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Analyzing the ecofriendly awareness and practice levels among youth in Coimbatore city

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Abstract
Eco-friendly product production is a self-regulated industry with government oversight in some countries, distinct from private gardening. The main objective of the study is to know the youth awareness level of attitude towards eco-friendly product. For this purpose a sample of 110 was collected from the respondents were percentage analysis was used as a tool to analyse the data. The conclusion is that more training programs can be given to the youths so that awareness about the eco-friendly products can be increased which leads to increase in volume for the companies selling eco-friendly products.

Keywords: eco-friendly products, awareness and training programs

Introduction
Eco-friendly products are products produced by methods that comply with the standards of eco-friendly farming. Standards vary worldwide; however, eco-friendly farming in general, features practices that strive to foster cycling of resources, promote ecological balance, and conserve biodiversity. Organizations regulating eco-friendly products may choose to restrict the use of certain pesticides and fertilizers in farming. In general, eco-friendly products are also usually not processed using irradiation, industrial solvents or synthetic product additives.

Legal definition
Eco-friendly product production is a self-regulated industry with government oversight in some countries, distinct from private gardening. Currently, the European Union, the United States, Canada, Japan, and many other countries require producers to obtain special certification based on government-defined standards in order to market product as eco-friendly within their borders. In the context of these regulations, products marketed as eco-friendly are produced in a way that complies with eco-friendly standards set by national governments and international eco-friendly industry trade organizations.

Need of The Study
The need of the study is that demand is growing as incidences of product adulteration are repeatedly reported on in global media and youth consciousness of natural, healthy and safe products rises. New product safety legislation is also working towards improving the safety standards of product and, at the same time, youths are increasingly willing to pay for eco-friendly products as their disposable incomes rise.

Objectives of the Study
- To study the level of acceptance of various factors related to eco-friendly product.
- To know the youth awareness level of attitude towards eco-friendly product.
- To know the problems and issues faced by eco-friendly product.
- To know the demographic profile of the respondents.

Scope of The Study
The study is about analyzing the awareness of customers towards eco-friendly product usage on Coimbatore. This may help the manufacturers related to eco-friendly product to develop themselves related to production and marketing strategy which will lead to increase in profit of their firm.

Review of Literature
Dr. Suresh Patidar (2015) in his study evaluated farmers perception of eco-friendly farming and issues associated with it. The study was conducted in Madhya Pradesh, India. The state of Madhya Pradesh consists of 39 districts; out of these a convenient and purposive sampling technique was used to select 100 respondents from 50 villages of Khargone district of Nimar region. Descriptive statistics and factor analysis were used to present the findings of the study while the Chi-square analysis was used to test the study hypotheses. Study revealed that 67% of respondents have positive perception towards eco-friendly farming. A revealed a positive perception of eco-friendly farming with significant relationships between age, educational background, farm size, benefits of eco-friendly farming, and social factors. This indicates that the communities will have high adoption rate of innovations related to eco-friendly farming and other agricultural policies.
2. Assis, K (2011) in his study investigated the knowledge, perception or attitude, and practices of vegetable growers towards eco-friendly farming. A survey method through face-to-face interview by using structured questionnaire was used to collect data from a total of 31 vegetable growers in Kundasang, Sabah which was selected by using simple random sampling method. The findings of the study show that the knowledge of the respondents on eco-friendly farming especially pertaining to the use of chemical insecticides, herbicides and fertilizers is still need to be improved, their attitude is also still negative, and they are still dependent on conventional practices (i.e. chemical) especially to control pests and diseases.

Research Methodology
Methodology is a way to systematically solve the research problem by appealing the various research techniques along with the logic behind the problem. Thus research methodology is a scientific way of solving the research problem.

Area of the study
The area of the study is Coimbatore city only.

Population of the study
The population of the study is in define.

Sampling design
For the purpose of this study the data were collected from 110 respondents using random sampling technique.

Sampling size
The sample size of the research is 110 respondents.

Method of data collection
Primary data : Questionnaire
Secondary data : Books, journals and magazines.

Tools used for study
- Percentage analysis

Limitations of the study
- Due to time constraint, the sample size is limited to 110 & the study area is restricted to Coimbatore.
- Respondent may fail to express their opinions and beliefs.
- There may be a bias in collecting the data.

