Abstract—The green image of the product is becoming in contemporary business word. In this study, researcher measured paper boat customer’s perception on green image of the product. The green image was measured for two categories namely product packaging and symbolic gestures.

The survey data were collected from the paper boat users. The survey was mainly focused on the age group of 18-30 because main users are between this age group. Paper questionnaire is tool for the data collection and convenience sampling method is followed. Total number of 130 questionnaires were distributed out of that 100 useful respondents was used for the further process. The questionnaires consist of 2 components, green image and demographic data. Paper boat drinks successfully given a green impression on the product packing. And also paper boat got a good perceived green image on the symbolic gestures.

Keywords—Green image ; Paper boat, Packaging.

I. INTRODUCTION

II. Environmental problem is a major concern for the people in the society. The environmental issues are rising day by day all over the world. Today people have more concern towards the environment, they chose the product that is Eco-friendly products and also consumer expects the companies should behave in eco-friendly manner. There are more consumers are willing to purchase more eco-friendly products because their viewpoint has been changed, since 1990's consumer prefer to buy product which generate minimum impact on environment. Change in this consumer behavior has forced the companies to make green products. Consumer has concern regarding company’s activity and consumer look forward to make relationship between companies who are doing the right to the environment. Consumer are becoming aware that of the environmental impact of their day to day lifestyle. Consumers want the details of the manufactured products and choose the brand that shares their own value. The relationship between environment consciousness and green products is direct which means as environmental consciousness increases the demand for the green product will increase (Green and Peloz, 2011). (As per Saha and Darton, 2005) Companies want to see their product as green product so they create a green image for the product. The soft drink industry is crowded in India all the companies which is using plastic bottles for the packing this creates lot of environmental problems. Hector beverages in 2011 they introduced Paper boat an ethnic soft drink with multiple flavors. One of the attractive parts of the paper boat drink is the packing which is 80% of paper substance. The soft drink market is crowded with lot of players such as Coca-Cola, PepsiCo, Dabur etc. The main reason why the companies introduced the tetra pack to avoid the plastic waste. Many of the soft drinks consumers are environmental concern they will not buy anything which is harming the environment. Paper boat is differentiated in their packing this created impact in the customer mind, that the paper boat is eco-friendly product. Green image for the paper boat drink will increase the sales mainly from the customer who are concern about the environment, today customer will be more concern about the product that they buy through their packing paper boat can bring increase the environmental concern in the mind of the customer. Paper boat with their packing style made a difference in the product and helped them to create green image.

Paper is to study how green image is affecting the purchase frequency of the individuals of paper boat drink. Green image refers to the image that product created in the mind on consumer as an eco-friendly product. The specific objective of the study is to the 1) Identity the perceived green image of the paper boat drink 2) To identity the buying frequency of the Paper boat product.

III. SCOPE OF THE STUDY

The scope of the Research study is to understand the perceived green image. The main target group of the study was college students with age group of 18-25. This paper will assist marketers of the paper boat drink for branding the product as green product.
IV. METHODOLOGY

Sample
The data for this survey were collected from the paper boat drink users. The survey was mainly focused among 18-25 college students because paper boat drink targeted on youth. Total 100 useful responses were collected.

Measurement Instrument
Two type of questionnaire was used under this survey

- Perceived green image questionnaire - under this there are 9 questions which is again sub divided into 2 parts packaging and symbolic gestures. It was five scale questionnaire staring from strongly disagree to strongly agree.

Data Collection
The research paper is empirical study into the green image of paper boat drink. I have given the questionnaires to the paper boat users and explained about the survey and asked them to participate in the survey. The respondents were ensured the confidentiality of the data, demographics of the respondents were taken which includes there age, occupation, household income, individual income. A total number of 128 questionnaire was given out of which only 100 respondents were filled all the information in the survey.

The sampling method was convenient sampling method. The most of the respondents where students, the students were given paper questionnaire. 28 respondents were omitted because of lack of information in the questionnaire. 100 respondents were taken to further analysis.

Sample Profile
GENDER
Out of 100 respondents, 42 are Men and 58 are Female. Out of 100%, 42% are Male and 58% are Female.

AGE
Out of the 100 respondent 90% falls under the age group of 18-30, 6% falls under the age group of 31-45 and 3% falls under 45 and above. Majority of the paper boat users lies in age group of 18-30.

FREQUENCY OF BUYING PAPERBOAT
From the data collected Majority of 53% of people were buy paper boat monthly only. 15% use paper boat drink weekly twice.

GENDER BASIS MEAN ANALYSIS ON PACKING

MALE:
Male respondents have more mean value than the female respondents.

- Male are having more awareness about the packing of the paper boat drink.

### GENDER BASIS MEAN ANALYSIS ON PACKING

<table>
<thead>
<tr>
<th>Gender</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>3.70833</td>
</tr>
<tr>
<td>Female</td>
<td>3.52083</td>
</tr>
</tbody>
</table>

### IV. DATA ANALYSIS AND RESULTS

The collected data was entered into the excel and mean median and standard deviation was calculated with help of pivot table.

- **Packing and symbolic gestures of paper boat drink**

<table>
<thead>
<tr>
<th></th>
<th>PACKING</th>
<th>SYMBOLIC GESTURES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mean</td>
<td>3.60833</td>
<td>3.737037</td>
</tr>
<tr>
<td>Median</td>
<td>3.75</td>
<td>4</td>
</tr>
<tr>
<td>SD</td>
<td>0.96127</td>
<td>1.335526</td>
</tr>
</tbody>
</table>

The above table shows the mean, median standard deviation of the two dimension of perceived green image of paper boat drink.

- From the above Fig 6 we can say that the respondents have given more value to the symbolic gesture which has highest mean value. We can say that people have high awareness regarding the product about green symbolic gestures of paper boat drink.
- We can clearly say that packing has high influence on the customer for the green image paper boat because the mean value is above 3.5.

### RESULTS

The survey shows a clear idea about the green image and the purchase frequency of the paper boat drink. From the demographics data it is understood that the 18-30 age group is the main consumer of the paper boat. Paper boat drinks successfully given a green impression on the product packing. And also they got a good perceived green image on the packaging and symbolic gestures.

### V. CONCLUSION

More focus should be given to improve the green image of the product. It should market paper boat in such a way that the product is not harmful to society because of the packing part of the product.

The future purchase frequency can be improved by marketing the paper boat drink as green product to for the consumers so the people future purchase frequency will rise and Sales for the product will also improve. Hector beverages paper boat drink is an eco-friendly product which is able created a green image inside the customer mind with in not lasting period of time.

### REFERENCES


