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A Study on Customer Awareness towards Eco-Friendly Products in Madurai City

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Abstract

Environment is a major consideration for any project initialization because men and environment's relationship has faced various changes over a decade, these changes cause both good and bad impacts in life style and climate and it is important to increase eco-friendly products to save environment and prevent nature in this study customer awareness towards eco-friendly products in Madurai city has been analysed and presented with statistical inference with the help of 183 respondents.

Keywords: Eco-Friendly Products, Environment, Customer Awareness, Marketing, Customer

Introduction

Eco friendly products and marketing are contrast to traditional trade and commerce, which save man power time and wastage. Eco friendly products which are made with renewable and reusable products. Awareness among customers related to green marketing and products has increased because of educated customers, retailers and manufacturers, understanding about these products only can increase usage. in this study an attempt has been made to know the level of awareness among customers and their acceptance towards eco-friendly products has been analysed. The human civilization has come a long way. We are creating new inventions and bringing major modifications in our life day by day. With atomic energy, electronic gadgets and many more discoveries, human are the dominating race right now on the earth. In the process of hatching brainchildren, we have neglected nature, the base source of our life. As a consequence, we are facing grave issues such as global warming, glacier melting and deforestation that threaten our earthly existence. Hence, it is high time that we turn our attention to save nature. Eco-friendly products are the perfect alternatives for harsh and harmful items. In getting a harmonic living with nature and every other creature, we have to make eco-friendly products the new normal. The following are good eco-friendly products in India. They are

1. Reusable Bags and Carriers
2. Staples, Superfood and More
3. Healthy Kitchenware and Containers
4. Garden Essentials
5. Compostable Utensils
6. Organic Home Care Products

7. Natural Home Décor Items
8. Bamboo Tissue Rolls
9. Reusable Cups

Objective of the Study

- To comprehend the sample respondents’ socioeconomic profile
- To determine the respondents’ degree of awareness
- To determine client approval of environmentally friendly items.

Research Methodology

Descriptive research done with the help of questionnaire. Convenient sampling method is used to select samples from population of Madurai city. Sample size is 183 and the sample respondents were selected from various colleges in Madurai. Statistical tools like ANOVA and Likert scaling are used to test the significance of variables and their relationship.

Hypothesis

- There is no significant association between the sample respondents’ educational qualifications and their degree of acceptance.
- There is no significant relationship between the sample respondents’ educational qualifications and their awareness of environmentally friendly items.
- There is no statistically significant relationship between respondents’ socioeconomic profile and their level of awareness of environmentally friendly products.

Table 1 Socio Economic Profile of the Respondents

Socio Economic Profile	Frequency
Age	
25 to 35	137(75%)
36 -45	21 (11.5%)
46 -55	11 (6%)
More than 55	14 (7.5%)
Gender	
Male	100 (55%)
Female	83 (45%)
Educational Qualification	

SSLC	35 (19%)
HSC	23(12%)
Graduate	83 (45%)
Diploma/ Post-Graduation/other	42(24%)
Occupation	
Self Employeed	90(49%)
Private Employee	30(16%)
Government Employee	13 (7%)
Student/House Wife	50 (27%)
Income	
Less than 20000	52 (28.4%)
20000 - 40000	70 (38.2%)
40001 - 60000	50 (27.3%)
More than 60000	11(6.1%)

Table 1 shows that the majority of the sample respondents are between the ages of 25 and 35, that the majority of the sample respondents are male, that the majority of the sample respondents are graduates, that the majority of the sample respondents are self-employed, and that the majority of the sample respondents earn between 20,000 and 40,000 dollars.

Table 2 Awareness of Eco-Friendly Products

Option	Frequency	Percentage
Aware	150	82%
Not aware	33	18%
Total	183	100

Table 2 clearly indicates that majority of the sample respondents are aware of eco-friendly products.

