

Existing and new eco-friendly product usage in Salem City, India

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ABSTRACT

In the recent period, habit of eco-friendly products usage is increasing day by day. There are many reasons to use eco-friendly products such to reduce health issue, to increase standard of living, to protect the environment and nature and to avoid natural hazardous. This study is conducted in Salem City in Tamil Nadu. The objective of the study is to find the existing and new eco-friendly product usage of the respondents and knowledge of new eco-friendly products is high, neutral or low compare to existing products. The data collected using pre-defined questionnaire. The sample size of the study is 75.

Key words : Eco-friendly, Products, Environment, Safety, Respondent.

Introduction

Every single human movement affects nature. The hazards existing by contamination of the biosphere and the loss of normal assets have turned out to be increasing clearly. The nature of air and water is crumbling, and effluents and disorder are getting bigger which is unusual in nature. Organizations are thinking about natural issues as a key well-spring of vital change. As social and political burdens are expanding, numerous organizations are attempting to grasp condition eco-friendly products marketing methodologies and exploiting these ecological issues to exploit. That is the reason it was important to research buyer's demeanor towards green items.

Problem of the statement

The worldwide natural issues include a dangerous atmospheric deviation and stratospheric ozone consumption. Such issues could be worldwide in cause

or they could be worldwide basically. In any case, there are ecological issues that are called worldwide, yet are extremely local, national, or subnational. These combine desertification, corrosive rainstorm, water and air contamination, biodiversity misfortune, coral fading, and tropical deforestation.

Objective of the study

- To examine the demographic profile of the respondent.
- To find the consumption level of existing and new eco-friendly products.
- To find the majority of eco-friendly product consumption.

Research Methodology

The data are collected using pre-defined questionnaire from the of eco-friendly product users of Salem city in Tamil Nadu.

Primary data and Secondary data

To analyze the study, primary data is collected via structured questionnaire. The secondary data is collected from open access journals, websites, internet, magazines etc.

Period and area of the Study

The data were collected on July 2019 in Salem city.

Sampling design

In the study convenience sampling is used.

Limitation of the study

- The samples are collected via convenient sampling.
- The result of the study will applicable only for Salem city, may vary from place to place.
- The data is collected in limited time.

Review of Literature

Pillai and Junare (2016) According to the study is to understand the consumer perception towards eco-friendly products of white goods, responsiveness about the accessibility of such products. The data are collected from green consumers with 105 respondents. The result of the study is concluded that

only annual income had significant influenced on eco-friendly air conditioner products. The perception of the consumer results in eco-friendly products pricing is high, lacks of proper promotion, advertising to identify the quality of products.

R. Prabusankar (2016)² the study indicate that there is significant difference between demographic profile of consumers and their perception towards eco-friendly products. The result shows safety has higher and positive effect on purchase intentions of consumers for eco-friendly products followed by fitness and worthiness. This exposes that consumers are eager to purchase eco-friendly products since the products goodness for human and environment and it increase the standard quality of life. Organization has important role to give attractive promotional strategies to motivate consumers to purchase eco-friendly products.

Nagaraju and Thejaswini (2014)³ there is significant relationship between product quality, price and consumer perception towards eco-friendly FMCG products. Most the consumers are satisfied with the eco-friendly products quality compared to existing products. Most the consumers are willing to pay higher price for eco-friendly compared to conventional FMCG products.

Demographic profile of the respondents

Demographic factors	Classification	No.of.Respondent	% of respondent
Gender	Male	33	44
	Female	42	56
Age	Below 20 years	18	24
	21 years-30 years	23	30.7
	31 years-40 years	19	25.3
	41 years-50 years	10	13.3
	Above 51 years	5	6.7
Marital status	Married	49	65.3
	Unmarried	26	34.7
Education qualification	Below HSC	14	18.7
	Diploma	20	26.7
	Graduate	17	22.7
	Post graduate	14	18.7
	Others	10	13.3
Occupation	Student	11	14.7
	Employee	29	38.7
	Business	20	26.7
	Others	15	20
Income	Below 20000	15	20
	Rs20001-30000	18	24
	Rs 30001-40000	24	32
	Rs 40001-50000 & above	18	24

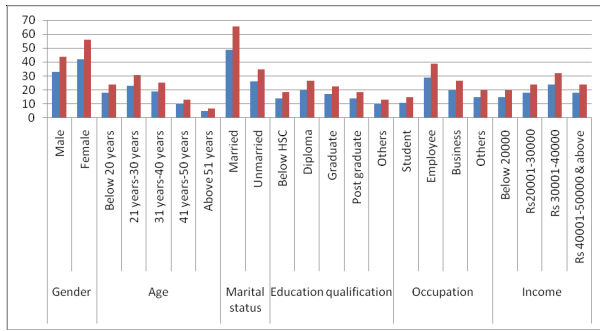


Chart 1. Demographic profile of the respondents

Existing Eco-friendly products

There are many eco-friendly product existing in usage but some or not. It is because of high price, not accessible etc.

