

# Green Consumerism: Perception towards Eco-Friendly Products - A Study with Special Reference to Coimbatore District

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**Abstract**— In current years, the increasing anxiety for green sustainability has important prejudiced consumer performance, foremost to a growing need for eco-friendly products. This study aims to evaluate consumer perception towards eco-friendly products, with a special focus on the Coimbatore district. The research investigate various factors moving consumer attitudes, including knowledge, purchasing behavior, brand preferences, and the impact of socio-economic factors on eco-friendly product implementation. The survey was conducted for a purposeful analysis of the study on around 100 consumers in Coimbatore, providing understanding into their motivations, barriers, and enthusiasm to pay for sustainable products. The findings reveal that influencing consumer choices and highlighting the challenges faced by businesses in promoting eco-friendly selection. This study provides a better understanding of the market dynamics for sustainable products and offers recommendations for businesses and policymakers to enhance green product adoption.

**Keywords:** Consumer Perception, Eco-Friendly Products, Sustainability, Green Marketing, Green Consumerism

## I. INTRODUCTION

In today's world, environmental sustainability has become a vital concern, influencing different elements of consumer behavior and market patterns. As a result, the demand for eco-friendly products has seen an important rise, determined by increased awareness of green issues such as climate change, pollution, and resource depletion. Consumers are gradually shifting their preferences towards renewable substitutes that reduce ecological impact, including biodegradable packaging, organic products, energy-efficient appliances, and green methods. Consumer perception plays a vital role in the significant achievement of eco-friendly products in the market. Numerous factors manipulate this opinion, including understanding, economic feasibility, accessibility, and hope in green marketing claims. While several consumers express a motivation to adopt sustainable products, challenges such as higher costs, restricted product options, and uncertainty towards green washing often delay widespread implementation.

To impact the eco-friendly buying behavior of consumers, communication through eco-friendly promotion must be useful and believable enough to attain the attractive targeted production outcomes. The promotion claims, namely “biodegradable” and “recyclable,” are the broad-spectrum expressions obtainable in the market, but their efficiency in believable eco-friendly purchase acts is still insignificant (Peattie, 2001). As a result, company has started to make out the factors distressing the buying behavior of consumers for eco-friendly products to provide precious products to different segments of consumers. Environment-friendly consumers are reactive to environmental effects when they buy products and are energetically concerned in the protection of forests and eco-friendly behavior.

## II. Green marketing

The producer, as well as consumers of eco-friendly products, is going to comprise the perception of green concerns in their trade behavior and spending outline correspondingly. Green sympathy is the key characteristic of products and services. Ecological marketing refers to the promotion or sale of products and/or services that highlight their environmental features and benefits. AMA (American Marketing Association) conducted the first workshop on ecological marketing in 1975, and this concept became important after the journal of the book on green marketing by Ken Peattie and Jacquelyn Ottman. Eco-marketing,

or sustainable marketing, is the method of humanizing the economy and surroundings through sustainable marketing practice and business methods and the manufacture of partnerships with natural environment-responsible and eco-conscious sellers.

### III. Statement of the Problem:

Today the gravest environmental problems we look at our global warming and ozone depletion due to the current unequal growth. In order to beat the green troubles, there is a need for sustainable development. The individuals are in progress challenging for products that are environmentally safe and good for health, and the government started to put force on the business for following environmental rules and regulations. In this situation, it is very essential for all the organizations to accept sustainable development carried out at all the levels of their behavior. Hence, the environmental marketing came into force. The concept of environmental marketing is practically little, and as an outcome, it has not been widely researched. The green consumers are the main inspiring strength following the environmental marketing development. Consumers' outlook, conviction, performance, etc., are important in analyzing the eco-friendly products. Therefore, this study has rewarded interest in consumers' attitudes, which has helped to generate an opinion on the subject.

### IV. Objectives of the study

- To investigate the socio-economic individuality of consumers.
- To analyze the impact of consumer perceptions and behaviors on attitudes toward eco-friendly products.

### V. Review of Literature

**Lavuri et al. (2020)** studied consumer perceptions and attitudes towards environmentally friendly products in Telangana, India, collecting data from 429 participants. The research showed that publicity in the media and ecological energetic considerations significantly shape consumer understanding, which in turn greatly affects purchase decisions. Respondents set up strong environmental awareness, indicating a positive correlation between green purchases and monitoring. The study underscores the importance of fine-tuning the marketing mix by marketers to counteract negative perceptions and enhance green product information. It also recommends a role for the government in fostering environmental consciousness and the acceptance of eco-friendly products through strategic investments.

**Samsai et al. (2018)** studied the consumer perception of green FMCGs in Coimbatore; the objective of this study is to emphasize the health perception and ecological awareness. A total sample size of 100 consumers. Most of them are buying eco-friendly products due to the reason that they are health conscious, with advertising being an important aspect of increasing knowledge. Most consumers purchased Dabur and Himalaya as trendy brands due to their clear quality and good advertising for trade name value.

**Deepali Saluja's (2016)** research examined consumers' perceptions towards green products in Delhi. The sample size is 100 consumers. The study focused on learning the issues concerning green products and found that product characteristics and price highly influence purchase decisions. With ecological conservation being a universal priority, the study contributes to the rise of green marketing, focusing on its impact on consumer attitudes and purchasing behaviors. Findings highlight a rising consumer awareness of the essential need to adopt green products and services, acknowledge the possible short-term costs, and emphasize the long-term trade and industry and ecological benefits.

