

A Study On The Motivational Factors On Buying Behaviour Of Eco-Friendly Products In Thoothukudi City

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DOI: 10.48047/IJFANS/S3/146

ABSTRACT

The main aim of the eco-friendly product is to guarantee the safety of human beings, flora and fauna in terms of mortality, age, diseases, and illnesses by minimizing the use of all hazardous chemicals and other variables which pollute the environment. To attain this goal the producers tend to reduce the environmental pollutants, using energy conservative resources, sustainable use of natural resources, using recyclable resources, using the simplified waste treatment and disposal in the products, emphasize safety-consciousness, and include environmental safety information on product labels. The main objective of the study is to explore the socio-economic profile of the respondents and to study the factors that motivate the consumers of eco-friendly products. The consumers of eco-friendly users in Thoothukudi Corporation are the universe of this study. The researcher adopts area sampling to select the sample for the study. The researcher randomly selects 5 wards from the Thoothukudi Corporation and finds eco-friendly consumers by asking every person in the area. The majority (46.58 percentage) of the respondents who consume eco-friendly products have a family income below Rs. 2,00,000 per annum. The majority (53.30 percentage) of the male respondents who consume eco-friendly products are unmarried and the majority (59.60 percentage) of the female respondents are married. The null hypotheses are not rejected at a 5% significance level. Hence, there is no significant mean difference between male and

female respondents in respect to the factors impact of the product, the reputation of the product, and appearance of the product.

Key Words: Eco-Friendly products, eco-friendly Consumers, Pollutants

Introduction

An eco-friendly product is any product that does not disturb or destroy the originality of the globe in the course of its production, consumption, and after consumption of the same. We could not refuse the use of some products, even if it affects the environment to some extent. The products help significantly to minimize the pollution caused by the products on the environment. The main aim of the eco-friendly product is to guarantee the safety of human beings, flora and fauna in terms of mortality, age, diseases, and illnesses by minimizing the use of all hazardous chemicals and other variables which pollute the environment. To attain this goal the producers tend to reduce the environmental pollutants, using energy conservative resources, sustainable use of natural resources, using recyclable resources, using the simplified waste treatment and disposal in the products, emphasize safety-consciousness, and include environmental safety information on product labels. In the recent period, people have changed their purchasing behaviour due to environmental concerns, the compulsion of government rules, and for a healthier life. Environmental depletion affects 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 eco-friendly products or environmental care products. These products have the special features of biodegradable and no side effects to human beings. Thus the majority of the customers are aware of the eco-friendly products. Many of them tend to buy eco-friendly products and some of them hinder buying the same. Many consumers buy eco-friendly products because it is a necessity to maintain their healthy life. The quality of the products, eco-friendly packaging, and the promotional activities made by the companies made a positive impact on the minds of the buyers. Relatively high in price, limited availability in many places and not available in all seasons, no standard measures to differentiate eco-friendly products from other products, inadequate information furnished are hindering them to adopt a green lifestyle. This study tries to explore the factors which positively motivate the consumers of eco-friendly products.

Review of Literature

1. Mostafa.M (2007)¹ in his article titled “Antecedents of Egyptian Consumers” Green Purchase Intentions” disclosed that 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.

2. Chris.J (2008)² in his article titled “Health Concerns Driving Shift to Green Food Consumption” asserted that nowadays, consumers are more health conscious and their priorities about consumption rely with green products which are environmentally conducive also.

3. Preeti Sehgal.Ms and Neha Singh.Ms (2010)³ in their article titled “Impact of Eco-Friendly Products on Consumer Behavior” 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 occur. 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.'

¹ Mostafa.M ,“Antecedents of Egyptian Consumers” Green Purchase Intentions”, Journal of International Consumer Marketing, Vol. 19, No. 2,2006, pp. 97- 126.

² Chris.J, “Health Concerns Driving Shift to Green Food Consumption”, 2011,Retrieved from <http://www.foodnavigatorusa.com>.

³ Ms. Preeti Sehgal and Ms. Neha Singh , “Impact of Eco-Friendly Products on Consumer Behavior”, CBS E-Journal, Biz n Bytes, Vol. 6,2010.

4.Chang.N and Fong.C (2010)⁴ in their article titled “Green Products Quality, Green Corporate Image, Green Customer Satisfaction and Green Customer Loyalty” observed that the consumers who had experienced purchasing green or environmental products in Taiwan and found that green product quality and green corporate image could bring green customer satisfaction and green customer loyalty.

5.William Young , Kumju Hwang , Seonaidh McDonald and Caroline J. Oates (2010)⁵in their article titled “Sustainable Consumption: Green Consumer Behaviour when Purchasing Products” stated that green consumers can use their buying power to make a difference, but at a high cost in terms of effort and time, which is a significant barrier. These consumers need help from the government in the form of incentives and single issue labels to show them where they should be concentrating their limited efforts. More fundamentally, ‘being green’ needs time and space in peoples’ lives that is not available in increasingly busy lifestyles. Therefore, there needs to be coherent sustainable production and consumption policies across government departments, not just ‘green advice’ to consumers.

