to collect the opinion of the 125 consumers towards the eco-friendly products. Secondary data have been used to explain the theoretical aspects of the study and it will be collected through the Annual Report and articles from journals, bulletins and websites.

Framework of analysis

The collected data will be analyzed by using Simple Percentage.

RESULTS AND DISCUSSIONS

The first part of the study discussed about the demographic profile & eco-friendly products usage profile by using the variables area of residence, age, gender, educational qualification, marital status, income per month, total income of the family, type of products purchased, purchase location, amount spent for purchasing and period of using eco-friendly products. On the other hand, in the second part of the study discussed about the consumer perception towards eco-friendly products.

Demographic Profile & Eco-Friendly Products Usage Profile

Demographic Profile

The following table shows the demographic profile of the respondents.

Table-1 Gender of the Respondent

S.No	Gender	No. of Respondent	Percentage
1	Male	58	46.40
2	Female	67	53.60
	Total	125	100.00

The table 1 reveals that the 46.40 percentage of the respondents are male and 53.60 percentages of the respondents are female.

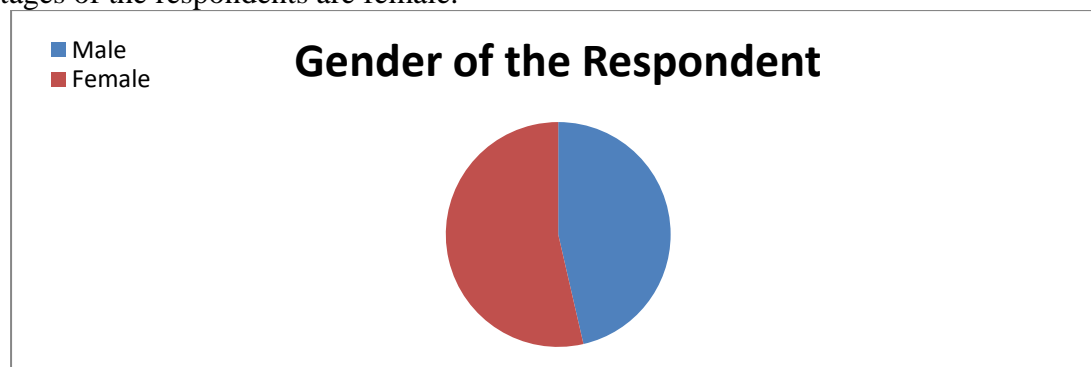


Table-2

S.No	Area of Residence	No. of Respondent	Percentage
1	Rural	42	33.60
2	Urban	45	36.00
3	Semi Urban	38	30.40
	Total	125	100.00

The table 2 reveals that the 33.60 percentage of the respondents resides in rural area, where 36.00 percentages of the respondents resides in urban area and 30.40 percentages of the respondents are resides in semi urban area.

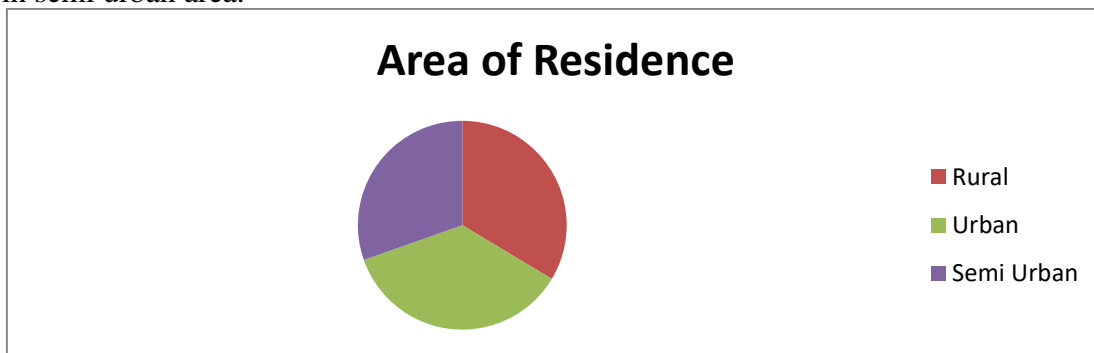


Table-3
Age of the Respondent

S.No	Age of the Respondent	No. of Respondent	Percentage
1	Below 20	23	18.40
2	20-30 Years	32	25.60
3	30-40 Years	46	36.80
4	40-50 Years	15	12.00
5	Above 50	09	7.20
	Total	125	100.00

