A STUDY ON AWARENESS OF RESPONDENTS TOWARDS ECO-FRIENDLY PRODUCTS WITH REFERENCE TO COIMBATORE DISTRICT

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Abstract

The term eco-friendly marketing emerged as a result of nature's adverse changes and company's environmental consciousness. Awareness towards eco-friendly products are based on various aspects and the reach of the products with the customer mind. In this context, this research was undertaken to understand the consumer awareness and perception towards eco-friendly products in Coimbatore District. For this purpose a sample of was collected from the 300 respondents were statistical tools were applied towards collecting primary data. The conclusion is that the respondents have higher level of awareness towards eco-friendly products available in the market in that they are aware a lot towards eco-friendly products based on food items.

Keywords: Eco-friendly products, Consumer awareness and Perception

Introduction

In today's business world environmental issues play a crucial role in marketing decisions. The environmental degradation and its effect on human life have emerged as one of the burning issues drawing attention of industrialists, academicians, society and research scholars all across the world. In recent times, the environment has emerged as a hot issue for societies, governments, in addition to business organizations. Concern over the environment has evolved through several distinct phases. From the 1960s ecology movement focusing on pollution and energy conservation, to the recent use of environmental issues as a source of competitive advantage in business and politics, individual and societal concerns over environmental issues have become increasingly apparent to the casual observer in the present century. This evolution has resulted in an expanded list of issues that fall within the domain of environmental responsibility. From the beginning of the 1970s, a significant amount of research has been conducted on consumer's behaviour towards environmentally friendly products.

Statement of the problem

The current rapid growth in the economy and the change in consumers' behavior and consumption patterns worldwide are the main cause of environmental deterioration. As the environment continues to worsen, it has become a persistent public concern in the developed countries and has recently awakened the developing countries to the eco-friendly movement. All most all the governments around the world are concerned about eco-friendly marketing activities that they have attempted to influence customers about environmental issues and motivating customers for greater participation in building awareness and increase eco-friendly product uses. This research is an attempt to explore the attitude towards the environment and eco-friendly products.

Objectives of the study

- To study about the demographic variables of the respondents.
- To analyze about the level of awareness about eco-friendly products.
- To evaluate the perception of respondents towards eco-friendly products with the market.

Scope of the study

Though various studies have been taken place regarding the customer attitude towards the eco-friendly products. There is a research gap between a related study in Coimbatore district. The main scope is that people will get awareness towards various aspects related usage of non-plastic products.

Research Methodology

Sample design

The populace focused for this investigation comprised of tests from the area of Coimbatore district who have bought no less than two item classifications out of the five chose for the examination. A family was chosen as an inspecting unit. Any grown-up individual from the family who settles on the most buy choices for the family was the respondent for this investigation. The inspecting strategy received for the examination was accommodation testing where the example respondents were chosen based on the openness

Collection of data

The examination work is basically founded on essential information gathered from the example respondents through an organized poll. Other data pertinent for the examination's investigation and others was gathered from auxiliary sources, for example, diaries, magazines, distributed and unpublished research works and sites.

Analysis and Interpretation

Demographic profile	Particulars	Frequency	Percent
Gender	Male	151	50.3
	Female	149	49.7
	Total	300	100
Age	Below 30 years	119	39.7
	30-45 years	94	31.3
	45-60 years	67	22.3
	Above 60 years	20	6.7
	Total	300	100
Educational qualification	School level	40	13.3
	Diploma	46	15.3
	Graduated	125	41.7
	Post graduated	89	29.7
	Total	300	100
Occupation	Student	63	21
	Agriculture	42	14
	Private Employee	101	33.7
	Govt. Employee	58	19.3
	Business	31	10.3
	Others	5	1.7
	Total	300	100
Area of residence	Rural	66	22
	Urban	123	41
	Semi urban	111	37
	Total	300	100

The above table shows that 50.3% are male, 49.7% are female. 39.7% from the age group of below 30 years, 31.3% are between 30-45 years, 22.3% are between 45-60 years and 6.7% are above 60 years. 13.3% who are using eco-friendly products have finished school level, 15.3% have completed their diploma, 41.7% are graduated and 29.7% are post graduated. 21% who are purchasing eco-friendly products are students, 14% who are purchasing eco-friendly products are agriculturist, 33.7% who are purchasing eco-friendly products are working with private companies, 19.3% are government employees, 10.3% business people and 1.7% belongs to others. The others are house wife, politician and a government contract. 22% who purchase eco-friendly products are residing at rural area, 41% are residing at urban area and 37% are residing at semi urban area.

