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# A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS ECO-FRIENDLY PRODUCTS IN COIMBATORE CITY

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## ABSTRACT

*The purpose of this study is to understand the variables affecting the consumer behavior while purchasing green products. Consumer choices reflect not only price and quality preferences but also social and moral values, as witnessed in the remarkable growth of the global market for organic and environmentally friendly products. Over the years the company has greatly expanded its range of environmentally friendly promotional products. The structured questionnaire was used to collect primary data and analyzed using software package. From this research it is found that attitude and personal norms are positively influencing consumer purchase intention towards eco-friendly products. This study helps the marketers to design strategies for sustaining in the market. The objective of this research was to look into and explore the influencing of intentions of consumers on eco-friendly products specifically fast moving consumer goods or non-durable ones. The purpose of the study was to obtain information from consumers' point of view.*

## KEYWORDS

Coimbatore, eco-friendly products.

## JEL CODE

M30, M31, M39, O13, O44.

## 1.1 INTRODUCTION AND DESIGN OF THE STUDY

In the past few decades, consumers have become increasingly attentive to social and ethical considerations in areas such as energy consumption, animal husbandry, and trade. This increased concern and feeling of responsibility for society has led to remarkable growth in the global market for environmentally friendly products. At the heart of this trend, which is often referred to as ethical consumerism or green consumption, lies the assumption that purchasing choice express not only price and quality preferences, but also norms, values, and beliefs. This assumption has motivated a stream of research focusing on identifying the green consumer by socio demographic variables, personality measures, or values that are directly related to environmental consciousness. The major sources of pollution in India include the rapid burning of fuel wood, forest and agricultural degradation of land, resource depletion (such as water, mineral, forest, sand, and rocks), environmental degradation, public health, loss of biodiversity etc.

Over the past few years, the environment has become a persistent public issue, with some calling the 1990s "the Earth decade", or "the decade of the environment". Some environmental problems have been linked to individual consumption, and this has brought the environmental problem down to the consumer level. Green marketing products are presumed to be environmentally safe. It incorporates a broad range of activities, including product modification, changes to the production process, sustainable packaging, as well as modifying advertising. The main aim of establishing green products in India is to make a pollution free earth and create environmental awareness among people.

Consumer environmental awareness has increased, and some consumers have translated their resulting environmental concern into actively purchasing green products. Although the level of environmental concern has declined in recent years, the environment is expected to remain a major issue in consumers' minds. Contemplating the issue, the study puts forward a precise and subtle data on consumer purchasing behavior towards eco-friendly products.

## 1.2 STATEMENT OF THE PROBLEM

Consumers play a large role in the management of e-waste. Due to increased global interest, 90% of consumers were concerned about the way their purchases affected the environment, and they would be willing to change their purchasing behaviour in an effort to improve the environment. Consumer interest in the environment had an effect on the success of manufacturing, and manufactures that have associated themselves with environmental causes have rebounded from the recession significantly faster than traditional manufacturers who had not done so. Companies that had profited from developing and selling green and sustainable products have increased over the years. Companies' leaders are able to increase their competitive position by using eco-friendly products.

Increasing pollution and environmental damages due to traditional production methods have necessitated the marketing of green products. Generally, these products become relatively costly and also face low awareness of the consumers. In order to know the level of acceptance of green products in Coimbatore city, it is important to investigate the market of green products. The purchase decision is based on direct involvement in consumption of the products, whereas knowledge and attitude are at the other end in the consumption of products. Hence, the study focuses on examining the level of acceptability and reach of green products among consumers in the market. The study also focused the factors influencing the consumer purchasing decision and the level of satisfaction of green consumers.

## 1.3 NEED FOR THE STUDY

This study tries to investigate the consumer awareness and attitude towards eco-friendly products. The consumers of the COIMBATORE city are having a positive or negative attitude is to be analyzed.

## 1.4 OBJECTIVES OF THE STUDY

1. To study the socio-economic background of the respondents and their buying behaviour towards eco-friendly products.
2. To identify the consumer's awareness towards green product's features and the factors influencing the purchase decision among consumers in Coimbatore city.
3. To analyze the satisfaction level among consumers and the problems faced towards eco-friendly product.

### 1.5 SCOPE OF FURTHER STUDY

- The study covers the consumers in Coimbatore who are using green products. The study identifies consumer awareness, buying behaviour and their perception towards green products. The study also focuses the problems related to buying of green products among consumers respectively.

