



# A STUDY ON AWARENESS ATTITUDE AND BEHAVIOUR OF CONSUMERS TOWARDS ECO FRIENDLY PRODUCTS IN COIMBATORE CITY

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## ABSTRACT

*This project report is the result of customer behavior of Eco-friendly products in Coimbatore. The objective of the study to find out the behavior of customer towards Eco- friendly products in Coimbatore, and offer some valuable suggestion on the basis of the study. This study has covered the consumer of Eco-friendly products. The research design adopted for this study was descriptive research design. The sample size is 120. the sampling technique used for this purpose was simple random sampling. For conducting survey a questionnaire was prepared. for this study purpose two types of data were collected, the data collected through questionnaire forms the primary data, the data collected journals, website and records of the forms this secondary data. The data so collected is then classified and tabulated for the purpose of analysis and then percentage analysis was used as statistical tools for analysis purpose.*

**KEYWORDS:** Brand, Customer, Market, Preference, Satisfaction.

## INTRODUCTION

The term eco-friendly describes a product that is not hurtful to the environment. However, it can get more complex than that, as there are many factors of something that might be harmful to the environment. So many different things can negatively influence the environment, such as not using proper measures when disposing of products. Eco-friendly products may seem to be more expensive, but long-term they are actually more professional. Eco-friendly products tend to last much longer. These products are typically made from recycled materials and are sturdy, withstanding most drops, kicks, and dishwashers.

## STATEMENT OF THE PROBLEM

The purpose of the study is to find out the level of satisfaction towards the environmental concern products. The main aim is to find out how the consumer behaves when they are about to purchase ecofriendly product. Are they looking for the products which are creating any problem to the environment or not creating any harm to the environment? And to find out the steps or actions what they have taken and motivated others to go for making no harm to the society or the environment.

1. What is the level of environmental knowledge and concern of the respondents?
2. What is the level of awareness and attitude of consumers towards the eco-friendly products?
3. What would be the Purchase behaviour of consumer towards the eco-friendly products?
4. How far do the various determinants influence the purchase of eco-friendly products?
5. What may be the barriers the consumers are facing during eco-friendly products' purchase?

## OBJECTIVES OF THE STUDY

The objectives of the study are

1. To assess the level of environmental knowledge and concern of the respondents.
2. To assess the level of awareness and attitude of consumers towards the eco-friendly products.
3. To examine the Purchase behaviour of consumers towards the eco-friendly products.
4. To identify the determinants of the purchase of eco-friendly products.
5. To analyze the barriers in purchase of eco-friendly products.



### SCOPE OF THE STUDY

The study has been confined to the district of Coimbatore located in the state of Tamil Nadu in India. The sample was selected from this place and was restricted to a number of 500 respondents. The eco-friendly goods alone in terms of environment protection have been selected and the data has been collected through the structured questionnaire from the respondents.

### METHODOLOGY

The research is investigative and qualitative in nature and the methodology adopted for the study is presented below:

### PRIMARY DATA

Primary data is collected by the random sampling method. Hence we have interviewed 100 customers through Questionnaire and personal interview and collected the primary data.

### SECONDARY DATA

Secondary data are generally published sources which have been collected originally for some other purpose, they are not gathered specially to achieve the objectives for some other purpose, they are not gathered specially to achieve the objectives of the particular research projects hands but already assembled.

### SURVEY TECHNIQUES

Once the researcher has decided to use survey method for collecting data he has to make a decision to adopt any one of the following survey techniques

1. Personal interview
2. Telephone survey

### TOOLS USED FOR STUDY

- Simple percentage analysis
- Rank analysis.
- Weighted average analysis
- Chi-square analysis

### LIMITATIONS OF THE STUDY

1. This research was location - specific and was confined to the district of Coimbatore in the state of Tamil Nadu in India. Hence the results of this research may not be applicable to other parts of globe.
2. The study adopted convenient sampling which was one of the methods of non probability sampling and hence the limitations of this technique are applicable.
3. The study has all the limitations of a qualitative research, namely subjectivity and personal bias.
4. Post - purchase behaviour of the respondents was outside the scope of this study.

