

A STUDY ON AWARENESS, BUYING BEHAVIOUR AND SATISFACTION OF ECO – FRIENDLY PRODUCTS WITH SPECIAL REFERENCE TO PALLADAM TALUK

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ABSTRACT:

The Aim of this project is to focus on the Awareness, Buying behaviour and Satisfaction of consumers. Environmental protections and sustainable products are made for those products which are good for health and safe for environment. The project will begin with review of the existing literature on Eco – friendly products, including their definitions, benefits, advantages, disadvantages and categories of Eco – friendly products. This will be followed by buying behaviour to identify the growth of Eco – friendly products in palladam taluk. This project also examines the level of satisfaction of eco – friendly products. The findings of the project is the companies should focus in manufacturing cost, advertising and sales promotion activities towards the eco-friendly products. Ultimately, the project will contribute to better understanding of eco-friendly products.

Keywords: Eco-friendly products, Consumer Buying Behaviour, Satisfaction, Palladam, Recycle.

I.INTRODUCTION:

The Eco-friendly products are products that are not harmful to the environment. These are products made from organic and all-natural ingredients. They also come in recycle compostable, or biodegradable packing. It's high time for all of us to consider our footprint and ability to reduce the waste and its effects on the environment. Eco-friendly products are safe, healthy, energy efficient, biodegradable, natural ingredients, non-toxic, water efficient, low emitting, reusable or reused product, durable, renewable, recyclable, certified from third party, contents under approved chemicals, not tested on animals and eco-friendly packaging. This can only be done by making a conscious decision of using eco-friendly products. Therefore, consumers are becoming more sensitive in their environmental attitudes, perceptions, preferences and purchases.

II.REVIEW OF LITERATURE:

1. **Sreen, N., et.al. (2021):** found that the presumption of planned behaviour is a better predictor of eco-friendly purchasing intentions than social cognitive theory. Furthermore, knowledge considerably persuaded eco-friendly buying intentions directly, but failed mediator to persuade the associations in the approach considerably. These effects offer practical principles to practitioners for promote eco-friendly products.
2. **Thumiki, V. R. R., Nawaz, N., Gajenderan, V., & Balaji, V. (2021):** indicated that customers and retailers do not have an inclusive awareness of the eco-friendly concept. Users did not converse an eagerness to obtain eco-friendly goods if consumers priced superior than customary goods. Sellers expressed the desire to utilize eco-friendly techniques still if they are luxurious. Social marketing operations necessity a spotlight on cost-benefit sensitivity of adopts an eco-friendly good spotlight on the teenage year's customer section and spotlight on infinitesimal retailers.
3. **Natakoesoemah, S., & Adiarsi, G. R. (2020)** reveals that environmental knowledge does not significantly correlate with millennial consumers' eco-friendly buying behavior. The research demonstrates that recognized consumer efficiency has more significant influence than ecological familiarity on the consumers' buying performance for eco-

friendly goods.

4. **Kulshreshtha, K., Bajpai, N., Tripathi, V., & Sharma, G. (2019)** show that consumer's choices varied on green labels exercised for goods under green achievement taken by business. The consumers given the substitute to opt from reflection the distribution title more effectual environmental issues. It endorses the manufacturer and sellers with green labels throughout ground-breaking merchandise expansion.
5. **Maulik K Rathod (2018)**: The author concluded that consumers are identifying the eco-friendly FMCG products through the eco-label and in marketing (environmental marketing) products identifying tool is eco-label. The author suggested that the customers, the organization and the government have to join hands together in generating awareness of eco-friendly products among consumers.

III.OBJECTIVE OF THE STUDY:

1. To identify the consumer awareness towards Eco-friendly products.
2. To find out the Buying behaviour of consumers related to eco-friendly products.
3. To Analyse the level of satisfaction and preference for purchase intention of consumers for eco-friendly products.

IV.SCOPE OF STUDY:

This study mainly deals with consumer's buying behaviour and satisfaction of eco-friendly products. The study covers the awareness and perception towards the eco-friendly products. Level of awareness about the eco-friendly products. Usage of the eco-friendly products among the consumers. Factors influencing the buying behaviour of the eco-friendly products. Level of satisfaction of consumer after utilizing the products. This research would help to re-examine and make changes in the present production and marketing strategies in order to improve the purchase behaviour and satisfaction of consumers towards eco-friendly products. The scope of the study is limited to the eco-friendly products in palladam Taluk. The outcome of the study is undoubtedly emphasize good growth in future.

V.RESEARCH METHODOLOGY:

SOURCE OF DATA:

The data required of the study is collected from both primary data and secondary data.

PRIMARY DATA:

The primary data has been collected by preparing structure questionnaire method has been followed to ascertain the information from the consumer.

SECONDARY DATA:

In the present study the secondary data had been collected from different sources of literatures like magazines, newspapers, textbooks, journals and internet.

SAMPLE DESIGN:

SAMPLE TECHNIQUE:

For the purpose of analysis, the data has been collected from 120 consumers from sample respondents in palladam taluk.

