



GREEN REVOLUTION: UNVEILING CONSUMER CONSCIOUSNESS TOWARDS ECO-FRIENDLY PRODUCTS IN KRISHNAGIRI DISTRICT

Dr. S. MUTHULEKSHMI, Assistant Professor, Department of Commerce, Kumaraguru College of Liberal Arts and Science, Coimbatore.

ABSTRACT

In the Krishnagiri area, "Green Revolution: Unveiling Consumer Consciousness Towards Eco-Friendly Products in Krishnagiri District" is primarily being conducted to raise awareness of eco-friendly products. In the Krishnagiri district, the researcher gathered the data from 75 respondents. People need to be conscious and utilize environmentally friendly items. Advertising plays a significant part in communicating the advantages and usage of eco-friendly items, thus green marketers must be mindful of providing adverts for these products to encourage people to buy them and preserve our environment. How the researcher was motivated to conduct this investigation by the use of plastics. The researcher was persuaded to conduct this investigation by plastic. Plastics could harm the environment in a number of ways. The consumer can adopt plastic substitutes that are beneficial to the economy.

Key Words: Eco-Friendly Products, Green Revolution, Consumer Consciousness

INTRODUCTION

In order to raise knowledge of eco-friendly products in the Krishnagiri district, " Green Revolution: Unveiling Consumer Consciousness Towards Eco-Friendly Products in Krishnagiri District " is being conducted. 75 respondents in the Krishnagiri district provided the data that the researcher collected. To use environmentally friendly items, people must be informed. Advertising has a significant part in communicating the advantages and usage of eco-friendly products, thus green marketers must be mindful of providing advertisements for eco-friendly products. People must purchase eco-friendly items in order to maintain a green environment. What motivated the researcher to conduct this investigation was the use of plastics. The researcher decided to do this study because of plastic. Numerous environmental issues could be brought on by plastics. The consumer has access to economically sound alternatives to plastic.

OBJECTIVES

- To classify the advantages of utilizing green products.
- To be aware of the challenges involved in going green.
- To raise awareness of eco-friendly products.
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REVIEW OF LITERATURE

Mostafa (2007) defines the term "green purchase behavior" as the practice of consuming environmentally friendly goods. They are environmentally conscious, recyclable, and reusable.

Gladwin (1992) highlights "Firms must be transformed, rebuilt, and restructured to reduce the negative ecological impacts if sustainability goals are to be reached."

Moloy Ghoshal (2011) says that the eco-friendly item was still in its infancy. He tries to explain the contribution that structural aspects of green products make to the environment. He also stresses that green products must satisfy two requirements: quality and customer happiness.



Charles W Lamb et al (2004) says that the best way for businesses to develop and market items that are economical is through green marketing. Marketers can express their care for society and the environment through their work.

SCOPE OF THE STUDY

This study was conducted to increase customer awareness of green products. This study makes a compelling case for how using green products can lessen the effects of using dangerous ones. These goods are also less expensive. The energy efficiency of environmentally friendly items can improve people's quality of life and shield them from diseases, natural catastrophes, old age, etc. They make sure that customers are safe. Going green can lessen ozone loss and pollution.

STATEMENT OF THE PROBLEM

Using items like plastics that are not biodegradable could expose you to dangerous substances. The majority of animal deaths are caused by consumption of plastic waste. The increased use of chemicals in plastics in the environment led the researcher to investigate whether environmentally favorable goods used in plastics might actually harm the environment. Degradation of plastics could take centuries. Many marine species may perish as a result of them being washed into reservoirs. Steel boxes, palm fronds, and plant-based plastics can be used in place of plastics, which cause water pollution. Alternatives to plastic straws that are more environmentally friendly than silicone include bamboo, stainless steel, and papaya leaf stems.

RESEARCH METHODOLOGY

Primary and secondary data are both used in research methodologies. Primary data is information gathered from public opinion. Based on how eco-friendly items are used and used, this information is gathered from the public. Secondary data is gathered from a variety of sources, including books, papers, periodicals, journals, and the internet. From the Krishnagiri District, 75 respondents were selected for the study using a convenience sampling technique.

LIMITATIONS

This data is framed on the basis of response given by the people of Krishnagiri district which may or may not be applicable to other districts.

DATA ANALYSIS AND INTERPRETATION

The data analysis and interpretation for the study entitled Green Revolution: Unveiling Consumer Consciousness Towards Eco-Friendly Products in Krishnagiri District has been depicted with the help of percentage analysis and Fried man's Ranking tool.

GENDER WISE CLASSIFICATION OF THE RESPONDENTS

The data provided represents the distribution of respondents based on the gender in a survey. A total of 100 respondents participated in the survey, with 68 being male and 32 being female. This data can provide insights into the gender composition of the sample and allow for further analysis and interpretation.

