

A Study on Consumer Attitude towards Eco-Friendly Products in Coimbatore City

Devipriya. B¹ and M. Nandhini²

Abstract: *Recently climate change issues have come to the forefront. Climate change is a global challenge. It is a threat to social and economic stability and sustainable human existence. There is no doubt that climate change affects the fundamental requirement for health – clean air, safe drinking water, sufficient green food and secured shelter. Many measures have to be planned for and taken into account when adapting to climate changes.. According to the study, consumers are very much sensitive in a few factors. These factors are consumer’s loyalty about green product, Global warming and environmental safety, quality of product, concern about extra price and Luxury and Environmental awareness. Consumer’s loyalty is the most important factor for taking decision for the purchase of green product by the consumer. So it is the t time to generate the concept of green marketing to the young generation. We must find an opportunity to enhance product's performance and strengthen our customer's loyalty to green product.*

Keywords: Green product, Green consumer, Corporate Social responsibility, Green marketing.

Introduction

“Green” is the word of the day and “Green Marketing” and “Green Products” are future of today’s manufacturers and marketers. Rapidly changing environment is now a major concern for the people throughout world, making them more and more concerned about the environment. To have a sustainable, pollution free environment, it is paramount to implement the concept of green marketing, so that people are educated in this regard as much as possible. Thus, it can be rightfully claimed that today people are beginning to realise their role and responsibilities towards the environment. Although this change is not happening quickly, it is happening. Businesses are looking towards gaining an edge in the green market industry by trying to re-package their products into a more environmental friendly product. They are cutting down on extras and wasted materials and turning their operations into more efficient and green operation. Companies are also starting to educate the masses with an increase in advertising that puts emphasis on green products and how they are more beneficial for the consumers..

Objectives

- To study the consumer attitude for Eco-friendly products.
- To identify the factor that influences consumer to purchase green product.
- To know the opinion about the price of Eco-friendly product.

¹ Assistant professor, Department of Commerce, Sri Ramalinga Sowdambigai college of science and commerce, Coimbatore.

² Assistant professor, Department of Bcom BPS, SNR & sons College (Autonomous), Coimbatore.

Corresponding author: Devipriya. B can be contacted at: devipriyasrs@gmail.com

Any remaining errors or omissions rest solely with the author(s) of this paper

A Study on Consumer Attitude towards Eco-Friendly Products in Coimbatore City

- To identify the attractive media of advertisement of Eco-friendly products.

Sample Size

Thus 120 respondents were chosen for this survey.

Research Design and Methodology

The research design is useful for conducting the research work. The research design adopted for this study is empirical. Primary data is the chief source for the research work. In this study, questionnaire method has been used to collect the primary data. Secondary data collected from journals, books, other projects and websites. The sampling design of the study was conducted by convenient sampling method.

Table 1: Educational Qualification of the Respondents

Educational Qualification	Respondents	Percentage
School Level	21	17
UG Degree	45	38
PG Degree	33	27
Others	21	18
Total	120	100

Source: Primary Data

Interpretation

It is inferred from the above table that, out of 120 respondents, 17% of them comes under the qualification of school level. 38% of the respondents falls under the qualification of UG Degree. 27% of the respondents comes under the qualification of PG Degree and 18% of the respondents are Others.

Table 2: The Family Members of the Respondents

Family Members	Respondents	Percentage
1 to 2 members	8	7
3 to 4 members	64	53
4 to 6 members	32	27
Above 6 members	16	13
Total	120	100

Source: Primary Data

Interpretation

It is inferred from the above table that, out of 120 respondents, 7% of them are having 1 to 2 members in a family. 53% of the respondents family include 3 to 4 members. 27% of the respondents family include 4 to 6 members and 13% of the respondents of family include Above 6 members.

Table 3: Reason for Selecting the Particular Brand by the Respondents

Level of awareness	Respondents	Percentage
Very High	14	12
High	24	20
Moderate	50	41
Low	32	27
TOTAL	120	100

Source: Primary Data

Interpretation

It is inferred from the above table that, out of 120 respondents, 12% of the respondents awareness is very high. 20% of the respondents awareness are high. 50% of the respondents Awareness is Moderate of and 27% of the respondents awareness are too low.

Table 4: Influencing Media by the Respondents

Media of awareness	Respondents	Percentage
Television	72	70
Radio	11	11
Newspaper	14	13
Trade Fair/Exhibitions	6	6
Total	120	100

Source: primary data

Interpretation

It is inferred from the above table that, out of 120 respondents, 70% of the people are influenced by the media of Television. 11% of the respondents are influenced by the media of Radio. 13% of the respondents are influenced by the media of Newspaper and 6% of the respondents are influenced by the media of Trade fair and exhibitions.

Correlation: Cross Table between the Occupations with Opinion about Reason for Purchasing Eco-Friendly Products

X	Y	x	y	xy	x ²	y ²
85	29	55	-1	55	3025	1
12	50	-18	20	-360	324	400
14	32	-16	2	-32	256	4
19	9	-21	-21	441	441	441
120	120	0	0	104	4046	846

$$\begin{aligned} r &= \frac{\sum xy}{\sqrt{\sum x^2 \sum y^2}} \\ &= \frac{4046.846}{104} \\ &= \frac{\sqrt{3422916}}{104} \\ &= \frac{1850.11}{104} \\ &= 0.056. \end{aligned}$$

Interpretation

From the above table, it could be clearly observed that the 0.056% of the respondents between the occupation and opinion on about the reason for purchasing eco-friendly products.

Conclusion and Recommendations

This study was conducted to understand the consumer attitude towards green marketing and to identify the factors related to the belief and motivation to purchase green product by the consumer in Coimbatore City.. Majority of the people are not aware of green product and their uses. Consumer's loyalty is the most important factor used to take decision for purchasing green product by the consumer. Though it is not clear to the general people what kind of benefit are involving in environmental friendly products but the study reveal that due to global warming consumer are interested to purchase green product. The other factors are quality of product, extra price, use as luxury or showing off nature and environmental awareness etc. We can motivate our consumers towards green marketing by different awareness program. For green marketing to be effective we have to maintain three things; be genuine, educate our customers and give them opportunity to practice. Marketers need to understand the implications of green marketing. If we think customers are not concerned about environmental issues or will not pay a premium for products that are more eco responsible, think again. We must find an opportunity to enhance product's performance and strengthen our customer's loyalty. Green marketing is still in its infancy and there is an ample scope to conduct study further on another group of people to identify more influencing factors in this regard.

References

- Pawan Kumar (2015), Green marketing Products in India, DAV Academic Review -A Refereed Research Journal, Volume.No.1, Issue.No.1, PP:47-63, December.
- FaizanZafar Sheikh, Ashfaq Ahmed Mirza, AnamAftab and Bilal Asghar (2014), Consumer Green Behaviour toward Green Products and Green Purchase Decision, International Journal of Multidisciplinary Sciences and Engineering, Volume.No.5, Issue.No.9, ISSN: 2045-7057, PP:1-9, September.
- Meenakshi Verma and Anuj Verma (2011), Green Marketing – Strategy and Scope of Growth in Indian Market, International Journal of Rural Development and Management Studies, Volume.No.5, Issue.No.2, PP: 423-430, July-December.

Chan Yew Ling (2013), Consumers' purchase intention of green products: an investigation of the drivers and moderating variable, Elixir Marketing Mgmt, Volume No. 57A, PP: 14503-14509.

Chapter I, Introduction, Green Marketing of Fast Moving Consumer Goods, PP. 24-25, 07_chapter 1.pdf-Adobe Reader