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A Study on Behaviour of Consumer Towards Eco-Friendly Pen with Special Reference to College Students



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ABSTRACT

The aim of this study is to insight the thought of buying eco-friendly pen instead of plastic pen. The objective is to spread awareness about eco-friendly pen, to know the purchase intentions of consumers towards eco-friendly pen and to suggest the measures in order to increase the sale of eco-friendly pen. The convenience sampling method is used to collect data from the respondents. The primary and secondary data were used to examine the data. Quantitative methods were used in the form of simple percentage method and the data was represented in the form of bar-diagrams. Due to time restriction the sample size is limited to 65 respondents. The empirical research has been made in order to examine the data interpretation. This paper fills the gap in the literature review by taking a particular product of eco-friendly pen and also feels that eco-friendly pen can create a huge impact in the environment. The suggestion of this paper is to increase the production of eco-friendly pen and to make an advertisement effectively in order to promote the usage of eco-friendly pen instead of plastic pen. Although the government, consumer and the manufacturer playing an essential role in promoting and protecting the eco-friendly pen. The findings of this paper deals with the aspect of consumer who using plastic pens are aware of eco-friendly pen. But the problem is that it is not easily available from the local shop. Outcome of this study is that its deals consumer behaviour, eco-friendly product, behaviour of consumer towards eco-friendly product, circular economy, sustainable product and eco-friendly pen. Further the researcher can overcome the time restriction also a detailed and extensive study could be made.

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1.0 INTRODUCTION

Consumer Behaviour deals with the consumer who make purchase, use and dispose of the product in order to satisfy their needs and wants. It's playing a major role in order to understand the buyer behaviour, attitude, lifestyle, demographic, personality and the intention to purchase the product. The purchase intention of the consumer will get influence by the family, friends and with reference groups etc., it is really hard for the researcher to predict the behaviour of consumer towards purchasing a product. Also, the study of consumer behaviour helps the marketer to produce the necessary product that as demand in the market. Consumer behaviour became an important factor to examine the customer in a better way in order to sustain in the market as well as to reach the most profitable level in the business. So, the marketer focus is on examine the correct information that is available in the market and be in recent trends to understand the buying behaviour of consumer. Eco-friendly product means earth-friendly product or not harmful product. The product which is made of eco-friendly are designed to have small or no damaging effect in the environment. It reduces the waste of the products and helps to reuse and recycle the product in order to decrease the environmental conditions. It plays a major role starting from the manufacturer, producer and till the end user. The role of each player will create a positive impact in the environment. Which automatically leads to sustainability. Behaviour of Consumer towards eco-friendly product: the behaviour of consumer has changed a lot. As we know that, the behaviour of consumer is dynamic in nature. eg: how the price is fluctuating likewise the taste and preferences of the consumer is changing rapidly. So, the behaviour of consumer towards eco-friendly products has increased nowadays. Thinking that going-green is better than harming the environment and also small initiatives can be taken from the consumer side. As of 2021, 85% of consumer behaviour are increasing towards the brand favouring with a commitment to environmental sustainability and for future generations. But as of 2022, the production of plastic as become twice as much of two decades ago. Circular Economy leads to create new green economy. It is a direct opposite to linear economy. CE allows all the individual producer and users to Re-think the usage of their product. It is restoring innovation, start-up business and employment. The limitation of CE is that out of 100%, 70% is recycling product and the remaining 30% is non-recycle materials. Eco-friendly pens: the plastic pens which we use in our daily life are not recycled one. It takes hundreds of years to decompose the plastic material. Eco-friendly pen has created more awareness about the plastic waste. Eco-friendly pen does not mean zero waste pens. Instead of plastic pen we have eco-friendly pen. The eco-friendly pen can be of 3 types: refillable pen, not refillable pen and plant able seed paper pen that are available in the market. The pens can be recyclable only if they are made up of casings plastic material. "A small change to Eco-friendly pens could revise the world" and "Humans are born not to see the future but creating one!".

1.1 Review of Literature

[Kumar et al., \(2017\)](#) revealed the relationship between mentality and purchase intention for ecologically sustainable items. This research aimed to strengthen a theoretical framework predicated on the assumption of planned conduct to address some of the gaps in the existing literature. Questionnaire method were used to collect the data. The SEM modelling was used to prove the theoretical structure and the hypothesis using AMOS. The finding of this study provides main direction for environmentally sustainable products.