S.NO	GENDER	NO OF RESPONDENTS	PERCENTAGE
1	Male	68	68



2	Female	32	32
	Total	100	100

Source: Primary data

The data reveals that among the 100 respondents, 68 percent identified as male, while 32 percent identified as female. This indicates that the survey had a higher participation rate from males compared to females. It is important to note that these percentages are based on the specific sample of respondents and may not necessarily reflect the actual gender distribution in the target population. The higher representation of males in the survey could potentially introduce bias in the results, as the opinions and perspectives of females may be underrepresented. To ensure a more balanced and representative sample, future surveys or studies may need to consider implementing strategies to encourage and attract more female participants.

Additionally, these findings may have implications for analyzing gender-specific trends, preferences, or opinions that were investigated in the survey. The differences in responses between males and females can be explored further to gain a deeper understanding of any gender-related variations in the data.

It is also worth considering that gender is just one aspect of an individual's identity, and future research or surveys could benefit from collecting additional demographic information to capture a more comprehensive picture of the respondents and their perspectives.

AWARENESS LEVEL OF THE RESPONDENTS

The provided data represents the distribution of respondents based on their awareness levels about a particular subject. The awareness levels are categorized into different mediums through which respondents gained awareness, including friends, relatives, advertisements, hoardings, and other mediums. A total of 100 respondents participated in the survey, and the data provides insights into the various sources that contributed to their awareness.

S.NO	AWARENESS LEVEL	NO OF RESPONDENTS	PERCENTAGE
1	Friends	37	37
2	Relatives	10	10
3	Advertisement	39	39
4	Hoardings	6	6
5	Other medium	8	8
Total		100	100

Source: Primary data

The data shows that among the 100 respondents, the highest percentage of awareness was attributed to friends, with 37 percent of respondents mentioning friends as their source of awareness. The next most common source was advertisements, with 39 percent of respondents stating that they gained awareness through advertisements.

Relatives and hoardings were cited by 10 percent and 6 percent of respondents, respectively as their sources of awareness. Additionally, 8 percent of respondents mentioned other mediums as their source of awareness.



These findings indicate that friends and advertisements played significant roles in spreading awareness about the subject in question, as they were the most commonly cited sources. It is worth noting that the data does not provide information on the effectiveness or reliability of these sources in conveying accurate information.

The results suggest that personal networks, such as friends and relatives, played a crucial role in disseminating information, potentially indicating the influence of word-of-mouth communication. Additionally, advertisements were effective in reaching a substantial portion of the respondents, highlighting the importance of targeted advertising campaigns in creating awareness.

Understanding the distribution of awareness sources can be valuable for designing effective awareness campaigns or communication strategies. By leveraging the power of personal networks and strategically placing advertisements, organizations or individuals can aim to maximize their reach and impact.

It is important to consider that the data represents the awareness sources of the specific sample of respondents and may not necessarily reflect the broader population's awareness patterns. Further research or surveys may be required to validate and generalize these findings.

AWARENESS OF GREEN PRODUCTS

The provided data presents the distribution of respondents based on their level of awareness regarding products. The awareness levels are categorized into "Highly aware," "Moderately aware," "Less aware," "Not aware," and "Highly not aware." The data represents 100 respondents and provides insights into their awareness levels and the corresponding percentage.

S.NO	AWARENESS LEVEL	NO OF PRODUCTS	PERCENTAGE
1	Highly aware	25	25
2	Moderately Aware	35	35
3	Less Aware	15	15
4	Not Aware	25	25
5	Highly not Aware	0	0
Total		100	100

Source: Primary data

The data shows that among the 100 respondents, the majority fell into the "Moderately aware" category with 35 percent of respondents indicating this level of awareness. Following that, 25 percent of respondents reported being "Highly aware" and "Not aware," respectively.

15 percent of respondents fell into the "Less aware" category, while no respondents indicated being "Highly not aware."

These findings reveal that a significant proportion of respondents have a moderate level of awareness about the products, while an equal number of respondents are highly aware and not aware. It is encouraging to see that no respondents reported being highly unaware of the products, suggesting a level of familiarity among the surveyed individuals.

PROBLEMS OF THE RESPONDENTS WHILE GOING GREEN

The data provided presents a list of obstacles or challenges that people encounter when choosing green products. Each obstacle is assigned a mean rank based on the respondent's perception of its significance. The ranks from 1 (highest) to 7 (lowest), indicating the perceived importance of each obstacle. The data aims to shed light on the obstacles that individuals face in selecting green products.