Awareness about eco-friendly products

A total of 11 variables were taken for the purpose of data redemption using factor analysis towards Awareness about eco-friendly products.

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.882
Bartlett's Test of Sphericity	Approx. Chi-Square	2.280
	Df	55
	Sig.	.000

From the table it is depicted that the Kaiser-Meyer-Olkin Measure of Sampling Adequacy value is at 0.882 which is greater than 0.5. It shows that the level of adequacy is adequate and normally distributed.

Total Variance Explained									
Component	Initial Eigen values			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	6.331	57.554	57.554	6.331	57.554	57.554	3.854	35.038	35.038
2	1.231	11.189	68.743	1.231	11.189	68.743	3.708	33.705	68.743
3	.753	6.842	75.585						
4	.678	6.164	81.749						
5	.431	3.914	85.663						
6	.371	3.376	89.039						
7	.325	2.956	91.996						
8	.298	2.713	94.708						
9	.234	2.132	96.840						
10	.186	1.692	98.533						
11	.161	1.467	100.000						
Extraction Method: Principal Component Analysis.									

The Eigen value above 1.0 (Communalities) are taken as components for decision making process of the study where as the first component contributes 57.55%, the second component contributes 11.18% and the third component contributes 6.84%.

Descriptive Statistics for awareness about eco-friendly products

	N	Mean	Std. Deviation	Mean Rank
Non-toxic	300	2.42	0.879	5
Made from recycled waste or made from natural of renewable materials	300	2.36	0.875	4
Product with natural ingredients	300	2.28	0.926	1
Low embodied energy	300	2.65	1.012	7
Non polluting	300	2.32	0.966	2
Healthy for occupants	300	2.33	0.930	3
Knowing the significance of eco-friendly marketing	300	2.39	1.004	6
Valid N (listwise)	300			

Interpretation

Based on the reduced factors using factor analysis it reveals that the respondents are aware towards non-toxic of eco-friendly products sold in the market (2.42), they have awareness on eco-friendly products made from recycled waste or made from natural of renewable materials (2.36), eco-friendly products sold with natural ingredients (2.28), eco-friendly products having low embodied energy (2.65), the respondents are also aware about non pollution with eco-friendly products (2.32), eco-friendly products healthy for occupants (2.33) and the respondents are aware about knowledge towards significance of eco-friendly marketing (2.39).

Comparison between nature of family and awareness towards eco-friendly products

H02: There is no relationship between nature of family and awareness towards eco-friendly products

	Nature of family	N	Mean Rank	Chi Square	Asymp.Sig
Awareness about Eco-friendly Products	Joint family	63	171.02		
	Nuclear family	237	145.04	4.474	0.034
	Total	**300**			

There is a relationship between nature of family and awareness about Eco-friendly Products (0.034) were the respondents who are from joint family (171.02) have higher level of awareness about eco-friendly products.

Comparison between occupation of the respondents and awareness towards eco-friendly products

Ho5: There is a significant difference between occupation of the respondents and awareness towards eco-friendly products

		N	Mean	Std. Deviation	F	Sig.
Awareness about Eco-friendly Products	Student	63	2.13	.713		
	Agriculture	42	2.47	.800		
	Private Employee	101	2.49	.653		
	Govt. Employee	58	2.26	.706	3.293	0.007
	Business	31	2.62	.749		
	others	5	2.50	.300		
	Total	**300**	**2.38**	**.718**		

There is no significant difference between occupation of the respondents and awareness about eco-friendly products (0.007) were the respondents who are students (2.13), Agriculturist (2.47), working as private employee (2.49) and Govt. employee (2.26), Business(2.62) and others (2.50) agree towards perception eco-friendly products.

Findings

- 50.3% of the respondents are from the gender male.
- 39.7% of the respondents are below 30 years of age.
- 41..7% of the respondents who are purchasing eco-friendly products are graduated.
- 33.7% of the respondents who are purchasing eco-friendly products are working with private concern.
- 41% of the respondents who are purchasing eco-friendly products are residing at urban area.

Suggestions

- Since there is lack of awareness regarding availability of eco-friendly products, companies should focus on advertising eco-friendly branding, in-store displays and pamphlets. Promotional campaigns may be used to further promote the use of eco-friendly products.
- Therefore, marketers should target middle age and senior citizens for purchase of eco-friendly products through their integrated marketing communication activities.

Conclusion

The conclusion is that the respondents have higher level of awareness towards eco-friendly products available in the market in that they are aware a lot towards eco-friendly products based on food items.

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