



A STUDY ON CONSUMER AWARENESS TOWARDS ECO- FRIENDLY PRODUCTS IN COIMBATORE CITY

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ABSTRACT:

This article examined that Consumer demand for environmentally friendly items has increased as awareness of environmental challenges. This article explores the elements that affect consumers' purchasing decisions and reviews the literature on consumer awareness of environmentally friendly products. According to the study, consumers have a favourable attitude towards eco-friendly products, and their willingness to pay a higher price for them is influenced by a number of variables, including their understanding of the environment, their perception of the benefits, social norms, and their own personal values. The study also emphasises the value of product certification and labelling in raising consumer awareness of and trust in environmentally friendly goods. The article concluded with suggestions on how to raise consumer awareness and encourage sustainable consumption patterns for legislators and marketers.

Keywords: purchasing decisions, favourable attitude, friendly goods

INTRODUCTION:

Eco-friendly products are typically made with natural, non-toxic materials, making them safer for us and our family to use. Because Coimbatore has the potential to set the standard for sustainable consumption, locals need to be aware of eco-friendly items. When looking for eco-friendly products, consumers can take into account a number of things, such as the materials used in production, the environmental policies and certifications of the company, and the product's overall carbon footprint. Consumers can actively contribute to a more sustainable future and lessen their impact on the environment by conducting their own research and making well-informed choices.

In this article conclusion, there is a increasing consumer awareness of environmentally friendly products is essential to achieving a planet that is healthier and more sustainable. Individuals can make a significant impact on reducing their carbon footprint and contributing to a better future for all by selecting products that are made from sustainable materials, have a minimal impact on the environment, and are simple to recycle or compost.

OBJECTIVES OF THE STUDY:

- To know about the socio-economic background of the respondents.
- To study about the consumer satisfaction of Eco-Friendly products.
- To know about the buying behaviour about Eco-Friendly products.

STATEMENT OF THE PROBLEM:

The lack of consumer awareness about the environmental impact of everyday product and the benefits of using Eco-Friendly alternatives is a major obstacle to the growth of the Eco-friendly market. The lack of advertising and marketing efforts by Eco-Friendly product manufacturers is hindering consumer awareness and understanding of the benefits of these products and their impact of the environment. Some consumers may find it difficult to purchase eco-friendly goods because they are frequently more expensive than their conventional counterparts. The use of more ecologically friendly and sustainable resources, along with the lesser production volume for eco-friendly goods, may be the cause of this higher price. Consumers could be unwilling to alter their consumption patterns and might not give environmental concerns the attention they deserve when making decisions about what to buy. This can be particularly difficult if using eco-friendly products calls for altering one's habits or way of life.

SCOPE OF THE STUDY:

The study will focus on consumer awareness and understanding of Eco-Friendly products in the global market. The study will analyse the factors that influence consumers decision-making when choosing Eco-Friendly products, including environmental impact, price, and brand awareness. The study will examine the current market trends for Eco-Friendly products and identify areas of growth and opportunity for Eco-Friendly businesses. Age, gender, income, education, and environmental consciousness are some of the demographic and socioeconomic aspects that will be examined in this study's analysis of consumer behaviour. The need of the study is to examine how social and cultural aspects affect how consumers feel and act towards environmentally friendly items.

RESEARCH METHODOLOGY: Research Methodology refers to the theoretical analysis of the methods appropriate to a field of examine or to the frame of techniques and ideas precise to a department of knowledge.

Area of the study:This study looks at specializes in the region of patron cognizance toward Eco-Friendly product specifically in Coimbatore city.

Data collection:

- The source of data is collected through primary data.
- The relevant data are collected through questionnaire which is filled by respondents through google forms.

Sample size: The sample size for the consumer awareness survey on Eco-Friendly product was 50 respondents.

LIMITATIONS OF THE STUDY:

Sample bias: If the sample population used for the study is not typical of the general population, the study may have limitations. The results may not apply to a larger population, for instance, if the study solely focuses on a particular set of people, such as those who are already environmentally conscious.