### 1.6 METHODOLOGY OF THE STUDY

In this study, consumer behaviour towards purchase of eco-friendly products in Coimbatore city has been obtained from the respondents who are residing in the Coimbatore city.

#### SOURCES OF DATA

Both primary and secondary data have been used in the study.

##### Primary data

Primary data has been collected from green consumers of Coimbatore city by administering a questionnaire.

##### Secondary data

Secondary sources have been collected from various journals, websites and books.

#### SAMPLE DESIGN

Convenience sampling method has been used to select a sample of 120 green consumers.

#### TOOLS USED

- Simple percentage analysis
- Descriptive statistics
- Kendall's (w) coefficient of concordance
- T-test
- ANOVA- Analysis of Variance (One way)

#### PERIOD OF THE STUDY

The period considered for the study is from July 2017 to September 2017.

### 1.7 LIMITATIONS OF THE STUDY

- The study has been restricted to Coimbatore city only.
- The sample size has been restricted to 120 respondents due to time consumption.
- The result of the study is based on consumer's perception. Expected reliability cannot be obtained.

## 2. REVIEW OF THE LITERATURE

B.Nagaraju and Thejaswini H.D. (2016) have made a **Study on Consumer Attitudes towards Eco-Friendly FMCG Products With Reference to Hubli City in Karnataka**. The objective of the study is to examine the awareness and consumer attitude towards eco-friendly FMCG products. They have used the primary data for the study which has been collected from structured questionnaire. The sample size of the study is 100 by using convenience sampling method. They have been applied the statistical tools such as Frequency and ANOVA test to analyze the data. The study has been found that the product label and outdoor advertisement are the major sources of awareness towards eco-friendly products. The majority of the consumers is aware of the eco-friendly FMCG products and is having a positive attitude towards eco-friendly FMCG products. They buy eco-friendly products for health purposes. But still the lack of knowledge and awareness are barriers for purchasing eco-friendly products.

D. Suganya and S. Kavitha (2017) have made a **Study on Consumer Awareness towards Eco-Friendly Products at Coimbatore**. The objective of the study is to analyze awareness towards eco-friendly products and to identify the factors influencing the consumers to buy the products. They have used both the primary and secondary data for the study. The secondary data have been collected from articles, journals, books and websites. The sample size of the study is 100 by using convenience sampling techniques. They have been applied the statistical tool such as Simple Percentage Method and Chi-Square to analyze the data. The analysis has been revealed that the government and industry have to take more efforts in order to make proper planning and implementation of green marketing. Most of the respondents have positive attitude towards eco-friendly products but because of poor awareness and high prices it has not been fully adopted by them.

## 3. OVER VIEW OF THE STUDY

*"Every social and global issue is a business opportunity just waiting for the right kind of inventive entrepreneurship, the right kind of investment, the right kind of collective action"*

- Peter Drucker

#### INTRODUCTION

Over the past few years, the demand for green products in India has been growing significantly due to the increased interest on the environment. It seems everyone is "going green" these days. Living a green lifestyle is known as going green. The slogans are everywhere in store to promotion, on product labels, and in newspaper articles leading more people to choose a greener lifestyle every day. Recycling will help to save the world through green living. Many companies have come in to the market in the commercial sales of green products with corporate social responsibility. Purchasing only all organic, chemical free products, energy saving, bio-degradable and recycled are another way to going green. It is considered a very effective method of trying to save the world and all of its resources. Green living is important in all activities of daily life, to protect the world. People should act responsible and willingly participate in saving world by buying green products.

#### ROLE OF INDIAN GOVERNMENT

The Indian government has also made several efforts in promoting green marketing and eco friendliness by means of helping its automotive industry to develop greener vehicles by supporting hybrid and electric vehicles (EVs), banning plastic bags from daily use, investing in green automobiles. Government of India is capitalizing on an underutilized segment and constructing an infrastructure that will reduce emissions and generate economic growth. Also, Governmental Bodies are imposing firms to become more responsible. In most of the cases, government powers the firm to implement policy which protects the interests of the consumers by dropping the production of harmful goods, modifying consumer and industry's use and /or consumption of harmful goods. Thus, Government ensures that all types of consumers have the ability to evaluate the environmental composition of goods.

In context of marketing related activities, government want to "protect" consumers and society; this safeguard has outstanding green marketing implications. Governmental protocols relating to environmental marketing are planned to protect consumers in numerous ways,

- To diminish production of harmful goods or by-products;
- To adapt consumer and industry's use and/or consumption of harmful goods;
- To ensure all types of consumers possess the ability to assess the environmental composition of goods.

