



Awareness of Eco Friendly products among Indian Women-An Empirical Study

KEYWORDS

Environment, Awareness, eco friendly, perception, diversified products

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ABSTRACT

Today's world takes people to use diversified products among more choices which lead them to buy products according to their needs. It satisfies our needs and most of the products are harmful to nature. In the present scenario environmentalist support green marketing ie,ecofriendly products and it doesn't make any harm to the nature.

In many Indian families, women make the household decisions. Initially the awareness should be created to women and later she gives light to her society. To understand the awareness level of eco friendly products among women and perception towards eco friendly products, this study is carried out by collecting the primary data from women. The observations of the study show that working women are more aware of when compared to other categories.

Introduction

We surround with different environments and it influences in all day today activities. Nature is the good environment gifted with god. Its our duty to save our nature. In recent years, the concept of Green Marketing is spread over the society. Some organizations are recognizing and concentrate with the natural environment, and modify by adopting waste management and in production level by producing the products, which does not create harm to nature. This paper attempts, i) to give meaning for eco friendly products ii) To discuss why the concept gets important in the society and iii) why specifically focus on society

Meaning of Eco Friendly Products

Products does not create harm to nature is known as eco-friendly products. So many products claiming to be green or friendly to the environment, it is hard to know what truly constitutes eco friendly products these days. In reality the manufacturing or consumption of these goods have minimal impact on the environment. For example organic cloth get differ from other apparels not the visual through production process. There is no universal standard for defining eco friendly products.

Reason to choose Women

Women have been associated with shopping since the concept began. Women have good abilities to make fair decision. As they lead family, they find good products for their usage. Here, the awareness is set in the mindset of women it gives entire benefit to the society

A study was conducted and published in the International Journal of Business and Governance and Chris Bart noted, as Women are capable to do smart things, conducted Ethics.

History of Concept Eco Friendly Products

Environmentally friendly products so termed as eco friendly products. The International Organization for Standardization has developed ISO 14020 and ISO14024 establish principles and procedures for environmental labels and declarations that certifiers and eco labelers should follow. The culture was developed during 1960's and still evolving today. Due to advancement of technologies our nature

gets polluted. This led to the formation of regulatory bodies.

Environmental Protection System in India

There are various act to protect the nature. Some of the acts are highlighted below

I. Environmental Laws

1. The Water Act of 1974 (Amendment, 1988)
2. The Air Act of 1981 (Amendment, 1987)
3. Environmental Protection Act, 1986 (The EP Act)
4. The Product Liability Insurance Act, (1991)
5. Environmental Protection Rules, 1986

II. Enforcement of Environmental Laws

The concerned administrative authorities enforce the established environmental rules and regulations

Objectives of present study

1. To observe the demographic factors of the respondent
2. To measure the awareness level of the concept

Scope of the study

The topic has good scope. Generally in the recent days people give more attention against pollution. So the present study has good scope for further research.

Limitations of Study

- > The researcher had taken 25 samples for study
- > The data's were collected from area of Tirupur Town
- > Data's were collected from only women respondents

Literature Review

According to Magali Morel Francis Kwakyein : **Consumers' Attitudes towards Eco-friendly Products and Purchase Intention in the Fast Moving Consumer Goods (FMCG) sector.** For any marketing customers are the end users. The paper studies about attitude and preference of customers Research Gap find in the study is not specifically define on women.

In the article **International Indexed & Refereed Research Journal, January, 2013 ISSN 0975-3486, RNI- RAJBIL-2009-30097, VOL- IV * ISSUE- 40** Impact of Eco Friendly

products and consumer Behaviour " the researchers highlighted the impact of eco friendly products in customers mindset.

International Journal of Multidisciplinary Research Vol.2 Issue 4, April 2012, ISSN 2231 5780 www.zenithresearch.org.in **GREEN MARKETING – CHALLENGES AND OPPORTUNITIES DR.V.MOHANASUNDARAM***highlighted challenges and opportunities attached with the field.

According to ParagShil in **Asia Pacific Journal of Marketing & Management Review**,he

highlighted the history and future for green marketing.

Research Methodology

Research is systematic and scientific research for pertinent information on a specific topic. It can be termed as an art of scientific investigation too. It includes testing verification, definition, classification, organization and orientation, which include prediction and application.

Research Design:

To the fundamental success of any format of marketing research project is sound research design. A good research design should have problem definition, specific methods of data collection and analysis, time required researcher project and estimate of expenses are to be incurred. The function of research design is to ensure that the required data simply the frame work or the plan for the study that guides the collection and analysis of data. This research is descriptive in nature.

Primary Data:

Data observed or collected directly from first-hand experience is called Primary data.

Questionnaires are popular means of collecting data, but are difficult to design and often require many rewrites before an acceptable questionnaire is produced. The primary data was collected from the women respondents in Tirupur town with the help of questionnaires.

Secondary Data:

Published data and the data collected in the past or other parties, is called secondary data. Secondary data's are collected through books, published materials, websites etc.

Sampling Design:

Here the researcher adopted Convenience Sampling method.

Sample size:

Samples were collected from 25 women respondents from Tirupur town.

Tools for Analysis

The collected data have been categorized and processed manually as well as through computer. The important tools for analysis as follows

Simple Percentage analysis

The percentage analysis is used mainly for standardization and comparison of diagrams and charts depicted in support of the analysis.

Chi-square test

The chi-square test measures the discrepancy between the observed cell counts and what you would expect if the

rows and columns were unrelated.