**Yasin et al. (2015)** examined consumer attitudes towards eco-friendly products in Pakistan, exploring their influence on purchasing intentions. The total number of 150 consumers is chosen, and the convenience sample method has been adopted. The study aimed to decide the impact of green marketing on purchase decisions and categorize factors for dynamic green purchasing. Through descriptive statistics and multivariate analysis, the research revealed that consumer attitudes, alongside eco-literacy, values, perceptions, and behavior, significantly influence green purchase intentions. The findings suggest an important market possible for eco-friendly products in Pakistan, as a considerable portion of respondents demonstrate ecological consciousness and group-oriented tendencies, develop pro-environmental behavior, and motivate green purchasing.

### VI. Framework of Analysis

This study relies on both primary and secondary data. The primary data is collected with the help of a questionnaire. The secondary data is gathered from various sources such as websites, journals, and other published materials. The size of the sample is 100 consumers who were collected for the study in Coimbatore District. Data was collected using convenient sampling

techniques. The collected data should go through an analysis process that is done with the help of statistical tools and methods such as simple percentage, weighted average method, and chi-square test analysis.

#### **Analysis and Interpretation**

**Table 1: Socio-Economic Variables**

<b>Factors</b>	<b>Particulars</b>	<b>Respondents</b>	<b>Percentage</b>
Area of Residence	Urban	48	48
	Semi-Urban	35	35
	Rural	17	17
Age	21-30 years	42	42
	31-40 years	20	20
	41-50 years	22	22
	Above 50 years	16	16
Gender	Male	28	28
	Female	72	72
Marital Status	Married	66	66
	Unmarried	34	34
Educational Qualification	HSC	10	10
	Under Graduate	46	46
	Post Graduate	30	30
	Professional	14	14
Occupation	Business	12	12
	Private Employee	44	44
	Government Employee	30	30
	Profession	14	14
Monthly Income	Below Rs.20,000	28	28
	Rs.20001-Rs.40,000	34	34
	Rs.40001 to 60,000	24	24
	Above Rs.60,000	20	20
Size of Family	Up to 2 Members	48	48
	3 to 4 Members	28	28
	Above 5 Members	24	24

**Table 2: Ranking Scores of Products Based On the Perception of the Word "Eco – Friendly"**

<b>S.No</b>	<b>Perception factors</b>	<b>Weighted Average Score</b>	<b>Rank</b>
1	Manufactured by a socially responsible company	2.84	VI
2	Has received green certificate	5.29	V
3	Non toxic(non-poisonous) in nature	5.29	IV
4	Made with natural/ organic ingredient	6.98	I
5	Energy efficient/ energy saving appliances	5.70	II
6	Made of recyclable or reusable material/packaging	5.54	III
7	Not tested on animals	2.67	VII

**Table 3: Association of Select Variables with Level of Perception of Eco-Friendly Products – Chi-Square Test**

Factors	d.f	X <sup>2</sup> value	Table Value @ *5 % and **1%	Association
Area of Residence	2	0.039	5.991	Not Significant
			9.210	
Age	6	7.094	12.592	Not Significant
			16.812	
Gender	2	8.702	*5.991	Significant
			9.210	
Marital Status	2	2.801	5.991	Not Significant
			9.210	
Educational Qualification	10	15.278	18.307	Not Significant
			23.209	
Occupation	6	12.389	12.592	Not Significant
			16.812	
Monthly Income (Self)	6	18.645	*12.592	Significant
			**16.812	
Size of the Family	4	7.754	9.488	Not Significant

## FINDINGS AND SUGGESTIONS

### *Findings*

- Majority (4%) of the respondents residing in urban area.
- Majority (42%) of the respondents belong to the age group ranging between 21-30 years.
- Majority (72%) of the respondents are female.
- Majority (66%) of the respondents are married.
- Majority (46%) of the respondents are having qualification of under graduate.
- Most of the (44%) respondents are private employee.
- Majority (34%) of the respondents are monthly earnings between 20,001 to Rs.40,000.
- Majority (48%) of the respondents are size of the family.
- The majority of the respondents are made with natural/ organic ingredient had the highest weighted average rank.
- There is significant association with gender and level of perception towards eco-friendly products.
- There is significant association with monthly income and level of perception towards eco-friendly products.

### Suggestions

#### *For Government*

The researcher recommends giving that incentive to producers of eco-friendly products to decrease expenses and create them at extra reasonable prices. Many respondents discover it is not easy to recognize eco-friendly products, so the government should implement necessary eco-labeling. Moreover, policymakers must apply eco-certification and lawful controls to validate manufacturers' green claims, ensuring consumer belief and promoting sustainable choices.

#### *For companies*

The study advises raising public knowledge of eco-labels to help the simple recognition of eco-friendly products, next to obviously mentioning their eco-friendly aspects on the cover. Furthermore, the elevated cost remains a key difficulty to purchasing such products. Companies should make an effort to drop prices to create eco-friendly products easier to get to all income groups.

Consumers are advised to interpret product labels vigilantly earlier than purchasing to verify the ingredients and make sure the product is safe for both healthiness and the surroundings. Choosing organic food not only reimbursement own health but also supports green sustainability. Growing knowledge about eco-friendly products and eco-labels helps consumers distinguish between eco-friendly and non-eco-friendly options. As well, extricating waste into recyclable and non-recyclable resources reduces waste and contributes to a healthy environment.

## VII. Conclusion

Consumers' perceptions of eco-friendly items are largely positive, owing to increased environmental knowledge, health concerns, and a desire for sustainable options. While many consumers are willing to pay a premium for such products, concerns about green washing and affordability remain. Conviction, clarity, and utility are critical in making significant purchasing decisions. Businesses that sincerely commit to sustainability and effectively convey their efforts are more likely to increase loyalty among customers. As knowledge grows, the demand for environmentally friendly products is expected to climb, making sustainability a critical aspect of future market trends.

## VIII.Acknowledgment

This article has been published using the seed money granted by the management of Nallamuthu Gounder College (Autonomous), Pollachi.

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