



A Study on Consumer Perception of Copper Bottles with Reference to Hyderabad city

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Abstract

Businesses benefit from eco gracious wherein general trends of lucidity, connectivity, and expanded familiarity with maintainability issues add to the general benefit of promoting messages. The customers are expecting and demanding the sustainability-oriented products in a world more candidly involved with health concerns. Currently, eco-friendly have an excellent opportunity to gain market grip and increase the consumer base. In coming days, eco -friendly will be a necessary aspect of the commercial world. Copper is your friendly neighbourhood superhero as far as its benefits are considered, not just to the human body, but to the environment too. It is a cheap metal, available in abundance as well as easiest to recycle. There are several benefits of copper, here are some to our health and our environment at large. Despite all the benefits of copper, one must remember that copper is only required in trace amounts in the human body. One must also remember that too much of a good thing could also become harmful, especially, if we are talking about the delicate balance of the human chemistry. Water makes 75% of our anatomy, however, one cannot keep on drinking water stored in copper vessel, all day and every day. In the above context the aim of the research is to examine the perception of buyers towards copper water bottles in Hyderabad. Data were collected through questionnaire survey of 50 customers of Hyderabad based on convenient sample. A Chi-Square test were employed to the test Association between awareness and usage of copper bottles, benefits and usage of copper bottle and effects and usage of copper bottle.

Keywords:- Consumer perception, Eco-friendly products, Copper bottle

1. Introduction

As business sectors move, green items and administrations speak to extraordinary chance. Under this appearance, green customer desires will keep on rising, after development examples of the previous decade, promptings entrepreneurs, organizations, and enterprises to centre around supportability as a way to keep up an aggressive edge. Those that don't adjust to buyer request will lose business and end up superfluous. Never again will green or manageability be a specialty showcase, yet will turn into a column on which organizations stand and buyers request. Advancement will come as supportability and green business, yet simply those companies that end up acclimated and accommodate will endure. Business to business sellers, which means those inside the store network, will discover an advantage to green companies as it lessens costs and augment benefits. Each part of the store network is available to green showcasing in addition to manageability issues. Be it fixings, materials, preparing, support, or result change, green advertising takes into account business development by disposing of however much waste as could be expected. Proficiency in later plans of action expands this squander disposal. Since network makes trade further straightforward, these components of trade turn out to be more accessible to open information and open to examination by the purchaser. With this recently accessible data, shopper inclination is substantially more open to change.

Green industry, generally recognized as maintainable industry, is a quickly developing some portion of the business world wherein a

triple key concern is consolidated. As opposed to a conventional main concern comprising of the budgetary side of a business, the triple primary concern carries social, money related, along with ecological worries in building up business hone. What the triple essential concern includes is an evaluation of the budgetary impact of a business decision, how that decision impacts the overall population around the business, and paying little heed to whether the decision is helpful or unbiased to the earth. Having a business built up on the triple essential concern suggests an obligation not only to money related accomplishment, anyway to the achievement of the enveloping system and the earth. The spotlight isn't solely on benefiting, yet being socially and biologically trustworthy. To the extent purchaser tendency, a thing's "greenness" is transforming into a strong qualifier for customer purchases. "Green promoting and Green Products" are rising in present day feature.

Eco-friendly genuinely suggests earth-accommodating or not risky to the earth. This term most ordinarily suggests things that add to green living or practices that help screen resources like water and imperativeness. Eco-friendly products likewise prevent commitments to air, water and land tainting. The consumer can take part in eco-friendly propensities or practices by being more aware of how you utilize assets. The consumer can engage in eco-friendly habits or practices by being more conscious of how to use resources.

In our front line and snappy paced life, we never contemplate the jugs from which we take our day by day amount of water. One should take care to use or purchase the right sort of plastic container to swear off dirtying the earth. A copper water bottle makes a magnificent choice rather than the wrong sort of plastic

holder. Copper bottle are eco-pleasing and strong. They are moreover easy to clean, in sureness many are dishwasher safe, and come in drawing in frameworks

Copper is an essential mineral with many wellbeing benefits to our body. There are a few sustenance including sunflower seeds, meat liver, lentils, dried apricots and increasingly that offer a portion of copper. Notwithstanding, with our handled sustenance and counterfeit sources, the prerequisite of copper intake is difficult to meet.

Copper water bottles can gives you a safe and vigorous intake in trace amounts. Moreover, there are numerous benefits of copper and utilization of copper bottles. Not only is copper bottles safe and healthy, but also sturdy and soaring quality. If you are exhausted of rotting plastic containers or perilous glass bottles, copper bottles are the best approach to go.