Government regulations are designed to control the volume of hazardous wastes created by firms. Many by-products of production are controlled by issuing various environmental licenses, and thus altering organizational behaviour. In some cases governments try to "persuade" end consumers to become more responsible. For example, few governments have announced voluntary curb-side recycling programs, making it easier for consumers to behave responsibly. In other cases, governments tax individuals who act in an irresponsible style. For example in Australia, higher gas tax is associated with leaded petrol.

Most of the companies in India are distinguished themselves from others by serving unique green marketing strategies and green product categories like Suzlon, Tata, Amul, ITC, Hero Honda, Wipro, Infosys, Dabur India, HUL, Maruthi, Godrej, BSA, LG electronics etc., few of them are listed below with their eco-friendly initiatives:

- ❖ **Indian Railway Catering and Tourism Corporation (IRCTC)** -has introduced to its customers to carry Passenger Name Record (PNR) number of their E-Tickets on their laptop or mobiles to avoid printed version to save papers.
- ❖ **Forest and Environmental Ministry of India** - has ordered the retail outlets like Reliance Fresh, Big Bazaar and all retailers to provide polythene carry bags to customers only if they are ready to pay for it.
- ❖ **State Bank of India** - has introduced using energy efficient equipment in its new ATM's and not only saved power costs but also less carbon emissions. Initially SBI provides online banking facilities and ATM for customers to paperless banking.
- ❖ **Nerolac – Lead Free Paints:** Kansai Nerolac Paints Ltd has personalized by using environment friendly non – toxic chemicals to produce paints by removing hazardous heavy metals like, lead, mercury, chromium, arsenic, and antimony.
- ❖ **Indian Oil –Green fuel alternatives:** Indian oil is engaged in the eco-friendly biodegradable formulas for fuel refineries and upgraded EURO – III to EURO – IV. It has been certified under ISO-14000 for environment management systems. It is using Green fuel alternatives for vehicles like Compressed Natural Gas (CNG), Auto Gas (LPG), Ethanol blended Petrol, Bio-Diesel and Hydrogen Energy to reduce carbon emissions.
- ❖ **Wipro and Infosys – Green IT:** Wipro and Infosys adopts green technologies. Wipro has launched environment friendly computer peripherals, new range of desktops and laptops and reducing e-waste called Wipro Green Ware. It was the first company in India who developed eco-sustainability in the form of saving energy, water efficiency and waste management.
- ❖ **TATA's Going Green:** Tata motors setting up an eco-friendly showrooms using natural building material for its flooring and energy efficient lights. It plans to introduce Indica EV an eco-friendly electric car will run on polymer lithium batteries.
- ❖ **TATA Metaliks Ltd:** Deals in mining and metal sector take initiatives to reduce carbon emissions by green cover through plantation, ground water, power generation and use of natural fertilizers.
- ❖ **Suzlon Energy Going Green** –Suzlon energy is the World's 4<sup>th</sup> largest wind power company among the greenest and best company in India.
- ❖ **MarutiUdyog Ltd., - Greening of supply chain:** The Company has remained in advance of regulatory requirements in recreation of environment protection and energy conservation at its manufacturing facilities, and in development of products that use fewer natural resources and are environment friendly.
- ❖ **Philips** - Philips has launched the 'super long life' bulb which saves up to 20 percent energy.

Six important eco-friendly steps taken by **Narendra Modi Government in the year 2015**,

- a) **Swachh Bharat Abhiyan** - The Swachh Bharat Abhiyan (May 26, 2015) has been the India's main cleanliness drive ever. The campaign aims at cleaning streets, roads, and infrastructure. It covers nearly 4041 towns.
- b) **Ganga Action Plan** - A clean Ganga Action Plan has been launched to preserve water resources under the direct supervision of Minister Uma Bharti.
- c) **National Air quality Index** - India's first national air quality index (NAQI) in April, 2015. The NAQI will help in creating awareness about alarming levels of air quality across the country and simplify air quality rendition.
- d) **Toilets Before Temples** - To ensure that affordable sanitation reaches the people who need it.
- e) **Mount Everest Ascent** - A team of Indian Army climbers have set off on a mission to bring back at least 4000 kg of non-biodegradable waste from the world's highest peak the Mount Everest. This includes waste materials left behind by climbers over decades.
- f) **Water Conservation** - To raise awareness about water conservation, the government directed the states of India to ensure that 50% of the work taken up by National Rural Employment Guarantee Act (NREGA) should be for the improvement of water conservation. This includes construction of check dams and desilting of water bodies.