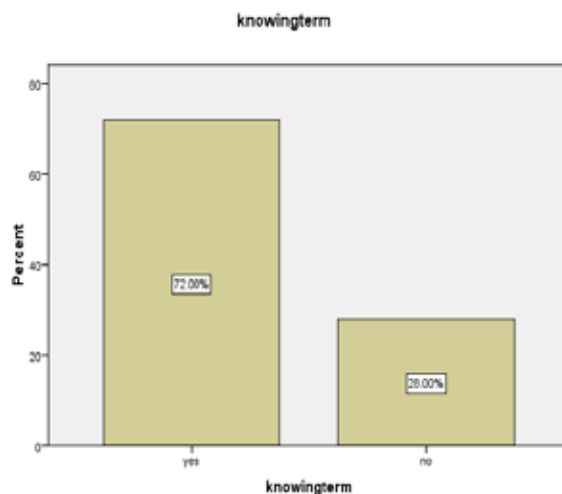
Correlation

The correlation between two variable reflects the degree to which the variables are related.Pearsons correlation reflects the degree of linear relationship between two variables.It ranges from +1 to -1.

Analysis and Interpretation:

Knowing the Term Eco-Friendly Product

Knowing the term		Frequency	Percent
	yes	18	72.0
	no	7	28.0
	Total	25	100.0

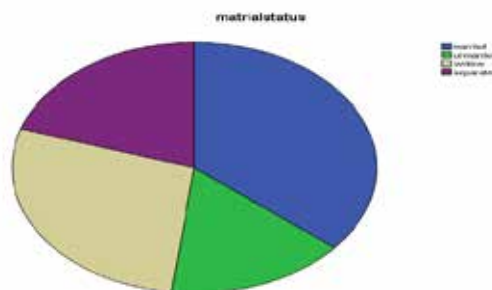


Interpretation:

Among the total respondents 72%of respondents have known the term Eco-Friendly concept and 28% among them are unaware of the concept.

Matrial Status of the Women Respondents

Matrial Status		Frequency	Percent
	married	9	36.0
	unmarried	4	16.0
	widow	7	28.0
	separated	5	20.0
	Total	25	100.0

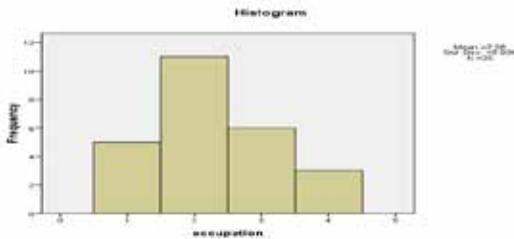


Interpretation:

Nearly 36% of the respondents are married, 16% of them are unmarried followed that 28% are widow and20% are separated.

Occupation of the Respondents

occupation		Frequency	Percent
	student	5	20.0
	selfemployed	11	44.0
	employed	6	24.0
	professional	3	12.0
	Total	25	100.0



Interpretation:

Among the total respondents 20% of them are students, 44% of them are self employed, 24% of them are employed and 12% are professionals.

	Particulars	matrialstatus	alloverawarness
matrialstatus	Pearson Correlation	1	.294
	Sig. (2-tailed)		.154
	N	25	25
alloverawarness	Pearson Correlation	.294	1
	Sig. (2-tailed)	.154	
	N	25	25

Interpretation:

Only 1% of the respondents have the affected awareness with martial status.

Hypothesis for Study:

H0: There is no significant relationship between age and all over awareness of the concept

Ho::There is no significant relationship between matrial status and awareness

H0: There is no significant relationship between occupation and awarenness

Ho:There is no significant relationship between monthly family income and awarness

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
alloverawarness * age	25	100.0%	0	.0%	25	100.0%
alloverawarness * matrialstatus	25	100.0%	0	.0%	25	100.0%
alloverawarness * occupation	25	100.0%	0	.0%	25	100.0%
alloverawarness * monthlyfamilyincome	25	100.0%	0	.0%	25	100.0%

alloverawarness * age

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	16.645 ^a	9	.055
Likelihood Ratio	17.002	9	.049
Linear-by-Linear Association	.001	1	.976
N of Valid Cases	25		

@5% level of significance

From the above table chi square test reveals that the as- sociation of age and all over awareness are not associated because p value is more than the level of significance. So null hypothesis is accepted.

AlloverAwareness * occupation

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	17.317 ^a	9	.044
Likelihood Ratio	19.445	9	.022
Linear-by-Linear Association	.458	1	.499
N of Valid Cases	25		

@5% level of significance

Interpretation:

Here Ho is accepted so there sis significant relationship between All Over awareness and monthly family inco

Findings, Suggestions and Conclusion

Findings Regarding to percentage Analysis

- 72%of respondents have known the term Eco-Friendly concept and 28% among them are unaware of the concept
- Nearly 36% of the respondents are married, 16% of them are unmarried followed that 28% are widow and20% are separated.
- Among the total respondents 20% of them are stu- dents, 44% of them are self employed, 24% of them are employed and 12% are professionals.

Findings from Chi Square test:

- Age is the matter of awareness of the concept
- Occupation is not disturbing the term eco friendly products
- Income is the parameter for awareness of the term. Because many products are priced little higher

Suggestions:

- Government should support the eco friendly products in terms of reducing exercises and duty
- Advertisement is needed
- The influencer in the society should act as the role model for using such products and it influences others to get aware
- Educational institutions should give more attention in the field

Conclusion

The present society becomes more concerned with the natural environment. The study specifically focuses on women because women lead to run the family. At present they occupied several key positions in the society. So the awareness made to them makes change in the society.

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