Analysis and Interpretation

Table 1: Age of the respondents

	Frequency	Percent
Below 20 years	77	70.0
21-30 years	33	30.0
Total	110	100.0

The above shows about the age of the respondents were out of 110 respondents 70% are from the age group of below 20 years and 30% are from the age group of 21 to 30 years. It shows that most 70% of the respondents are from the age group of below 20 years.

Table 2: Gender of the respondents

	Frequency	Percent
Male	68	61.8
Female	42	38.2
Total	110	100.0

The above shows about the gender of the respondents were out of 110 respondents 61.8% are male and 38.25 are female. It shows that most 70% of the respondents are male in our survey.

Table 3: Marital status of the respondents

	Frequency	Percent
Married	3	2.7
Unmarried	107	97.3
Total	110	100.0

The above shows about the Marital status of the respondents were out of 110 respondents 2.7% are married and 97.3% are unmarried. It shows that most 97.3% of the respondents are married.

Table 4: Educational qualification of the respondents

	Frequency	Percent
Illiterate	7	6.4
Up to school	35	31.8
Graduate	58	52.7
Others	10	9.1
Total	110	100.0

The above shows about the educational qualification of the respondents were out of 110 respondents 26.4% are illiterates, 31.8% have completed their schoolings, 52.7% are graduates and 9.1% are from other courses.

Table 5: Occupation of the respondents

	Frequency	Percent
Employee	7	6.4
Business	59	53.6
Profession	31	28.2
Others	13	11.8
Total	110	100.0

The above shows about occupation of the respondents were out of 110 respondents 6.4% are employees, 53.6% are business people, 28.2% are professionals and 11.8% are doing other jobs.

Table 6: Monthly income of the respondents

	Frequency	Percent
Less than 10000	15	13.6
10001-20000	25	22.7
20001-30000	55	50.0
More than 30001	15	13.6
Total	110	100.0

The above shows about monthly income of the respondents were out of 110 respondents 13.6% are earning less than 10000, 22.7% are earning from 10001-20000, 50% are earning form 20001-30000, 13.6% are earning more than 30001.

Table 7: Type of family of the respondents

	Frequency	Percent
Joint family	64	58.2
Nuclear family	46	41.8
Total	110	100.0

The above shows about type of family of the respondents were out of 110 respondents 58.2% are from joint family and 41.8% are from nuclear family.

Table 8: Members of the family of the respondents

	Frequency	Percent
Less than 3 members	29	26.4
3-4 members	47	42.7
5-6 members	26	23.6
More than 6 members	8	7.3
Total	110	100.0

The above shows about members of the family were out of 110 respondents 26.4% are having less than 3 members, 42.7% are having 3-4 members, 23.6% are having from 5-6 members and 7.3% are having more than 6 members in their family.

Table 9: Area of residence of the respondents

	Frequency	Percent
Rural	21	19.1
Urban	12	10.9
Semi urban	77	70.0
Total	110	100.0

The above shows about area of residence were out of 110 respondents 19.1% are form rural area, 10.9% are from urban area and 70% are from semi urban area.

Table 10: Level of acceptance towards reliability of eco-friendly products

	Frequency	Percent
Agree	48	43.6
Neutral	27	24.5
Disagree	19	17.3
Strongly disagree	16	14.5
Total	110	100.0

The above shows about level of acceptance towards reliability of eco-friendly products were out of 110 respondents 43.6% agree, 24.5% are neutral, 17.3% disagree and 14.5% strongly disagree.

Table 11: Level of acceptance towards better quality

	Frequency	Percent
Strongly agree	11	10.0
Agree	45	40.9
Neutral	33	30.0
Disagree	12	10.9
Strongly disagree	9	8.2
Total	110	100.0

The above shows about level of acceptance towards better quality were out of 110 respondents 10% strongly agree, 40.9% agree, 30% are neutral, 10.9% disagree and 8.2% strongly disagree.

Table 12: Level of acceptance towards tastier

	Frequency	Percent
Strongly agree	12	10.9
Agree	28	25.5
Neutral	34	30.9
Disagree	18	16.4
Strongly disagree	18	16.4
Total	110	100.0

The above shows about level of acceptance towards taste of eco-friendly products were out of 110 respondents 10.9% strongly agree, 25.5% agree, 30.9% are neutral, 16.4% disagree and 16.4% strongly disagree.

Table 13: Level of acceptance towards easy available

	Frequency	Percent
Strongly agree	11	10.0
Agree	35	31.8
Neutral	29	26.4
Disagree	28	25.5
Strongly disagree	7	6.4
Total	110	100.0

The above shows about level of acceptance towards easy availability of eco-friendly products were out of 110 respondents 10% strongly agree, 31.8% agree, 26.4% are neutral, 25.5% disagree and 6.4% strongly disagree.