#### GREEN PRODUCTS

Green products are the products that do not harm the environment. It helps in energy conservation, minimizes carbon footprint or the emission of greenhouse gases, and does not lead to substantial toxicity or pollution to the environment, biodegradable and recyclable or compostable. The recycled product helps to reduce the need for new raw materials and the amount of waste sent to landfills. Environmentally friendly, Eco-friendly, Green and Nature-friendly products are other similar words used by the marketers represent as green products. Green technology includes using unleaded gasoline, solar energy and alternative fuel vehicles and electric vehicles. Companies use these ambiguous terms to promote goods and services with additional specific certifications, such as eco-labels, green seals and so on. Features of the green products have been classified into:

#### RENEWABLE

Renewable resources are ones that cannot be depleted, such as sunshine, wind, water and soil. We must take initiatives to ensure their sustainability. Organic farming is sustainable because there are regulations restricting soil, use of biodegradable pesticides and harvesting procedures. Renewable products contain no toxic compounds.

#### ENERGY EFFICIENCY

Conserving energy is one of the most basic concepts involved in going green with simple strategies like turning off the lights when leaving. There are several energy-efficient products available varying from light bulbs to large appliances that helps to conserve energy. These products not only cut down on consumer energy consumption, but also improve utility production. The federal government's Energy Star program will give awards to motivate consumers to recycle outdated appliances, to install energy-saving solar and wind generators at home. In addition energy efficient products saving energy, which are low maintenance and save money. Although these products may little more expensive initially, they can save energy and money in the long run.

#### RECYCLABLE

Wastes or by-products can be reused in the production of other products. Paper, plastic and aluminum are all examples of components commonly found in a closed-loop recycling system. Some closed-loop recycling uses old items to remake the same product, like old soda cans into new soda cans; or it allows for collected items in the loop to be made into different products, like old milk jugs to be recycled into new trash bins.

#### ALL NATURAL

All-natural foods differ from organic in that they are not regulated by the same agencies, although both processes are sustainable. All-natural products use no chemicals and are 100 percent biodegradable, including non-food items like pesticides and cleaning products.

#### ENVIRONMENTALLY FRIENDLY (NATURAL)

These are products that contain no ozone-depleting substances and are produced without toxic by-products. Their production is sustainable; however, the vast majority of industry is still too dependent on fossil fuels and hydroelectric production that release huge amount of carbon dioxide into the atmosphere. But changing industrial infrastructure is highly expensive and hefty task. While the green movement is in full rock, it's still going to be a while before technology catches up and allows truly positive change. In the meantime, consumers can opt for green products and continue in the right direction.

#### REDUCE POLLUTION

Recycling is a vital component of reducing pollution. Materials such as plastic can be recycled and reused rather than thrown away to remain in a landfill for years together. Food scraps can also be recycled in the form of compost that could be utilized as fertilizer.

The study has been structured to obtain the opinion from the 120 green consumers in Coimbatore about the green product.

#### 4. ANALYSIS AND INTERPRETATION

The analysis and interpretation of "A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS ECO-FRIENDLY PRODUCTS IN COIMBATORE CITY" is based on a sample size of 120 respondents from Coimbatore city. The collected facts have been categorized, tabulated and the following statistical measures have been employed in executing the objective of the study.

- Simple percentage analysis
- Descriptive statistics
- Kendall's (w) coefficient of concordance

- T-test
- ANOVA- Analysis of Variance (One way)

**PERCENTAGE ANALYSIS**

Percentage analysis is carried out for all the questions specified in the questionnaire. This analysis illustrated the classification of the respondents falling under each category. The percentage analysis is used mainly for standardization and comparison. Charts depicted are in support of analysis. **Table 4.1**

**TABLE 4.1: AGE OF THE RESPONDENTS**

S.NO	Age	No. of Respondents	Percent
1	18-25 years	48	40
2	26-40 years	35	29
3	41-55 years	25	21
4	56 years and above	12	10
<b>Total</b>		120	100

(Source: Computed)

It has been inferred from table 4.1 that, 40 percent of the respondents belong to the age group of 18 – 25 years, 29 percent of the respondents belong to the age group of 26 – 40 years, 21 percent of the respondents belong to the age group of 41 and 55 years, 10 percent of the respondents belong to the age group of 56 years and above.

