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Consumer Awareness and Satisfaction of Using the Eco-Friendly Products in Chennai City

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ABSTRACT

The paper concentrates on assessing the awareness level and satisfaction of using eco-friendly products at Chennai city. The study is about environmentally friendly products, specifically on consumer's perception of the products. It has now been a global concern to protect the environment from damages causing factors triggered by humans. Thus the study can see that many industries have started manufacturing environment-friendly products and doing marketing of the same. This study was done on the basis of primary data. The primary data were accumulated from the sample survey that was conducted in Chennai city. The achievement of produce eco-friendly products based on whether consumers will agree to the products or not. Consequently the paper focused on examining the perception of the consumers. Customers discern about the user-friendliness of such items. Though, alertness should make appropriately benefits, accessibility and labels of such things to make bigger its demands. Marketers need to work on strategies promoting eco-friendly products so that more and more people end up buying these eco-friendly products. More and more advertising should be done by the industries as well as the government to change the attitude of consumers toward the eco-friendly product.

Keywords: Eco-Friendly, Social Responsibility, Planet

I. INTRODUCTION

The thoughtfulness of extinction of natural supplies outcome from human behavior has raised the theme of ecological strengthening and the awareness environment in consumer behavior (**Kumar, V., & Shanthini, N. N. (2020)**). Nature seems to be a good teacher even today, and the biological ecosystem that works for stability always has a valuable tact for business. A progress is attractive to all, the value of trust and collaboration (**Kumar, G. V., & Balaji, S. G. (2011)**). Environmentalism embraced all business sectors through voluntary (**Kucher et al., 2019**) and mandatory measures (**Kim et al., 2015**). The wrapping business mounting reusable material (**Nugroho, 2018**), electronic unyielding started structure green product appearance (**Keenan, 2013**), the transportation segment with eco-friendly befouls (Eight interesting environment-friendly, 2013; **Swallow, 2011**), and restaurants started serving organic food (**Lita et al., 2014**). The vend division, too, has been witness the submission of eco-friendly front-office behavior. The retailers created feature organic foodstuffs (**Magnusson et al., 2001**) to promote themselves as eco-friendly stores (**Ruiz-Molina&Gil-Saura, 2008; Shrikanth &Raju, 2012; Verma & Madan, 2011**). Nevertheless, back-office ecological initiatives, namely eco-friendly storeroom and eco-friendly transport, have been unnoticed owing to low-level consciousness levels and deprived marketing practices (**Jansson et al., 2010; Kaur & Bhatia, 2018**).

In precedent decades, an enlarge in ecological issues, which has increased the concern for the environment in people's minds all over the world may be due to reasons like global warming or climatic changes being there. Many of the organizations have been using green products and now many have started opting for use of eco-friendly products and green marketing habits as they somehow or the other want to have their share in saving the environment as their social responsibility and trying to be there in market for customers. By eco-friendly products we mean those products which do not or will not pollute our planet earth as well as the natural resources, also these products can either get recycled or conserved in some or the other way, also these products will be made of natural ingredients in other words these products would have organic elements. It's not only the marketers preferring the eco-friendly merchandises but also the consumers who are demanding the eco-friendly products to somehow pay concentration to the atmosphere, assets, and their own and everyone's health.

The rapid development in the world economy is constantly identified with the growing buyers around the world. The disintegration of the earth brought about by consumer's overconsumption, and the utilization of regular assets is dependably a worry of the population all across the globe. As the environmental conditions break down, it has turned into an ongoing open concern in nations worldwide. Besides, nations are additionally stimulating green development for the conservation of the earth. Human movements affect the biology and loss of regular assets, and the dangers that are about to come because of nature have become much more straightforward. Contamination and clamor are conglomerating, the scene and topography have changed, and the nature of air and water is diminishing. Barely is there any proof that buyer utilization around the globe is developing the economy quickly.