Objectives

To explore the socio-economic profile of the respondents and to study the factors that motivate the consumers of eco-friendly products.

Hypothesis of the Study

There is no significant mean difference among the respondents classified into different socio-economic profiles in respect to the factor that motivates the consumers of eco-friendly products.

⁴ Chang.N, & Fong.C, “Green Products Quality, Green Corporate Image, Green Customer Satisfaction and Green Customer Loyalty”, African Journal of Business Management, vol 4,2010, pp. 2836 – 2844.

⁵ William Young , Kumju Hwang , Seonaidh McDonald and Caroline J. Oates, “Sustainable Consumption: Green Consumer Behaviour when Purchasing Products,’ Sustainable Development”, Sust. Dev. 18, 2010,pp 20–31.

Research Methodology

Exploratory research tends to analyse the factors that positively influence the consumers of eco-friendly products. The consumers of eco-friendly consumers in Thoothukudi Corporation are the universe of this study. The researcher adopts area sampling to select the sample for the study. The researcher randomly selects 5 wards from the Thoothukudi Corporation and finds eco-friendly consumers by asking every person in the area. Then the researcher selects the sample randomly from the universe.

Scope

This study confines the factors which positively influence the consumers to consume eco-friendly products and not cover the problem, prospects, and other aspects of eco-friendly products.

Demographic Profile

Table 1

Demographic Profile		Gender					
		Male		Female		Total	
		N	%	N	%	N	%
Age	Below 21 years	20	19.00	20	17.50	40	18.26
	21-40 years	64	61.00	64	56.10	128	58.45
	41-60 years	15	14.30	21	18.40	36	16.44
	Above 60 years	6	5.70	9	7.90	15	6.85
	Total	105	100	114	100	219	100

Education	Up to School level	8	7.60	9	7.90	17	7.76
	Industrial Training Institute	10	9.50	8	7.00	18	8.22
	Diploma holder	9	8.60	5	4.40	14	6.39
	Undergraduate	32	30.50	28	24.60	60	27.40
	Post graduate	42	40.00	51	44.70	93	42.47
	Professional	4	3.80	13	11.40	17	7.76
	Total	105	100	114	100	219	100
Occupation	Businessman	19	18.10	8	7.00	27	12.33
	Private employee	54	51.40	63	55.30	117	53.42
	Government employee	10	9.50	16	14.00	26	11.87
	Homemaker	4	3.80	18	15.80	22	10.05
	Earning income from ancestor property	12	11.40	5	4.40	17	7.76
	Pensioner	6	5.70	4	3.50	10	4.57

	Total	105	100	114	100	219	100
Annual Family Income	Below Rs.2,00,000	45	42.90	57	50.00	102	46.58
	Rs.2,00,001 to Rs.4,00,000	25	23.80	20	17.50	45	20.55
	Rs.4,00,001 to Rs.6,00,000	8	7.60	12	10.50	20	9.13
	Rs.6,00,001 to Rs.8,00,000	11	10.50	3	2.60	14	6.39
	Rs.8,00,001to Rs.10,00,000	6	5.70	8	7.00	14	6.39
	Rs.10,00,001 to Rs12,00,000	3	2.90	7	6.10	10	4.57
	Above Rs. 12,00,000	7	6.70	7	6.10	14	6.39
	Total	105	100	114	100	219	100
Marital Status	Married	49	46.70	68	59.60	117	53.42
	Unmarried	56	53.30	46	40.40	102	46.58
	Total	105	100	114	100	219	100

Table 1 reveals that the majority (52.10 percentage) of the consumers using Eco-friendly products in the study area are female. Majority (58.45 percent) of the respondents

consuming eco-friendly products are 21 years to 40 years of age in the study area. Postgraduates (42.47 percentage) are the primary consumers of eco-friendly products in the study area. Primary consumers of eco-friendly products are private employees with 53.42 percent. Majority (46.58 percentage) of the respondents consuming eco-friendly products have a family income below Rs. 2,00,000 per annum. Majority (53.30 percent) of the male respondents consuming eco-friendly products are unmarried and the majority (59.60 percent) of the female respondents are married.

Factors Positively Influence the Consumer to Use Eco-Friendly Products

Fifteen statements relating to factors that induce the customers to consume eco-friendly products are listed and the response from the respondents were collected through the Likert scale. The researcher adopts dimensional reduction exploratory factor analysis with rotated component matrix and constructs three factors namely impact of the product, the reputation of the product, and appearance of the product. Then the difference among the respondents in respect to these three factors was analyzed with the help of an independent sample t-test and one-way ANOVA. The following table reveals the t, F scores, and p values of the above-stated tests.