**TABLE 4.2: EDUCATIONAL QUALIFICATION OF RESPONDENTS**

S.NO	Educational Qualification	No. of Respondents	Percent
1	Higher secondary	18	15
2	Under graduate	68	57
3	Post graduate	32	27
4	Doctorate	2	1
<b>Total</b>		120	100

(Source: Computed)

It has been inferred from table 4.4 that, 15 percent of the respondents have completed higher secondary, 57 percent of the respondents have completed under graduate, 27 percent have completed post graduated and 1 percent of the respondent have completed doctorate.

**TABLE 4.3: MONTHLY INCOME OF RESPONDENTS**

S.NO	Monthly Income	No. of Respondents	Percent
1	Less than Rs. 10000	4	3
2	Rs. 10001-25000	15	12
3	Rs. 25001-50000	34	28
4	Rs. 50001-75000	15	13
5	Rs. 75001-100000	15	13
6	More than Rs. 100000	9	8
7	Nil	28	23
<b>Total</b>		120	100.0

(Source: Computed)

It has been inferred from table 4.6 that, 3 percent of the respondents earn less than Rs. 10000 per month, 12 percent of them earn Rs. 10000 – Rs. 25000 per month, 28 percent of the respondents earn Rs. 25001- Rs 50000 per month, 13 percent of the respondents earn Rs. 50001- Rs. 75000 per month, 13 percent of the respondents earn Rs. 75001- Rs. 100000 per month, 8 percent of the respondents earn more than Rs. 100000 per month, 23 percent of the respondents do not earn.

**TABLE 4.4: SOURCES OF AWARENESS OF ECO-FRIENDLY PRODUCTS**

S.NO	Sources	No. of Respondents	Percent
1	Television	22	16
2	Magazine	15	11
3	Internet	37	26
4	Advertisement	21	15
5	Friends/Relatives	28	20
6	Newspaper	14	9
7	Others	4	3
<b>Total</b>		141	100

(Source: Computed)

It has been inferred from table 4.8 that, 16 percent of the respondents are aware of green product through television, 11 percent of the respondents are aware of green product through magazine, 26 percent of the respondents are aware of green product through internet, 15 percent of the respondents are aware of green product through advertisement, 20 percent of the respondents are aware of green product through friends/relatives, 9 percent of the respondents are aware of green product through newspaper, 3 percent of the respondents are aware of green product through other source.

**TABLE 4.5: PERSON INFLUENCING THE PURCHASE DECISION OF THE RESPONDENTS**

S.NO	Influence of Purchase Decision	No of respondents	Percent
1	Self	61	51
2	Parents	31	26
3	Spouse	17	14
4	Children	10	8
5	Others	1	0.8
<b>Total</b>		120	100.0

(Source: Computed)

It has been inferred from table 4.9 that, 51 percent of the respondents are influenced on their own for purchasing green products, 26 percent of the respondents are influenced by parents for purchasing green products, 14 percent of the respondents are influenced by spouse for purchasing green products, 8 percent of the respondents are influenced by children for purchasing green products and only one respondent have been influenced by others.

## DESCRIPTIVE ANALYSIS

TABLE 4.6: LEVEL OF SATISFACTION TOWARDS ECO-FRIENDLY PRODUCTS

S.No	Marketing attributes of eco-friendly Products	N	Minimum	Maximum	Mean	Std. Deviation
1	Assurance of quality	120	1	5	2.35	.941
2	Affordable Price	120	1	5	2.99	.966
3	Easy availability of products	120	1	5	2.84	.870
4	Product Labelling	120	1	5	2.83	.947
5	<b>Avoid health risk</b>	<b>120</b>	<b>1</b>	<b>5</b>	<b>3.12</b>	<b>1.101</b>
6	Varieties in products	120	1	5	2.86	1.031
7	Customer service	120	1	5	2.90	1.016
8	After sale service	120	1	5	2.00	0.860

(Source: Computed)

A five point rating scale ranging from 1 to 5 where 1 for strongly disagree, 2 for disagree, 3 for neutral, 4 for agree and 5 for strongly agree has been constructed to obtain the opinion of the respondents on their level of satisfaction on eco-friendly products. From the mean ratings computed based upon the response of the respondents it is evident that most of them have been **satisfied** about the various attributes of eco-friendly products namely, 'assurance of quality' (mean 2.35), 'affordable price' (mean 2.99), 'easy availability of products' (mean 2.84), product labeling (2.83), 'avoid health risk' (mean 3.12), 'varieties in products' (mean 2.86), 'customer service' (mean 2.90) and 'after sales service' (mean 2.00)

Therefore, based on the high mean rating it has been concluded that most of the respondents have been **satisfied** with various attributes of eco-friendly products.

