



RESEARCH ARTICLE

A STUDY ON CONSUMER'S PREFERENCE ON ECO-FRIENDLY PRODUCTS IN COIMBATORE CITY

Dr. S. Mahendran¹ and R. Chitra²

1. Principal & Guide, Department of Commerce, Pioneer College of Arts and Science College, Coimbatore, India.
2. Research Scholar, Department of Commerce, Pioneer College of Arts and Science College, Coimbatore, India.

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Abstract

Today, the world is increasingly worried about the impact of environmental degradation. Due to the activities of human beings, there is an increase in pollution of environment. Hence the Government on protecting the nature has encouraged Green Marketing and took steps to initiate Eco-friendly products in between general public. Currently there are numerous recyclables, nontoxic eco-friendly products. On one hand consumers are currently aware of environmental protection and on the other hand aware of health issues occurring due environmental pollution. The convenient sampling method has used for the selection of the samples of the study. Through structured questionnaire, the primary data is collected from the 125 consumers on various dimensions such as below male and female. On this background the present study focusses on the objective of consumer preference towards Eco-friendly products. The study found that there is positive relationship between the factor influencing to purchase the eco-friendly products and consumer preference on those products.

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Introduction:-

Eco-friendly products can be defined as the products which are not harmful to the environment whether in its manufacturing or disposal. These products are biodegradable, recyclable or compostable in nature. The product is reusable as well as not reusable in nature. Since non – biodegradable products may cause pollution upon reuse the products. On this case we assume eco-friendly products are economical too. In every field eco-friendly product are recently available the products such as, clothing, home furnishing, food products, cosmetics, water bottles, toilet papers, napkins, agriculture products, etc. In present scenario marketing of these products has gained much impact in between the consumers since it preserves environment and reduces the pollution. In this paper we are trying to understand the consumer preference towards eco-friendly products.

Review of Literature:-

Kishore and Byram (2013) have studied the variable affecting the consumer behaviour on purchasing eco-friendly products. The study concentrated on the product eco-friendly paper and usage of consumers. The study found that attitude and personal norms are positively influenced consumer purchase intention towards eco-friendly paper. The study also highlighted the paper industry have its demand due to usage latest technologies.

Corresponding Author:- Dr. S. Mahendran

Address:- Principal & Guide, Department of Commerce, Pioneer College of Arts and Science College, Coimbatore, India.

Anupreet (2017) studied on consumer perception on usage of eco-friendly products. The study analyzed the usage of eco-friendly products on the bases of age and qualification. The result of the study was that the young generation are more inclined towards the use of eco-friendly products as compared to the middle or senior age groups and also finds that there is a statistical difference between the educational qualifications of high school students and professional people. It suggested the more awareness need to be created across the various age groups and educational qualifications.

Rajasekaran and Gnanapandithan (2013) have conducted a study on green product and its innovation for sustainable development. The study reveals that the green products has more positive impact on the mankind and supports to eradicate certain issues pertaining to green technology. It helps for the sustainable development. The study suggests that to promote and deliver the products that are preferred by consumers and have a desire on value of environmental products. Such consumers need to be segmented and targeted by the businessman. Further the marketers have to educated the consumer that connect environmental attributes with desired consumer value.

Soegoto (2018) has analyzed eco-friendly preference and eco-friendly product quality and their implication on the customer satisfaction. Based on the statistical tools implemented in the study it resulted implications eco-friendly preference and eco-friendly product quality has significant positive effect on customer satisfaction. This result obtained that the eco-friendly preference and eco-friendly product quality increases then implications on customer satisfaction also increase.

Objectives of the Study:-

The specific objectives of the study are as below:

1. To identify the factors influencing the consumers on making choice of eco-friendly products
2. To access which gender consumers prefers eco-friendly products in Coimbatore city.

Hypotheses of the Study

1. The factors influencing and consumer preference on eco-friendly products are positively related.
2. The gender of the consumer and frequency of purchase of eco-friendly products are positively related.

Scope of the Study

The present study has been done to identify the consumer preference on purchasing the eco-friendly products and to know the income category highly prefer the eco-friendly products in Coimbatore city.

Research Methodology:-

The study has analyzed and find out the consumer preference on eco-friendly products in Coimbatore City. The convenient sampling method has used for the selection of the samples of the study.