Table 14: Level of acceptance towards nutrition value

	Frequency	Percent
Strongly agree	7	6.4
Agree	46	41.8
Neutral	34	30.9
Disagree	23	20.9
Total	110	100.0

The above shows about level of acceptance nutrition value were out of 110 respondents 6.4% strongly agree, 41.8% agree, 30.9% are neutral, and 20.9% disagree.

Table 15: Level of acceptance towards very expensive

	Frequency	Percent
Strongly agree	16	14.5
Agree	27	24.5
Neutral	44	40.0
Disagree	20	18.2
Strongly disagree	3	2.7
Total	110	100.0

The above shows about level of acceptance towards very expensive of eco-friendly products were out of 110 respondents 14.5% strongly agree, 24.5% agree, 40% are neutral, 18.2% disagree and 2.7% strongly disagree.

Table 16: Frequency of purchasing eco-friendly products

	Frequency	Percent
Very often	8	7.3
Once in a week	49	44.5
Once in a month	31	28.2
Rarely	22	20.0
Total	110	100.0

The above shows about frequency of purchasing eco-friendly products were out of 110 respondents 7.3% purchase very often, 44.5% purchase once in a week, 28.2% purchase once in a month, and 20% purchase rarely.

Table 17: Interest towards eco-friendly products

	Frequency	Percent
One year	10	9.1
Two years	54	49.1
Three years	28	25.5
More than 3 years	18	16.4
Total	110	100.0

The above shows about interest towards eco-friendly products by the respondents were out of 110 respondents 9.1% said as one year, 49.1% said as two years, 25.5% said as three years and 16.4% said as more than three years.

Table 18: Level of acceptance towards providing healthier product for them and their family by purchasing eco-friendly products

	Frequency	Percent
Agree	40	36.4
Neutral	33	30.0
Disagree	28	25.5
Strongly disagree	9	8.2
Total	110	100.0

The above shows about level of acceptance towards providing healthier product for them and their family by purchasing eco-friendly products were out of 110 respondents 36.4% agree, 30% are neutral, 25.5% disagree and 8.2% strongly disagree.

Table 19: Satisfaction towards eco-friendly products

	Frequency	Percent
Yes	97	88.2
No	13	11.8
Total	110	100.0

The above shows about satisfaction towards eco-friendly products were out of 110 respondents 88.2% are satisfied and 11.8% are not satisfied.

Findings

- Most 70% of the respondents are from the age group of below 20 years.
- Most 70% of the respondents are male in our survey.
- Maximum 52.7% of the respondents are graduates in our survey.
- Most 53.6% of the respondents are doing business.
- Maximum 50% of the respondents are earning from 20001-30000 as their monthly income.
- Most 58.2% of the respondents are from joint family.
- Maximum 42.7% of the respondents are having 3-4 members in their family.
- Most 42.7% of the respondents are from semi urban area.
- Maximum 43.6% of the respondents agree for reliability of eco-friendly products.
- Most 30.9% of the respondents are neutral towards taste of eco-friendly products.
- Maximum 41.8% of the respondents agree for nutrition value.
- Most 44.5% of the respondents purchase once in a week.
- Maximum 34.5% of the respondents purchase eco-friendly products through online.
- Most 50% of the respondents purchase fruits.
- Maximum 36.4% of the respondents said as television for person influencing to buy eco-friendly products.
- Most 49.1% of the respondents said as two years for interest towards eco-friendly products.
- Maximum 77.3% of the respondents said that they are not purchasing the product even though they are less expensive.
- Most 36.4% of the respondents agree towards providing healthier product for them and their family by purchasing eco-friendly products
- Maximum 41.8% of the respondents agree for level of acceptance towards eco-friendly product taste better than non-eco-friendly product.

Suggestions

- More training programs can be given to the youths so that awareness about the ecofriendly products can be increased which leads to increase in volume for the companies selling eco-friendly products.
- Package of product: Provide a good packing facilities to specific product can be made by the companies.
- There is all very important is to develop more marketing area as there is no regulated market facility in eco-friendly product.

Conclusion

The conclusion is that more training programs can be given to the youths so that awareness about the eco-friendly products can be increased which leads to increase in volume for the companies selling eco-friendly products.

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