S.NO	OBSTACLES	Mean Ranks	Rank
1	Higher Cost	6.59	1
2	Lack of Information	5.43	5
3	Limited Availability	5.94	4
4	Performance and Effectiveness Concern	4.20	6
5	Conflicting Priorities	3.21	7
6	Deceptive Marketing Tactics/ Green Washing	6.27	3
7	Limited Product Choices	6.32	2

Source: Primary data

The data shows that the greater cost barrier obtained the highest mean score, 6.59, indicating that respondents believe it to be the biggest obstacle to selecting green products. Many people are put off by the idea that green items are more expensive than their conventional counterparts. Second place went to a limited selection of products, with a mean rating of 6.32. This barrier implies that respondents find it difficult to locate a wide variety of green items on the market. Consumers' capacity to select environmentally friendly solutions is constrained by the paucity of sustainable alternatives in some product categories. The third most important difficulty was the one involving misleading marketing strategies or "greenwashing," which had a mean rank of 6.27. This shows that respondents are worried about businesses making false representations.

FINDINGS

The information shows that of the 100 respondents, 68 percent identified as men and 32 percent as women. This suggests that there were more men than women who participated in the survey. It's crucial to remember that these statistics are based on a specific sample of respondents and could not accurately represent how people in the target population are gendered. The survey's larger percentage of male respondents could inject bias into the findings because female viewpoints and opinions may be underrepresented. Future surveys or studies may need to think about putting tactics in place to promote and draw more female participation in order to achieve a more balanced and representative sample. Additionally, studying gender-specific patterns and preferences may be affected by these findings.

The data shows that among the 100 respondents, the highest percentage of awareness was attributed to friends, with 37 percent of respondents mentioning friends as their source of awareness. The next most common source was advertisements, with 39 percent of respondents stating that they gained awareness through advertisements.

Relatives and hoardings were mentioned as sources of awareness by 10% and 6% of respondents, respectively. In addition, 8% of respondents cited other media as their main source of information. Given that friends and ads were the most often cited sources, these results suggest that they significantly contributed to raising knowledge of the topic under consideration. It is important to note that the data doesn't reveal anything about how well or reliably these sources are able to deliver correct information. The findings point to the importance of human networks, such as friends and family, in the spread of knowledge, possibly demonstrating the impact of word-of-mouth spreading. Additionally, a significant part of the respondents were successfully reached by commercials, emphasizing the value of focused advertising initiatives.



According to the data, out of the 100 respondents, the majority (about 35% of them) came into the category of "Moderately knowledgeable" respondents. Following that, 25% of respondents indicated that they were, respectively, "Highly aware" and "Not aware." No respondents identified being "Highly unaware," whereas 15% of respondents fell into the "Less aware" category. These findings show that a considerable fraction of respondents have a moderate level of product awareness, whereas an equal portion have no awareness at all. It is encouraging to note that none of the poll participants claimed to be quite unfamiliar with the products, indicating some level of knowledge.

SUGGESTION

- Targeted awareness campaigns will definitely help, since a significant portion of respondents fall into the "Moderately aware" category, targeted awareness campaigns can be designed to further increase their knowledge and understanding of the products. These campaigns can utilize various communication channels and mediums to reach the intended audience effectively.
- Addressing the "Not aware" Group: Given that 25 percent of respondents are not aware of the products, it is important to focus on this segment to improve overall awareness. This can be achieved by implementing marketing strategies such as Informative advertising, social media campaigns, and engaging content to capture their attention and educate them about the products benefits and features.
- Monitoring and evaluation: Regular monitoring and evaluation of awareness levels can help track progress over time and assess the effectiveness of awareness campaigns. This information can guide adjustments in strategies and tactics to ensure maximum impact and reach the desired target audience.
- It is essential to maintain a continuous engagement with the target audience through various channels, including social media, email newsletter, and interactive events. This will help reinforce awareness and build a strong brand presence.
- Depending on the specific characteristic be beneficial references of the target audience, tailoring the awareness strategies and messages can be beneficial. Understanding the audiences' demographics, interests, and communication preferences can help in designing effective awareness campaigns.

By implementing these suggestions, organizations can strive to increase awareness levels, capture a larger market share, and establish a strong brand presence among the target audience.

CONCLUSION

This study is mainly undertaken to bring up people to buy eco- friendly products moreover eco-friendly products must be promoted and advertised more to reach the eyes of the consumers. Eco-friendly products are one of the most important factors which help to save our environment from dying. The suggested strategies aim to address the awareness gaps and improve the adoption of environmentally- friendly products. By implementing targeted awareness campaigns, focusing on the Not aware group, and continuously engaging with the target audience through various channels, organizations can enhance awareness levels and establish a strong brand presence. Regular monitoring and evaluation will help assess the effectiveness of these campaigns and guide adjustments in strategies, ensuring maximum impact. Additionally, tailoring the awareness strategies and messages to align with the target audience's characteristics can further enhance the success of these initiatives. By implementing these suggestions, organizations can work towards increasing awareness, capturing a larger market share and promoting sustainable choices among consumers.



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