Data Collection

The data collected for the study is based on both primary and secondary nature. Through structured questionnaire, the primary data is collected from the 125 consumers on various dimensions such as below Male and Female. The percentage method is used and presented in the form of tables.

Limitations of the Study

Based on the present study objective the study is restricted to cover only consumer preference on eco-friendly products in Coimbatore city.

Analysis and Discussions:-

The below table shows the analyses of which factors are influencing consumer preference on eco-friendly products. The analyses is based on opinion of the respondents based on their gender (i.e., Male and Female). The gender of the consumer is considered has independent variable while the opinion on eco-friendly products is considered has the dependent variable for the analysis.

H_0 = The factors influencing and consumer preference on eco-friendly products are positively related.

Table I:- Respondents Opinion about Eco-friendly Products.

Gender	Opinion about Eco-Friendly Products				Total	Chi-Square
	Excellent	Good	Average	Fair		
Male	8 (22.7%)	9 (25.0%)	12 (33.3%)	7 (19.4%)	36	$X_2 = 1.204$ $DF = 3$ $Sig. = .752$ $H_0 = \text{Accepted}$
Female	23 (25.8%)	22 (24.7%)	22 (24.7%)	22 (24.7%)	89	
Total	31 (24.8%)	31 (24.8%)	34 (27.2%)	29 (23.2%)	125 (100.0%)	

Source: Computed

The table I shows the gender wise opinion of the respondents about the eco-friendly products. It was observed that 31 (24.8 percent) respondents out of 125, selected have opined that Excellent and Goods about the eco-friendly products. The respondents opined 34 (27.2 percent) have responded that the eco-friendly products are average for usage. Thus, the hypothesis null hypothesis is accepted since the respondents has equal opinion on eco-friendly products as each respondents use different types of eco-friendly products.

The gender of the consumer is considered has independent variable while the usage of eco-friendly products is considered has the dependent variable for the analysis.

Table II:- Opinion on Purpose of Use of Eco-friendly Products.

Gender	Usage of Eco-Friendly Products								Total	Chi-Square
	Home Decor	Grocery Bags	Toilet Paper	Clothing	Toys	Handicrafts	Cleaning Products	Others		
Male	1 (2.8%)	11 (30.6%)	1 (2.8%)	0 (0.0%)	5 (13.9%)	9 (25.0%)	6 (16.7%)	3 (3.4%)	36	$X_2 = 10.153$ $DF = 6$ $Sig. = .118$ $H_0 = \text{Accepted}$
Female	13 (14.6%)	20 (22.5%)	12 (13.5%)	0 (0.0%)	7 (7.9%)	15 (16.9%)	19 (21.3%)	3 (3.4%)	89	
Total	14 (11.2%)	31 (24.8%)	13 (10.4%)	0 (0.0%)	12 (9.6%)	24 (9.2%)	25 (20.0%)	6 (4.8%)	125 (100%)	

Source: Computed

Table explains the usage of eco-friendly products by the respondents. It was resulted that 25 (20.0 percent) respondents out of 125 respondents are using cleaning products and no respondents use clothing items in eco-friendly products. The null hypotheses are accepted which shows that the usage of products and consumer preference is positively related.

Table III:- Opinion on Place of Purchase of Eco-friendly Products.

Gender	Place of Purchase of Eco-friendly Products					Total	Chi-Square
	Dept. stores	Super Mkt.	Grocery Shop	Online Shop	Others		
Male	9 (25.0%)	13 (36.1%)	4 (11.1%)	4 (11.1%)	6 (16.7%)	36	$X_2 = 4.508$ $DF = 4$ $Sig. = .342$ $H_0 = \text{Accepted}$
Female	23 (25.8%)	18 (20.2%)	20 (22.5%)	10 (11.2%)	18 (20.2%)	89	

Total	32 (25.6%)	31 (24.8%)	24 (19.2%)	14 (11.2%)	24 (19.2%)	125 (100.0%)	
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Source: Computed

Table III reveals that respondent's preference on place of purchase of eco-friendly products. Out of 125 respondents it was observed that 32 (25.6 percent) respondents prefer to purchase the products from departmental stores and 14 (11.2 percent) respondents prefer to buy from online shopping. From the above table the null hypotheses are accepted which shows that place of purchase factor and consumer preference are positively related.