In India, government organizations had endeavored to characterize an ecologically amicable item by naming it as eco-items that reason negligible harm to individuals and nature. The generation and utilization of these items minimally affect the earth. Even though there are no all-inclusive affirmations or guidelines to consider an item as ecologically well disposed of, there are various Eco-naming associations with confirmations. In India, the Center for Pollution Control Board, the Ministry of the Environment and Forestry, propelled in 1991 the eco-name "Ecomark" for the simple ID of earth benevolent items to build customer mindfulness. Consequently, the present study focused on assessing consumer's awareness and happiness level using eco-friendly merchandises in the study area.

II. LITERATURE REVIEW

Thumiki, V. R. R., Nawaz, N., Gajenderan, V., & Balaji, V. (2021) indicated that customers and retailers do not have an inclusive awareness of the eco-friendly concept. Users did not converse an eagerness to obtain eco-friendly goods if consumers priced superior than customary goods. Sellers expressed the desire to utilize eco-friendly techniques still if they are luxurious. Social marketing operations necessity a spotlight on cost-benefit sensitivity of adopts an eco-friendly good spotlight on the teenage year's customer section and spotlight on infinitesimal retailers.

Sreen, N., et.al. (2021) found that the presumption of planned behavior is a better predictor of eco-friendly purchasing intentions than social cognitive theory. Furthermore, knowledge considerably persuaded eco-friendly buying intentions directly, but failed mediator to persuade the associations in the approach considerably. These effects offer practical principles to practitioners for promote eco-friendly products.

Natakoesoemah, S., & Adiarsi, G. R. (2020) reveals that environmental knowledge does not significantly correlate with millennial consumers' eco-friendly buying behavior. The research demonstrates that recognized consumer efficiency has more significant influence than ecological familiarity on the consumers' buying performance for eco-friendly goods.

Kulshreshtha, K., Bajpai, N., Tripathi, V., & Sharma, G. (2019) show that consumers' choices varied on green labels exercised for goods under green achievement taken by business. The consumers given the substitute to opt from reflection the distribution title more effectual environmental issues. It endorses the manufacturer and sellers with green labels throughout ground-breaking merchandise expansion.

Gano-an, J. C. (2018) exposed customers have the uppermost insight of the exercise of Eco Bags in periods of ecological profit. Piece huge customer knowledge about Eco-Friendly the portion of green marketing operation originates. Supplementary, author's revealed consumers no uncertainties about intriguing the innovative advertising operation as public receipt exhibited elevated level. The marketing endeavors of businesses produce substantive penetrations of consumers' outlook; these endeavors must be exhaustively full out and endlessly support the green

marketing endeavors as the customers announced their payment by put greener assessment on it.

Sruthiya, V. N. (2017) Illustrates that preponderance of the consumers is not aware of goods obtainable in the marketplace. Consumers responsible for paying more, if green attribute for the merchandise, but indisposed since of green wash by the organizations.

III. OBJECTIVES

- To assess the Consumer Awareness level of Eco-friendly Products in Chennai city
- To study the Consumers Perception of Eco-Friendly Products in the study area

Hypotheses

1. There is no Awareness of Eco-Friendly Products among the Consumers
2. The Consumers are not satisfied with Eco-Friendly Products in the study area

IV. RESEARCH METHODOLOGY

The paper concentrates determining the consumer's consciousness level and perception of using eco-friendly products in the study area. The paper employed secondary and primary data. The secondary data gathered through articles, magazine, and descriptive papers. The preliminary data obtained from the consumers of eco-friendly products in Chennai city. The sample unit chosen is of the consumers of Chennai city who may be or may not be buying eco-friendly products. Overall, 381 responses are confirmed and employed for the investigation. The study exercised the non-probability technique of sampling from Chennai city, and gathered data is through questionnaire mode. The response is collected from customers structured questionnaires. The study employs easy frequency distribution and t-test.

