



A study on customer awareness and perception towards eco-friendly products

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Abstract

Due to increase in global warming and climate change the public concern for environmental issues are regularly increased over the past decades. The customers are started demanding eco-friendly products and they pay more attention to the environment, wealth and health. Eco-friendly products are those products that will not poison the earth or deplete natural resources, product which can be recycled or conserved, products with natural ingredients, products containing organic elements and products stuffing under agreed chemical.

Keywords: environment, poison, recycle, eco-friendly

1. Introduction

Going green is becoming increasingly attractive as a business strategy. As headlines scream of pollution and declining natural resources, green industry practices not only enjoy benevolent public opinion and the psychic income of a lower carbon footprint, but increased cost savings, supportive government policies, and ever-increasing profitability as well. Trends in consumption, government policy, and costs all point towards even more green industry business opportunities in the years ahead. The companies are started adopting green marketing practices in their conduct as a part of social responsibility and they were trying to reach the customers with their green messages. The Green movement then have entered the typical status in many developed countries, where eco-friendliness is becoming a major consumer preference among the best living nations.

2. Statement of the problem

Global warming is a dealt subject to India as well as all over the World. Green marketing has now evolved as one of the major area of interest for marketers as it may provide economical advantages and it requires investment in terms of technology enhancement, process modification, communicating benefits to customers etc. Many of the companies in India have now started marketing themselves as green organisations due to certain government regulations and modifications in the preference of the consumers all over. However, not much research with respect to green marketing that helps to dropping global warming has been done in India and there is necessary to know the customers awareness and perception towards Eco-friendly products.

3. Objectives of the study

- To know the customers attitude towards Eco-friendly products.
- To study about the customers awareness level on Eco-friendly products towards reducing Global warming

- To give necessary suggestion towards importance and usage of eco-friendly product for reducing Global warming.

4. Review of Literature

A Study on Consumer Preference towards Green Marketing Products by Dr. S.M Yamuna (2012) ^[1], says that According to research consumer demographic and socio-economic characters respond positive in purchasing green products moreover, respondents suggested that green products are low priced and eco-friendly. Green products generally use eco-friendly materials and energy-efficient means of production, thereby causing less or no detrimental impact on the environment.

Elkington (2011:2012) ^[2] defines green consumer as one who avoids products that are likely to endanger the health of the consumer or others; cause significant damage to the environment during manufacture, use or disposal; consume a disproportionate amount of energy; cause unnecessary waste; use materials derived from threatened species or environments; involve unnecessary use of, or cruelty to animals; adversely affect other countries.

Shukla, S., Shah, D., Mehra, P., Muralikrishna & Gupta, A.K. (1998) ^[3] in their study suggested that only about one fourth of the respondents were concerned about environmental safety and the rest were either concerned about their health and also about cost which became a crucial factor when the willingness to pay a premium for green products is concerned. Brand awareness of ecofriendly products was generally low and many of the eco-friendly brands were not necessarily so.

Sharma, Y. (2011) ^[4] has focused on the changing consumer behaviour towards the usage of green products. The article has explained the four stages of lifecycle of green products – development, production, consumption and disposal. After explaining about the green marketing mix, the article has suggested that companies hoping to embed sustainability have to reframe their strategies. Connecting sustainability with the

core business operations and consumers means that the CR team must work with other parts of the business, including brand, marketing and R&D. This enables opportunities for innovation. Green marketing has to be pursued with much great vigour, as it both environmental and social dimensions.

5. Percentage Analysis

Table 1

demographic characteristics of the respondents			
Age			
S.No	Factors	No. of Respondents	Percentage
1	Below 20 years	55	46
2	21years- 30years	57	48
3	31years - 40years	7	6
4	Above 40 years	1	1
	Total	120	100
Gender			
1	Male	15	13
2	Female	105	87
	Total	120	100
Marital Status			
1	Married	25	21
2	Unmarried	95	79
	Total	120	100
Educational Qualification			
1	School Level	5	4
2	UG	89	74
3	PG	24	20
4	Others	2	2
	Total	120	100
Way of Purchase			
1	Retailers	33	28
2	Organic Shops	56	47
3	Online	30	25
4	Others	1	1
	Total	120	100

6. Likert scale analysis

1. Level of satisfaction towards availability of eco-friendly product

Table 2

S.No	Factors	Respondents	Percentage	Likert Scale	Total	Scale Value
1	Highly Satisfied	41	34	5	170	1.7
2	Satisfied	48	40	4	160	1.6
3	Netural	21	18	3	54	0.54
4	Dissatisfied	8	7	2	14	0.14
5	Highly Dissatisfied	2	2	1	2	0.02
	Total	120	100		400	4

2. Level of satisfaction towards quality of eco-friendly product

Table 3

S.No	Factors	Respondents	Percentage	Likert Scale	Total	Scale Value
1	Highly Satisfied	32	27	5	135	1.35
2	Satisfied	63	40	4	212	2.12
3	Netural	22	18	3	54	0.54
4	Dissatisfied	2	2	2	4	0.04
5	Highly Dissatisfied	1	1	1	1	0.01
	Total	120	100		406	4.06

7. Findings

- Majority of the respondents are in the age group of 21-30 years
- 87% of the respondents are Female
- Majority of the respondents are Unmarried
- 74% of the respondents are Graduates.
- Majority of the respondents are choosing organic store to buy the products.
- Most of respondents are satisfied with the customer is satisfied with the availability of Eco-friendly product.
- Most of respondents are satisfied with the customer is satisfied with the quality of Eco-friendly products.

8. Suggestions

Green washing not only hurts the consumer but also degrades and threatens the environment cause. Marketers have to control themselves from making tall environment claims, exaggerated facts in the name of eco-friendliness, promoting the firm and the products in the name of eco-friendliness when actually it is not so. It is also in the hands of the policy makers to provide legitimate certification and exercise legal control to substantiate the green claims of the manufactures.

9. Conclusion

The consumers are waking up to the intrinsic worth of green products. But it is still a new concept for the majority. The new green movements need to reach the masses and that we take a lot of time and effort. The government, the organization the masses and the consumers have to join their hands together in bringing the ecological stability.

10. References

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