A survey by [Agyeman \(2014\)](#) investigated the region and the influence of customers' buying behaviour towards environmentally friendly products. The convenience sampling method was used

to identify two hundred respondents who had recently purchased the products. To test their hypotheses, they used regression and chi-square analysis. The findings of this research indicate a statistically significant correlation between the factors that impact customers' purchasing behaviour with regard to environmentally friendly products.

Handayani and Prayogo (2017) examined the impact of consumer attitude and the intention to purchase G-products. The complication of this research is the low of consumer recognition to consume G-products. The aim of this research is to test the effect of consumers behaviour and G-products towards buying intention. Hypothesis testing using PLS method. The result of analysis shows that there is effect among consumer behaviour and purchasing intention significantly.

1.2 Research Gap

The identification of research gap from the literature review are: the researcher is generally done the research on environmentally sustainable products, consumer buying intention and green marketing and not on a particular product. But this study paper aims to fill the gap in the literature review by taking a particular product of eco-friendly pen and feels that eco-friendly pen can create a huge impact in the environment.

1.3 Objectives of the Study

- To analyse consumer awareness on Eco-friendly pen.
- To influence on demographic variables on purchase intentions of consumers towards Eco-friendly pen.
- To suggest measures for enhancing the sale of eco-friendly pens.

2.0 RESEARCH METHODOLOGY

The aim of the research was to spread awareness about the eco-friendly pen. Due to time constraint, the sample was restricted to 65 respondents. The sample was collected by convenience sampling method. The data is collected by primary as well as secondary data. Primary data were collected through the questionnaire method and the secondary data are from the internet. The methods used in this study were simple percentage method and the results of this study was represented in the form of bar diagrams.

3.0 ANALYSIS AND DISCUSSION

Table 1

Age wise Distribution of the Respondent

Age	Frequency	Percentage
18-21 Years	22	34
21-25 Years	22	34
25-30 Years	21	32
Total	65	100

Table 1 shows the age gap between 18-21 years is 34%, 21-25 years is 34% and 25-30 years is 32%.

Figure 1

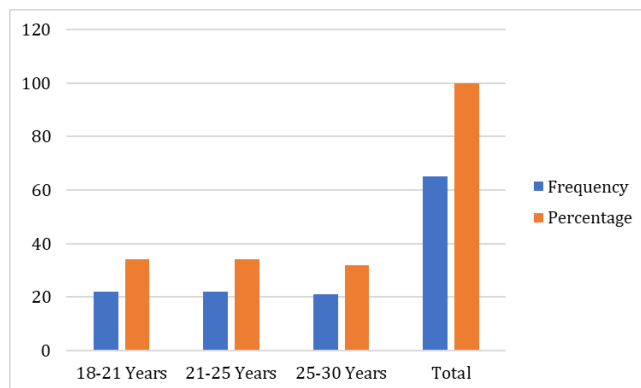
Age wise Distribution of the Respondent

Table 2

Gender wise Distribution of the Respondent

Gender	Frequency	Percentage
Male	27	42
Female	38	58
Total	65	100

Most of the respondents are female compared to male. Females are 58% and male are 42%.

Figure 2

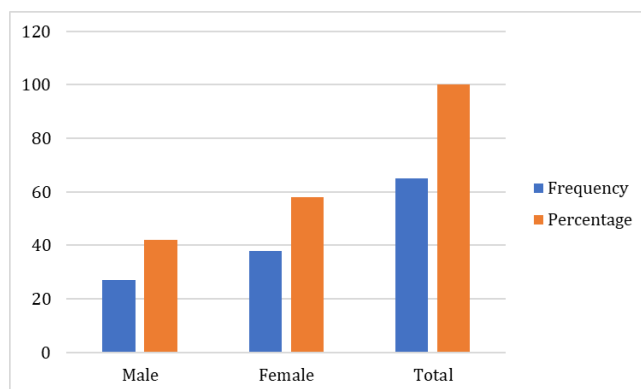
Gender wise Distribution of the Respondent

Table 3

Awareness of Eco-Friendly Pen

Awareness of Eco-Friendly Pen	Frequency	Percentage
Yes	45	69
Somewhat	11	17
Not Aware	9	14
Total	65	100

Table 3 shows that 69% of respondents are aware of eco-friendly pen, 17% of respondents somewhat they know about this eco-friendly pen, 9% of respondents are not aware of this eco-friendly pen.

