Research Paper © 2012 IJFANS. All Rights Reserved,

CONSUMER AWARENESS TOWARDS ECO FRIENDLY PRODUCTS IN TENKASI DISTRICT

[1]S.GOWRI SANKARI

Research Scholar (Part time) Reg no: 20121231012005, Department of Commerce, Sri Paramakalyani College, Alwarkurichi, 627412.Affliated to ManonmaniumSundaranar University, Tirunelveli. Mobile No: 8667664210 Email: gowrispkc@gmail.com

[2]DR S.SUNDARAMOORTHY

Assistant Professor, Department of Commerce, Sri Paramakalyani College, Alwarkurichi-627412.Affliated to ManonmaniumSundaranar University, Tirunelveli.Mobile No: 9442241819 Email: sundaramoorthyssm@gmail.com.

ABSTRACT

Customers want to buy green products as they become more environmentally concerned. Green goods are either environmentally friendly in and of themselves or manufactured in an environmentally friendly manner.People's need to drastically alter their lifestyles in order to slow global warming has made the issue of climate change contentious. Businesses have begun to switch to environmentally friendly marketing tactics in an effort to boost product value and sales. In order to increase customer awareness of green products, green advertising is frequently used. This study examines the extent of customer awareness of environmentally friendly items based on green advertising. It does this by focusing on environmentally friendly products. A structured questionnaire is used to obtain the information from 86 respondents in a survey. The method of convenience sampling is employed. The frequency analysis of the data is used. According to the study, customer awareness of eco-friendly items is influenced by promotional actions for those products. Almost all of the respondents are familiar with green products. This study also demonstrates that customer awareness of green products is a crucial aspect that influences their choice to make green purchases.

Keywords: Green products, consumer awareness, buying decisions, Eco- friendly

INTRODUCTION

Consumer health, as well as the welfare of the global and national economies, is being seriously threatened by the deplorable environmental conditions. Customers are becoming more environmentally conscious in terms of their attitudes, opinions, preferences, and purchases. The consumer has been defined as the one who avoids possibly harmful health items, environmental damage during production, employing materials from endangered species, or the environment

leading to superfluous trash export as a result of environmental degradation concerns. Making a consumer aware of their rights is known as consumer awareness. It's a marketing term that denotes that customers are informed about the goods or services, their features, and the other marketing P's (place to buy, price, and promotion). Brand recognition and accurate product association are two factors that influence brand awareness among potential buyers. Brand awareness, typically expressed as a percentage of the target market, is the main objective of advertising during the first few months or years after a product's launch. Consumer knowledge of a brand's advantages, features, slogan, taglines, and other brand messaging components can be categorised as product awareness. Customers are growing more environmentally concerned and eager to buy green items, which are things that are friendly to the environment.

In the modern era of competition, human needs are growing day by day. The industrial revolution led to rapid urbanization, consumer expectation rise and producer required to manufacture new products to satisfy human needs. The process has resulted in environmental pollution, end of non-renewable resources and greenhouse effects during and after the production process. Consumers now have to worry about the future of the world and they have started to give priority to environment-friendly products. Now consumers are becoming more aware and they are ready to pay more for eco-friendly products. This thinking provides insight into the manufacturer to produce environmentally friendly products resulting in the production of green products.

REVIEWS OF LITERATURE

DoniPurnamaAlamsyah et al.(2020),'' The awareness of environmentally friendly products: The impact of green advertising and green brand image'' this study aims to review the correlation among green advertising, green brand image and customer green awareness on environment friendly products and their impacts to purchase intention. The study was conducted through a survey among 102 customers of Supermarket in Bandung City who have experience on friendly products. Data from the customers were obtained through a questionnaire, tabulated and processed by path analysis using Smart PLS. In order to emphasize research result, the research hypothesis test was conducted. Research finding explains that green advertising was assessed to be important by the customer and it can improve the customers' green awareness. On the other hand, it is stated that there was an impact of green awareness on improving customer purchasing intention on the environmentally friendly product. This study is useful for the supermarket in Indonesia particularly in understanding customer behaviour to the environmentally friendly product. So, the implementation of the marketing strategy is more precise. Besides, this study can be an input for the

Indonesian Government in implementing a regulation associated with the global warming issue through research on environmental friendly product1.

Chen et al. (2018)," Exploring the Consumer Behaviour of Intention to Purchase Green Products in Belt and Road Countries: An Empirical Analysis" This study explored the consumer purchase intentionbehaviour regarding green products based on incorporate cognitive traits, effective traits and behavioural intent. Environmental and merchandise approach optimistically influence buying intent. Ecological attentiveness and administration responsibility considerably and positively affect ecological and manufactured goods attitudes for sustainable utilization.

STATEMENT OF THE PROBLEM

Consumers are also responsible for environmental destruction due to unethical practices in their day-to-day activities that harm the environment. Consumers harm the environment by using more non biodegradable products, disposing of them in big quantities as waste, using non renewable energy carelessly, which depletes natural resources, utilising poor waste disposal techniques, not recycling, etc. Hence, consumers also have a huge part to play in protecting the environment. The time has come for customers to take the initiative in pressuring producers to use clean and environmentally friendly technologies, ecologically safe methods of disposing of used goods, and preventive measures.

OBJECTIVES OF THE STUDY

- To know the awareness among the consumers of Tenkasi with regard to eco-friendly products.
- Analyze the opinion of the consumer of eco-friendly products.
- To identify the problems that comes while adopting eco-friendly products.

RESEARCHMETHODOLOGY

Convenient sampling technique was adopted to select samples in this study. The data collected for this study includes both primary and secondary data. The primary data collected through a self-administered questionnaire. Secondary data collected from various books, Journals, Magazines, web resources and others. A sample of 86 respondents is taken on the basis of convenience. The respondents are contacted on the basis of judgement sampling method. The data were analysed by simple tools like percentage analysis, Descriptive statistics, Mean score and rank analysis.

