

CONSUMER PERCEPTION TOWARDS ECO-FRIENDLY PRODUCT

Dr. M. Akilanayaki, Assistant Professor, Department of Commerce-BPS, Nalamuthu Gounder Mahalingam College, Pollachi-642 001, Coimbatore District, Tamilnadu

Dr.P.Gurusamy, Assistant Professor, Department of Commerce-BPS, Nalamuthu Gounder Mahalingam College, Pollachi-642 001, Coimbatore District, Tamilnadu

ABSTRACT

“An ounce of prevention is worth a pound of cure” is the proverb that tells it's easier to stop something, before it has happens. The pandemic has caused people across world to pay closer attention to their health, symptoms of illness and to adopt new behaviors to minimize risk of transmission such as Conscious of environment, Social distancing, wearing mask and Hygiene Sanitization. This study explores how these factors affect the perception of the consumers towards the eco-friendly product. Consumers are now becoming more ecological and health conscious and desire to purchase the eco-friendly product. In this study, it brings the behavior of the consumer on eco-friendly product before and during pandemic will be discussed. The Coimbatore is the third largest city in Tamilnadu, it is also known as Manchester of South India. The main object of the study is to identify the demographic and usage profile of the selected consumers and to know the perception level of the consumer towards eco- friendly products. Questionnaire method will be used to collect the data from 125 consumers through convenient sampling method in Coimbatore district. The collected data have been analyzed using the Simple Percentage and Likert's scaling methods. The finding of the study will be definitely useful for the consumers to know the advantages of eco-friendly product, marketer to know the behavior of the consumer and government to take necessary steps to educate the consumers to buy the eco-friendly product.

Keywords: Eco-friendly, Products, Attitude, Perception, Pandemic

PREMABLE OF THE STUDY

The corona virus offers countries a chance to build revival plans that will reverse current trend and change our consumption and production pattern towards the eco-friendly product. The eco-friendly product and its production, are about the restructure of economic from environmental dilapidation, increase the efficiency of the resources and promoting eco-friendly product among the consumers. It can also contribute significantly to poverty mitigation and the transformation of the countries towards low-carbon and green economies. The eco-friendly product consumption and production refers to the use of services and related products, which looks after the basic needs of the consumers and provide the better quality of life by minimizing the use of natural resources and toxic material as well as that emission of water and pollutants over the life cycle of the services and to prevent the sources for the future generation. The pride and Farrell was rightly stated that eco-friendly product refers to an organizational effort in designing, promoting and pricing and distributing the product without any harm to the environment. The eco-friendly product plays a vital role particularly in the modern market. Additionally the development of eco-friendly product has opened the opportunity for the companies for co-brand their products into separate line. The silicon 'India reveals that the majority of Indian consumers are familiar with eco-friendly products, have confidence that eco-friendly products are better for environment and feel that bio based ingredients enhance the desirability of a product. More than 63 per cent of consumers are familiar with eco-friendly products and of those, 85 per cent have confidence that they are better for the environment. As a result of this businessman can increase the volume of consumers who are more anxious about the environment. These consumers show more concern about the environmental issues into their purchasing decision and the concentrate on the product whenever they purchases.

REVIEW OF LITERATURE

Anil kumar and Mridanish Jha (2017) in their study entitled “A study on attitude of consumers towards eco-friendly products” concluded that the producers ought to enhance the plan of eco-

मध्य भारती
मानविकी एवं समाजविज्ञान की द्विभाषी शोध-पत्रिका



MADHYA BHARTI
(UGC CARE Group-1, Multi disciplinary)

CERTIFICATE OF PUBLICATION

This is to certify that the article entitled

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Authored By

Dr. M. Akilanayaki

Assistant Professor, Department of Commerce-BPS, Nalamuthu Gounder Mahalingam College,
Pollachi-642 001, Coimbatore District, Tamilnadu

Published in

Madhya Bharti -Humanities and Social Sciences
(मध्य भारती) मानविकी एवं समाज विज्ञान की द्विभाषी शोध-पत्रिका

: ISSN **0974-0066** with IF=6.28

Vol. 84, No. 12, July - December : 2023

UGC Care Approved, Group I, Peer Reviewed, Bilingual, Biannual,
Multi-disciplinary Referred Journal