**MEAN RANKING**

The respondents have ranked the factors influencing purchase decision in their order of preference, starting from 1 to 9, where, 1 for most preferred service followed by the next preferred services.

TABLE 4.7: FACTORS INFLUENCING PURCHASE DECISION OF RESPONDENTS

S.NO	Influencing Factors	Mean Rank	Rank
1	Environmentally friendly	3.38	2
2	Affordable price	5.54	5
3	Less energy consumption	6.34	8
4	<b>Health and Safety</b>	<b>3.21</b>	<b>1</b>
5	Features	5.90	7
6	<b>Feel prestige</b>	<b>7.34</b>	<b>9</b>
7	Guarantee and warranty	5.82	6
8	Good quality	3.51	3
9	Harmless and safe	3.97	4

From the above table it is clear that most of the respondents have been influenced by the factor 'health and safety' with the mean of 3.21. Hence, it has been given rank 1. 'Environmentally friendly' (mean 3.38) has been the second factor to influence the purchase decisions followed by 'good quality' (mean 3.51), 'harmless and safe' (mean 3.97), 'affordable price' (mean 5.54), 'guarantee and warranty' (mean 5.82), 'features' (mean 5.90) and 'less energy consumption' (mean 6.34). Rank 9 has been given to 'feel prestige' as it has a high mean of 7.34.

**ONE-WAY ANOVA**

ANOVA has been used to examine whether there is significant variation between respondents' 'demographic and purchase related variables' and their 'satisfaction level towards eco-friendly products'. Satisfaction scores about eco-friendly products have been found by adding the ratings given by the respondents. Higher the score more is the agreeability on the statements. The mean scores have been compared with the independent variables – demographic and purchase related factors, to know the level of variance in the satisfaction of the respondents classified under different categories.

H<sub>0</sub>: There is no significant difference in the satisfaction scores about eco friendly products given by the respondents classified based upon the demographic and purchase related variables namely, age, educational qualification, employment status, monthly income, number of family members, person influencing purchasing decision and frequency in purchase of eco-friendly products.

TABLE 4.8: SATISFACTION LEVEL TOWARDS ECO-FRIENDLY PRODUCTS Vs. DEMOGRAPHIC AND PURCHASE RELATED VARIABLES

S. No			Satisfaction towards Eco Friendly products			Table Value	F	Sig.
			Mean	SD	No.			
1	Age	18 – 25 years	2.6953	.64201	48	2.68	.662	NS
		26 – 40 years	2.8500	.58142	35			
		41 – 55 years	2.6700	.52027	25			
		56 years and above	2.7083	.25746	12			
2	Educational Qualification	Higher secondary	2.8125	.49862	18	2.68	.279	NS
		Under graduate	2.7500	.54465	68			
		Post graduate	2.6667	.66999	33			
		Doctorate	2.7500	.	1			
3	Employment status	Self-employed	2.7500	.69917	15	2.17	.639	NS
		Government employee	2.4808	.48906	13			
		Private employee	2.8147	.47082	32			
		Homemaker	2.7857	.45611	21			
		Student	2.7344	.71895	29			
		Retired	2.6562	.28932	8			
4	Monthly income	Others	3.0000	.88388	2	2.17	2.612	S*
		Less than Rs.10000	2.8125	.86903	4			
		Rs.10001-25000	3.0000	.45316	15			
		Rs.25001-50000	2.6048	.46558	34			
		Rs.50001-75000	2.6000	.59424	15			
		Rs.75001- 100000	2.8833	.30055	15			
		More than Rs.100000	2.6667	.33657	9			
5	Number of family Members	Nil	2.7460	.76885	28	2.44	1.478	NS
		2	2.7365	.57059	3			
		3	2.7625	.35862	30			
		4	2.7661	.62704	62			
		5	2.4250	.63351	15			
		More than 5	2.9250	.49371	10			
6	Person influencing the purchasing decision	Self	2.6926	.54704	61	2.44	.607	NS
		Parents	2.6935	.69059	31			
		Spouse	2.9044	.51450	17			
		Children	2.8250	.40052	10			
		Others	3.0000	.	1			
7	Frequency in Purchase	Daily	2.5000	.35355	2	2.44	1.865	NS
		Weekly	2.4408	.55178	19			
		Monthly	2.7602	.52715	49			
		Yearly	2.8750	.63844	24			
		Rarely	2.7981	.56798	26			

(Source: Computed)

NS – Not Significant

S\*-Significant at 5% level

The null hypothesis has been tested for each of the personal and purchase related variables separately and are presented in the table 4.20.