T- test

H0: There is no mean difference in respect to the factors that positively influence the consumers to use eco-friendly products among the following socio-economic profiles of respondents

1. Gender
2. Marital Status

Table 2 : T-table

Profile	Impact of the Product	Reputation of the Product	Appearance of the Product

	T-value	P Value	T-value	P Value	T-value	P Value
Gender	-1.224	0.221	-1.094	0.275	-0.311	0.756
Marital Status	-1.393	0.164	-2.974	0.003	-2.900	0.004

Table 2 reveals that all P values are more than 0.05 in relation to the three factors in respect to the gender of the respondents. The null hypotheses are not rejected at 5% significant level. Hence, there is no significant mean difference between male and female respondents in respect to the factors impact of the product, the reputation of the product, and appearance of the product. P values in relation to both the reputation of the factors of the product and the appearance of the product in respect to the marital status of the respondents are less than 0.05. Null hypotheses are rejected at 5% significant level. Hence there is a significant mean difference between married and unmarried respondents in respect to the reputation of the factors of the product and appearance of the product. The P-value in relation to the factor impact of the factor is more than 0.05, the null hypothesis is not rejected at 5% significant level. Hence there is no significant mean difference between married and unmarried respondents in respect to the product impact of the product.

ANOVA test

H₀: There is no mean difference in respect to the factors that positively influence the consumers to use eco-friendly products among the following socio-economic profiles of respondents

1. Age
2. Educational Qualification
3. Occupation
4. Annual Family Income

Table 3 ANOVO

Profile	Impact of the Product		Reputation of the Product		Appearance of the Product	
	F Value	P Value	F value	P Value	F value	P Value
Age	9.161	<0.01	11.297	<0.01	10.147	<0.01
Education	5.141	<0.01	3.425	0.005	3.526	0.004
Occupation	7.641	<0.01	6.563	<0.01	5.050	<0.01
Annual Family Income	2.536	0.020	3.074	0.006	3.473	0.002

Table 3 reveals that all P values are less than 0.05 to the three factors for the age of the respondents. The null hypotheses are rejected at 5% significant level. Hence, there is a significant mean difference among different age respondents in respect to the factors impact of the product, the reputation of the product, and appearance of the product.

All P values are less than 0.05 about the three factors to the education of the respondents. The null hypotheses are rejected at 5% significant level. Hence, there is a significant mean difference among respondents with different educational qualifications in respect to the factors impact of the product, the reputation of the product, and appearance of the product.

Major Findings

Demographic Profile

Females (52.10 percentage) are the primary consumers of Eco-friendly products in the study area. Majority (58.45 percentage) of the respondents consuming eco-friendly products

are 21 years to 40 years of age and postgraduates (42.47 percentage). Primary consumers of eco-friendly products are private employees. Majority (46.58 percentage) of the respondents consuming eco-friendly products have a family income below Rs. 2,00,000 per annum. Majority (53.30 percent) of the male respondents consuming eco-friendly products are unmarried and the majority (59.60 percent) of the female respondents are married. Factors Motivate the Buying behaviour of Consumers of Eco-Friendly Products Impact of the product, the reputation of the product, and appearance of the products are the three factors that motivate the consumers of eco-friendly products respectively.

Impact of the Product

The impact of the product made a significant impact on the motivation of consumers towards eco-friendly products in respect to age, education, occupation, and annual family income of the respondents.

The impact of the product has no significant impact on the motivation of consumers towards eco-friendly products in respect to gender, marital status of the respondents.

Reputation of the Product

The reputation of the product made a significant impact in the motivation of consumers towards eco-friendly products in respect to age, education, occupation, annual family income, and marital status of the respondents.

The reputation of the product has no significant impact on the motivation of consumers towards eco-friendly products in respect to the gender of the respondents.

Appearance of the Product

The appearance of the product made a significant impact on the motivation of consumers towards eco-friendly products in respect to age, education, occupation, annual family income, and marital status of the respondents.

The appearance of the product has no significant impact on the motivation of consumers towards eco-friendly products in respect to the gender of the respondents.

Conclusion

As of now, some people do not see the harm we do to our planet, but life is changing bit by bit. There is global warming because of the chemicals intoxicating the Earth. Fortunately, there are still people who care enough to fix things and make them better. People and organizations are promoting eco-friendly products to try and contribute to saving our one world. Eco-friendly products such as solar panels generate energy from the sun. They serve as an alternative to fossil fuels in producing electricity. They are non-renewable which means they do not consume materials like coal, gas, or oil. Eco-friendly buildings are low maintenance because of reduced operation. For instance, an eco-friendly facility promotes natural lighting by using huge windows. It results in the conservation of energy along with a decrease in artificial lighting usage. Eco-friendly products and green buildings are safe for the health as the materials used are free of harmful chemicals and components. People are at peace knowing they don't expose themselves to dangerous elements caused by pollution. Eco-friendly products and green buildings do not use plastic by-products that release toxic materials. Eco-friendly products and green buildings contribute to saving the environment by not using harmful materials. Their production and construction are also by the aim of preventing pollution. They avoid the use of fossil energy. They also help in diminishing the levels of carbon dioxide in the atmosphere, hence the prevention of climate change.

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