### LITERATURE REVIEW

#### Phuah Kit Teng (2020)

Expressed that societal marketing business ethics and corporate social responsibility has become the guideline for green marketing strategies and practices. Consumer concerns towards the environment are the evidence which steadily increases the ecologically conscious marketplace. Consumers' awareness and attitude on food products which market in green marketing is important in guiding their purchasing intention of environmentally friendly food products. Consumer attitude is the moderator in the relationship between subjective norms and their intention to purchase environmentally friendly food products. However, attitude is not a moderator variable in the relationship between perceived behaviour control and consumer intention to purchase environmentally friendly food products.

#### Vazifehdust, H and Asadollahi, A. (2019)

In their article have attempted to describe what is meant by social responsibility and explain its relation to marketing of eco-friendly products, take a closer look at green marketing and also the ways of implementing the green marketing concepts in some of Iran's industries. In this context, this paper has highlighted some of the areas like product design, product positioning, packaging material and design, advertising, sales promotion, personal selling, services where the companies could focus on by re-engineering their production processes, product design and service position, in order to solidify their positions in the competitive market, otherwise being left behind in the green trend. To establish competitive advantage, the paper suggested greening in the production process and reduced expenditure which will cause an enhanced image of the company in the customers' eyes and increased loyalty.

### DATA ANALYSIS AND INTERPRETATION

The term analysis refers to the computation of certain measures along with searching of patterns or relationship that exist among data groups. After collection of data, the data has to be processed and analyzed in accordance with the outline laid down for the purpose at the time of developing the research planing.

Section A: deals with,

- Simple percentage analysis of collected data.

Section B: deals with application of statistical tool such as,

- Rank analysis
- Weighted average analysis
- Chi-square analysis



**SIMPLE PERCENTAGE ANALYSSIS**

**TABLE 1**  
**Gender of the respondents**  
**GENDER**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid male	81	67.5	67.5	67.5
female	39	32.5	32.5	100.0
Total	120	100.0	100.0	

SOURCE:QUESTIONNAIRE

**INTERPRETATION**

Majority of the respondents are male.

The above table shows the gender of the respondents. It is clear that 67.5% are male and 32.5% are female.

**RANK ANALYSIS**

**TABLE 1**  
**Motivation of buying eco-friendly products**

FACTOR	1(4)	2(3)	3(2)	4(1)	TOTAL	RANK
ECOMICAL	57 228	24 72	26 52	13 13	120 365	I
HEALTHIER	18 72	65 195	21 42	16 16	120 325	II
PRESERVE THE ENVIRONM ENT	28 112	34 102	40 80	18 18	120 312	III
BETTER PRODUCT	20 80	46 138	23 46	31 31	120 295	V
WAYS OTHERS TO CARE ABOUT ENVIRONM ENT	24 96	43 129	31 62	22 22	120 309	IV

**INTERPRETATION**

Economically are ranked I by the respondents.

The above table shows the motivation of buying eco-friendly products that are ranked bt the respondents.



**WEIGHTED AVERAGE**

**TABLE 1  
REGARDING THE PROBLEMS IN THE PURCHASE OF ECO-FRIENDLY PRODUCTS**

FACTOR	1(5)	2(4)	3(3)	4(2)	5(1)	TOTAL	MEAN SCORE
LACK OF AWARENESS	70 350	36 144	12 36	1 2	1 1	120 497	4.141
HIGH PRICE	32 160	71 284	13 39	3 6	1 1	120 490	4.083
UNAVAILABILITY	37 185	43 172	35 105	4 8	1 1	120 467	3.891
GREEN WASHING	28 140	48 192	26 78	12 24	6 6	120 440	3.666

**INTERPRETATION**

The above table shows the regarding the problems in the purchase of eco-friendly products.

The highest mean score is 4.141 for the lack of awareness.