SAMPLE SIZE:

The sample of 120 response is chosen from the study.

AREA OF STUDY:

The study has been undertaken only in palladam taluk.

VI.LIMITATIONS ON STUDY:

1. The Study was conducted in Palladam Taluk Only. Hence the study does not applicable to other geographical areas.
2. The Size of the Sample is low when compared to total population.
3. This study relates to consumer awareness, buying behaviour and satisfaction of eco-friendly products and not the retail level.
4. The study has been done with the limited period.
5. Hence, the findings and conclusion of the study are entirely applicable to Palladam Taluk only.

VII.STATISTICAL TOOLS AND TECHNIQUES:

- Percentage Analysis
- Rank Analysis

ANALYSIS AND INTERPRETATION:

PERCENTAGE ANALYSIS-

Simple percentage Analysis refers to a special kind of rates, percentage are used in marketing comparison between two or more series of data.

FORMULA-

$$\text{Percentage of Respondent} = \frac{\text{No. of Respondent}}{\text{Total No. of Respondents}} * 100$$

TABLE 1.

CLASSIFICATION OF RESPONDENTS ACCORDING TO THEIR DEMOGRAPHIC PROFILE AND STUDY FACTOR:-

S.NO	VARIABLES	CATEGORIES	NO. OF RESPONDENTS	PERCENTAGE
	Gender	Male	70	58.3%
		Female	50	41.7%
		Transgender	0	0%
	Age Group	Below 18 Years	21	17.5%
		19 to 35 Years	75	62.5%
		36 to 50 Years	23	19.2%
		Above 50 Years	1	0.8%
	Marital Status	Married	35	29.2%
		Unmarried	85	70.8%
	Educational Qualification	SSLC	11	9.2%
		HSC	16	13.3%
		Graduation	86	71.7%

		Illiterate	04	3.3%
		Others	03	2.5%
	Nature of Family	Joint Family	58	48.3%
		Nuclear Family	62	51.7%
	Occupation	Student	67	55.8%
		Professional	32	26.7%
		Employee	10	8.3%
		Self -Employee	11	9.2%
	Monthly Income	Below Rs. 15,000	44	36.7%
		Rs. 16,000 – 35,000	34	28.3%
		Rs. 36,000 – 50,000	33	27.5%
		Rs. 50,000 Above	09	7.5%
	No. of family Members	1 – 3 Members	29	24.2%
		3 – 5 Members	72	60%
		5 – 8 Members	16	13.3%
		8 Members Above	03	2.5%
	Aware of Eco – friendly Products	Television	19	15.8%
		Social Awareness	68	56.7%
		Friends	29	24.2%
		News paper	04	3.3%
	Opinion towards Eco – friendly products cost more than other products	It cost more to produce them.	36	30%
		Not many people buy them, so they cost more to cover production cost. It is just an advertising gimmick	47	39.2%
		Others	31	25.8%
			06	5%
	How often respondents buy Eco – friendly products	Once a week	33	27.5%
		15 days once	48	40%
		Once a Month	30	25%
		Occasionally	09	7.5%
	Factors considering before purchasing a product	Price	21	17.5%
		Quality	56	49.2%
		Impact of Environment	36	30%
		Functionality	04	3.3%
	Opinion about Eco-friendly product	Excellent	54	45%
		Good	49	40.8%
		Average	16	13.3%

		Poor	01	0.8%
Prevention of Buying Eco - friendly products		Unclear production information	34	28.3%
		Lack of variety	49	40.8%
		Unaware of where to purchase Eco - friendly product	27	22.5%
		Others	10	8.3%
Type of Eco - friendly product like to buy more		Household Products	55	45.8%
		Groceries and Pantry	42	35%
		Kids and Accessories	15	12.7%
		Others	08	6.7%
Most Restriction of choosing Eco - friendly products		Product Assurance	44	36.7%
		Not Easy to Find	34	28.3%
		Relatively Expensive	29	24.3%
		Others	13	10.8%
Willingness to recommend eco - friendly products to others		Yes	109	90.8%
		No	11	9.2%
Percentage willing to pay for Eco - friendly Products		Between 1% to 10%	25	20.8%
		Between 11% to 20%	46	38.3%
		Between 21% to 30%	37	30.8%
		Between 31% to 40% more	12	10%

(Source: As per primary data)

INTERPRETATION:

The table shows that majority of the (58.3%) Respondents are Male. The Majority of (62.5%) of the Respondents are aged between 19 to 35 years. The Majority (70.8%) of the Respondents are Unmarried. The Majority (71.5%) of the Respondents are Graduated. The Majority (51.7%) of the respondents are from nuclear family. The Majority (55.8%) of the respondents are students. The most (36.7%) of the Respondents are Below Rs. 15,000 of Monthly Income. The Majority (60%) of the Respondents are from 3 - 5 Members family. The Majority (56.7%) of the Respondents become aware by Social Awareness. The Majority (39.2%) of the Respondents opinion is not many people buy them, so they cost more to production cost. The Majority (40%) of the Respondents buy 15 days once. The Majority (49.2%) of the Respondents are consider quality of the product before purchasing it. The Majority (45%) of the Respondents opinion is Excellent. The Majority (40.8%) of the Respondents are with lack of variety. The Majority (45.8%) Of the Respondents prefer Household Products. The Majority (36.7%) of the Respondents choosing Products Assurance. The Majority (90.8%) of the Respondents are recommended Yes. The Majority (38.3%) of the Respondents are willing to pay Between 11% to 20%.

