

POST-PURCHASE BEHAVIOUR OF CONSUMERS TOWARDS ECO-FRIENDLY PRODUCTS IN COIMBATORE

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Abstract : The eco-friendly goods are protecting the environment with conserving the energy resources in India. The government and other organizations have offered more awareness programmes to utilize the biodegradable and recyclable products. It controls the pollution and other problems of human diseases in the environment. In India, more green products are available in the traditional and online market at huge level for fulfilling the requirements of workplace and households. That is more expensive and efficiently working for long-term with more valuable features. The consumers have different opinion on the usages of eco-friendly products or green products. Now a day, these are the products required to safeguard the people and environment together. So, the researchers have verified the awareness level and behaviour of the consumers on the usage of eco-friendly items. They have checked the influences of the personal details on the post-purchase of behaviour of the eco-friendly good consumers in Coimbatore. The study combined the exploratory and descriptive research design. The researchers have taken 100 eco-friendly good users from Coimbatore with the convenience sampling technique. The primary data has collected for the research through questionnaire method. The study period has taken from 2018-19. The research utilized the percentage method and chi-square for the study

IndexTerms - Awareness Programme, Consumer Behaviour, Eco-Friendly Goods.

I. INTRODUCTION

The eco-friendly products are protecting the environment with conserving the energy resources in India. The government and other organizations have offered more awareness programmes to utilize the biodegradable and recyclable products. It controls the pollution and other problems of human diseases in the environment. The eco-friendly products are mostly produced in our country like cloths, accessories, decorating items, reusable cups and bags. There is more non-government organizations are always dynamically collecting the recyclable things and contributing their efforts to clean and safeguard the environment. In India, more green products are available in the traditional and online market at huge level for fulfilling the requirements of workplace and households. That is more expensive and efficiently working for long-term with more valuable features. The consumers have different opinion on the usages of eco-friendly products or green products. So, the researchers have tried to evaluate the post-purchase behaviour consumers towards eco-friendly products in Coimbatore.

II. REVIEW OF LITERATURE

The researchers included earlier studies related to eco-friendly products for judging the post-purchase behaviour in other studies. Erbaslar (2010) declared that the consumers have utilized the environment friendly products with wider benefits of industrial and consumer products. Busnews (2010) defined the artistic capitalism of Bill Gates with the collision of buying decisions of consumers on purchase of green goods and it included the diverse components on their own businesses. Suresh (2013) identified the buying behaviour of green products and the benefits to the natural environment with conservative responsibilities of the citizens. The people who have diverse thoughts on the utilization of the green products. Gupta & Abbas (2013) has classified the influences of the eco-friendly goods on their behaviour. The study found that buying behaviour is associated with their attitudes and values on the purchase of products. It mostly helped to the environment for the developments and eco-safety concept. Joshi & Mishra (2011) studied the factor influences of the behaviour of consumer on eco-friendly goods. The study found that consumers were mostly paying high cost for the goods for healthy environment. Mahesh & Ganapathi (2012) focused on the significance of the eco-friendly product awareness and impact of behaviour level on the green goods.

III. NEED FOR THE STUDY

The environmentally friendly goods have mostly deviated the behaviour on the usage of the consumers. The researchers have studied the behaviour level on the eco-friendly goods in Coimbatore. Now a day, these are the products required to safeguard the people and environment together. So, the researchers have verified the awareness level and behaviour of the consumers on the usage of eco-friendly items. They have checked the influences of the personal details on the post-purchase behaviour of the eco-friendly good consumers in Coimbatore.

IV. OBJECTIVES

The objectives of the study are,

1. To show the demographic detail of the respondents in the current study.
2. To evaluate the post-purchase behaviour level of eco-friendly good users in Coimbatore.
3. To examine the influences of the consumers behaviour level by the demographic factors in the study.

IV. RESEARCH METHODOLOGY

The study has combined the exploratory and descriptive research design. The researchers have taken 100 eco-friendly good users from Coimbatore with the convenience sampling technique. The primary data has collected for the research through questionnaire method. The study period has taken from 2017-19. The research utilized the percentage method and chi-square for the study.

V. FINDINGS

The demographic profile of the consumers has represented by the researchers and the percentage analysis results are given below:

Table -1: Personal Details of the Respondents in Coimbatore

Sl. No.	Variables	Category	No. of Respondents (%)
1.	Sex	Female	45 (45.00%)
		Male	55 (55.00%)
2.	Age (years)	Upto 30 years	25 (25.00%)
		30-60 years	39 (39.00%)
		Above 60 years	36 (36.00%)
3.	Marital Status	Single	42 (42.00%)
		Married	58 (58.00%)
4.	Education	SSLC/ HSC	28 (28.00%)
		Degree	51 (51.00%)
		Others	22 (22.00%)
5.	Income	Below Rs.10000	15 (15.00%)
		Rs.10001-Rs.20000	52 (52.00%)
		Above Rs.20000	33 (33.00%)
6.	Residential Area	Urban	73 (73.00%)
		Rural	27 (27.00%)
	Total		100 (100.00%)

Source: Primary Data

The above table-1 revealed that demographic profile of the respondents in the research. The result derived that the eco-friendly were mostly used by the males with the age slab between 30-60 years. They are mostly married and having degree with the earning of Rs.10001-Rs.20000. The consumers were mostly resided in the urban area of Coimbatore District.

Table – 2 Chi-Square

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.869E2 ^a	2	.000
Likelihood Ratio	161.439	2	.000
Linear-by-Linear Association	163.631	1	.000
N of Valid Cases	100		

Source: Calculated Value @ 5% Sign. Level

Table-2 examined the influences of the post-purchase consumer behaviour on eco-friendly goods usage by the demographic profile and the awareness has also determined the purchase of the products. Chi-square result has determined the significant influences of the behaviour of consumers at 5 percent significant level.

Table -3 Behaviour Level of Eco-Friendly Good Users in Coimbatore

Behaviour Level	No. of Respondents	Percentage %
Poor	19	19.00
Fair	23	23.00
Good	58	58.00
Total	100	100.00

Source: Calculated Value

Table-3 evaluated the behaviour level of the eco-friendly good usages in Coimbatore. The respondents have poor behaviour (19.00%) and fair level behaviour (23.00%) on the usages of the environment friendly goods. Here, most of the consumers have good post-purchase behaviour (58.00%) on the usages and awareness about the eco-friendly products in Coimbatore.

VI. CONCLUSION

The eco-friendly products have provided more changes in the environment and health conditions of the people. In the study, most of the male respondents have been using the eco-friendly products for their health improvement in Coimbatore. There is significant influence on the behaviour of the consumers on the usage of the eco-friendly goods through demographic profile. The respondent have attained more satisfaction and having good post-purchase behaviour through the eco-friendly goods benefits in Coimbatore.

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