



CONSUMERS BUYING PREFERENCE TOWARDS SUSTAINABLE PRODUCTS -A STUDY WITH REFERENCE TO MANGALURU CITY

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Abstract: Products that do not harm the environment during manufacturing, usage, or disposal are considered sustainable. These items greatly reduce the pollution they would otherwise cause, which helps to maintain the environment. Products that are sustainable consider both human and environmental safety. Customers exhibit diverse purchasing behaviors, which are subject to continuous modification due to the abundance of superior options. India's desire for eco-friendly items has surged dramatically in recent years as environmental awareness has grown. Consumers are opening their wallets for sustainable items as they are "thinking green" more and are eager to purchase more eco-friendly goods. Given this context, the paper's primary goals are to ascertain consumer awareness of and perceptions of sustainable products as well as their willingness to pay a premium for them. Both primary and secondary data have been taken into consideration for the study. Secondary data is gathered from numerous websites, while primary data is gathered from the general population through the distribution of questionnaires.

Keywords - Sustainable products, eco-friendly products, environment, green products, consumer buying behaviour

1. INTRODUCTION

The practice of "green marketing" has gained significant traction in today's marketplace. It's a strategy for leveraging a product or service's environmental benefits to increase sales. Even if a product costs more, many buyers will prefer one that doesn't harm the environment. Eco-friendly items save the environment because they are made using natural materials and organic components. India's desire for eco-friendly items has surged dramatically in recent years as environmental awareness has grown. Consumers are opening their wallets for eco-friendly products as they are "thinking green" more and are willing to purchase more of them. Over 50% of customers say they prefer to purchase at companies with a green reputation. As a result, a large number of businesses and organizations are actively creating environmentally friendly products in an effort to actively contribute to a safer, cleaner, and more ecologically balanced environment for both the current and coming generations. Buying these things improves quality of life, therefore even the consumers are quite satisfied. With this in mind, the following goals are pursued when conducting the study.

2. OBJECTIVES:

1. To determine the degree of consumer knowledge regarding environmentally friendly items.
2. To research how consumers see sustainable items.
3. To determine if buyers are prepared to pay extra for environmentally friendly goods.

3. METHODOLOGY:

To analyze the data in accordance with the study's aims, both primary and secondary data were used. Secondary data were gathered from websites and primary data were gathered from the study using a google form questionnaire. The method of non-probability convenience is employed to get answers. The general populace of Mangaluru city served as the samples. 64 samples that were chosen at random were interviewed using a predetermined list of questions.

4. LIMITATIONS:

1. The study is limited only to the general public of Mangaluru city.
2. Study confines only 64 respondents.
3. Time constraint was the problem to conduct the detailed study.

5. DATA ANALYSIS AND INTERPRETATION:

The survey results are organized as follows. In the first section, the demographic profile of the respondents is presented. Where this section has classified into categories and 64 respondents is taken into consideration.

The selected 64 respondents includes general public of Mangaluru city. A profile of respondents on the basis of gender and educational qualification are presented below.

Table 5.1: Gender wise distribution of sample

Gender	No. of respondents	Percentage
Female	48	75
Male	16	25
Total	64	100

Source: Primary Data

75% of the respondents, or the majority, are female.

Table 5.2: Educational qualification wise distribution of sample

Educational qualification	No. of respondents	Percentage
SSLC and below	2	3.13
PUC	2	3.13
Under-graduated	45	70.31
Post-graduated	11	17.19
Other	4	6.25
Total	64	100

Source: Primary Data

Table 5.2 reveals that 70.31% of the respondents are graduated.

Above table reveals the demographic profile of the respondents. On the basis of demographic profile following analysis and interpretation are made.

Table 5.3: Awareness of sustainable products

Elements	No. of respondents	Percentage
Yes	58	90.63
No	6	9.34
Total	64	100

Source: Primary Data

According to a poll, 90.63% of participants learned about sustainable products from a variety of channels, including print, television, social media, and word-of-mouth.

Table 5.4: Consideration of impact on environment

Elements	No. of respondents	Percentage
Yes	28	43.75
No	3	4.69
Sometimes	33	51.56
Total	64	100

Source: Primary Data

The above table indicates that 43.75% of the respondents considers the impact on environment while purchasing the products and 51.56% of the respondents considers its impact only to some extent.

Table 5.5: Change of purchase decision

Elements	No. of respondents	Percentage
Yes	50	78.13
No	10	15.63
May be	4	6.25
Total	64	100

Source: Primary Data

According to the study that was done and the responses that were obtained, 78.13% of the participants agreed that when they see an eco-friendly label on a product, they decide to buy it differently. This indicates that consumers are more likely to purchase these goods than non-green ones.

Table 5.6: Purchase of eco-friendly products

Elements	No. of respondents	Percentage
Yes	55	85.94
No	6	9.38
May be	3	4.69
Total	64	100

Source: Primary Data

According to survey, 85.94% of the respondents purchased various kinds of eco-friendly products like health care products, organic food, electronic appliances and cosmetics.

Table 5.7: Considering factors about eco-friendly products

Elements	No. of respondents	Percentage
Acceptable price	36	31
Durability	52	44.86
Packaging	17	14.66
Appearance	11	9.48
Total	116	100

Source: Primary Data

Here total is not equal to 64 because of the multiple response rate. Table 5.7 shows that while purchasing the eco-friendly products, 44.86% of the respondents considers durability factor. And 31% of respondents takes into account price of products, few respondents considers its packaging and appearance.

Table 5.8: Easy to find eco-friendly products

Elements	No. of respondents	Percentage
Yes	10	15.63
No	45	70.31
Sometimes	9	14.06
Total	64	100

Source: Primary Data Table 8 shows that out of

64 respondents, only 15.63% of them agree that they can easily get the eco-friendly products in the stores near to them. But 14.06% of the respondents says that they can find these products only to some extent.