**AGE**

It has been concluded with the F-ratio value that there is no significant difference in the mean satisfaction scores which proves that the respondents' level of satisfaction on eco-friendly products do not vary based on their age group. Hence, the null hypothesis has been accepted with respect to 'age'.

**EDUCATIONAL QUALIFICATION**

It has been concluded with the F-ratio value that there is no significant difference in the mean satisfaction scores which proves that the respondents' level of satisfaction on eco-friendly products do not vary based on their educational qualification. Hence, the null hypothesis has been accepted with respect to 'educational qualification'.

**EMPLOYMENT STATUS**

It has been concluded with the F-ratio value that there is no significant difference in the mean satisfaction scores which proves that the respondents' level of satisfaction on eco-friendly products do not vary based on their employment status. Hence, the null hypothesis has been accepted with respect to 'employment status'.

**MONTHLY INCOME**

It has been concluded with the F-ratio value that there is significant difference in the mean satisfaction scores which proves that the respondents' level of satisfaction on eco-friendly products vary based on their monthly income. Hence, the null hypothesis has been rejected with respect to 'monthly income'.

**NUMBER OF FAMILY MEMBERS**

It has been concluded with the F-ratio value that there is no significant difference in the mean satisfaction scores which proves that the respondents' level of satisfaction on eco-friendly products do not vary based on their number of family members. Hence, the null hypothesis has been accepted with respect to 'number of family members'.

**PERSON INFLUENCING THE PURCHASING DECISION**

It has been concluded with the F-ratio value that there is no significant difference in the mean satisfaction scores which proves that the respondents' level of satisfaction on eco-friendly products do not vary based on their person influencing the purchasing decision. Hence, the null hypothesis has been accepted with respect to 'person influencing the purchasing decision'.

**PURCHASE OF ECO FRIENDLY PRODUCTS**

It has been concluded with the F-ratio value that there is no significant difference in the mean satisfaction scores which proves that the respondents' level of satisfaction on eco-friendly products do not vary based on their purchase of ecofriendly products. Hence, the null hypothesis has been accepted with respect to 'purchase of eco-friendly products'.

**T-TEST**

T-Test has been employed to examine whether the satisfaction scores obtained for 'eco-friendly products' has varied significantly among the respondents classified based on 'demographic and price related variables' with the following null hypothesis:



H<sub>0</sub>: There is no significant difference in the satisfaction scores about eco-friendly products by the respondents classified based on demographic and price related variables namely, gender, marital status and willingness to pay extra.

TABLE 4.9: SATISFACTION SCORES ABOUT ECO-FRIENDLY PRODUCTS VS. DEMOGRAPHIC AND PRICE RELATED VARIABLES

S. No			Satisfaction Scores about Eco-friendly products			Table Value	T	Sig.
			Mean	SD	No.			
1	Gender	Male	2.6903	.57091	44	1.64	.672	NS
		Female	2.7632	.57249	76			
2	Marital status	Married	2.7257	.51273	67	1.64	.230	NS
		Unmarried	2.7500	.64114	53			
3	Willingness to pay extra	Willing	2.6442	.59137	65	1.64	1.947	S*
		Not willing	2.8455	.52976	55			

(Source: Computed)

NS – Not Significant S\* - Significant at 5% level

#### GENDER

The t value suggests that there is no significant difference in the respondents' level of satisfaction about eco friendly products when they are classified based on their gender. Thus, the null hypothesis has been accepted with respect to the factor 'gender'.

#### MARITAL STATUS

The t value suggests that there is no significant difference in the respondents' level of satisfaction about eco friendly products when they are classified based on their marital status. Thus, the null hypothesis has been accepted with respect to the factor 'marital status'.

#### WILLINGNESS TO PAY EXTRA

The t value suggests that there is a significant difference in the respondents' level of satisfaction about eco friendly products when they are classified based on their willingness to pay extra. Thus, the null hypothesis has been rejected with respect to the factor 'willingness to pay extra'.

