



A Study on Consumer Awareness towards Eco-Friendly Products in Erode District

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ABSTRACT

This study examines consumer awareness toward eco-friendly products in the Erode District; specifically focusing on the level of awareness and the relationship between demographic variables are gender, income and purchasing factors. Using simple percentage analysis and ranking methods for data evaluation, the research employed Chi-square tests to validate the hypothesis. The findings reveal that while there is no significant relationship between gender and the reasons for purchasing, a significant relationship exists between gender and the priority given to buying eco-friendly products. Furthermore, the results indicate that income significantly influences both the reasons behind a purchase and the priority assigned to eco-friendly options.

Key Words: Eco Friendly Product, Simple percentage analysis, Hypothesis.

INTRODUCTION

Eco-friendly products will not pollute the earth or deplete natural resources and can be recycled for production of some other products. The study of ecology is not to be treated as a luxury but necessary for our existence on earth. The temper and culture of science of environment should be generated at the rural and urban levels. Many organic and eco-friendly product show rooms are opened in the market and it is more accessible for the customers. Hence an attempt is made to study the awareness of consumer regarding eco-friendly products with the following objectives.

STATEMENT OF THE PROBLEM

Population explosion, industrialization and urbanization have resulted in serious environmental problems in the world. In order to reduce the stress on the environment issues concern, it is necessary to create awareness among public with environmental related issues. Moreover the efforts taken by the government compels the manufacturing companies to produce eco-friendly products to save the environment. Awareness of customers regarding their health and environment has also made the companies to focus on manufacturing of eco-friendly products.

OBJECTIVE OF THE STUDY

- To know the awareness level of consumers regarding eco-friendly products.
- To find out whether there is any significant relationship between gender, income and the factors reason to buy and priority given to buy eco-friendly products.

RESEARCH METHODOLOGY

SAMPLE DESIGN

Convenient sampling technique is used to collect the data. Questionnaire is served to 50 consumers of eco-friendly products in Erode District.

SOURCE OF DATA

The study is based on primary data. Primary data have been collected through structured questionnaire.

DATA ANALYSIS

Simple percentage analysis and ranking method is used to analyze the data. Chi-square test is used to test of hypotheses.

DATA ANALYSIS AND INTERPRETATION

TABLE NO.1
PROFILE OF THE RESPONDENTS

<i>Profile</i>	<i>No. of. Respondents</i>	<i>Percentage (%)</i>
AGE		
5 – 20 Years	7	14
21 – 35 Years	28	56
36 – 45 Years	15	30
GENDER		
Male	17	34
Female	33	66
MARITAL STATUS		
Married	25	50
Unmarried	25	50
EDUCATIONAL QUALIFICATION		
School	4	8
College	31	62
Professional	15	30
FAMILY MONTHLY INCOME		
Below Rs.20,000	10	20
Rs.20,001 – Rs.40,000	14	28
Above Rs.40,000	26	52

OCCUPATION		
Business	7	14
Profession	16	32
Employee	23	46
House wife	4	8

Source: Primary Data

Table 1 reveals that a majority of the respondents were in the age group between 21 and 35 years. The majority of the respondents were female. 50 percent of the respondents were married and 50 percent of the respondents were unmarried. 62 percent of the respondents were college educated. 52 percent of the respondents were earning a monthly income of up to Rs.40,000. The majority of the respondents were employees.

TABLE NO.2
STUDY RELATED FACTORS

<i>Factors</i>	<i>No. of Respondents</i>	<i>Percentage (%)</i>
REASON TO BUY		
Environment responsibility	12	24
Reduce pollution	2	4
Save energy	19	38
Protect bio-diversity	3	9
Save earth	12	24
Protect health	2	4
INFORMATION TO BUY		
Internet	5	10
TV	17	34
Newspaper	4	8
Magazine	4	8
Radio	5	10
Friends and Relations	15	30
PRIORITY GIVE TO ECO-FRIENDLY PRODUCTS	Weighted Score	Rank
Food items	10	2
Beauty soap	8.52	5
Detergent	9.14	4
Cosmetics	9.33	3
Electrical items	10.52	1
Others (specify)	4	6