The table 3 reveals that the 18.40 percentage of the respondents resides are below the age of 20 years, where 25.60 percentages of the respondents are between the age group of 20 and 30 years, 36.80 percentage of the respondent age group are between 30 and 40 years, 12.00 percentage of the respondents are between the age of 40 and 50 years and 7.20 percentages of the respondents are above the age group of 50 years.

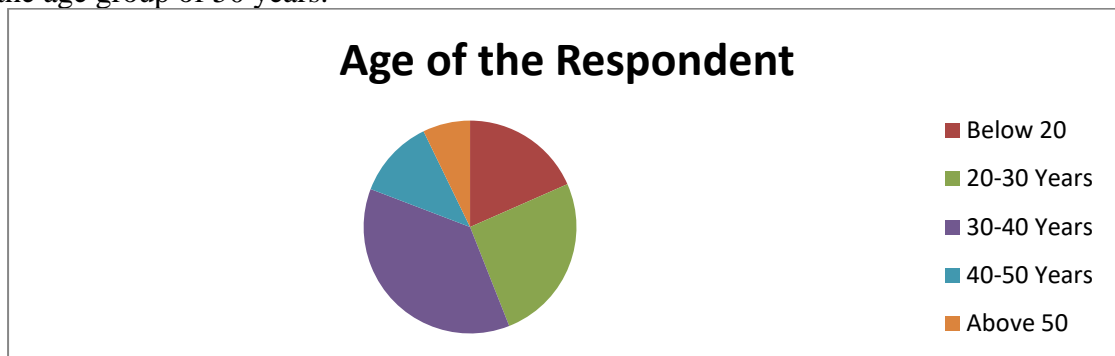


Table-4
Educational Qualification of the Respondent

S.No	Educational Qualification	No. of Respondent	Percentage
1	Up to HSC	27	21.60
2	Degree	46	36.80
3	Diploma	20	16.00
4	Professional	19	15.20
5	Un Educated	13	10.40
	Total	125	100.00

The table 4 reveals that the 21.60 percentage of the respondents resides are educated upto HSC, where 36.80 percentages of the respondents are degree holders, 16.00 percentage of the respondent are diploma holders, 15.20 percentage of the respondents are professionals and 10.40 percentages of the respondents are uneducated.

Educational Qualification



Table-5 Marital Status of the Respondent

S.No	Marital Status	No. of Respondent	Percentage
1	Married	66	52.80
2	Unmarried	38	30.40
3	Single	21	16.80
	Total	125	100.00

The table 5 reveals that the 52.80 percentage of the respondents are married, where 30.40 percentages of the respondents are unmarried and 16.80 percentages of the respondents are single.

Marital Status



Table-6 Income of the Respondent

S.No	Income of the Respondent	No. of Respondent	Percentage
1	Below Rs 20,000	16	12.80
2	Rs 20,001-Rs 30,000	32	25.60
3	Rs 30,001-Rs 40,000	38	30.40
4	Rs 40,001- Rs 50,000	15	12.00
5	Above 50,000	24	19.20
	Total	125	100.00

The table 6 reveals that the 12.80 percentage of the respondents income are below Rs 20,000 where 25.60 percentages of the respondents income are between Rs 20,001 and Rs 30,000, 30.40 percentage of the respondent income are between Rs. 30,001 and Rs 40,000, 12.00 percentage of the respondents income are between Rs 40,001 and Rs 50,000 and 19.20 percentages of the respondents income are above Rs 50,000.

