

Consumers Perception of Eco-Friendly Products in Thoothukudi

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Abstract:-

Eco-friendly products which are considered to be less harmful to the environment than its regular counterparts. If more people start buying eco-friendly products, pollution would not be so rampant, our planet would have a timeout to breathe and regenerate, and our families and communities would be healthier in the long term. Moreover, eco-friendly products are not only great for the environment, but also beneficial for human health. This present study is an endeavor to analyse consumer perception on eco-friendly products among the users of the eco-friendly product in Thoothukudi District. . The data has been collected from a total of 174 respondents in Thoothukudi District through a well-structured questionnaire. Eco-friendly product consumers are becoming more environmentally conscious and are demanding eco-friendly products from manufacturers, which leads to a sustainable environment.

Keywords: Eco-friendly product, sustainable environment, pollution, environmental, conscious consumer, perception

Introduction:-

Eco-friendly means earth-friendly or harmless to the environment. This term most commonly refers to products that contribute to green living or practices that help conserve resources like water and energy. Eco-friendly products also prevent contributions to air, water, and land pollution. Eco-friendly, all-natural products ensure safety from all dangerous chemicals and allow families to avoid risky additives that can cause any of these issues. Using eco-friendly products improve the quality of life in terms of mortality, age, diseases, and illnesses. They ensure the safety of families and the planet.

List of eco-friendly products:

Eco Friendly Personal Care Products	<ul style="list-style-type: none"> Eco friendly toothbrush Eco friendly Shampoo, conditioner, and lotion Bamboo Safety Razor Eco Friendly Cotton Buds Reusable Makeup Remover Pads Biodegradable dental floss Eco friendly sunscreen Reusable menstrual cup Eco friendly hairdryer Eco friendly toothpaste All-natural mouthwash Organic natural deodorant Bidet toilet seat attachment Recycled toilet paper Exfoliating bath cloth Organic bamboo washcloths Organic body wash Bamboo bath mat
Eco Friendly Travel Products	<ul style="list-style-type: none"> Solar charger for cell phone/Ipad Wooden cutlery travel set Travel bottles for liquids Outdoor solar lantern Collapsible Tupperware

Eco-friendly Jewelry Brands	Eco-friendly jewelry Eco friendly watches Eco friendly engagement rings
Non-Toxic Makeup & Beauty products	Non-toxic makeup Not-toxic lipsticks Natural and organic skincare products
Eco Friendly Clothing & Accessories	Eco friendly clothes Eco friendly jeans Eco-friendly bags Eco friendly shoes Eco friendly sandals Eco friendly swimwear Eco friendly sunglasses Eco friendly underwear
Eco Friendly Tech Products	E-reader Reusable notebooks
Eco Friendly Clothing & Accessories	Eco friendly clothes Eco friendly jeans Eco-friendly bags Eco friendly shoes Eco friendly sandals Eco friendly swimwear Eco friendly sunglasses Eco friendly underwear
Eco Friendly Products For The Home	LED light bulbs Wire pegs for clothes Water-Saving Showerhead Timer for your water heater Energy Saving Power Switch Eco friendly shower curtain Rechargeable batteries Insulating blanket for water heaters Eco Friendly bath towels Place a cistern-displacement device in toilet tank

Eco Friendly Cleaning products	Green cleaning products Eco friendly cloths Reusable dryer balls Eco friendly laundry detergent
Eco Friendly Water Bottles & Coffee Cups	Reusable Water Bottles Stainless Steel Water Bottle Glass Water Bottle Water Filter Pitcher for Fridge Glass Coffee Cup Thermo Coffee Cup Silicone Coffee Cup
Eco friendly kitchen products	Reusable Snack Bags Reusable grocery bags Reusable non-plastic meal prep containers Reusable Beeswax wraps Biodegradable trash bags Compostable cutlery and bowls Reusable tea strainer Stainless Steel Metal Straws Dish towels and bamboo alternatives

Source : <https://www.ecofriendlyhabits.com/eco-friendly-products>

Review of literature:-

1.Preeti Sehgal.Ms and Neha Singh. Ms (2010)¹ in their article titled “Impact of Eco-Friendly Products on Consumer Behaviour” believed that The perception of green products is negatively associated with customers’ intention to purchase them if they are of lower quality and higher prices in comparison to attractive products, the attractiveness of green products market would not be substantially altered unless a dramatic shift occurs. Environmentally friendly products are good for humans and nature. Some environmentally friendly products are more costly than 'traditional' types of products but savings can be made if we go 'back-to-basics.'

2.Geetha.D and Annie Jenifer.D (2014)² in their article titled “A study on consumer behaviour towards purchase of eco-friendly products in Coimbatore”, stated that Consumers were ready to pay more prices for the products which were causing less environmental pollution. They also prefer promotional campaign which protects the environment and

distribution channels which were not causing environmental pollution. But they were not ready to compromise the quality of the product for the sake of the environment. They said that the marketers should include consumer's attitude measurement programme in their marketing plan and adapt all aspects of green marketing, then only they can achieve their goal and fulfill the social responsibility of a business concern.