NUMBER OF ENERGY SAVING TECHNIQUES USED	No. of Respondents	Percentage
I use energy saving bulbs	30	78/22
I turn off light while leaving the home & room	27	88/12
I use energy saving appliances	15	78/22
I try to change my daily habits to save energy	19	68/32
I plan my work to reduce the use of two/four wheeler	20	38/62
I have rain water harvesting system in my home	47	50/50
AWERNESS OF ECO-FRIENDLY PRODUCTS	Yes/No	Percentage
Do you consider the environmental issues while buying products/services	39/11	84/16
Are you aware that eco-friendly products save future	44/6	80/20
Did you give important to eco-labeling & eco-packaging	39/11	76
If the product is labeled eco-friendly would this information change your purchase	34/16	20
Do you feel that the price of eco-friendly Higher	19/31	4
Are you willing to pay more for eco-friendly products	25/25	18
Do you trust the quality of eco-friendly products	42/8	26
Do you feel that there is enough information about eco-friendly features while buying the products	40/10	40
LEVEL OF SATISFACTION	No. of Respondents	
Satisfied	38	36
Highly Satisfied	10	34
Dissatisfied	2	30
REACTION OF THE DISSATISFIED		
Complain	9	
Return to shop	13	
Exchange	20	
Take legal action	8	

POLICY USED TO PROMOTE ECO-FRIENDLY PRODUCTS		
Reduce taxation on eco-friendly products	18	
Increase taxation for environmentally Damaging products	17	
A combination of both	15	

Source: Primary Data

Table 2 reveals that, 38 percent of the respondent's reasons to buy eco-friendly products were to save energy. 34 and 30 percent consumer come to know about eco-friendly products through television and friends & relations respectively. In the case of priority given while buying eco-friendly products the respondents ranked electrical items in the first place followed by Food items in second place and cosmetics is the third place. Majority of the respondents have rain water harvesting system in the home. 88 percent of the respondents aware of that the eco-friendly products save future followed by that they trust the quality of eco-friendly products with a score of 84 percent. 62 percent of the respondents felt that the price of eco-friendly product is not higher. Most of the respondents were aware of quality and features of eco-friendly products. The majority of the respondents were satisfied with the use of eco-friendly products. The majority of i.e. 40 percent of the respondents exchange the product with the shop if they are dissatisfied with its usage. 36 percent of the respondents suggested to reduce taxation on eco-friendly products, which will helps to increase their purchasing capacity.

HYPOTHESIS

H_0 : There is no significant relationship between gender, income and the factors reason to buy and priority given to buy eco-friendly products.

1. GENDER

GENDER AND REASON TO BUY

<i>Factor</i>	<i>Degree of freedom</i>	<i>Calculated value</i>	<i>Table value</i>	<i>Significant/Not significant</i>
Reason to buy	5	12.1021	11.1	Not significant

GENDER AND PRIORITY GIVEN TO BUY

<i>Factor</i>	<i>Degree of freedom</i>	<i>Calculated value</i>	<i>Table value</i>	<i>Significant/Not significant</i>
Priority given to buy	5	4.3612	11.1	Significant

2. INCOME

INCOME AND REASON TO BUY

<i>Factor</i>	<i>Degree of freedom</i>	<i>Calculated value</i>	<i>Table value</i>	<i>Significant/Not significant</i>
Reason to buy	10	9.8209	18.3	Significant

INCOME AND PRIORITY GIVEN TO BUY

<i>Factor</i>	<i>Degree of freedom</i>	<i>Calculated value</i>	<i>Table value</i>	<i>Significant/Not significant</i>
Priority given to buy	10	9.4671	18.3	Significant

The Chi-square result shows that, there is a no significant relationship between gender and reason to buy. Whereas there is significant relationship between gender and priority given to buy. Significant relationship exists between income and the factors reason to buy and priority given to buy.

FINDINGS

Majority (66%) of the respondents were female. Most of the respondents belong to the age group of 21 – 35 years. Among the 50 respondents, 52% constitute the income group of above Rs. 40,000. 46% of the respondents were employed. 38% of the respondent's reasons to buy eco-friendly products were to save energy. Majority of the respondents know the eco-friendly products through television, friends and relatives. In the case of priority given while buying eco-friendly products the respondents ranked electrical items in the first place, food items in second place and cosmetics is the third place. Most of the respondents were aware of features of eco-friendly product and satisfied with use of eco-friendly products. Majority of the respondents have the awareness that eco-friendly products save future. Among 50 respondents, 76 percent of the respondents were satisfied with the usage of eco-friendly products. Out of 50 respondents, 47 respondents (i.e.94 percentage) have rainwater harvesting system in the home.

CONCLUSION

The study is undertaken to emphasize the need for creating awareness among various sections of the community by conducting a survey about the usage of eco-friendly products and it is concluded that the people are aware of the features, benefits and availability of eco-friendly products.

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