

A Study On Recognition Of Environment Friendly Products And Buyer Behaviour With Special Reference To Fast Moving Consumer Goods In Tirunelveli District

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ABSTRACT

Marketing is an important tool for all the products and companies to promote their product to the potential buyer. The companies are spending lots of funds for introducing Environment Friendly Fast Moving Consumer Goods (EFFMCG). EFFMCG may save lot of wastage to the environment and also to promote their product in good manner. There were lots of studies were discussing about the branches of green marketing like, Environmentally Friendly Products, Buyer Awareness of Green Marketing, Buyer Recognition of Green Marketing, Eco-Friendly Product, Buyer Behavior relating to Green Marketing, Factors Influencing Buying Green Products. This study analyzes the recognition of Environment Friendly Product buyers with special reference to Fast Moving Consumer Goods in Tirunelveli. The researcher has collected 40 samples for this research work using purposive sampling; Chi-square analysis tools were used in this study. Out of 24 analyses except two analyses all other analysis are accepted.

Keywords: Environmentally Friendly Products, Green Advertising, Green Marketing, Buyer Awareness, Eco-Friendly Product, Buyer Behavior, Decision Making.

I. INTRODUCTION

Environment Friendly Products (EFPs) are a part of green marketing efforts which enable the safety of the environment and the health of human being, animals, and the planet. These kinds of products re-compose the wastage for re-usage. Now a days, all countries in the world are introducing the concept

of Environment Friendliness in every possible goods and services. The packages of the FMCG play a vital role in attracting buyers to choose the product/brand and keep the product/brand in their mind for their further requirements. For these reasons, the manufacturers of FMCG used to spend a lot to design and produce the packages. However the packages are many a time converted in to wastage after the consumption of the product. This becomes an important issue that after the consumption of the product how the consumer dispose the wastes or leftovers of FMCG. There are several ways to dispose the wastages. They may follow the waste box system in their home, burn the wastage, reuse the package for any other purpose, recycle the wastage as fertilizer to the plants, and /or throw the wastages outside the home. Burning and/ or throwing out the wastages of FMCG, usually many consumers do, will affect the soil, air, water, and thus the climate and the nature.

II. REVIEW OF LITERATURE

Eleni, P., (2013) in the paper entitled “Sustainable lifestyles in an urban context: towards a holistic understanding of ethical consumer behaviours. Empirical evidence from Catalonia, Spain” aimed to go beyond the examination of specific ethical projects and examined what constitutes ethics in consumption for these consumers and how they express ethics in terms of consumer decisions. The participants participated in the market through boycotting and boycotting using a set of criteria they establish themselves.

Collins Marfo, A., (2014) in the paper entitled “Consumers' Buying Behavior towards Green Products: An Exploratory Study” investigated the relationship between the variables that affect consumers' buying behavior for green products. The study was carried out with a sample size of 200 respondents consisting of 73 males and 127 females. The findings of the study revealed that there was a significant relationship among the variables which affects consumers' buying behaviour for green products. The factors affecting the consumers' buying behaviour had major implications on purchasing decisions. Green marketers can therefore understand, identify and design marketing mix strategies to appeal to the preferences of the market segments for green products.

III. STATEMENT OF THE PROBLEM

The statement of the problem is the consumers are not aware about the products availed in the Fast Moving Consumer Goods. It has been found a gap between the consumer understanding between available products and purchasing products. So consumers are away from the environment friendly products what are available in the market.

IV. OBJECTIVE OF THE STUDY

This paper examines the recognition on Environment Friendly Fast Moving Consumer Goods (EFFMCG) in Tirunelveli district.

V. METHODOLOGY

Descriptive type of research is used in this study. Sampling survey used and non-probability sampling used in type of sampling. In sampling technique the researcher used purposive sampling technique. Totally 40 samples used this study and it is collected through primary data. Through direct interview schedule researcher collected the data from the respondents. Chi-square analysis tools were used in this study.

VI. DISCUSSION

A. Age wise recognition on EFFMCG

Age wise recognition on EFFMCG

S. No	Chi Square analysis with age of the respondents	Chi-square Value	Degree of Freedom	p Value	Table Value	Null Hypothesis Accept / Reject
V 1	Consciousness in buying EFFMCG	2.76557	3	0.429199	7.815	Accept
V 2	Perception of the EFFMCG	6.97614	12	0.859186	21.026	Accept
V 3	Willingness to pay additional money for EFFMCG	5.14188	9	0.821769	16.919	Accept

(Table 1)

The result shows that all the calculated values are lower than the Table value so the hypothesis relating to age of the respondents and recognition on EFFMCG variables is accepted at 95% level of significance.

B. Sex wise recognition on EFFMCG

Sex wise recognition on EFFMCG

S. No	Chi Square analysis with sex of the respondents	Chi-square Value	Degree of Freedom	p Value	Table Value	Null Hypothesis Accept / Reject
V 1	Consciousness in buying EFFMCG	20.952381	1	0.000005	3.841	Reject
V 2	Perception of the EFFMCG	9.725028	4	0.045323	9.488	Reject
V 3	Willingness to pay additional money for EFFMCG	7.497194	3	0.057631	7.815	Accept

(Table 2)

The result shows that the calculated value of variable 3 are lower than the Table value so the hypothesis relating to sex of the respondents and recognition on EFFMCG variables is accepted at 95% level of significance. And calculated value of variable 1 & 2 are higher than the Table value so the hypothesis relating to sex of the respondents and recognition on EFFMCG variables is rejected at 95% level of significance.

