



Students Attitude Towards Eco Friendly Products in Coimbatore City

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Abstract:

The current rapid growth in the economy and the patterns of consumers' consumption and behavior worldwide are the main cause of environmental deterioration. As the environment continues to worsen, it has become a persistent public concern in the developed countries and has recently awakens developing countries to the green movement. This paper is essentially exploratory in nature and has two objectives. The first objective is to compare gender with attitudes towards the environment and green products. The second objective is to investigate the relationship between attitude towards the environment and green products. Result from the independent sample t-test shows that there were no significant differences between gender in their environmental attitudes and attitudes on green products. The rotated factor matrix validated the underlying dimensions of environmental attitudes into three major dimensions (environmental protection, government's role, and personal norm). Results from the multiple linear regression analysis revealed that consumer attitudes on the government's role and their personal norm towards the environment contributed significantly to their attitude on green product. Further investigation revealed that personal norm was the most important contributor to the attitude towards green product. However, environmental protection did not contribute significantly to consumers' attitudes on green product.

Keywords: Environmental attitude; green products; consumer behaviour.

INTRODUCTION OF THE STUDY:

Eco-friendly products are products that do not harm the environment, whether in their production, use or disposal. Eco-friendly refers to anything that is good for the environment, also called as environmentally friendly or Green. So an eco-friendly product refers to those products that do not affect or cause any harm to the environment. 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...*show more content*...so obviously it's beneficial. Some ecofriendly products benefit consumers by saving them money. Energy-efficient appliances reduce the use of natural resources while lowering energy and utility bills. Products Eco Friendly, Recyclable and Biodegradable Products Plastics have become an indispensable ingredient to modern life. But the environmentally degradable plastics are finding innumerable opportunities and application. Physical and chemical methods of pollution control were always in the forefront because they were easy to understand easy to control and were reproducible. Biodegradation is the real mechanism of nature of balancing the material. A better option is to modify the materials, processes and products in such a way that one can rely upon the biodegradation in nature, recalcitrance and bioaccumulation problems are overcome. We are slowly changing our philosophy and are not merely targeting for clean-up or removal of pollutant but are aiming for prevention of pollution or facilitating biodegradation.

OBJECTIVES OF THE STUDY:

- To study about the awareness level of eco friendly products
- To study the buying behaviour about eco friendly products
- To identify the factors influencing the customers to buy the product
- To find out the level of satisfaction of customers towards eco friendly proproduct

SCOPE OF THE STUDY: Conservation of energy and fast depleting natural resources is the main scope of this project

- Increase in economic productivity.
- Imparting knowledge about waste management, treatment and disposal Develop social responsibility towards environment protection

LIMITATION OF THE STUDY:

This study is mainly confined to Coimbatore city.

This study is limited to 100 respondents.

The limitation of time was another constraint in the study. Research period is not just much enough to know about the satisfaction of customers.

RESEARCH METHODOLOGY:

Sampling Unit and Sample Size: The study has been made in Coimbatore. Coimbatore City is one of the top 10 fastest growing cities of India. It is the second largest city in the Indian state of Tamil Nadu and the 15th largest urban agglomeration in India with a metropolitan population of over 2 million. Within the Coimbatore city, the researchers are collecting the primary data in coimbatore district for this present study. Sample size refers to the number of items to be selected from the population constitute a sample. The sample size for this study is 100.

Statistical Tools: Simple percentage method

Sources of Data

Primary Data:

Primary data is collected by the random sampling method. Hence we have interviewed 100 Students through Questionnaire and collected the primary data.

Secondary Data:

Secondary data are generally published sources which have been collected originally for some other purpose, they are not gathered specially to achieve the objectives for some other purpose, they are not gathered specially to achieve the objectives of the particular research projects hands but already assembled.

STATEMENT OF THE PROBLEM

The purpose of the study is to find out the level of satisfaction towards the environmental concern products. The main aim is to find out how the consumer behaves when they are about to purchase ecofriendly product. Are they looking for the products which are creating any problem to the environment or not creating any harm to the environment? And to find out the steps or actions what they have taken and motivated others to go for making no harm to the society or the environment.