Table 3 Level of Awareness on Eco-Friendly Products

Option	Frequency	Percentage
Very Low	15	8.3
Low	20	11
Neutral	50	27.5
High	55	30.2
Very High	42	23
Total	183	100

Table 3 indicates that majority of the sample respondents are highly level of awareness towards eco-friendly products.

Table 4 Acceptance of the Respondents towards Eco Friendly Products

Dimension	F Value	Level of .Sig	Result
Reduces energy consumption	8.5	.073	Accepted
Researches on Eco friendly products	5.0	.535	Accepted
Use of Eco-friendly material	3.3	.758	Accepted
Using machines with green certification	3.6	.454	Accepted
Reduction in waste	10.8	.028	Rejected
Safe disposal of wastes	4.2	.637	Accepted
Waste purification and recycling	7.1	.127	Accepted

Table 4 shows that there is no significant relationship between educational degree and adoption of eco-friendly items, therefore the significant threshold is more than 0.05, and the null hypothesis is accepted except for waste reduction.

Table 5 Awareness Towards Eco Friendly Products

Options	Chi square	.Sig	Result
Product	3.586	.465	Accepted
Price	14.588	.024	Rejected
Promotion	5.911	.433	Accepted
Place	3.778	.437	Accepted
People	3.494	.479	Accepted
Process	4.878	.130	Accepted
Physical evidence	5.232	.264	Accepted

Except for price, there is no significant relationship between educational qualification and knowledge of eco-friendly items since the level of significance is less than 0.05.

Table 6 Socio Economic Profile of the Respondents and the Level of Awareness towards Eco Friendly Products

Option	F value	Level of .Sig	Result
Age	5.34	0.143	Not Significant
Education Qualification	38.43	0.000	Significant

Occupation	9.37	0.002	Significant
Income	3.35	0.940	Not significant

Table-6 indicates that there is no significant relationship between age and threshold of Awareness towards Eco Friendly Products since the threshold of significance is more than 0.05 and the null hypothesis is accepted. There is no substantial relationship between educational attainment and level of awareness of environmentally friendly products. The null hypothesis is rejected since the level of significance is less than 0.05. There is no significant relationship between profession and amount of awareness of environmentally friendly products. The null hypothesis is rejected since the level of significance is less than 0.05. There is no significant relationship between income and threshold of Awareness of Eco Friendly Products since the threshold of significance is greater than 0.05 and the null hypothesis is accepted.

Findings

- The majority of sample respondents were between the ages of 25 and 35.
- The vast majority of the sample respondents are men.
- The vast majority of sample respondents are graduates.
- The vast majority of sample respondents are self-employed.
- The majority of sample respondents earned between 20,000 and 40,000 dollars each year.
- The majority of sample respondents are aware of environmentally friendly items.
- The majority of sample respondents had a high degree of awareness of eco-friendly items.
- Because there is no significant relationship between educational attainment and acceptability of eco-friendly items, the significant level is greater than 0.05, and the null hypothesis is accepted except for waste reduction.
- Except for pricing, there is no significant relationship between educational qualification and knowledge of eco-friendly items since the level of significance is less than 0.05.

- There is no significant relationship between age and threshold of Awareness of Eco Friendly Products since the threshold of significance is greater than 0.05 and the null hypothesis is accepted.
- There is no significant relationship between educational attainment and level of awareness of environmentally friendly products. The null hypothesis is rejected since the level of significance is less than 0.05.
- There is no statistically significant relationship between profession and level of awareness of environmentally friendly products. The null hypothesis is rejected since the level of significance is less than 0.05.
- There is no significant relationship between income and Level of Awareness of Eco Friendly Products since the level of significance is greater than 0.05 and the null hypothesis is accepted.

Conclusion

Eco friendly products are initiatives to safeguard environment from excessive wastage of non-renewable resources, awareness towards eco-friendly products is higher but acceptance among respondents is lower because of availability, price and functionality. Self-employed new entrepreneurs focusing high in eco-friendly products and their educational qualification has no impact over acceptance and awareness, but level of awareness varies with educational qualification. Acceptance is highly influenced on interest towards environment and nature.

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