Table 5.9: Information about the products

Elements	No. of respondents	Percentage
Yes	30	46.88
No	9	14.06
Sometimes	25	39.06
Total	64	100

Source: Primary Data

46.88% of respondents to the survey stated that they can see adequate information about the items on the packaging of green products.

Table 5.10: Perception of consumers

Elements	No. of respondents	Percentage
Good for environment	67	48.90
Are healthy	34	24.82
Have better quality	30	21.90
Reasonable price	6	4.38
Total	137	100

Source: Primary Data

Here total is not equal to 64 because of the multiple response rate. 48.90% of the respondents have the perception that eco-friendly products are good for environment as it does not harm the environment and 24.82% of the respondents agreed that these products are good for health as it contains organic ingredients.

Table 5.11: Willing to pay more

Elements	No. of respondents	Percentage
Yes	42	65.63
No	10	15.63
A little [to certain extent]	12	18.75
Total	64	100

Source: Primary Data

Because eco-friendly items improve quality of life and protect the environment, 65.63% of respondents are willing to pay a higher price for them. According to 15.63% of the respondents, environmental concerns are mostly marketing tricks and these products don't offer any additional benefits.

Table 5.12: Cheating the customers

Elements	No. of respondents	Percentage
Yes	40	62.5
No	14	21.88
Maybe	10	15.63
Total	64	100

Source: Primary Data

Table 5.12 shows that 62.5% of respondents believed that businesses do not aim to deceive customers by pretending to sell eco-friendly products when their primary goal is to safeguard the environment and people's health.

Table 13: Importance to eco-friendly products

Elements	No. of respondents	Percentage
Yes	58	90.63
No	6	9.38
Total	64	100

Source: Primary Data

90.63% of the respondents agree that importance must be given to the eco-friendly products as they preserve the environment.

Table 5.14: Factors hinders to buy eco-friendly products

Elements	No. of respondents	Percentage
Lack of eco-friendly assurance	38	37.25
Not easy to find	42	41.18
Relatively expensive	22	21.57

Total	102	100
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Source: Primary Data

Here total is not equal to 64 because of the multiple response rate. As per survey conducted 41.18% of the respondents said that as eco-friendly products are not easy to find so this factor hinders them to buy these products.

Table 5.15: Eco-friendly products are better

Elements	No. of respondents	Percentage
Strongly agree	30	46.88
Agree	24	37.5
Disagree	5	7.81
Strongly disagree	5	7.81
Total	64	100

Source: Primary Data

46.88% of those surveyed said that eco-friendly items outperform conventional ones in terms of quality and functionality.

6. MAJOR FINDINGS OF THE STUDY:

- ❖ 75% of the respondents are female.
- ❖ 70.31% of the respondents are graduated.
- ❖ According to a poll, 90.63% of participants learned about sustainable products from a variety of channels, including print, television, social media, and word-of-mouth.
- ❖ 43.75% of the respondents considers the impact on environment while purchasing the products and 51.56% of the respondents considers its impact only to some extent.
- ❖ According to the study that was done and the responses that were obtained, 78.13% of the participants agreed that when they see an eco-friendly label on a product, they decide to buy it differently. This indicates that consumers are more likely to purchase these goods than non-green ones.
- ❖ According to survey, 85.94% of the respondents purchased various kinds of eco-friendly products like health care products, organic food, electronic appliances and cosmetics.
- ❖ While purchasing the eco-friendly products, 44.86% of the respondents considers durability factor. And 31% of respondents takes into account price of products, few respondents considers its packaging and appearance.
- ❖ Out of 64 respondents, only 15.63% of them agree that they can easily get the eco-friendly products in the stores near to them. But 14.06% of the respondents says that they can find these products only to some extent.
- ❖ 46.88% of respondents to the survey stated that they can see adequate information about the items on the packaging of green products.
- ❖ 48.90% of the respondents have the perception that eco-friendly products are good for environment as it does not harm the environment and 24.82% of the respondents agreed that these products are good for health as it contains organic ingredients.
- ❖ Because eco-friendly items improve quality of life and protect the environment, 65.63% of respondents are willing to pay a higher price for them. According to 15.63% of the respondents, environmental concerns are mostly marketing tricks and these products don't offer any additional benefits.
- ❖ 62.5% of respondents believed that businesses do not aim to deceive customers by pretending to sell eco-friendly products when their primary goal is to safeguard the environment and people's health.
- ❖ 90.63% of the respondents agree that importance must be given to the eco-friendly products as they preserve the environment.
- ❖ As per survey conducted 41.18% of the respondents said that as eco-friendly products are not easy to find so this factor hinders them to buy these products.
- ❖ 46.88% of those surveyed said that eco-friendly items outperform conventional ones in terms of quality and functionality.

7. SUGGESTIONS:

- Sustainable product prices should be modest to avoid consumers switching to non-green options.
- There are steps that need to be made to ensure a better, healthier environment and future for consumers by educating them about the benefits of purchasing sustainable products.
- The government should implement stringent regulations on corporations that deceive customers under the pretense of offering eco-friendly items.

8. CONCLUSION:

One of the biggest influences on the selection of green products is consumer behavior. Consumers are becoming more environmentally concerned these days and are willing to pay more for green items. Green product marketers must therefore be more creative and adaptable to compete with consumers' shifting purchasing habits. Although consumers are aware of green products, they are not completely devoted to them for a variety of reasons, such as cost, little performance or quality difference from traditional items, and advertisements that are seen as gimmicks solely.

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