Income of the Respondent



Table-7 Total Income of the Family

S.No	Total Income of the Family	No. of Respondent	Percentage
1	Below Rs 30,000	23	18.40
2	Rs 30,001-Rs 50,000	22	17.60
3	Rs 50,001-Rs 70,000	42	33.60
4	Rs 70,001- Rs 1,00,000	18	14.40
5	Above 1,00,000	20	16.00
	Total	125	100.00

The table 7 reveals that the 18.40 percentage of the respondents family income are below Rs 30,000 where 17.60 percentages of the respondents family income are between Rs 30,001 and Rs 50,000, 33.60 percentage of the respondent family income are between Rs. 50,001 and Rs 70,000, 14.40 percentage of the respondents family income are between Rs 70,001 and Rs 1,00,000 and 16.00 percentages of the respondents family income are above Rs 1,00,000.

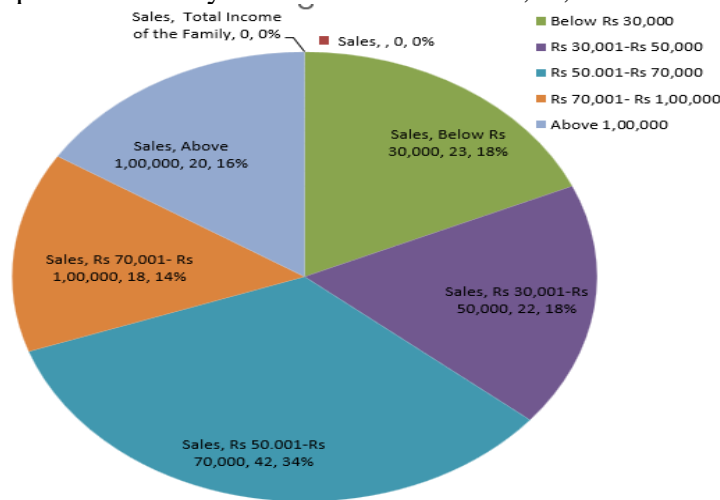


Table-8 Type of Product Purchased

S.No	Type of Product Purchased	No. of Respondent	Percentage
1	Organic vegetables	50	40.00
2	Food products	49	39.20
3	Cosmetics	26	20.80
	Total	125	100.00

The table 8 reveals that the 40.00 percentage of the respondents purchase organic vegetables, where 39.20 percentages of the respondents purchase food products and 20.80 percentages of the respondents buy cosmetics.

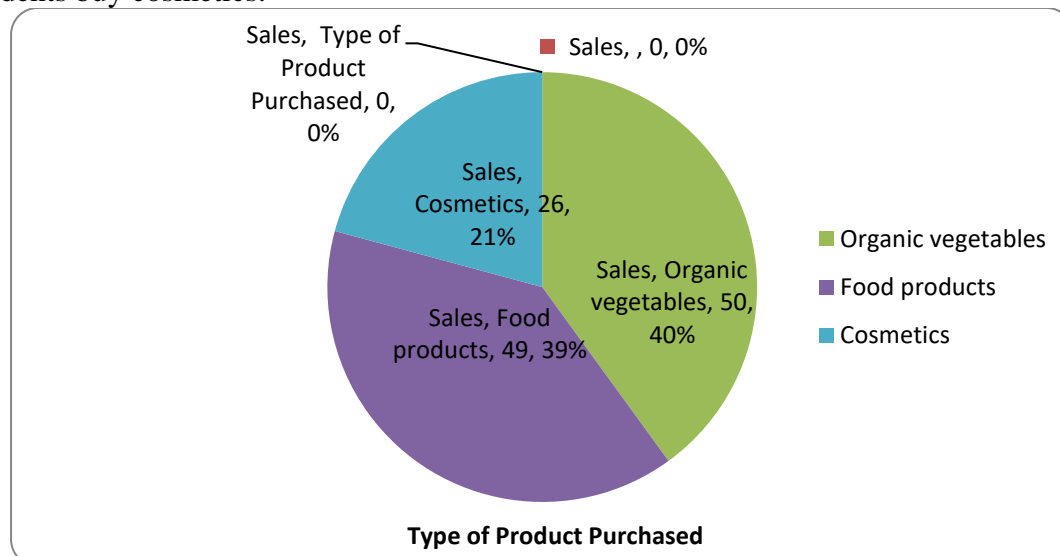


Table-9 Purchase Location

S.No	Purchase Location	No. of Respondent	Percentage
1	Retail Store	14	11.20
2	Departmental Store	18	14.40
3	Malls	21	16.80
4	Show rooms	28	22.40
5	Super market	23	18.40
6	Trade Fair and Exhibition Halls	21	16.80
	Total	125	100.00