C. Educational Qualification wise recognition on EFFMCG

Educational Qualification wise recognition on EFFMCG

S. No	Chi Square analysis with Educational Qualification of the respondents	Chi-square Value	Degree of Freedom	p Value	Table Value	Null Hypothesis Accept / Reject
V 1	Consciousness in buying EFFMCG	0.23392	2	0.889622	5.991	Accept
V 2	Perception of the EFFMCG	5.56368	8	0.695975	15.507	Accept
V 3	Willingness to pay additional money for EFFMCG	3.13190	6	0.792119	12.592	Accept

(Table 3)

The result shows that all the calculated values are lower than the Table value so the hypothesis relating to Educational Qualification of the respondents and recognition on EFFMCG variables is accepted at 95% level of significance.

D. Marital status wise recognition on EFFMCG

Marital status wise recognition on EFFMCG

S. No	Chi Square analysis with Marital status of the respondents`	Chi-square Value	Degree of Freedom	p Value	Table Value	Null Hypothesis Accept / Reject
V 1	Consciousness in buying EFFMCG	2.39316	1	0.121867	3.841	Accept
V 2	Perception of the EFFMCG	6.31846	4	0.176595	9.488	Accept
V 3	Willingness to pay additional money for EFFMCG	3.33017	3	0.343466	7.815	Accept

(Table 4)

The result shows that all the calculated values are lower than the Table value so the hypothesis relating to Marital status of the respondents and recognition on EFFMCG variables is accepted at 95% level of significance.

E. Occupation wise recognition on EFFMCG

Occupation wise recognition on EFFMCG

S. No	Chi Square analysis with Occupation of the respondents	Chi-square Value	Degree of Freedom	p Value	Table Value	Null Hypothesis Accept / Reject
V 1	Consciousness in buying EFFMCG	8.891294	3	0.030772	7.815	Reject
V 2	Perception of the EFFMCG	18.6518	12	0.097285	21.026	Accept
V 3	Willingness to pay additional money for EFFMCG	26.24242	9	0.001864	16.919	Reject

(Table 5)

The result shows that calculated value of Variable 2 lower than the table value so the hypothesis relating to Occupation of the respondents and recognition on EFFMCG variables is accepted at 95%

level of significance. And calculated value of Variable 1 &3 higher than the table value so the hypothesis relating to Occupation of the respondents and recognition on EFFMCG variables is rejected at 95% level of significance.

F. Number of Family Members wise recognition on EFFMCG

Number of Family Members wise recognition on EFFMCG

S. No	Chi Square analysis with Number of Family Members of the respondents	Chi-square Value	Degree of Freedom	p Value	Table Value	Null Hypothesis Accept / Reject
V 1	Consciousness in buying EFFMCG	0.00646	2	0.996773	5.991	Accept
V 2	Perception of the EFFMCG	4.79789	8	0.778944	15.507	Accept
V 3	Willingness to pay additional money for EFFMCG	9.70317	6	0.137722	12.592	Accept

(Table 6)

The result shows that all the calculated values are lower than the Table value so the hypothesis relating to Number of Family Members of the respondents and recognition on EFFMCG variables is accepted at 95% level of significance.

G. Total Monthly Income wise recognition on EFFMCG

Total Monthly Income wise recognition on EFFMCG

S. No	Chi Square analysis with Total Monthly Income of the respondents	Chi-square Value	Degree of Freedom	p Value	Table Value	Null Hypothesis Accept / Reject
V 1	Consciousness in buying EFFMCG	0.270219	2	0.873620	5.991	Accept
V 2	Perception of the EFFMCG	5.217703	8	0.734075	15.507	Accept
V 3	Willingness to pay additional money for EFFMCG	4.681658	6	0.585242	12.592	Accept

(Table 7)

The result shows that all the calculated values are lower than the table value so the hypothesis relating to Total Monthly Income of the respondents and recognition on EFMCG variables is accepted at 95% level of significance.

H. Monthly Average Expenses wise recognition on EFMCG

Monthly Average Expenses wise recognition on EFMCG

S. No	Chi Square analysis with Monthly Average Expenses of the respondents	Chi-square Value	Degree of Freedom	p Value	Table Value	Null Hypothesis Accept / Reject
V 1	Consciousness in buying EFMCG	0.093610	2	0.954273	5.991	Accept
V 2	Perception of the EFMCG	5.625594	8	0.689089	15.507	Accept
V 3	Willingness to pay additional money for EFMCG	4.072175	6	0.666910	12.592	Accept

(Table 8)

The result shows that all the calculated values are lower than the table value so the hypothesis relating to Monthly Average Expenses of the respondents and recognition on EFMCG variables is accepted at 95% level of significance.

VII CONCLUSION

Nearly eight demographic profiles used analyse the recognition on EFMCG, It includes twenty four variables. Out of twenty four variables only four variables rejected their null hypothesis and except 20 variables are accept null hypothesis. This results show the involvement of the EFMCG is low among the respondents. Respondents may understand the need of the EFMCG and accept the additional cost of EFMCG. If accept the EFMCG only they can save the environment for the future.

VIII SUGGESTIONS

- 1) Government takes more effort to create awareness about need of the EFMCG.
- 2) Government will encourage and give benefit to the EFP companies.
- 3) Buyers willing to pay additional amount to the EFMCG.

- 4) FMCG manufacturers stop the production of not in EFFMCG.

IX. BIBLIOGRAPHY

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