RANKING ANALYSIS:

The correlation coefficient can be computed for the given numerical values which are in the form of ranks. This coefficient of rank correlation is denoted by rank or briefly r and is calculated by the equation.

FORMULA:

$$R = 1 - \frac{6 \sum D^2}{N(N^2 - 1)}$$

Table 2.

TABLE SHOWING THAT SATISFACTION LEVEL TOWARDS ORGANIC FOOD PRODUCTS OF THE RESPONDENTS:

S.NO	FACTORS	HS	S	N	HDS	DS	TOTAL	RANK
1.	Price	71 (5) 355	30 (4) 120	14 (3) 42	04 (2) 08	01 (1) 01	526	I
2.	Guarantee	23 (5) 115	77 (4) 308	15 (3) 45	04 (2) 08	01 (1) 01	477	VII
3.	Quantity	38 (5) 190	50 (4) 200	28 (3) 84	02 (2) 04	02 (1) 02	480	IV
4.	Sematic Saturation	31 (5) 155	51 (4) 204	26 (3) 78	10 (2) 20	02 (1) 02	459	IX
5.	Availability	31 (5) 155	54 (4) 216	26 (3) 78	04 (2) 08	05 (1) 05	462	X
6.	Quality	36 (5) 180	60 (4) 240	15 (3) 45	04 (2) 08	05 (1) 05	478	V
7.	Warranty	35 (5) 175	55 (4) 220	23 (3) 69	05 (2) 10	02 (1) 02	476	VIII
8.	Purchase Experience	34 (5) 170	62 (4) 248	17 (3) 51	07 (2) 14	0 (1) 0	483	III
9.	Usage Experience	41 (5) 205	51 (4) 204	22 (3) 99	02 (2) 04	04 (1) 04	516	II
10.	After Purchase Service	38 (5) 190	55 (4) 220	17 (3) 51	07 (2) 14	03 (1) 03	478	VI

(Source: As per Primary Data)

INTERPRETATION:

The table shows that Price ranked 1, Usage Experience Ranked 2, Warranty Ranked 3, Quantity Ranked 4, Quality Ranked 5, After Purchase Service Ranked 6, Guarantee Ranked 7, Warranty Ranked 8, Sematic Saturation Ranked 9, Availability Ranked 10.

VIII.FINDINGS:

- The Most 58.3% of the respondents are Male.
- The Most 62.5% of the Respondents are Aged between 19 to 35 Years.
- The Most 70.8% of the Respondents are Unmarried.
- The Most 71.5% of the Respondents are Graduation.
- The Most 51.7% of the Respondents are from Nuclear Family.
- The Most 55.8% of the Respondents are Students.
- The 36.7% of the Respondents are from Below 15,000 of Monthly Income.
- The Most 60% of the Respondents are from 3 – 5 Members Family.
- The Most 56.7% of the Respondents are become Aware by Social Awareness.
- The 39.2% of the Respondents Opinion is not many people buy them, so they costmore to production cost.
- The More 40% of the Respondents Buy 15 Days Once.
- The More 49.2% of the Respondents are consider quality of the product beforepurchasing it.
- The More 45% of the Respondents Opinion is Excellent.
- The More 40.8% of the Respondents Prevention is Lack of Variety.
- The More 45.8% of the Respondents Prefer Household Products.
- The 36.7% of the Respondents Choosing Product Assurance.
- The Majority 90.8% of the Respondents are recommended Yes.
- The 38.3% of the Respondents are willing to Pay Between 11% to 20%.
- The Most Respondents Satisfaction Level is Price Ranked 1.

IX.SUGGESTIONS:

- After Conducting the survey and knowing the Market, I Realized, the consumers prefer Eco-Friendly products and expect to pay a lower price for them. So, the Marketers can charge a premium on products that are seen as more Eco-responsible. The Marketers should increase the availability of Eco - friendly product to the consumer in order to improve the purchase behaviour.
- It should do more publicity through magazines, newspaper and TV ad. The eco-friendly products manufactures should sensibly position the eco-labels in order that it are often easily viewed and identify by consumers.

X.CONCLUSION:

This study concludes that Consumers are ready to pay more prices for the products which are causing less environmental pollution. They also prefer promotional campaign which protects the environment, and distribution channels which are not causing environmental pollution. But they are not ready to compromise the quality of the product for the sake of the environment. The marketers should include consumer's attitude measurement program in their marketing plan and adopt all aspects of Eco-friendly products, then only they can achieve their goal and fulfil the social responsibility of a business concern.

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