

A STUDY RELATING TO THE USE OF SOCIAL MEDIA FOR THE PROMOTION OF ECO-FRIENDLY PRODUCTS AMONG THE CONSUMERS.

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ABSTRACT:

The concept of market is predominantly changing due to the shift in consumer preferences. There is a large impact of globalization on marketing of goods and services. Social media plays an important role in promoting new products in the market. Moreover, all the companies are exhibiting their concern towards environmental welfare and started producing eco-friendly products. It is evident that companies are employing social media as a marketing tool to promote their products and to interact with the consumers easily. Due to the drastic changes in the environment, there is a necessity for the green movement in developing countries like India. Consumers are becoming more ecologically conscious and prefer to use only eco-friendly products. With a raise in the social awareness, a greater number of people have started using eco-friendly products and it deliberately assist in product promotion. This paper portrays the role of social media as one the tool for marketing for the promotion of eco-friendly products due to its wider reach among the consumers.

Keywords: social media marketing, eco-friendly products.

Introduction of the study:

The world is currently facing serious environmental problems such as pollution of land, air and water, loss of biodiversity and environmental justice issues. Due to all these problems there is a drastic impact on the human life pattern and their routine activities. Consumers growing education and awareness have given rise to the need for eco-friendly products across the globe. Therefore, the term ecofriendly marketing emerges from the ideology of understanding the environmental attitude of the consumers. Facebook, twitter and LinkedIn are used by the people around the globe and it is important to include these communities when promoting a product or business. Social networking sites facilitates the interaction of individuals and the business professionals and also it helps in building relationships and the communities.

Objectives of the study:

- To analyse the role of social media in the purchase of eco-friendly products among the consumers.
- To study the consumer preferences for various eco-friendly products purchased through social media sites.

- To analyse the consumers perception towards practices made by the social media sites as compared to the practices of the traditional marketing.

Scope of the study:

- Promotion of social responsibility among the consumers towards environment protection.
- Social media attracts the large number of consumers in a short span of time.

Limitations of the study:

- The study is conducted in Chennai city.
- The study is limited to only 50 respondents.

Review of literature:

Bashar, Ahmad & Wasiq (2012), a research was conducted to examine the role of social media as a marketing tool which helps in consumer buying decision making process.

Yadav (2012) , social media is an active mode of advertisement to reach all prospective consumers .

Research methodology

The study is related to the users of eco-friendly products, in Chennai. Statistical Tools used are simple percentage and Chi-square test.

Sources of Data:

Primary data is done through questionnaire which is received from the 50 consumers of eco-friendly products in the Chennai city.

Secondary data is collected from the relevant articles, journals and books.

Data analysis and interpretation

Simple percentage method

Table presenting the demographic summary of the respondents

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	GENDER	MALE-14	28%
		FEMALE-36	72%
2	QUALIFICATION	UNDER GRADUATE-41	82%
		POST GRADUATE-9	18%
		PROFESSIONAL-0	0%
		OTHERS-0	0%
3	ANNUAL INCOME	UPTO 2 LAKHS-4	8%
		2 TO 5 LAKHS-43	86%
		5 TO 10 LAKHS-3	6%
		10 LAKHS AND ABOVE-0	0%
4	AMOUNT OF TIME SPENT	0 TO 1 HOUR	4%
		1 TO 2 HOURS	12%
		2 TO 5 HOURS	76%
		5 HOURS AND ABOVE	8%

Inference:

The above table depicts the demographic profile of the respondents. Out of the 50 respondents, 28% are male and 72% are female, 82% are undergraduates and 18% are post graduates, 8% of the respondents belongs to the category of the annual income slab of upto Rs. 2lakhs, 86 % belongs to the category of Rs. 2 to 5 lakhs slab and 6 % of the respondents are from Rs. 5 to 10 lakhs slab and 4% of the respondents pays only 1 hour in social media sites every day, 12 % of the respondents pays 1 to 2 hours, 76% of the respondents pays 2 to 5 hours, 8 % of the respondents pays above 5 hours in social media sites every day.

