

Consumers Perception Towards Green Products With Special Reference To Coimbatore City

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Abstract

Green product is a term that describes a product that protects the environment and replaces artificial ingredients with natural ones. Green products are also called Eco friendly products. Green products are less harmful to human health and they conserve energy. Some of these going green products when in use, help conserve energy, minimize carbon footprint or the emission of greenhouse gases, and does not lead to substantial toxicity or pollution to the environment. Going green products can be made from recycled material. Such recycled products can be produced in different way. For instance, the recyclable material could be converted back into a similar product, such as waste paper back into paper or cardboard. Or the recyclable material could be turned into a completely new product, for instance some plastics can be melted down to make fleece jackets, or soda cans might be turned into clocks.

Keywords: *Renewable, Energy Efficiency, Recyclable and Eco friendly.*

Introduction of the study

Eco-friendly products are products that do not harm the environment, whether in their production, use or disposal. Eco-friendly products are also called green products. Some of these going green products when in use, help conserve energy, minimize carbon footprint or the emission of greenhouse gases, and does not lead to substantial toxicity or pollution to the environment. Other green products are biodegradable, recyclable or compostable. Hence, they do not harm the environment or upset the ecological balance when they are disposed of. There are also eco friendly products that are made out of recycled materials. These recycle products help reduce the need for new raw materials and the amount of waste sent to landfills and incinerators (because waste can be diverted to making recycled products).

Environmentally friendly, eco-friendly, nature-friendly, and green are marketing claims referring to goods and services, laws, guidelines and policies that inflict reduced, minimal, or no harm at all, upon ecosystems or the environment. Companies use these ambiguous terms to promote goods and services, sometimes with additional, more specific certifications, such as eco-labels. Their general use as euphemisms can be referred to as green washing. The International Organization for Standardization has developed ISO 14020 and ISO 14024 to establish principles and procedures for environmental labels and declarations that certifiers and eco- labellers should follow. In particular, these standards relate to the avoidance of financial conflicts of interest, the use of sound scientific methods and accepted test procedures, and openness and transparency in the setting of standard.

Statement of problem

It seems everyone is “going green” these days. The slogans are everywhere—in store advertisements, on product labels, and in newspaper articles—leading more people to choose a greener lifestyle every day. Green living has its benefits, of course: organic products are free of dyes and chemicals that may harm our bodies, and recycling cuts down on landfill waste. But some problems arise when we attempt to go green.

Two major components of going green, recycling and buying environmentally friendly products, may pose a challenge to some people. Outside of major metropolitan areas, green products aren't well stocked in stores, making them difficult or impossible to find. Buying environmentally friendly products and organic produce comes at a higher price. According to the website Organic, organic produce and other foods can cost as much as 42 percent more than traditionally produced foods. Many families continue to buy traditional products simply because they can't afford green ones. These are all the major problems in going green environment, Hence, the study has been undertaken to find out the answers for the following questions:

1. Whether the consumers are aware about green products?
2. What is the level of satisfaction of consumers using green products?
3. What is the opinion and attitude of the consumers regarding green products?

Objectives of the study

- To study the consumer awareness about Eco friendly products in Coimbatore city .
- To study on price perception on eco friendly products.

Area of the study

Efforts have been taken to cover all the parts of the Coimbatore city for the collection of the primary data so that the result is not biased. Since the population size is infinite, there is a need to limit the sample size. The sample has to be evenly distributed and unbiased. The whole city of Coimbatore is divided into geographical zones for this purpose. It is ensured that the samples are evenly distributed in each of this zone.

RESEARCH METHODOLOGY

Sample design is convenient sampling method using in this research study, the sample size is 20 respondents from Coimbatore city .

STATISTICAL TOOL:

1. Simple percentage methods

Sample Design

A sample design is a definite plan for obtaining a sample from a given population. It refers to the techniques or the procedures the researcher would adopt in selecting items for the sample. Sample design may as well lay down the number of items to be included in the sample i.e. the size of the sample. Sample design is determined before data are collected.

