

A study relating to the consumer buying behaviour on eco-friendly products after the implementation of plastic ban by Government of Tamilnadu (w.e.f January 2019) with special reference to the Chennai city.

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Abstract:

Consumer awareness towards eco-friendly products is very much important in directing them towards the buying intention and further assist in the buying behavior. This study aims to identify the consumer buying behavior on eco-friendly products after the implementation of plastic ban by Government of Tamilnadu with special reference to the Chennai city. In India the consumers are still less aware of the environmental issues and there are lot of initiative programs were developed by the Government to increase the consumer awareness regarding the use of eco-friendly products. This papers also examines the various factors influencing the consumers to buy the eco-friendly products. A research has been conducted in the city of Chennai by selecting a sample of 50 consumers who are using eco-friendly products. The data was collected through well structured questionnaire. The objectives of the study are

- To analyse the consumer preferences towards eco-friendly products after the implementation of plastic ban and its impact on consumer buying decision.
- To identify the factors influencing the consumers to buy the eco-friendly products.

The research design is both descriptive and analytical and the data was analysed by using SPSS software and the statistical tools used in this study are chi-square test, Friedman test, Likert scale technique and simple percentage method. From the research study it is found that most of the consumers in the Chennai city are aware of the environmental problems and also the availability of eco-friendly products in the market. There is a positive attitude and buying behaviour towards the eco-friendly products and it is gaining momentum in the Chennai city.

KEYWORDS: consumer buying behavior, eco-friendly products, consumer awareness, environmental problems

Introduction:

A rapid change in the consumer consumption has been witnessed by all the industries due to the degradation of the environment through over consumption and also the utilization of natural resources. The consequences of environmental degradation are global warming and depletion of ozone layer, pollution of sea and river etc., It is required

to change to the more sustainable consumption pattern. More number of people have started using eco-friendly products which in turn aids the business community people to opt for a greater number of production and also the varieties of eco-friendly products. Hence it is very important to think of eco-friendly products which causes less harm to the environment. The purpose of the study is to understand the consumer buying behavior on eco-friendly products with regard to the Chennai city after the implementation of plastic ban by the Government of Tamilnadu.

Objectives of the study:

- To analyse the consumer preferences towards eco-friendly products after the implementation of plastic ban and its impact on consumer buying decision.
- To identify the factors influencing the consumers to buy the eco-friendly products.

Scope of the study:

- The study helps to understand the consumer buying behavior on the purchase of eco-friendly products post plastic ban by Government of Tamilnadu with special reference to the Chennai city w.e.f January 2019.
- The study examines the various factors which affects the buying decision of the consumers regarding eco-friendly products.

Limitations of the study:

- The study is conducted in Chennai city.
- The number of respondents for this study is limited to 50 respondents.

Review of literature:

- Impact of Eco-Friendly Products on Consumer Behavior', Researcher concluded that consumer purchasing behavior is related to their values and attitudes, and they need specific information when they buy green products. He also studied on topics like green marketing, consumer behavior, eco-friendly products and its impact on environment.
- Green Marketing and Indian Consumer'. Here Researcher viewed that consumer is the king of the market and marketers must satisfy consumer needs, wants, preferences and requirements. In this study they have also found that factors which influence the consumer behavior regarding eco-friendly products. Previous research also found that consumers are willing to pay higher price for eco-friendly products rather than main stream products.
- The study suggests that consumer is convinced with the importance and benefits of eco-friendly products, they are not willing to pay extra cost for the same.
- A Study on Determinants of Consumers Purchase Behavior towards Green Products'. This research study focuses on the importance of information as public awareness, eco-friendly products information and knowledge that would influence consumer behavior and decisions on green products.

RESEARCH METHODOLOGY:

This study is based on “Consumer buying behavior towards eco-friendly products”. Primary data is collected from the 50 respondents through questionnaire. Secondary data for the study were obtained from research articles, reports, and websites. Sample size for this study is 50 and it is drawn on convenience sampling method. Data is analyzed by using SPSS software. Statistical tools used for this study are Simple percentage method, chi-square test, Likert scale technique and Friedman test.