Chief Editor
प्रो. अश्विकादत्त शर्मा

**EMPOWERING RURAL WOMEN THROUGH FREEBIE SCHEMES OF
TAMIL NADU STATE GOVERNMENT**

Dr.R.Sivarajan MBA., PGD.PMIR., Ph.D.,

Assistant Professor, Department of Commerce – Business Process Services

NGM College (Autonomous), Pollachi

E.Mail ID: sivrjmba@gmail.com Contact No.9600005516

Abstract

This article has mainly focused on the innovative scheme of free bus travel and how it benefited the people and sparked to empower the women in the male centric society. Tamil Nadu is a welfare State which implemented innovative schemes for enhancement of people status gradually. On the consequence, the Government of Tamil Nadu has announced the scheme for women welfare and empowerment named “Free Bus Travel Scheme” which has given the free travel to all women in Tamil Nadu. The intention of the scheme was announced by the Government of Tamil Nadu to increase the mobility of women. This scheme has increased the women’s mobility and their savings. Tamil Nadu, being a role model for implementing the innovative free schemes for entire India. All the state has attributed the concept for their convenience and applied the different phenomenon. Earlier, Tamil Nadu Government has given the doles and freebies to the people, especially those have in the poverty line. Some of the electronic goods also provided to enhance the economic and educational enhancement. Now the tern has changed beyond the stereo type of schemes and programs. Conceptually, the Government has announced the free travel for all women might be stupendous character which directly or indirectly enhance the women status and empower the women in this society.

Keywords:, Innovative freebie schemes and Socio-Economic Empowerment of Rural Women

Introduction

Rural women in India are concentrated in agriculture to a much larger extent than men. Around 60 percent of India’s population engaged in farming, women contribute to almost 70-80 percent of farming activities but they are neither legally nor socially recognized as farmers. The term “freebies” has become a point of contention in the political culture of India. In order to woo voters to their side, political parties try to outdo each other



Strad Research

An UGC-CARE Approved Group - 2 Journal

An ISO: 7021 - 2008 Certified Journal

ISSN: 0039-2049, Website: <http://stradresearch.org/>

email: editorstrad@gmail.com

CERTIFICATE ID: SR-5327

CERTIFICATE OF PUBLICATION

This is to certify that the paper entitled

Study on Transformations to Sustainable Development in Tamil Nadu in the Effect of Implementing Socio-economic Development Schemes by Government of Tamil Nadu

Authored by

Dr.R.Sivarajan

From

NGM College (Autonomous), Pollachi

Has been published in

STRAD RESEARCH, VOLUME 10, ISSUE 11, NOVEMBER – 2023.



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Editor-in-Chief,
Strad Research

Study on Transformations to Sustainable Development in Tamil Nadu in the Effect of Implementing Socio-economic Development Schemes by Government of Tamil Nadu

Dr.R.Sivarajan MBA., PGD.PMIR., Ph.D.,

Assistant Professor, Department of Commerce – Business Process Services
NGM College (Autonomous), Pollachi

Abstract : The present study is mainly focused on the Socio Economic Development schemes implementing by the Government of Tami Nadu through various schemes namely Freebies Schemes through different channels namely Non-merit Freebie Schemes and Freebie Schemes and Social Reforms, Democratize the accessibilities of uplifting schemes for Survival growth, Education, Opportunities, Financial assistance, Women empowerment Schemes, Improving standard of living, strengthening economic stability for sustainable development by various socio-economic development oriented Tamilnadu Freebie Schemes, Policy Formulation based on the Social Justice Values and Equity in Society. Therefore, an attempt is made in the present study to highlight various supports as well as efforts of Government of Tamilnadu state's unique and inevitable initiatives for socio-economic development through freebie schemes. Transport for women, Pudumaippen, Makkalai Thedi Maruthuvam, Kalaingar Urimai Thohai Thittam, Seed money for Higher education, Illamthedikalvi, NaanMuthalvan, and other infrastructure facilities,

Key words : Freebie, Schemes, Socio-economic, Society, Subsidize, Welfare, Development, Empowerment

INTRODUCTION

Tamil Nadu is still one of the few socialist-democratic states in India, Welfare schemes have long influenced Tamil Nadu politics. In 1967, when hunger was a major issue, Perarignar C.N. Annadurai became Chief Minister riding on his promise of 'One rupee for one padi (litre) rice'. The government soon found out that the promise was even expensive and unsustainable, but the welfarism continued which has, in the post-liberalisation period, managed to significantly increase its per capita income and Gross Domestic State Product (GSDP), while also maintaining a steady trend of interventions into welfare. Not only as 'freebies' – Tamil Nadu has given India a market-friendly Dravidian welfare model. This is the story of Tamil Nadu – the state that has given India a unique template. One, by pursuing targeted welfare schemes, often exonerate as 'freebies', and two, by pursuing economic growth through market forces. The state shows that the twin track is



Journal of Interdisciplinary Cycle Research

An UGC-CARE Approved Group - II Journal

An ISO : 7021 - 2008 Certified Journal

ISSN NO: 0022-1945 / web : <http://jicrjournal.com> / e-mail: submitjicrjournal@gmail.com

Certificate of Publication

This is to certify that the paper entitled

**EMPOWERING RURAL WOMEN THROUGH FREEBIE SCHEMES OF
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Business Process Services NGM College (Autonomous), Pollachi

Has been published in

JICR JOURNAL, VOLUME XV, ISSUE XI, NOVEMBER/2023



Dr. Rezwana Begum

Dr. R. Rezwana Begum, Ph.D Editor-In-Chief
JICR JOURNAL



<http://jicrjournal.com>