Sample Method

Sample consisting of 100 respondents was selected for the study. The sampling unit was drawn from the universe. Convenient Sampling has been adopted for the present study. The data were collected from 100 respondents in Coimbatore city. Both Primary and Secondary data is collected for the present study.

Primary data

The major source of data used to carry out the analysis was the primary data. Field survey was conducted to collect the primary data from 100 respondents through questionnaire method. The respondents with varying backgrounds in Coimbatore City on their demographic aspects like age, educational qualification, occupational status, and family monthly income were selected for the study.

Secondary data

The secondary data required for the study have been collected from the books and websites. The secondary data namely literature relating to the study was gathered from the national and international journals, newspapers, magazines, articles and various other records.

Review of Literature

1. Dr. Geetha, D. and Annie Jenifer, D. (2014) The objectives of the study are, to check the buyer behavior towards purchase of eco-friendly products in Coimbatore, to find out the factors influencing the consumers purchase decision of eco-friendly products and to prepare the issue faced by the green consumers.
2. Padmathy, R. Saraswathy, (2015) the study reveals that there is a vital relationship between the variables that affects customers' buying behavior for organic products. Similarly, the factors affecting the consumers' buying behavior have major implications on purchasing decision.
3. Kirijini Selvarajah, and Thivahary Geretharan, (2017) finds that the trend of organic food consumption is increasing among individuals. There is a necessity to check what extremely persuades customers to turn towards organic food

Analysis

1. Level of Awareness of Green Products

S.No	Awareness level	No of respondents	Percentage
1.	Highly aware	19	19
2.	Aware	51	51
3.	Somewhat aware	30	30
Total		100	100

Source: Primary Data

The above table reveals that, 51% of the respondents are aware of green products, 30% of the respondents are somewhat aware of the green products and 19% of the respondents are highly aware of the green products.

It is concluded that majority (51%) of the respondents are aware of green products.

2. Price perception of the Eco-friendly product

S.No	Price Perception	No of respondents	Percentage
1	High price	13	13
2	Moderate price	38	38
3	Low price	49	49
Total		100	100

Source: Primary Data

The above table reveals that, 49% of the respondents are like to buy Eco products on Low price, 38% of the respondents are like to buy Eco products on Moderate price, 13% of the respondents are like to buy Eco products on High price.

It is concluded that most (49%) of the respondents are like to buy Eco products on Low price.

Findings

1. Majority (51%) of the respondents are aware of green products.
2. Most (49%) of the respondents are like to buy Eco products on Low price.

Suggestions

Based on the findings given above, the following suggestions are provided for both the general public to increase the awareness on eco friendly products.

- Campaigns by the effective use of mass media should be made to create awareness about the green products among the consumers.
- Females should be targeted because in Indian families females play an important role in consumer decision making.
- Awareness about re cycling centers should be created.
- Quality of the green products should be enhanced.
- Lack of information provided to the consumers, lead to respondents having poor awareness about the environmental issues.
- Price of the green products should be reduced.
- Quality of the green products should be increased.

Conclusion

This study confirmed that a person who has some concern for the environment would have a stronger preference in purchasing a green product. In this respect, it is important for marketers to develop and implement emotional green branding strategies effectively and strategically to encourage positive sales of green products. Attractive green product message contents should be aggressively developed that would stimulate interest among the Young Generation. Consumers should be able to easily differentiate green products from the non green based on the labels. Further, the price on the green products should be affordable to encourage purchase. Government and non-government organizations is a strong predictor that plays an important role in encouraging consumers to go green and embrace green purchasing behavior. Marketers on the other hand should play their role to make sure that their products are of high quality and competitively priced. These products should be integrated with thoughtful green marketing strategies that fulfill individual needs and maximize customer satisfaction.

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