A Study On The Environmental Concerns And Behaviour Of Consumers With Respect To Eco-friendly Textiles In chennai

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Abstract: Eco-friendly textiles refer s to fabrics and materials that are produced using sustainable and environmentally friendly methods. These textiles are made from renewable resources such as organic cotton, hemp, bamboo, or recycled materials. They are manufactured with minimal use of chemicals, water and energy and often involve practices that reduce waste and pollution. The study was conducted to determine the perception and preference, to interpret consumers difficulty in purchase and availability of eco-friendly textiles. In order to study the above mentioned attributes,120 respondents were selected randomly and a survey was conducted using questionnaire. The collected data was analyzed statically through ANOVA -test. The study concludes that the majority of the respondents were aware about eco-friendly textiles. They perceive that these textiles are toxic free and prefer such products as these products ensure greater health benefits.

Keywords-eco-friendly/environmental friendly textiles, conventional textiles, perception, preference.

INTRODUCTION

Eco-friendly textiles refers to fabrics and materials that are produced using sustainable and environmentally friendly methods. These textiles are made from renewable resources such as organic cotton, hemp, bamboo, or recycled materials. They are manufactured with minimal use of chemicals, water and energy and often involve practices that reduce waste and pollution. The aim of eco-friendly textiles is to minimize the negative impact on the environment and promote a more sustainable and ethical fashion industry.(Dr.kate fletcher,2022) .The history of eco-friendly textiles can be traced back to ancient times when people used natural materials such as cotton, silk, and wool to make clothing. These materials were considered eco-friendly as they were biodegradable and did not harm the environment during production. In the 18th and 19th centuries, the Industrial Revolution brought about significant changes in textile production. Synthetic materials such as rayon, nylon, and polyester were introduced, which were cheaper and easier to produce than natural fibers. However, these synthetic materials were not eco-friendly as they were made from non-renewable resources and required a lot of energy and chemicals to produce. In the late 20th century, there was a growing awareness of the environmental impact of the textile industry. This led to the emergence of eco-friendly textiles made from sustainable and organic materials. Organic cotton, for example, is grown without the use of synthetic pesticides and fertilizers, making it a more environmentally friendly alternative to conventional cotton. In recent years, there has been a growing demand for eco-friendly textiles due to increased awareness of environmental issues and the desire for sustainable and ethical fashion. Many fashion brands and designers are now incorporating eco-friendly textiles into their collections, and consumers are actively seeking out these products. Overall, the history of eco-friendly textiles is a response to the negative environmental impact of the textile industry and a shift towards more sustainable and ethical practices. In terms of **perception**, consumers often associate eco-friendly textiles with qualities such as organic, natural,

non-toxic, and biodegradable. They perceive these textiles as being better for their health and the environment. This perception is reinforced by various certifications and labels, such as GOTS (Global Organic Textile Standard) and OEKO-TEX, which provide assurance that the textiles meet certain environmental and social standards. The psychographic variables include, environmental concern, environmental attitudes, perception etc. Demographic variables include age, sex, income, occupation etc. influenced the consumers **purchase behavior.** Eco-friendly textiles are often not as widely available as conventional textiles. This is because they are often more **expensive** to produce and require a longer supply chain. These textiles are often made from natural materials that are more susceptible to wear and tear. This can lead to a shorter lifespan for these products. These textiles require greater maintenance to wear and tear. The eco-friendly products considerably satisfies the demands/needs of the consumers and provide more benefits to the society in an environment-friendly way.

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OBJECTIVES

- To study the perception and preference in buying behavior towards eco friendly textiles.
- To study the consumer's difficulty in purchase and availability of eco friendly textiles.

HYPOTHESIS

H1 . There is no significant differences between the variables of perception and preference in the buying behavior towards eco-friendly textiles and educational qualification of the respondents.
H2. There is no significant differences between the variables on the difficulty in purchase of eco-friendly textiles and monthly income of the respondents.

METHOD OF THE STUDY

In order to conduct the research survey method was used for study.

POPULATION OF THE STUDY

The population for the study were respondents aged above 18yrs from the city of Chennai.

SAMPLE AND SAMPLING OF THE STUDY

The sample for the present study was selected by stratified sampling method. The sample consist of 120 respondents which were further divided according to gender and monthly income.

TOOLS OF THE STUDY

1. To study the perception and preference of consumers the tool was framed by the investigator herself.
2. To study the consumers difficulty in the purchase of eco-friendly textiles the tools was framed by the investigator herself.

ANALYSIS AND INTERPRETARION OF DATA

In order to justify the objectives and hypothesis, investigator used ANOVA-test

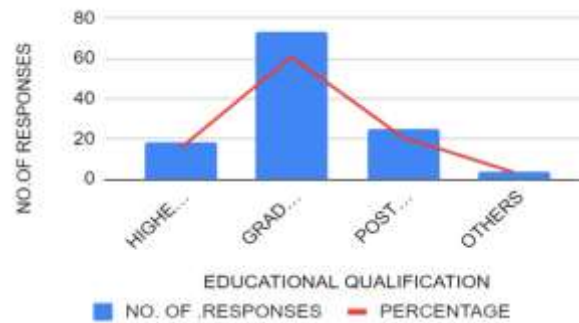**Objectives No-1** to study the perception and preference in buying behavior towards eco friendly textiles.