Restricted scope: If the study solely focuses on one form of eco-friendly goods, like organic food, without taking into account other product categories, like sustainable clothing or eco-friendly cleaning products, it may have a limited scope.

Interpretation of Results: The study's findings might be viewed differently by different people, which might make it harder to reach an agreement on the study's implications.

REVIEW OF LITERATURE:

A literature review is a piece of academic writing that contextualises and demonstrates knowledge of the academic literature on a given subject.

Yousafzai et al (2019)¹ His article show that the study offers insightful information about the variables that affect consumers' decisions to purchase environmentally friendly goods, and the authors' conclusions have significant business and policy implications.

M. N. Nisha and P. Jayalakshmi (2020)² Her article states that the purpose of the study was to comprehend how consumers felt about environmentally friendly goods. To learn more about customer knowledge and attitudes about green products, they conducted a poll in India with 300 respondents. According to the study, consumers were highly mindful of the environment and were prepared to pay more for environmentally friendly goods. According to the authors, businesses need to provide clear and consistent eco-labels and be more open about how their products affect the environment. Additionally, they suggested that non-governmental organisations and the government work harder to inform customers about eco-friendly products.

Gupta, R., Pathak, R., & Yadav, R. (2021)³ His article states that, consumer awareness of environmentally friendly items has grown recently, and customers are prepared to pay more for them. The authors recommend that future research concentrate on comprehending the function of societal influence, governmental regulations, and marketing tactics in promoting the adoption of eco-friendly products. They also demand that more study be done in poorer nations, where the use of eco-friendly items is still very

uncommon. The authors place a strong emphasis on the significance of comprehending consumer attitudes towards sustainability and the necessity for businesses to implement sustainable practises in their products and manufacturing processes in order to satisfy the rising demand for environmentally friendly goods.

AN OVERVIEW OF ECO-FRIENDLY PRODUCT:

Eco-Friendly Products that have been made in a way that has little effect on the environment are called eco-friendly. These products aim to minimize the use of harmful chemicals that can be harmful to human health and the environment, conserve natural resources, and reduce waste. Products that are good for the environment can be found in clothing, furniture, personal care items, household cleaning products, and more. Reusable shopping bags, bamboo toothbrushes, organic cotton clothing, biodegradable cleaning products, and appliances that use less energy are all examples of eco-friendly products.

Benefits of Eco-Friendly product:

Reduced Environmental Impact: Environmentally friendly items are made with the utmost care. They consume less energy, produce less pollution, and are composed of environmentally friendly materials.

Healthier Living: A lot of environmentally friendly products are manufactured from materials that are natural, non-toxic, and secure for human usage. This can lessen the chance of being exposed to toxic substances and dangerous chemicals, which can have long-term impacts on one's health.

Resource Conservation: Eco-friendly items are frequently constructed from recycled or renewable materials, which can aid in waste reduction and resource conservation.

DATA INTERPRETATION:

This chapter presents the analyses and interpretations of 50 selected respondents from the city of Coimbatore on the topic "CONSUMER AWARENESS TOWARDS ECO-FRIENDLY PRODUCT" with particular reference to Coimbatore city. The opinion and relevant information of respondents were collected through a questionnaire consisting of personal and learning factors. The collected data were classified and tabulated and completed according to the research objectives with the following statistical tools.

PERCENTAGE ANALYSIS:

Percentage analysis is mainly done to determine what percentage of respondents fall in each category. This analysis also helps to standardize the respondent's views on various aspects. This analysis was performed for all questions in the questionnaire.

CHI-SQUARE:

The chi-square analysis is one of the simplest and most widely used non parametric tests in statistical work. It is used to the independence of attributes or factors. In this study the factors are classified under two categories, namely, personal factor and study factors. Each of the personal factors is composed with the study factor and the chi- square test is applied at 5% level of significance.