2. Objectives of the Study

The research on copper bottle has been carried out with the following objectives:

1. To examine the awareness about the copper bottle among the consumers in Hyderabad city.
2. To assess the effect of consumer perception on buying behaviour of copper bottles in Hyderabad city.

3. Review of Literature

Groved, S.J., Fisk, R.P. Picket, G.M. and Kangun, N. (1996) inferred that esteem, brand, relationship and green value are sub measurements of showcasing programs. What's more, there are noteworthy effects of client value to lodging visitors' devotion. Despite monetary profit, green value stays imperative technique for current cordiality in hotel industry. Green value may impact client dedication through better picture seen by lodging's visitors. Fitchett, J.A. and Prothero, A. (1999) propose thoughts for an option, yet standard green item. It is contended this must be accomplished through the use and not the dismissal of the item shape. By embracing this methodology associations would then be able to move towards creating ecocentric methodologies, as talked about in the association ponders and macro marketing literary works.

Chen (2001) has built up a quality based model for dissecting the key and approach issues concerning the advancements of green items with clashing conventional and natural characteristic. The investigation has mulled over the connections among the buyers' inclinations, the manufacturer's product techniques and the natural models forced by governments. The significant discoveries of the examination demonstrate that green item advancement and stricter natural models may not really profit the earth.

Ginsberg and Bloom (2004) recommend that the organizations taking care of the problems related with eco-friendly showcasing ought to dependably remember that the customers are probably not going to bargain on conventional item properties, for example, comfort, accessibility, value, quality and execution. The creators recommend the green advertising system grid for various market and focused conditions extending from the generally latent and quiet "lean green" way to deal with the more forceful and obvious "extraordinary green" approach with "cautious green" and "shaded green".

Aditya Maheshwari and Dr. Gunjan Malhotra (2011) Youth of today is advancing and are presented to colossal data. Without a doubt there is natural mindfulness among the respondents, so are eco-accommodating item. Yet at the same time need customer instruction about green item and it highlights. Green advertising gives a chance to organizations to expand their piece of the pie by acquainting new eco-friendly items with have a upper hand.

Dr.B.Nagaraju, Thejaswini H.D.(2016) concludes that shopper is awakening to the excellencies of green items. In any case, it is as yet another idea for the greater part. The new green developments need to achieve the majority and that will take a considerable measure of time and exertion. The legislature, the association, the majority and the buyers needs to consolidate their hands in bringing the biological equalization.

3.1. Hypothesis

Hypothesis 1

Ho - There is association between level of awareness and usage of copper bottle among the respondents.

Hypothesis 2

Ho - There is association between benefits of copper bottle and usage of copper bottle among the respondents.

Hypothesis 3

Ho - There is association between effect of copper bottle and usage of copper bottle among the respondents.

3.2. Research Methodology

The investigation is carried out to observe the customer perception towards copper bottles in Hyderabad city.

3.3. Sampling

The Sample Size -50

Sample unit – Customer of different Retail Shops and Retail Mall and Super Market in Hyderabad

3.4. Sampling Techniques: Convenient Sampling

Data collected from the respondents was tested with appropriate statistical techniques namely Chi-Square test using SPSS.

3.5. Data Analysis

Table -1: Respondents Profile

Gender	Frequency	%
Male	27	54
Female	23	46
Total	50	100
Age		
Up to 25 years	20	40
26-35 years	24	48
36-45 years	3	6
Above 45 years	3	6
Total	50	100
Educational qualification		
UG	20	40
PG	24	48
Professional	6	12
Total	50	100
Monthly Income		
Up to Rs.25,000	20	40
Rs. 25,001- 35,000	24	48
Rs. 35,001- 45,000	3	6
Above Rs.45,000	3	6
Total	50	100
Occupation		
Government	21	42
Private	24	48
Business	5	10
Total	50	100

3.6. Interpretation

Table -1 represents the demographic contour of the respondents. It is observed at 54% of the respondents is male and 46% of the respondents are female. With reference to age profile 40% are of

upto age 25, 48% are of age group of 26-35, 6% are of age group of 36-45 and 6% are above 45 years of age. With respect to education qualification majority of respondents are undergraduates and post graduate with 88%. With respect to monthly income 40% of the respondents are of income group upto 25,000, 48% of the respondents are of income group between 25,001 – 35,000, 6% of the respondents are of income group between 35,001 -45000 and 6% of the respondents are of income above 45,000. With respect to the occupation 90% are Government and private employees respectively and 10% of respondents are business people.