CHI-SQUARE TEST

A chi-squared test is written as χ^2 test, it is employed to test the association between the expected frequencies and the observed frequencies in one or more categories.

FRIEDMAN TEST

The **Friedman test** is a non-parametric test for testing the difference between several related samples.

LIKERT SCALE TECHNIQUES:

Likert scaling is a bipolar scaling method, measuring either positive or negative response to a statement.

SIMPLE PERCENTAGE ANALYSIS:

Table 1 demographic profile of the respondents:

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	GENDER	MALE-23	46%
		FEMALE-27	54%
2	QUALIFICATION	GRADUATE-32	64%
		POST GRADUATE-13	26%
		PROFESSIONAL-3	6%
		OTHERS-2	4%
3	ANNUAL INCOME	UPTO 2 LAKHS-38	76%
		2 TO 5 LAKHS-8	16%
		5 TO 10 LAKHS-4	8%
		10 LAKHS AND ABOVE-0	0%
4	OCCUPATION	GOVERNMENT-2	4%
		PRIVATE-32	64%
		OTHERS-16	32%
5	CONSUMER PREFERENCE	ORGANIC VEGETABLES-24	48%
		GROCERIES-12	24%
		COSMETICS-4	8%
		TOILETERIES-1	2%

		FABRICS-2	4%
		OTHERS-7	14%
6	AMOUNT SPENT BY THE CONSUMERS PER MONTH	BELOW Rs.1000-25	50%
		Rs.1000-5000-24	48%
		Rs.5000-10000-1	2%
		Rs.10000 AND ABOVE-0	0%

INTERPRETATION:

Table 1 shows the demographic profile of the respondents, 46% of the respondents are male and 54% of the respondents are female, 64% of the respondents are graduates, 26% of the respondents are post graduates, 6% and 4% of the respondents are professional and others, 76% of the respondents belongs to the category of up to Rs.2Lakhs annual income category, 16% and 8% of the respondents are from Rs.2 to 5 Lakhs and Rs.5 to 10lakhs annual income category, 4% of the respondents are government employees, 64% and 32% are from the category of private and others, 48% of the respondents prefer organic vegetables, 24% of the respondents prefer groceries, 8%, 2% & 4% prefer cosmetics, toiletries and fabrics, 50% of the respondents spend only Rs.1000 per month for buying eco-friendly products, 48 % of the respondents spends Rs.1000-5000 and 2% of the respondents falls under the category of Rs.5000-10000.

CHI-SQUARE TEST

Table 2

To test the association between the Income level and amount spent by the consumers for every month.

Ho = There is no association between the level of income of the consumers and the amount spent by the consumers towards the purchase of eco-friendly products for every month.

H1= There is an association between the level of income of the consumers and the amount spent by the consumers towards the purchase of eco-friendly products for every month.

Result of chi-square test:

Factor	Calculated X ² value	Table value	D.F	Level of significance	Remarks
Amount spent for one month	0.682	0.103	2	5	Significant

Interpretation:

It is divulged from the above table that the calculated chi-square value is more than the table value and the result is significant at 5per cent level of significance. Hence, the hypothesis "Amount spent for one month and Income", does

hold well. From the analysis, it is concluded that there is a significant relationship between amount spent for one month and Income. Hence the null hypothesis is rejected.

GRAPHICAL REPRESENTATION OF THE RESULT:

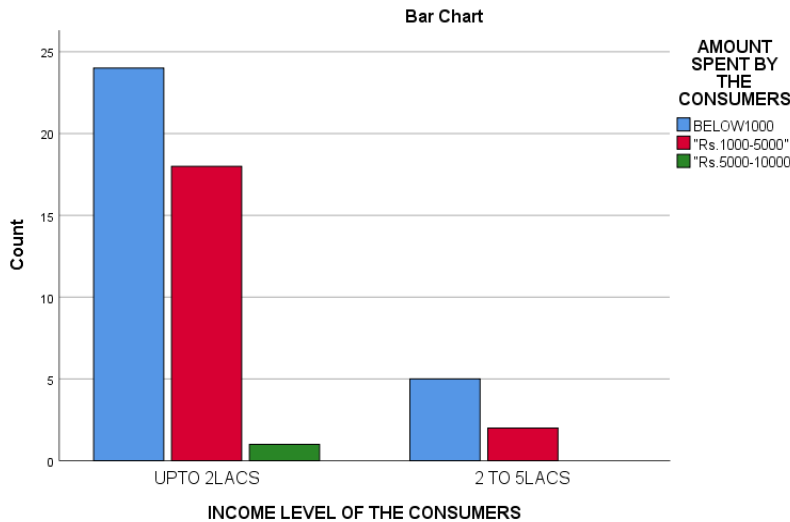


Table 3:

To test the association between the consumers preference towards eco-friendly products and the level of income.

Ho= there is no association between the consumer preference towards eco-friendly products and their level of income.

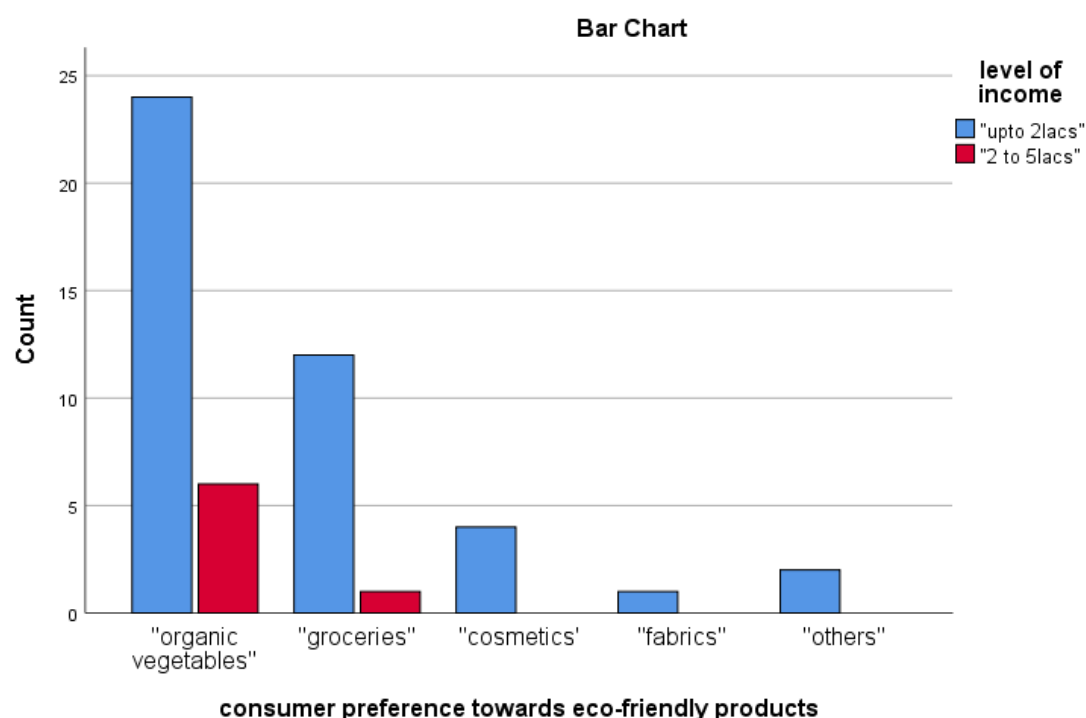
H1= there is an association between the consumer preference towards eco-friendly products and their level of income.

Result of chi-square test:

Factor	Calculated X ² value	Table value	D.F	Level of significance	Remarks
Consumer preference towards eco-friendly products	2.466	0.103	2	5	Significant

Interpretation:

It is assumed from the above table that the calculated chi-square value is more than the table value and the result is significant at 5per cent level of significance. Hence, the hypothesis “consumer preference towards eco-friendly products and their level of income”, does hold well. From the analysis, it is concluded that there is a significant relationship between consumer preference towards eco-friendly products and their level of income. Hence the null hypothesis is rejected.