## 5. FINDINGS, SUGGESTIONS AND CONCLUSION

### 5.1 FINDINGS

The following are the important findings of "A study on buying behaviour towards eco-friendly products in Coimbatore city".

#### PERCENTAGE ANALYSIS

- Most (40%) of the respondents are of the age group of 18-25 years.
- Majority (63%) of the respondents are female.
- Most (56%) of the respondents are married.
- Majority (57%) of the respondents have completed undergraduate.
- Most (27%) of the respondents are private employee.
- Most (28%) of the respondents earn Rs. 25001-50000 per month.
- Majority (52%) of the respondents have four members in a family.
- Most (26%) of the respondents are aware of green product through internet.
- Majority (51%) of the respondents are influenced on their own for purchasing green products.
- Majority (41%) of the respondents purchase green product monthly.
- Most (36%) of the respondents buy fruits/ vegetables.
- Most (30%) of the respondents buy green product from both super market and specific shops.
- Most (95%) of the respondents are aware that green products are healthy and most (53%) of the respondents are unaware that green products are initiated by government.
- Most (54%) of the respondents are willing to pay extra for green products, among this 54% most (21%) of the respondents are willing to pay 10%.
- Majority (87%) of the respondents are willing to recommend green products to others.

#### DESCRIPTIVE ANALYSIS

The descriptive statistics on satisfaction level on green products shows that most of the respondents were satisfied with marketing attribute 'avoid health risks' of green products.

#### ANALYSIS OF VARIANCE (ONE WAY)

- The satisfaction score on eco- friendly products do not vary significantly among age group.
- The satisfaction score on eco- friendly products do not vary significantly among educational qualification.
- The satisfaction score on eco- friendly products do not vary significantly among employment status.
- The satisfaction score on eco- friendly products vary significantly among monthly income.
- The satisfaction score on eco- friendly products do not vary significantly among number of family members.
- The satisfaction score on eco- friendly products do not vary significantly among person influencing purchase decision.
- The satisfaction score on eco- friendly products do not vary significantly among frequency in purchase of eco-friendly products.

#### T-TEST

- The average satisfaction score on green products do not vary significantly between male and female respondents.
- The average satisfaction score on green products do not vary significantly between married and unmarried respondents.
- The average satisfaction score on green products vary significantly between willingness and not willingness among respondents.

#### MEAN RANKING

- ✓ Healthy and safety is the factor that has major influence in purchasing decision of consumer towards eco-friendly products.
- ✓ High price is the major problem faced by the consumer in buying eco -friendly products.

### 5.2 SUGGESTIONS

- People should be cognizant of the importance of eco-friendly and green products.
- Customer behavior always looks for some extra benefit with purchasing, so introducing attractive offers would be one of the best ways to allure customers.
- It should give more emphasis on advertising, especially through internet, to create market awareness and to make a brand image.
- Each individual should be encouraged particularly to buy green products.
- End of month sale can be introduced in supermarkets and other stores to attract the green consumers.
- More awareness should be provided to people about the initiatives taken by the government to improve green consumerism.
- Green products should always have a recommendable quality and should add latest collections.
- Consumers can be attracted by providing green products at a fair budget price as they refuse to purchase high-priced products.
- Feedback can be gathered from customers to improve the after sales service.
- Customer complaints are to be handled effectively which will encourage them in purchasing more green products.



**5.3 CONCLUSION**

Harnessing the consumer's power gives a positive effect in changing the environment. The study focuses on examining the consumer behaviour towards eco-friendly and green products. The results indicate that the demographics tend to play an important role in regards with both interest of green product and green certification. Companies have attempted to respond to the growing environmental concern of consumers with the introduction of a variety of green products. Promotion of these green products attempts to influence green consumer behaviour and stimulate green product purchase. Customers will most likely prefer good quality products at affordable price. Only a very few consumers are willing to pay more for purchasing green products, so the marketers should try introducing products within the budget price. From the results, consumers are satisfied with the quality of green products but they need to be more aware of the significance and various services and advantages of green marketing and green products. Strictly speaking, eco-friendly products still have an impact on the environment, but the impact is greatly reduced when compared to conventionally produced products. In some cases, eco-friendly products may even have a positive benefit, depending on how the company does business. Many such products are also aimed at lifestyle changes which benefit the environment, so even if the product itself is not totally neutral, the actions undertaken by the consumer after buying the product are beneficial.

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