REVIEW OF LITERATURE

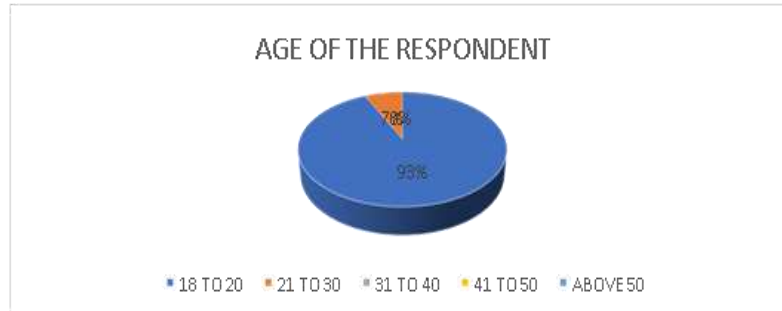
1. According to Mostafa (2007), green purchase behavior refers to the consumption of products that are benevolent or beneficial to the environment, recyclable or conservable and sensitive or responsive to ecological concerns. Clem (2008) reveals that going green reflects a social consciousness around saving and advancing the Earth's natural resources, preserving and protecting them for the sake of civilization. Consumers are becoming more and more aware of environmental issues and this has increased the demand for ecological products. Green product's quality is also a concerned factor for most consumers. Green consumers generally trust on these brand and are not ready to compromise on quality. As there is an expectation on the part of customers that all products offered should be environmentally safe without a need to sacrifice quality, businesses must enhance green product quality as well as focus on environmental benefits of a product, and share these aspects with customers in order to achieve the recognition in the market (D'Souza et al, 2006). Hence, these reveal that traditional product characteristics such as brand name, its price and quality are still the most important ones that consumers considered when making purchasing decision (Gan et al, 2008).
2. Serban.C.(2015)¹, made a study on "Consumer Perception Analysis – Market Awareness Towards Eco-Friendly Fmcg Products – A Case Study Of Mysore District" concludes that there is a strong relationship between consumers willingness to adopt a responsible ecological behavior and social organizations who initiated campaigns to address the issue .
3. Dubey and Gupta (2016)², and took a study on "Role Of Green Marketing In India" said that Indian market costumers too are prepared to pay premium cost for green items and at last green marketing necessitates that customers need a cleaner domain and will pay for it ,perhaps through higher estimated products, changes individual ways of life ,or even administrative meditation.

DATA ANALYSIS AND INTERPRETATION

TABLE SHOWING THE AGE OF THE RESPONDENT:

Age	Frequency	Percentage
18 to 20	93	93%

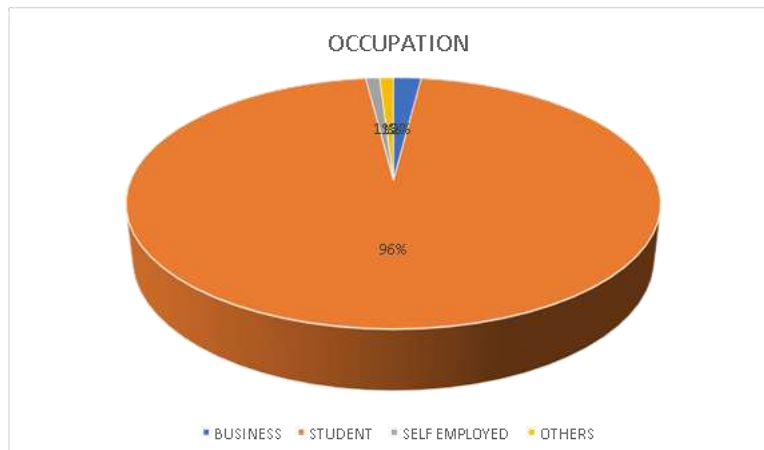
21 to 30	7	7%
31 to 40	0	0%
41 to 50	0	0%
Above 50	0	0%
Total	100	100%

CHART4.1**INTERPRETATION:**

The table shows that 93% of the respondent are 18 to 20,7% of the respondent are 21 to 30.

TABLE SHOWING THE OCCUPATION OF THE RESPONDENT:

Occupation	Frequency	Percentage
Business	2	2%
Student	96	96%
Self employed	1	1%
Others	1	1%
Total	100	100%

CHART 4.3**INTERPRETATION:**

The table shows that 96% of the respondent are students,2% of the respondents are business,1% of the respondents are self employed,1% of the respondents are others.

FINDINGS**SIMPLE PERCENTAGE ANALYSIS:**

- Therefore the majority (93%) of the respondents are belong to the age group of 18-20
- Therefore the majority (45%) of the respondents are from rural areas

- Therefore the majority (96%) of the respondents are students
- Therefore the majority (99%) of the respondents are unmarried
- Therefore the majority (50%) of the respondents are belongs to ug
- Therefore the majority (54%) of the respondents choose eco friendly for human health
- Therefore the majority (86%) of the respondents are aware about green products
- Therefore the majority (48%) of the respondents are know about eco friendly products
- Therefore the majority (42%) of the respondents willing to pay more to enhance the quality of life

SUGGESTIONS

- As observed from the research, a high level of environmental consciousness in terms of knowledge and concern, could transform an ordinary students into a green students.
- The psychographic variables like environmental concern, attitude, intention, behaviour and influence might be taken into account by the marketers and policy makers in their efforts to turn the non-green students into green students.
- Promoters of eco-friendly goods have to generate new ideas and avenues in cost cutting and price reduction as high price was observed to be the most important barrier restraining most of the students from going for such products.
- Manufacturers and Retailers to put adequate effort in creating awareness about green products among the students either through the media.

CONCLUSION:

Green marketing should not be considered as just one more approach to marketing, but has to be pursued with much greater vigor, as it has an environmental and social dimension to it. Green marketing assumes even more importance and relevance in developing countries like India. It helps in the effective outcomes like cost cutting, employee satisfaction, waste minimization, society welfare for the companies as well for society also. Consumers want to identify themselves with companies that are green complaint and are willing to pay a premium for a greener life style.

Green marketing is not just an environmental protection tool but also, a marketing strategy.

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