The table 9 reveals that the 11.20 percentage of the respondents purchase in retail store, where 11.40 percentages of the respondents purchase in departmental store, 16.80 percentage of the respondent purchase in malls, 22.40 percentage of the respondents purchase in show rooms, 18.40 percentage of the respondent purchase in super market and 16.80 percentages of the respondents purchase their product in trade fair and exhibition halls.

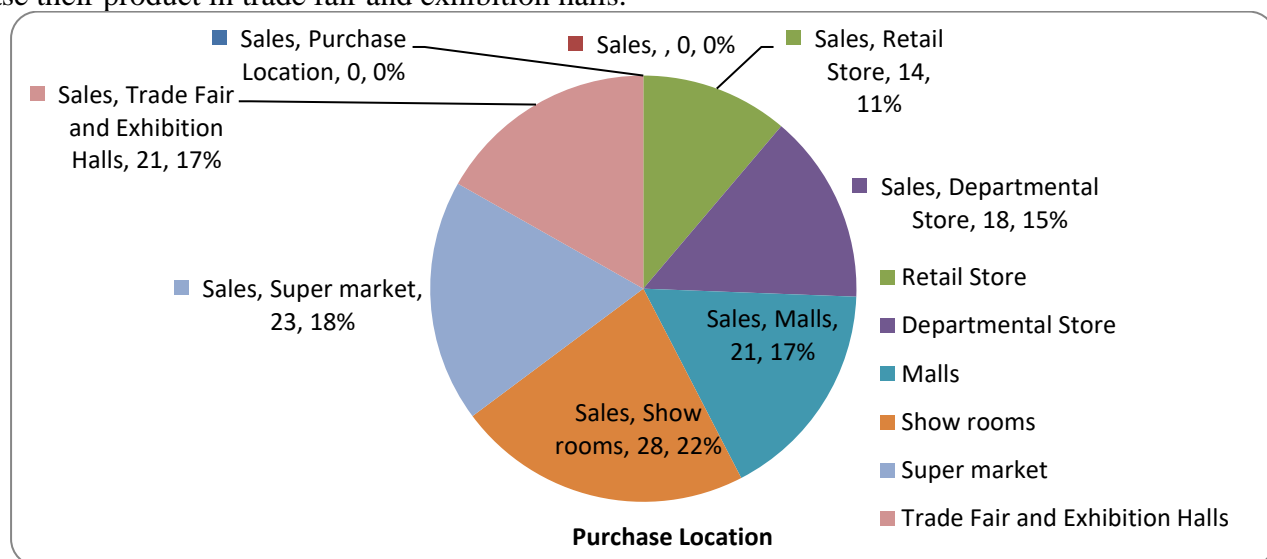


Table-10 Amount Spent on Purchase

S.No	Amount Spent on Purchase	No. of Respondent	Percentage
1	Below Rs 5,000	31	24.80
2	Rs 5,001-Rs 10,000	43	34.40
3	Rs 10,000 – Rs 20,000	30	24.00
4	Above Rs. 20,000	21	16.80
	Total	125	100.00

The table 10 reveals that the 24.800 percentage of the respondents spent are below Rs 5,000 for purchasing where 34.40 percentages of the respondents spent between Rs 5,001 and Rs 10,000 for purchasing, 24.00 percentage of the respondent spent between Rs. 10,001 and Rs 20,000 for purchasing, 16.80 percentages of the respondents spent above Rs 20,000 for purchasing eco-friendly products.

