



A STUDY ON CONSUMER PERCEPTION ON ECO-FRIENDLY PRODUCTS WITH REFERENCE TO KOLLAM DISTRICT IN KERALA



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ABSTRACT

Green marketing has now evolved as one of the major area of interest for marketers as it may provide competitive advantages. Green marketing will be successful only if the marketer understands the green consumer behavior. Environmental sustainability has become an essential ingredient to doing business responsibly and successfully. Hence it is essential to conduct a study on the consumer behavior of green consumers and find the factors influencing of consumer behavior. So a study was conducted to find out the impact of eco-friendly products on consumer behavior in Kollam District, Kerala.

KEYWORDS: Green marketing, sustainable world, green consumers, Eco-friendly products, Environment friendly behavior

INTRODUCTION

Well informed consumers are emerging as a new force to create an environmentally sustainable world. In this 21st century, we all face a lot of environment problems related to the harmful products. Basically environment and environmental problems, one of the reasons why the green marketing emerged. Green marketing has now evolved as one of the major area of interest for marketers as it may provide competitive advantages. Green marketing will be successful only if the marketer understands the green consumer behavior. Hence it is essential to conduct a study on the consumer behavior of green consumers and find the factors influencing of consumer behavior. So a study was conducted to find out the impact of eco-friendly products on consumer behavior in Kollam District, Kerala.

OBJECTIVES OF THE STUDY

The present study focuses on the following specific objectives.

- ✦ To study the consumer awareness of eco friendly products.
- ✦ To analyze the factors behind the preference of their selected products.
- ✦ To find out the factors influencing the consumers on purchase decision of eco friendly products.
- ✦ To identify the problems faced by eco-friendly product's consumers.



RESEARCH METHODOLOGY

The study was designed as descriptive in nature based on the survey method. Both primary and secondary data was used for the study. Since it is difficult to contact the entire population, sampling technique was adopted. The respondents were interviewed using convenience sampling method. This study was conducted in Kollam district. Sample was around 80 consumers selected on convenience basis. Convenience sampling technique was used to collect information.

FINDINGS OF THE STUDY

The study was aimed to know the consumer perception on Eco-friendly products with reference to Kollam district on the basis of analysis of data collected using structured questionnaire.

- ◆ Ratio of female consumers is high in Eco-friendly products consumption (56.25%) and fall in the age group of 20-29 years.
- ◆ Majority of the respondents (76.25%) have higher education. And they have more than Rupees 20,000 per year as annual income.
- ◆ Maximum number of respondents (66.25%) got information about the products are from print media.
- ◆ Organic vegetables (37.5%) and food products (32.5%) were mostly preferred by the customers.
- ◆ Most of the people (55%) spend their money for purchasing the product of below Rs.1,000. Only 1.25% of them were spending more than Rupees 10,000 for purchasing these products.
- ◆ Maximum number of respondents bought products from super marts.
- ◆ The main attraction of the Eco-friendly product is quality, said by 81.25% of the respondents. 2.5% of them had the opinion of its availability.
- ◆ The main problem faced by the product were lack of availability (45%) and high price (42.5%). Low promotion and less availability are equally affected stated by (6.25%) respondents.
- ◆ 100% of the respondents knew about the eco friendly products and 96.25% of them were using these products.
- ◆ 75% of the respondents were considering the effect on environment as a consumer before purchasing.
- ◆ The majority of the respondents (63.75%) had the opinion that eco friendly products are overpriced.
- ◆ Most of the respondents (73.75%) considered buying products which are designed with environmental issues in mind.

SUGGESTIONS

- ☆ Environment friendly behavior is far and difficult to attain. Hence environmental awareness and attitudes should be created in the minds of consumers during their childhood days itself.
- ☆ It requires rigorous efforts at school level to create an attitude of environment sustainability.
- ☆ Eco Clubs play an important role in creating environmental awareness amongst the future generation. So eco clubs should be there in all schools and colleges
- ☆ Eco friendly products should be integrated with thoughtful green marketing strategies that fulfill individual needs and maximize customer satisfaction.
- ☆ Expand consumer awareness of green products by creating effective green marketing campaigns or environmental-related activities.
- ☆ Price is the attribute that consumers reflect on when making a green-purchasing decision. Consumers are less likely to purchase green products if they are more expensive. So price should be reduced for the eco-friendly products.
- ☆ Companies should create ads that are more focused on green, eco-friendly image that will influence their customers' purchasing decisions.

CONCLUSION

Earth is the only planet where human beings can exist. We need to be eco friendly to save our planet Earth and environment as well as making it a better place to live in. One should know the importance of being nature friendly. Nowadays, eco friendly products are readily available; one can be earth friendly by using these products. Environmental sustainability has become an essential ingredient to doing business responsibly and successfully. So, constant efforts should be taken by Government, NGOs, Educational Institutions, Business Houses and Society at a large to create awareness among the consumers to promote eco friendly buying behavior.

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