Table -2: Awareness about Copper Bottle

	Source of Information	Frequency	Percentage
1	Telecast Media	12	24
2	Dailies/Magazines	22	44
3	Retails shops/Malls	16	32
	Total	50	100
Level of Awareness about the about copper bottle			
1	Complete Awareness	23	46
2	Partial Awareness	20	40
3	Little Awareness	3	6
4	Very Little Awareness	4	8
	Total	50	100
Usage of Copper bottles			
1	More Frequently	23	46
2	Less Frequently	17	34
3	Occasionally	4	8
4	On Necessity	6	12
	Total	50	100
Benefits of Copper Bottles			
1	Full Satisfaction	26	52
2	Moderate Satisfaction	12	24
3	Little Satisfaction	7	14
4	Not satisfied	5	10
	Total	50	100
Effect of Copper Bottles			
1	Protection oriented	20	40
2	High Quality	16	32
3	High Cost	6	12
4	Waste of Money	8	16
	Total	50	100

3.7. Interpretation

Table-1 represents the awareness about copper bottles. It is noted that majority of the respondents get information about copper bottle from dailies and retail shopping malls. 46% of the respondents are completely aware about the copper bottles. 40% of the respondents are partially aware about the copper bottles. 6% of the respondents are little aware about the copper bottles and 8% of respondents are very little aware about copper bottles. It observed that 46% of respondents use copper bottles more frequently, 34% of respondents use copper bottles less frequently, 8% of respondents occasionally and 12% of respondents use copper bottles on necessity. It is observed that 52% of the respondents are fully satisfied with copper bottles, 24% of the respondents are moderately satisfied with copper bottles, 14% of respondents have little satisfaction, and 10% of respondents are not satisfied. With respect to the effect of copper bottles 40% of respondents believe that the product is protection oriented, 32% of respondents believe that the product is having superior quality. 12% of the respondents deem that the price of the product is high and 16% of the respondents believe that the copper bottles are waste of money.

3.8. Hypothesis Testing

Hypothesis 1

Ho - There is association between level of awareness and usage of

copper bottle among the respondents.

Table - 3

Test Statistics		
	Awareness	Usage
Chi-Square	26.320 ^a	22.480 ^a
Df	3	3
Asymp. Sig.	.000	.000

Interpretation

A Chi-Square test was conducted to describe the relationship between awareness of Copper bottles and usage of copper bottles which it was found there is a strong relationship Awareness of Copper bottles and Usage of copper bottles.

Hypothesis 2

Ho - There is association between benefits of copper bottle and usage of copper bottle among the respondents.

Table - 4

Test Statistics		
	Benefits	Usage
Chi-Square	13.680 ^a	22.480 ^a
Df	3	3
Asymp. Sig.	.003	.000

Interpretation

A Chi-Square test was conducted to describe the association between benefits of copper bottles and usage of copper bottles which it was found there is moderate association between Benefits of Copper bottles and Usage of copper bottles.

Hypothesis 3

Ho - There is association between effect of copper bottle and usage of copper bottle among the respondents.

Table - 5

Test Statistics		
	Usage	Effect
Chi-Square	22.480 ^a	10.480 ^a
Df	3	3
Asymp. Sig.	.000	.015

Interpretation

A Chi-Square test was conducted to describe the association between effect of copper bottles and usage of copper bottles which it was found there is little association between Effect of Copper bottles and Usage of copper bottles.

Findings

From the above study it is found that there consumer has a positive perception on usage of copper bottles. It is also found that there is a strong association between consumer awareness and usage of copper bottles.

4. Conclusion

Copper is known to be oligodynamic in nature (the sanitizing impact of metals on microorganisms), and can obliterate microscopic organisms adequately. It is particularly powerful against E.coli and S.aureus, two microscopic organisms that are ordinarily found in our condition and are known to cause extreme diseases in the human body. Copper washes down and detox your stomach to guarantee legitimate disposal of waste and hurtful items. It likewise manages liver and kidney working, and guarantees the retention of supplements from sustenance. Copper advances the breakdown and disposal of fat cells. At the point when water is put in a copper vessel, the copper delicately drains into the water and gives all its positive properties. The best part about this Copper vessel is that it never winds up stale and can be put away along these lines for extensive stretches of time. In the above setting there is a developing significance for the use of copper bottles.

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