Figure 3

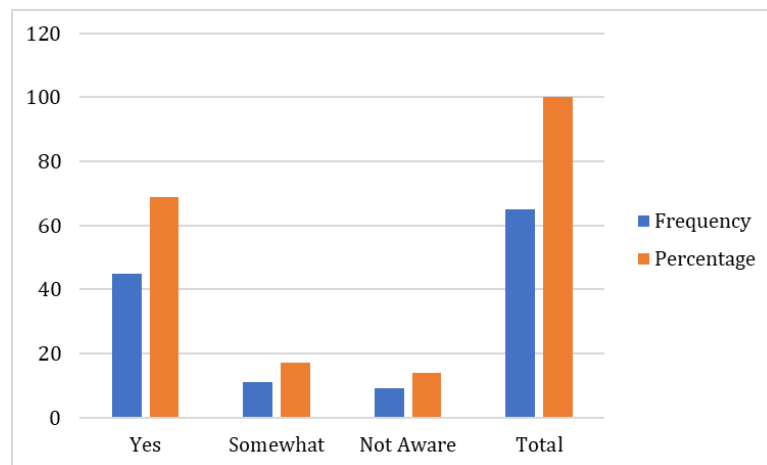
Awareness of Eco-Friendly Pen

Table 4

What made you to Buy Eco-Friendly Pen

What made you to Buy Eco-Friendly Pen	Frequency	Percentage
Sustainable Product	13	20
Less Environment Impact	16	25
Creates Circular Economy	13	20
None	10	15
All of the Above	13	20
Total	65	100

Table 4 shows that 20% of respondents are thought that eco-friendly pen is sustainable product, 25% of respondents feel that it creates less environment impact, 20% of respondents thinks that it creates circular economy, 15% of respondents answered for none and 20% of respondents answered all of the above option.

Figure 4

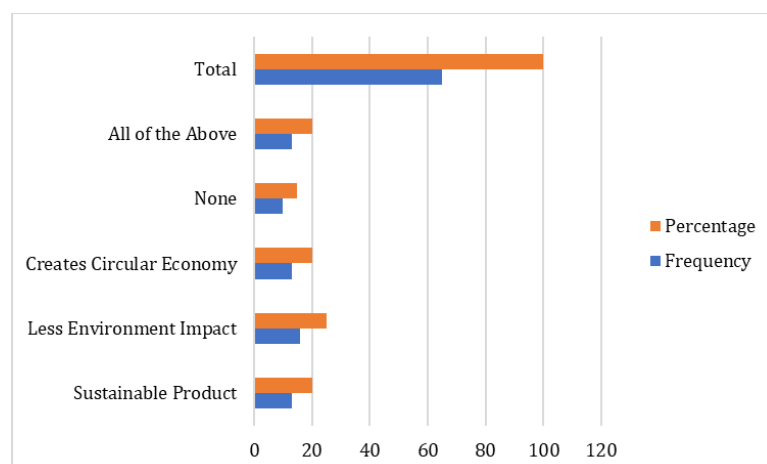
What made you to Buy Eco-Friendly Pen

Table 5

Idea of Buying Eco-Friendly Pen

Idea of Buying Eco-Friendly Pen	Frequency	Percentage
Family	15	23
Friends	25	38
Internet	25	39
Total	65	100

Table 5 shows that 23% of respondents get the idea from family members, 38% respondents from friends and 39% from the internet.

Figure 5

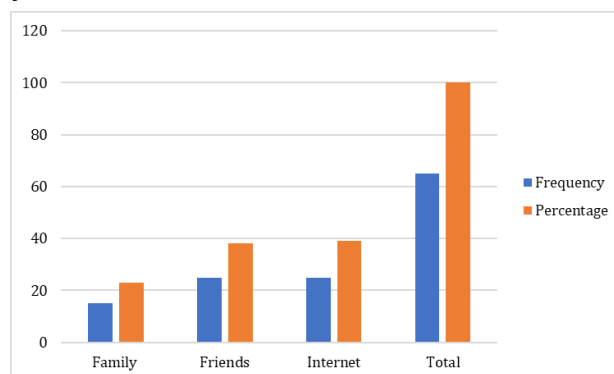
Idea of Buying Eco-Friendly Pen

Table 6

Suggestions not Purchasing Eco-Friendly Pen

Suggestions not Purchasing Eco-Friendly Pen	Frequency	Percentage
Expensive	15	23
Lack of Awareness	10	15
Not Easily Available	40	62
Total	65	100

Table 6 represents the suggestions for not purchasing eco-friendly pen that is 23% of respondents feel that it is expensive, 15% of respondents are not aware of this eco-friendly pen and 62% of respondents feel that eco-friendly pen is not easily available at the stationary shop.