Chi square test

Table 1. The association between the role of social media sites in the buying of eco-friendly products among the consumers and its impact on buying decisions.

Hypothesis:

Ho= There is no association between the role of social media sites in the buying of eco-friendly products among the consumers and its impact on buying decisions.

H1= There is an association between the role of social media sites in the buying of eco-friendly products among the consumers and its impact on buying decisions.

Results of Chi-Square Test

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.521 ^a	9	.391
Likelihood Ratio	11.305	9	.255
Linear-by-Linear Association	.503	1	.478

a. 13 cells (81.3%) have expected count less than 5. The minimum expected count is .06.

Inference:

The result of the table depicts, the arrived value is more than the table value, so there is an association between the role of social media sites in the buying of eco-friendly products among the consumers and its impact on buying decisions. Hence the alternate hypothesis (H1) is accepted.

GRAPHICAL REPRESENTATION OF THE RESULT

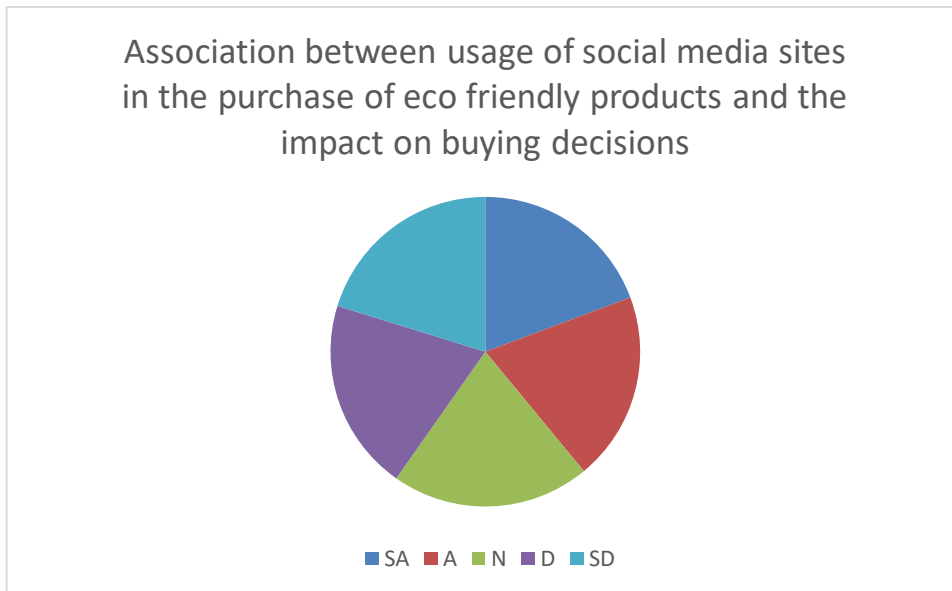


Table 2. The association between the consumers preferences for choosing the social media sites for buying eco-friendly products and their level of income.

Ho= There is no association between the consumers preferences for choosing the social media sites for buying eco-friendly products and their level of income.

H1= There is an association between the consumers preferences for choosing the social media sites for buying eco-friendly products and their level of income.

a. 17 cells (85.0%) have expected count less than 5. The minimum expected count is .06.

Inference:

The result of the table depicts, the arrived value is greater than the table value. Hence, the alternate hypothesis (H1) is accepted. So there is an association between the consumers preferences for choosing the social media sites for buying eco-friendly products and their level of income.