Graphical representation of the result:**consumer preference towards eco-friendly products****Table 4 showing Friedman test:****Ranking of the factors influencing the consumers to buy the eco-friendly products.**

S.NO	NO OF RESPONDENTS	FACTORS	MEAN VALUE	RANK
1	50	Quantity and reliability	3.50	X
2	50	Shop availability and proximity	5.90	IV
3	50	Promotional efforts	6.10	II
4	50	Reasonable price	5.08	VIII
5	50	Popularity of shops	5.68	V
6	50	Customer services	4.64	IX
7	50	Brand popularity	5.36	VII
8	50	Package, size and design	5.56	VI
9	50	Peer influence	7.20	I
10	50	Availability of more shops	5.98	III

Interpretation:

Majority of the respondents agree that the “peer influence” is the most influencing factor to buy the eco-friendly products and it has got the highest mean rank I (7.20), followed by “promotional efforts” has got rank II (6.10), “availability of more shops” has got rank III(5.98), “proximity” has got rank IV(5.90), “popularity of shops” has got rank V (5.68), “package ,size and design” has got rank VI(5.56), “brand popularity” has got rank VII (5.36), “reasonable price” is rank VIII, “customer services” is ranked IX (4.64) and the last factor is “quantity and reliability which has got rank X(3.50).

Table 5 showing Likert scale technique test:**Eco-friendly products are beneficial for health:**

S.NO	NO OF RESPONDENTS	OPINION SCALE	[X]*[Y]	RANK
1	20	STRONGLY AGREE	5*20=100	I
2	23	AGREE	4*23=92	II
3	4	NEUTRAL	3*4=12	III
4	3	DISAGREE	2*3=6	IV
5	0	STRONGLY DISAGREE	1*0=0	V

Interpretation:

It is evident from the above table that the majority(40%) of the respondents “strongly agree” that the “eco-friendly products are highly beneficial for their health” and it has got Rank I, around 46% of the respondents “agree” that the “eco-friendly products are highly beneficial for their health” and it has got Rank II,8% of the respondents have marked it as “neutral” and it has been placed in Rank III,6% of the respondents “disagrees” with the statement and it has got rank IV and no respondents have marked the “ strongly disagree” scale , therefore it has got Rank V.

Findings of the study:

- Majority (54%) of the respondents are female.
- Majority (64%) of the respondents are graduates.
- Majority (76%) of the respondents belongs to the category of annual income of up to Rs.2 lakhs.
- Majority (64%) of the respondents belongs to the private sector category.
- Majority (50%) of the respondents spends below Rs.1000 per month.

Chi-square result shows that

- There is an association between the level of income of the consumers and the amount spent by the consumers towards the purchase of eco-friendly products for every month.
- There is an association between the consumer preference towards eco-friendly products and their level of income.
- Majority of the respondents (72%) have ranked “peer influence” is the most influencing factor to buy the eco-friendly products.
- Majority of the respondents (80%) strongly agrees that eco-friendly products are more beneficial for health.

Conclusion:

The current consumption levels are too high and unsustainable. Hence, there is a necessity to opt for more eco-friendly products which results in shift in the consumers behaviour and attitude towards more environmental friendly lifestyles. People have started realizing their roles and responsibilities and a drastic change is expected to happen in the future. This paper which is on the study relating to the consumer buying behaviour towards purchase of eco -friendly products in Chennai city” throws light on the consumers attitude. The factors influencing the new era consumers are benefits for their health, quality and reliability, Variety and quantity, environment and ambience, customer services and peer influence etc. Consumers prefer promotional campaigns which protect the environment and distribution channels which are not causing environmental pollution. But they are not ready to compromise on the quality of the product for the sake of the environment. The marketers should include strategies to measure consumers’ attitude in their marketing plan in order to achieve the goal and to fulfill the social responsibility.

Reference:

Source:

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