Figure 6

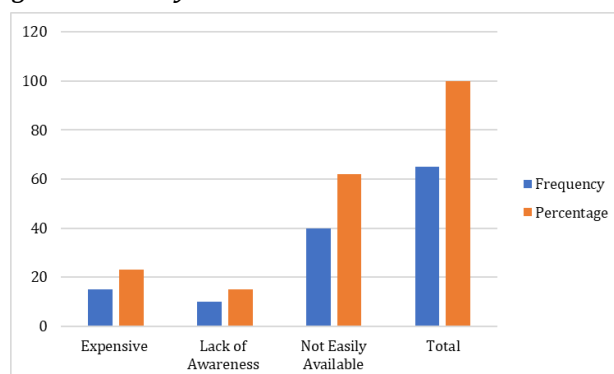
Suggestions not Purchasing Eco-Friendly Pen

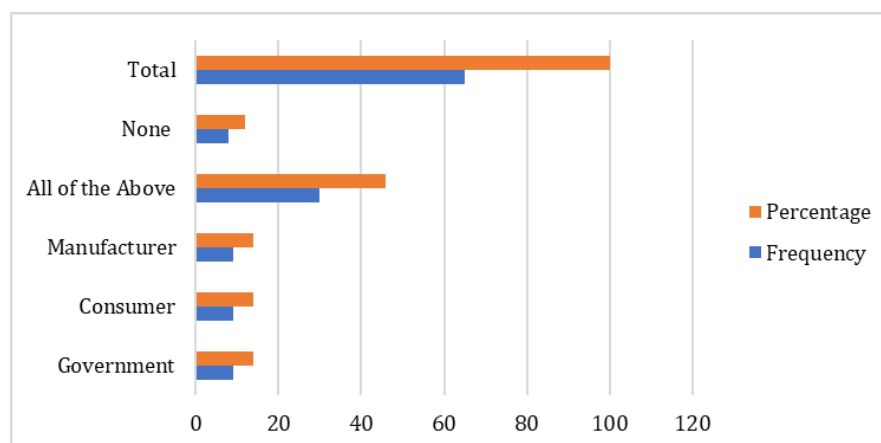
Table 7

Role of Importance in Making an Environment Eco-Friendly Manner

Role of Importance in Making an Environment Eco-Friendly Manner	Frequency	Percentage
Government	9	14
Consumer	9	14
Manufacturer	9	14
All of the Above	30	46
None	8	12
Total	65	100

Table 7 shows that role of importance of making an environment eco-friendly. In government, consumer, and the manufacturer. The all the three options are answered by the respondents are same of 14%. 46% of the respondents feel that the role of government, manufacturer and the consumer are inter-linked and the 12% of respondents are answered for the none.

Figure 7

Role of Importance in Making an Environment Eco-Friendly Manner**4.0 SUGGESTION**

- 69% of respondents are aware of eco-friendly pen. So, the awareness of eco-friendly pen among the consumers are high but the usage of the product is less as compared to plastic pens.
- 25% of respondents feel that it creates less environment impact, so they want themselves to get involve in a socially responsible manner and they are happy to purchase this eco-friendly pen.
- 39% of the respondents are getting the idea of buying eco-friendly pen from the internet. So, the advertisement part of this eco-friendly pen should increase in order to enhance the sale of eco-friendly pen.
- 62% of respondents suggest that the eco-friendly pens are not easily available at the stationary shop or local shop. So, the production of eco-friendly pen should increase in order to reach the retailer and from the end user easily.

5.0 LIMITATIONS OF THE STUDY

- This research was managed within a limited time. So, a complete and extensive study could not be made.
- Due to time restriction, the sample was limited to 65 respondents.
- Restricted approach to information.

6.0 SCOPE FOR FURTHER RESEARCH

- The future, practitioners and academics can comprehensive this study.
- Time restriction in this study can be overcome.
- The sample size can also be increased.

7.0 CONCLUSION

This research paper has created awareness about sustainable product of eco-friendly pen to the consumer and make them to adopt eco-friendly pen in their daily life this will automatically leads the consumer to act in a responsible manner towards environment. The results of this paper to increase the production of eco-friendly pen so that it will reach its end user easily and also make an advertisement of eco-friendly pen so that the usage of eco-friendly pen among consumer will get increase in the future. Further the researcher can overcome the time restriction, also a detailed and extensive study could be made.

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