3.Rajalakshmi.M and Vennila . R(2014)³ in their article titled 'A Study On Consumer Acuity On Ecological Products With Reference To Coimbatore City' concluded that the consumer behaviour model serves as a good indicator of the amount by which certain factors have an impact on behaviour, some of which ultimately affecting purchasing decisions. It shows that health, quality, value, ethics, price, trust, and food safety all play a role in influencing consumer behaviour, even though some of them had an indirect incidence on shaping the buying intentions subsequently. Value, quality, and food safety had a great impact on consumer behaviour towards organic food in the green advertising market and would ultimately lead consumers to purchase.

Statement of the problem:-

In the recent period, people have changed their buying decision due to the environmental concern and a compulsion of government rules, and the need to lead a healthy life. Environmental depletion cause to affect human beings as well as flora and fauna. Nowadays environmental care planning programmes are implemented by the Government in a pre-eminent way. It motivates the manufacturer's urge to produce the eco- friendly product or environmental care products. These products have the special features of bio-degradable and no side effects to human beings.

Objectives of the study:-

1. To know the socio-economic profile of eco-friendly product users.
- 2.To analyse the perception of eco-friendly products in Thoothukudi District.

Research methodology:

Both primary and secondary data were used for the study. Primary data was collected through a Google form. Secondary data was collected from journals and websites. The size of the sample is 174 respondents who are the residents of Thoothukudi District. The data were analysed through percentage analysis and an independent t-test.

Null hypothesis:-

There is no significant relationship between consumer perception of eco-friendly products and the gender of the respondents.

Data analysis and interpretation**Table 1 Demographic profile of the respondents**

Demographic factors	No of respondents	Percentage
Gender		
Male	47	27
Female	127	73
Total	174	100
Age		
20-25 years	36	21
25-50 years	101	58
50-75 years	25	14
Above 75 years	12	7
Total	174	100
Education qualification		
Up to schooling	26	15
Under graduate	97	55
Post graduate	38	22
Professionals	13	8
Total	174	100
Occupation		
Business man	25	14
Private employee	54	31
Government employee	36	21
Professional	20	12
Agriculturist	39	22
Total	174	100
Monthly income		
Less than Rs.20,000	23	13
Rs.20,000- Rs.400,000	67	39
Rs.40,0000- Rs.60,000	30	18
Above Rs.60,000	54	31
Total	174	100
Marital status		
Married	105	60
Unmarried	69	40
Total	174	100
Residential area		
Rural	99	57
Urban	75	43
Total	174	100

Source :- primary data

The above table describes the demographic profile such as gender, age, education qualification, occupation, monthly income, marital status, and residential area. Most of the respondents (73%) are female consumers and 58% of the respondents are within the age group of 25-50 years and 55% of the respondents are undergraduate. It was found that 31% of the respondents are private employee, 39% of the respondents are earning Rs.20,000-Rs 40,000 monthly income, 60% of the respondents are married and 57% of the respondents are living in the rural area.

Table 2Independent sample t test for perception on eco-friendly products and gender

S.No	Particulars	Gender	N	Mean	Std. Deviation	t	Sig. (2-tailed)	Relationship
1	Made of recyclable or re-usable material	Male	47	1.34	.479	-.265	.791	Not Significant
		Female	127	1.36	.483			
2	Made with natural ingredients/ organic	Male	47	4.26	.706	1.075	.284	Not Significant
		Female	127	4.11	.819			
3	Bio-degradable	Male	47	4.17	.789	.349	.728	Not Significant
		Female	127	4.12	.905			
4	Enhance the quality of life	Male	47	3.77	.476	1.287	.202	Not Significant
		Female	127	3.66	.475			
5	Control the global warming	Male	47	3.87	.337	.561	.576	Not Significant
		Female	127	3.83	.516			
6	Useable for long periods	Male	47	3.43	.801	-1.691	.095	Not Significant
		Female	127	3.65	.649			

Source- primary data

The above table -2 shows that the p values of the variables namely Made of recyclable or reusable material, Made with natural ingredients/organic, Bio-degradable, Enhance the quality of life, Control the global warming and Useable for long periods are found more than 0.05 at 5% level of significance and hence the null hypothesis is accepted.

Therefore it is concluded that there is a significant relationship between consumer perception of eco-friendly products and the gender of the respondents.

Conclusion:

The study reveals the perception of eco-friendly products in particular reference to Thoothukludi district from the point of view of the consumers. The need for good health aspects and environmental concern are relevant factors motivate to the consumers to purchase the eco-friendly products. Conserve natural resources and no side effects of the eco-friendly products are attract the eco-friendly consumers to use these products in continuous procurement. The price of eco-friendly products will be affordable to all type of people. The production should be reach the needy. Eco-friendly products label must provide sufficient information about the product and its usage, the information must be an understandable language or description.

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