RESULTS AND DISCUSSION

Table 1
Consumers Demographic Profile

(n=381)

	F	%
Gender		
Male	208	54.6
Female	173	45.4
Age (In years)		
Up to 30	98	25.7
31-40	120	31.5
41-50	101	26.5
>50	62	16.3
Marital Status		
Married	232	60.9
Single	149	39.1
Educational qualification		
Up to HSC	46	12.1
UG	128	33.6
PG	106	27.8
Professional	101	26.5
Income(Monthly)		
< Rs.50,000	86	22.6
Rs.50,001 - 1,00,000	158	41.5
> Rs.1,00,000	137	36.0
Occupation		
Salaried	148	38.8
Business	97	25.5
Professional	84	22.0
Retired	29	7.6
Home Maker	23	6.0

Source: Primary data

Note: F: Frequency

Table 1 represents the results of customer profile of Eco-Friendly Products customers. Majority 54.6% were male, and 45.4% were female. Concerning the age, the majority, 31.5% (31-40 years) and 26.5% are 41-50 years. Regarding marital status, 60.9% were married, and 39.1% were unmarried. Regarding the educational qualification 33.6% had under-graduates. Regarding the income, majority, 41.5% monthly income between Rs.50, 001 - Rs.1, 00,000, and 36% > Rs.1, 00,000. Regarding the occupational status, the majority salaried (38.8%), followed by business (25.5%), Professional (22.0%), Retired (7.6%), and Homemaker (6.0%).

Null Hypothesis-1

There is no Awareness of Eco-Friendly Products among the Consumers

Table 2
Results of t-test for Consumer Awareness level of Eco-friendly Products

	N	Mean	SD	t	p
Consumer Awareness level of Eco-friendly Products	381	3.51	1.196	8.270	<0.001**

Table 2 reveals the results of the Consumer Awareness level of Eco-friendly Products. The Consumer Awareness level of Eco-friendly Products $t = 8.270$ & $p = <0.001$. The p-value is <0.01 . Therefore the null hypothesis was refused and concluded that the consumers are well aware of the eco-friendly products.

Null Hypothesis-2

The Consumers are not satisfied with the Eco-Friendly Products in the study area

Table 3
Results of t-test for satisfaction level of Eco-Friendly Products

Factor	N	Mean	SD	t	p
Saves Environment	381	3.76	1.111	13.423	<0.001**
Saves Energy	381	3.52	1.090	9.263	<0.001**
Low Maintenance	381	3.29	1.232	4.656	<0.001**
Costs Less	381	3.72	1.094	12.882	<0.001**
Improves Environment	381	3.22	1.257	3.465	<0.001**
Saves Water	381	3.43	1.254	6.621	<0.001**
Improves Health	381	3.40	1.353	13.423	<0.001**

Table 3 shows the outcome of the one-sample t-test for satisfaction level of using the Eco-Friendly Products amongst the consumers. The study inferred that the p-value of entire statements is <0.01 . However, the null hypothesis rejected and concluded that the consumers are satisfied with using eco-friendly products.

V. CONCLUSION

The study has been undertaken to examine consumer awareness about eco-friendly products and their perceptions in consumer's mindsets. Consumers maintain environmental perception and regarding ecological protection. The consumers energetically support the atmosphere for buying consuming products. It is well-known to be environmentally friendly. Furthermore, the consumers gain the personal in their environmentally encouraging activities and are enthusiastic to accept environmentally-friendly existence. The investigation reveals that the maximum number of respondents

are aware of the eco-friendly products but do not perceive them. Eco-friendly products have high costs, not suitably supported, and not labeled, so customers cannot recognize the customary ones. Customers know about the convenience of items; nevertheless, consciousness should be made appropriately about the benefits, labels, and accessibility of such things to enlarge their demands. Marketers require working on strategies promoting eco-friendly products so that more and more people buy these eco-friendly products. The management and the government should do more and more advertising to change consumers' attitudes toward eco-friendly products.

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