Table IV:- Opinion on Frequency of Purchase of Eco-friendly Products.

Gender	Frequency of Purchase of Eco-friendly Products					Total	Chi-Square
	Daily	Weekly	Once in a month	Twice in a month	Once in a year		
Male	4 (11.1%)	21 (58.3%)	4 (11.1%)	3 (8.3%)	4 (11.1%)	36	$X_2 = 2.552$ $DF = 4$ $Sig. = .635$ $H_0 = \text{Accepted}$
Female	8 (9.0%)	48 (53.9%)	20 (22.5%)	7 (7.9%)	6 (6.7%)	89	
Total	12 (9.6%)	69 (55.2%)	24 (19.2%)	10 (8.0%)	10 (8.0%)	125 (100.0%)	

Source: Computed

Table IV shows that the frequency of purchase of eco-friendly products, which revealed that out of 125 respondents, 69 (55.2 percent) respondents purchase ecofriendly products on weekly bases and 10 (8.0 percent) respondents purchase on twice in a month or once in year. The null hypotheses reveals that frequency of purchase factor and consumer preference are positively correlated.

Table IV:- Reason on Frequent of Purchase of Eco-friendly Products.

Gender	Reason for Frequent of Purchase of Eco-friendly Products					Total	Chi-Square
	Price	Quality	Safe to use	Easy Availability	Others		
Male	4 (11.1%)	14 (38.9%)	12 (33.3%)	2 (5.6%)	4 (11.1%)	36	$X_2 = 5.024$ $DF = 4$ $Sig. = .285$ $H_0 = \text{Accepted}$
Female	12 (13.5%)	45 (50.6%)	16 (18.0%)	10 (11.2%)	6 (6.7%)	89	
Total	16 (12.8%)	59 (47.2%)	28 (22.4%)	12 (9.6%)	10 (8.0%)	125 (100.0%)	

Source: Computed

The result shows that the reason for frequent purchase of eco-friendly products and consumer preference is positively related. The result shows that out of total respondents, 59 (47.2 percent) of the respondents frequently purchase eco-friendly products because of its quality and 10 (8.0 percent) of them purchase for other reasons.

Table V:- Opinion on Re-Purchase of Eco-friendly Products.

Gender	Opinion on Re-Purchase		Total	Chi-Square
	Yes	No		

Male	24 (66.7%)	12 (33.3%)	36	$X_2 = 0.392$ $DF = 1$ $Sig. = .531$ $H_0 = \text{Accepted}$
Female	54 (60.7%)	35 (74.5%)	89	
Total	78 (62.4%)	47 (37.6%)	125 (100.0%)	

Source: Computed

Table V reveals respondents' opinion on re-purchase of eco-friendly products. It was observed that 78 (62.4 percent) respondents have opined that they purchase regularly eco-friendly products and 47 (37.6 percent) respondents have responded that they do not purchase same eco-friendly products. The null hypotheses is accepted where, the opinion on re-purchase of eco-friendly products and consumer preference are positively related.

Table VI:- Preference on Purchase of New launched Eco-friendly Products.

Gender	Opinion on Re-Purchase		Total	Chi-Square
	Yes	No		
Male	23 (63.9%)	13 (36.1%)	36	$X_2 = 0.779$ $DF = 1$ $Sig. = .377$ $H_0 = \text{Accepted}$
Female	64 (71.9%)	25 (28.1%)	89	
Total	87 (69.6%)	38 (30.4%)	125 (100.0%)	

Source: Computed

Table VI illustrates that preference on purchase of newly available eco-friendly products and consumers preference are positive. Out of the total respondents it is found that, 87 (69.6 percent) of the respondents prefer to purchase new eco-friendly products in various categories.

Conclusion:-

The growth in preference of eco-friendly products is new success to reduce the environmental pollution. The above study indicates that the respondents of Coimbatore city are highly interested in using eco-friendly products. The study shows they purchase the eco-friendly products because of its quality. Moreover, consumers show interest to purchase the products on weekly occasion. The study suggests if government encourages in producing eco-friendly products by providing subsidy the manufacturing cost would reduce and thus consumers try to purchase eco-friendly products at reasonable cost. Further, proper awareness on non-durable products has to given for the consumers to handle the product economically.

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