LIMITATIONS OF THE STUDY

The limitation of the present research investigation is that the study is conducted in Tenkasi city only. Therefore, the findings and outcomes of the existing research study cannot be generalized

and applicable to the whole nation. Consequently, present research study measures relationship among independent (exogenous- awareness and perception) variables and the effect of these variables on dependent variable (endogenous) obstacles of consumers regarding eco-friendly products.

DEMOGRAPHIC CLASSIFICATION OF RESPONDENTS

The present section depicts the demographic classification of the respondents who are the consumers of eco- friendly products in Tenkasi city.

TABLE 1

DEMOGRAPHIC CLASSIFICATION OF RESPONDENTS

Demographic variables	Classification	No. Of Respondents	Percentage
Gender	Male	55	63.95
	Female	31	36.05
Marital Status	Married	62	72.09
	Un Married	24	27.91
Age	20-35 Years	31	36.05
	36- 50 Years	43	50.00
	Above 50 Years	12	13.95
No. Of members in the family	3 Members	18	20.93
	3-5 Members	37	43.02
	Above 5 Members	31	36.05
Area of living	Rural	58	67.44
	Urban	28	32.56
Education	HSC	13	15.12
	Graduate	36	41.86
	Post Graduate	22	25.58
	Others	15	17.44
Occupation	Private employee	42	48.84
	Govt. Employee	23	26.74
	Self-employed	21	24.42
Annual Income	Below Rs.30,000	22	25.58
	Rs.30,000- 40,000	39	45.35
	Above Rs40,000	25	29.07

Source: Primary Data

TABLE 2

RANK CORRELATION

Problems faced by consumer by adopting Eco- Friendly products

S.No	Nature of problem	Mean score	Rank

1	Lack of trust	61.17	II
2	High price of the product	58.72	III
3	Lack of product availability	62.86	I
4	Lack of awareness	48.75	V
5	Unsatisfactory performance	51.25	IV

Source: Primary Data

Table 2 reveals that the problems faced by the consumer while adopting Eco-Friendly products. The problem "lack of product availability" with the mean score of 62.86 ranked first followed by "lack of trust" which ranked second with a mean score of 61.17. "High price of the product" with a mean score of 58.72, "unsatisfactory performance" with a mean score of 51.25 and "lack of awareness" with a mean score of 48.75 ranked third, fourth and fifth respectively.

Testing hypothesis

H0: There is no difference between area of living and the level of awareness about eco-friendly product

TABLE 3

CHI-SUAARE TEST

Area	Level of awareness		
	Aware	Not aware	Total
Rural	38	24	62
Urban	13	11	24
Total	51	35	86
Pearson Chi-square Value	25.605		
D.F	3		
P Value	<0.001		
Hypothesis	Rejected		

Source: Primary data

Pearson chi-square value of the above table is 25.605 at 5 % level of the significance. P value is less than <0.001, hence null hypothesis is rejected. It concludes that level of awareness of the respondents about eco friendly products is dependent on the area of living of the respondents.

FINDINGS

- Most of the respondents 63.95% are male, 72.09% of the respondents are married, 50% of the respondents belong to the age group of 36-50 years, 67.44% of the respondents area of living is rural,41.86% of the respondents have completed graduate degrees, and 48.84% of the respondents are private employees, 45.35% of the respondents have the monthly income of rs.30,000-40,000.

Research Paper   UGC CARE Listed (Group -I) Journal

- On the basis of mean value, ranks are assigned by the respondents. Lack of product availability (62.86) is the main problem faced by the consumer while adopting eco-friendly products followed by lack of trust (61.17), high price of the product (58.72), unsatisfactory performance(51.25), and lack of awareness(48.75).

SUGGESTIONS

- The study showed that a high level of environmental consciousness—both in terms of knowledge and concern—could change a regular customer into a green consumer. The public's awareness and concern must therefore be the focus of marketers and other government officials who strive for sustainability.

- The educational background of the target group should take precedence over other demographic factors in communication techniques aimed at promoting environmental awareness and arousing environmental concern.

- Marketers and policymakers may take into consideration psychographic factors such as environmental concern, attitude, intention, behaviour, and influence in their efforts to convert non-green consumers into green consumers.

CONCLUSION

As the environment is dynamic, it is our duty to protect it. Customers are growing more environmentally conscious and motivated to buy things that are good for the environment.Government, producers, and consumers are all jointly responsible for promoting sustainability. By demonstrating their preference for eco-friendly products, consumers may incorporate sustainability principles into their daily lives. The government and manufacturers, however, find it difficult to solve the problems and meet the needs of consumers due to their complex and chaotic behaviour. This study was conducted to better understand customer awareness, attitudes, and purchasing patterns in the Tenkasi district with regard to eco-friendly products.

REFERENCES

1. Alamsyah, D., Othman, N., & Mohammed, H. (2020). The awareness of environmentally friendly products: The impact of green advertising and green brand image. *Management Science Letters*, *10*(9), 1961-1968.
2. Chen, C. C., Chen, C. W., & Tung, Y. C. (2018). Exploring the consumer behaviour of Intention to purchase green products in belt and road countries: An empirical analysis. Sustainability, 10(3), 854.

Research Paper

3. Philip kotler and Kevin lane Keller, marketing management, Mc Milan business books, New Delhi 2007.
4. Pillai and Bagavathi. R. S. N modern marketing principles & provisions, S Chand & Company Ltd, New Delhi 2009.
5. Kothari L.R research methodology, Nishwaprakasham publication 2002.
6. Arora P. N. Statistics for management, Sultan Chand Publishers