FIGURE NO- I - EDUCATIONAL QUALIFICATION OF THE RESPONDENTS

EDUCATIONAL QUALIFICATION OF THE RESPONDENTS

Among 120 responses, the data regarding qualification of respondents is t represented in graphical figures . 15%of the responses have pursued higher education,60.8%of the responses state that they have pursued graduation ,20.8 %of the responses   have pursued post graduation , 5% of the responses have done other courses for education.

Hypothesis 1

There is no significant differences between the variables of perception and preference in the buying behavior towards eco-friendly textiles and educational qualification of the respondents

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Eco-friendly textiles are toxic free.	Between Groups	3.986	3	1.329	1.299	.278
	Within Groups	118.606	116	1.022		
	Total	122.592	119			
Eco-friendly textiles can help reduce waste generation.	Between Groups	.972	3	.324	.440	.725
	Within Groups	85.395	116	.736		
	Total	86.367	119			
The availability of eco-friendly textiles has to be improved in the foreseeable future.	Between Groups	.305	3	.102	.120	.948
	Within Groups	98.062	116	.845		
	Total	98.367	119			
Eco-friendly textiles provide greater degree of comfort to its wearer.	Between Groups	2.078	3	.693	.736	.533
	Within Groups	109.222	116	.942		
	Total	111.300	119			
Eco-friendly textiles products are aesthetically pleasing.	Between Groups	6.375	3	2.125	2.117	.102
	Within Groups	116.417	116	1.004		

		Sum of Squares	df	Mean Square	F	Sig.
	Total	122.792	119			
Eco-friendly textiles products ensure greater health benefits.	Between Groups	3.497	3	1.166	1.141	.336
	Within Groups	118.495	116	1.022		
	Total	121.992	119			

Inference:

As all the p values are greater than 0.05 the hypothesis is accepted at 5% level of significance.

Objective No2-to study the consumer's difficulty in purchase and availability of eco friendly

TABLE NO-I. MONTHLY INCOME OF THE RESPONDENTS

MONTHLY INCOME	NO. OF .RESPONSES	PERCENTAGE
BELOW 25,000/-	36	30
25,000/- 50,000/-	17	14.2
50,000/- 75,000/-	15	12.5
75,000/- - 1, 00,000/-	9	7.5
ABOVE 1, 00,000/	8	6.7
NIL	35	29.2

INTERPRETATION

Among 120 responses, the data regarding income of respondents is tabulated in table I , 30%of the responses have monthly income below 25,000/- ,14.2%of the responses have monthly income between the range 25,000/- to 50,000/-,12.5%of the responses have monthly income between the range 50,000/- to 75,000/- ,7.5of the responses have monthly income between the range 75,000/- to 1,00,000/-,6.7% of the responses have monthly income above 1,00,000/-,29.2% of the responses have no income.

Hypothesis 2:

There is no significant differences between the variables on the difficulty in purchase of eco-friendly textiles and monthly income of the respondents.

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Eco-friendly textiles are expensive than conventional textiles.	Between Groups	15.316	5	3.063	3.539	.005
	Within Groups	98.676	114	.866		
	Total	113.992	119			
Eco-friendly textiles are less available than conventional textiles.	Between Groups	9.858	5	1.972	3.066	.012
	Within Groups	73.309	114	.643		
	Total	83.167	119			
Eco-friendly textiles requires more maintenance than conventional textiles.	Between Groups	11.899	5	2.380	3.195	.010
	Within Groups	84.901	114	.745		
	Total	96.800	119			
Eco-friendly textiles have less durability and utility than conventional textiles.	Between Groups	12.251	5	2.450	2.649	.026
	Within Groups	105.449	114	.925		
	Total	117.700	119			
Eco-friendly textiles need to be produced on an larger scale.	Between Groups	26.634	5	5.327	6.368	.000
	Within Groups	95.366	114	.837		

	Total	122.000	119			

Inference:

As all the p values are lesser than 0.05 the hypothesis is accepted at 1% level of significance.

DISCUSSION

In this study the investigator has discussed the attributes such as educational qualification and monthly income of the respondents from Chennai city. In this research data collection was conducted using questionnaire and the interpretation of data was analyzed using inferential statistical tools .

CONCLUSION

The study concludes that the majority of the respondents were aware and have a good understanding about eco-friendly textiles. They perceive that, these textiles are toxic free, they help reduce the waste generation, they provide greater degree of comfort to its wearer and have greater health benefits. These textiles are quite expensive, have less availability, requires more maintenance, have less durability and utility than conventional textiles. The findings of this study gives views about the acceptability of the environmental-friendly clothing, and thereby help marketers and government in developing strategies and encouraging eco-friendly textiles.

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