Existing Eco-friendly products

From the above chart most of existing eco-friendly products usage is high. Only rechargeable batteries, eco-friendly chairs/table, moss carpet and steel

S. No.	Eco-friendly existing products	No. of respondents
1	Cotton Shopping Bags	65
2	Recycled Fabric Clothes	18
3	Rechargeable Batteries	11
4	Reusable Water Bottles	61
5	LED Bulbs	42
6	Eco-friendly Chair/Table (Bamboo)	14
7	Biodegradable Pots	33
8	Recycled Toilet Tissue	22
9	Biodegradable / Disposable Waste Bag	48
10	Moss Carpet	16
11	Steel straw	9

straw usage are very low compare to other products.

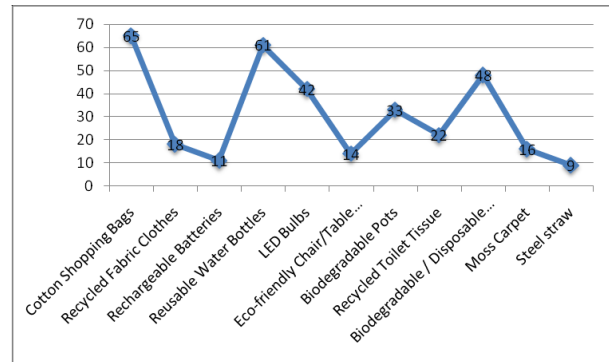


Chart 2. Existing Eco-friendly products

New Eco-friendly products

Some of the products listed in new eco-friendly products is came to existence before itself, but it is new to Salem.

New Eco-friendly products

From the above chart there is no usage for most of

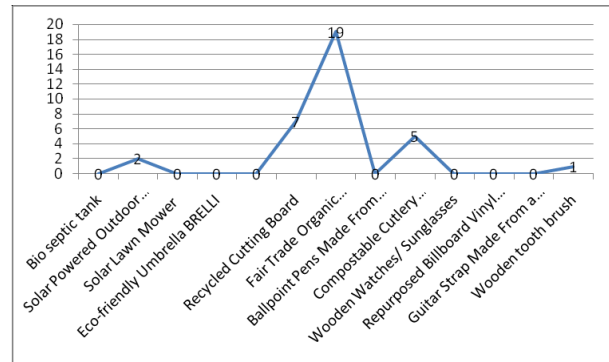


Chart 3. New Eco-friendly products

S.No.	Eco-friendly existing products	No. of respondents
1	Bio septic tank	0
2	Solar Powered Outdoor Speakers/ Phone Charger	2
3	Solar Lawn Mower	0
4	Eco-friendly Umbrella BRELLI	0
5	Shower Timer/ Eco flow Showerhead	0
6	Recycled Cutting Board	7
7	Fair Trade Organic Towels/Bedding cloth	19
8	Ballpoint Pens Made From Recycled Water Bottles	0
9	Compostable Cutlery (Forks, Spoons)	5
10	Wooden Watches/ Sunglasses	0
11	Repurposed Billboard Vinyl Wallet	0
12	Guitar Strap Made From a Recycled Seatbelt	0
13	Wooden tooth brush	1

the new eco-friendly products. Some of products in came they are solar powered outdoor speaker, recycled cutting board, fair trade organic towels and compostable cutlery.

Findings

- 56% of the respondents are female.
- 30.7% of the respondents belong to the age group of 21-30 years
- 65.3% of the respondents are married.
- 26.7% of the respondents' education qualification is diploma.
- 38.7% of the respondents are employees in both private and public sector.
- 32% of the respondents are earning of monthly income is Rs30001-40000.
- 65 respondents are using cotton shopping bag is the highest usage in existing eco-friendly products.
- 09 respondents are using steel straw is the lowest usage in in existing eco-friendly products.
- 19 respondents are using fair trade organic towels/bedding cloth is the highest usage in new eco-friendly products.
- Bio-septic tank, solar lawn mower, Eco-friendly Umbrella BRELLI, Shower Timer/ Eco flow Showerhead, Ballpoint Pens Made From Recycled Water Bottles, Wooden Watches/ Sunglasses, Repurposed Billboard Vinyl Wallet and Guitar Strap Made From a Recycled Seatbelt these are all some of new eco-friendly products which doesn't come to use in the Salem society.

Open ended question is given in the questionnaire, for that most of the respondents are answered eco-friendly products price is very high, not available in all the super markets, etc.

Conclusion

The eco-friendly products usage is improved. Advertisement and awareness about the eco-friendly

products will increase the sale of existing and new eco-friendly products. But usually change of habit in using eco-friendly products is little stuff, because of price, comfort, accessible etc. Considering the health lifestyle, protecting environment everyone have to change the habits. For this eco-friendly products manufacturer have to conducts good awareness programs in the society.

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