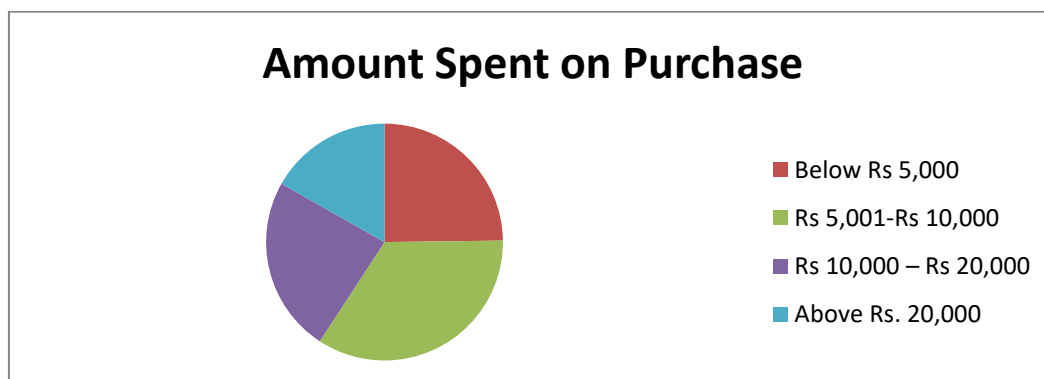
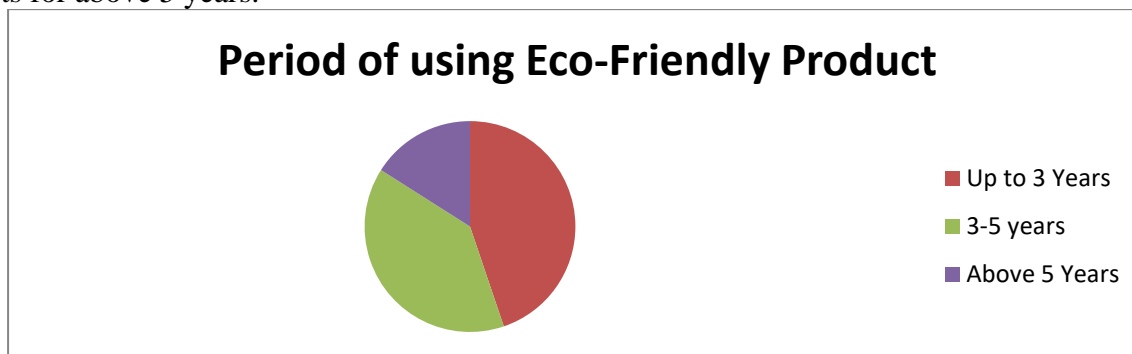


Table-11 Period of Using Eco-Friendly Product

S.No	Period of Using Eco-Friendly Product	No. of Respondent	Percentage
1	Up to 3 Years	56	44.80
2	3-5 years	49	39.20
3	Above 5 Years	20	16.00
	Total	125	100.00

The table 11 reveals that the 44.80 percentage of the respondents purchase the eco-friendly products upto 3 years, where 39.20 percentages of the respondents purchase the eco-friendly products between 3 and 5 years and 16.00 percentages of the respondents purchase the eco-friendly products for above 5 years.



Consumer Perception towards Eco-Friendly Products

In this part it has discussed about the consumer perception towards eco-friendly products. For this, nine statements have been framed for examining the consumer perception with 5 point Likert's scaling method. The mean of the statements is given in the following table

Table 12 Consumer Perception towards Eco-friendly Products

S.No	Factor	Mean Score
1	Made out of Normal Products	3.83
2	Green Label & Marks	3.84
3	Price	3.60
4	Product Excellence	3.59
5	Product Worth	3.33
6	Bio-Degradable	3.95
7	Recycling/Reuse Features	3.77
8	Environmental Knowledge & Concern/Care	3.51
9	Ozone Free Nature	3.80

It is indicated from the above analysis that among the nine categories of consumer perception towards eco-friendly products, bio-degradable attains the maximum level of consumer perception with the mean score of 3.95 and followed by green label & marks with the mean score of 3.84.

CONCLUSION

In this study it has been revealed that eco-friendly products are good for the health and environment. Eco-friendly products are good superiority and the recitals of these are improved than the conservative products. World is the only planet where human beings can live, so people need to take extra care to prevent the environment and earth. All should know the status of being nature friendly.

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