GRAPHICAL REPRESENTATION OF THE RESULT

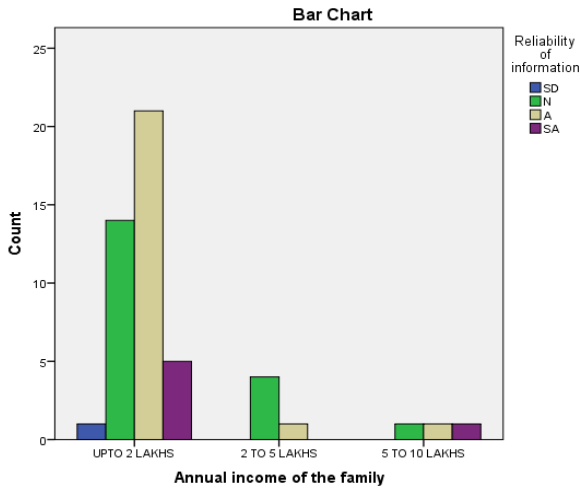


Table 3. The association between the impact on buying decisions and the consumers perception towards practices made by the social media sites as compared to the practices of the traditional marketing.

Ho=There is no association between the impact on buying decisions and the consumers perception towards practices made by the social media sites as compared to the practices of the traditional marketing.

H1= There is an association between the impact on buying decisions and the consumers perception towards practices made by the social media sites as compared to the practices of the traditional marketing.

Results of Chi-Square Test

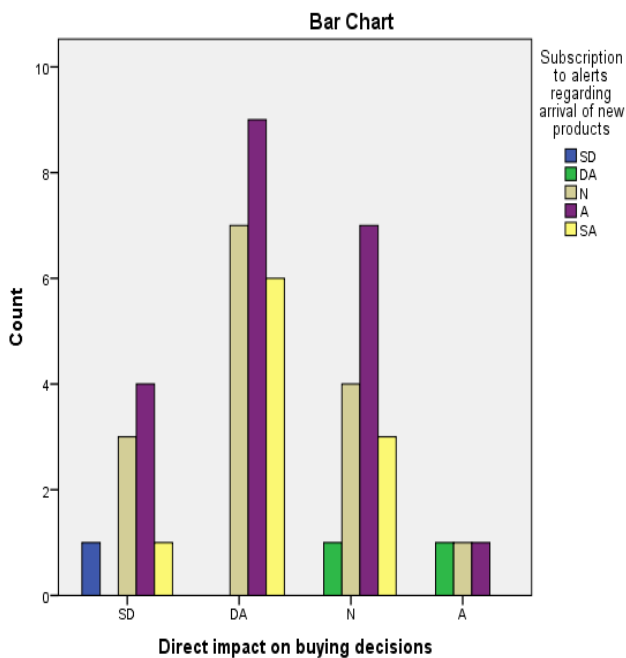
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	12.522 ^a	9	.185
Likelihood Ratio	14.350	9	.110
Linear-by-Linear Association	.849	1	.357
N of Valid Cases	50		

a. 14 cells (87.5%) have expected count less than 5. The minimum expected count is .12.

Inference:

From the above table, calculated value is greater than the table value. Hence the alternate hypothesis is accepted. So there is an association between the impact on buying decisions and the consumers perception towards practices made by the social media sites as compared to the practices of the traditional marketing.

GRAPHICAL REPRESENTATION OF THE RESULT



Findings of the study:

- The study reveals that the greater part of the respondents are female (72%)
- The study reveals that the greater part of the qualification of the respondents are graduates (82%)
- The greater part of the respondents (86%) are from the category of Annual Income of Rs.2 lakhs to Rs.5 lakhs.
- Majority of the respondents (76%) use social media for 2 hours to 5 hours every day.
- There is an association between the role of social media sites in the buying of eco-friendly products among the consumers and its impact on buying decisions.
- There is an association between the consumers preferences for choosing the social media sites for buying eco-friendly products and their level of income.
- There is an association between the impact on buying decisions and the consumers perception towards practices made by the social media sites as compared to the practices of the traditional marketing.

CONCLUSION:

Social media marketing is considered as an important advertising tool for the campaigning of eco-friendly products due to its wider reach and large impact among the consumers. This study explains the role of social media in the advertisement of eco-friendly products among its consumers. It shows that there is a relationship among the factors like level of income of the consumers, its impact on the buying decision and the consumer preferences for choosing the social media sites for buying the eco-friendly products.

References:

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