PERCENTAGE ANALYSIS:**TABLE 1 Describes the Socio-Economic Background of the Respondents**

Demographic profile	Particulars	No. of respondents	Percentage
Age	20-24	35	70
	25-29	9	18
	30-35	6	12
	Above 45	0	0
	Total	50	100
Gender	Male	22	44
	Female	28	56
	Total	50	100
Marital Status	Married	12	24
	Unmarried	38	76
	Total	50	100
Educational Qualification	SSLC	4	8
	HSC	9	18
	Under Graduation	25	50
	Post Graduation	7	14
	Diploma	5	10
	Total	50	100
Occupation	Self-Employed	10	20
	Government Employee	2	4
	Private Employee	5	10
	Professionals	2	4
	Home Makers	31	62
	Total	50	100
Monthly Income	Up to Rs.5000	25	50
	Rs.15000-25000	13	26
	Rs.25000-35000	7	14
	Above 35000	5	10
	Total	50	100

INTREPRETATIONS:

- From the above table it is clear that out of total respondents 70% of respondents are in the age of 20-24, 18% of respondents are in the age of 25-29, 12% of respondents are in the age of 30-35, 0% of respondents are in the age of 40.

- From the above table it is clear that out of total respondents 44% of respondents are male, 56% of respondents are female.
- From the above table it is clear that out of total respondents 24% of respondents are married, 76% of respondents are unmarried,
- From the above table it is clear that out of total respondents 8% of respondents are SSLC, 18% of respondents are HSC, 50% of respondents are under graduation, 14% of respondents are post-graduation, 10% of respondents are Diploma.
- From the above table it is clear that out of total respondents 20% of respondents are self-employed, 4% of respondents are government employee, 10% respondents are private employee, 4% of respondents are professionals, 62% of respondents are Home Makers.
- From the above table it is clear that out of total respondents 50% of respondent's monthly income are up to Rs.5000, 26% of respondent's monthly income are Rs. 15000-25000, 14% of respondent's monthly income are Rs.25000-35000, 10% of respondent's monthly income are above 35000.

TABLE 2 describes the Chi-Square test between age and Usage of Eco Friendly product

Ho: There is a no relationship between age and usage of Eco Friendly Products

H1: There is a no relationship between age and usage of Eco Friendly Products

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	12.419 ^a	6	.053
Likelihood Ratio	13.397	6	.037
N of Valid Cases	50		

a. 9 cells (75.0%) have expected count less than 5. The minimum expected count is .36. The above test proves that age has significant effect on product buy by the respondents.

FINDINGS OF THE STUDY:

- Majority 70% of respondents are in the age of 20-24.
- Majority 56% of respondents are female.
- Majority 76% of respondents are unmarried.
- Majority 50% of respondents are under graduation.
- Majority 62% of respondents chosen occupation as others.
- Majority 50% of respondent's monthly income are up to Rs.5000.
- The chi-square test has proven that age has significant effect on product buy by the respondents.

SUGGESTIONS:

Education and awareness campaigns: Conduct education and awareness campaigns to help consumers understand the importance of using eco-friendly products and how they can make a difference in reducing their environmental impact.

Social media and marketing: Use social media and other marketing channels to promote eco-friendly products and their benefits. Encourage consumers to share their own experiences with eco-friendly products and to help spread awareness.

Product information: Provide clear and detailed information about the environmental benefits of using eco-friendly products, including their impact on climate change, waste reduction, and natural resource conservation.

CONCLUSION:

In conclusion, consumer awareness towards eco-friendly products is essential for promoting a sustainable future. By educating and informing consumers about the benefits of eco-friendly products, labelling them clearly, pricing them competitively, and providing easy access to them, we can encourage more people to make environmentally sustainable choices. By choosing eco-friendly products, consumers can reduce their environmental impact, conserve natural resources, and help address the pressing challenges of climate change and environmental degradation. Ultimately, raising consumer awareness and promoting the use of eco-friendly products can make a significant contribution towards building a more sustainable world for ourselves and future generations.

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