**CHI SQUARE ANALYSIS**

**TABLE 1  
RELATIONSHIP BETWEEN EDUCATIONAL LEVEL AND ANNUAL INCOME**

S NO	EDUCATIONAL LEVEL	ANNUAL INCOME				TOTAL
		5000-10000	10000-20000	20000-30000	30000-40000	
1	NO FORMAL EDUCATION	23	13	6	6	48
2	HIGHER SECONDARY LEVEL	9	8	3	10	30
3	UNDER GRADUATE	5	4	1	1	11
4	POST GRADUATE	13	12	2	4	31
	TOTAL	50	37	12	21	120

To find out the association between educational level and annual income of respondents, chi-square test is used and result is given below.

**HYPOTHESIS**

There is no significant relationship between educational level and annual income of respondents

**TABLE 2**

**CHI-SQUARE**

Factor	Calculation value	Df	Table value	Remarks
Educational level	9.091 <sup>a</sup>	9	16.92	Accepted

**INTERPRETATION**

It is clear from the above table show that, the calculated value of chi-square at 0.05% level is more than the table value. Hence the hypothesis is accepted.

So there is no relationship between educational level and annual income of the respondents.



## FINDINGS

### SIMPLE PERCENTAGE ANALYSIS

- Majority of the respondents are male (67.5 %).
- Majority of the respondents are married (55.0 %).
- Majority of the respondents are both 15-20 and 20-25 years (32.5% ).
- Majority of the respondents have no formal education (40%).
- Majority of the respondents are both self and public employees (35%).
- Majority of the respondents earn 5000-10000 (41.7%).
- Majority of the respondents are purchase once a week (39.2%)
- Majority of the respondents are need a change in price reduction (37.5%).
- Majority of the respondents are hear to receive green certification (45%).
- Majority of the respondents are like eco-friendly products (69.2%). □ Majority of the respondents are agree eco-friendly products and its relative sites (31.7%).
- Majority of the respondents are agree to change to greener life style (29.2%). □ Majority of the respondents are agree to recommend eco-friendly products to my friends (35.8%).
- Majority of the respondents are agree to buying eco-friendly products give me more satisfaction (30%).
- Majority of the respondents are agree in lack of awareness of the eco-friendly products.
- Majority of the respondents are strongly agree in high price (33.3%). □ Majority of the respondents are agree in unavailability of the eco-friendly products (29.2%).
- Majority of the respondents are agree in green washing of the products (28.3%).
- Majority of the respondents are don t face a problem in this products (60.8%).
- Majority of the students are satisfied with this product (77.5%).

### CHI-SQUARE ANALYSIS

- So there is no relationship between educational level and annual income of the respondents.

- So there is no relationship between gender and annual income of the respondents.

### RANK ANALYSIS

- Economically are ranked I by the respondents.

### WEIGHTED AVERAGE

- The highest mean score is 4.141 for the lack of awareness.

### SUGGESTIONS

- As observed from the research, a high level of environmental consciousness in terms of knowledge and concern, could transform an ordinary consumer into a green consumer.
- Communication strategies for the purpose of spreading environment knowledge and creating environmental concern need to focus on the educational background of the target group than considering the other demographic variables. □ Product information dissemination for eco-friendly goods may consider that word of mouth was found to be the most important source of awareness about ecofriendly goods.
- The psychographic variables like environmental concern, attitude, intention, behaviour and influence might be taken into account by the marketers and policy makers in their efforts to turn the non-green consumers into green consumers.
- Promoters of eco-friendly goods have to generate new ideas and avenues in cost cutting and price reduction as high price was observed to be the most important barrier restraining most of the consumers from going for such products.

### CONCLUSION

Sustainability is the joint responsibility of government, producers and consumers. Consumers may adopt sustainability practices in their day-to-day life by showing their preference towards eco-friendly products. However, the complex and erratic behaviour of consumers pose challenges to the government and producers in addressing their issues and fulfilling their needs. In this context, this research was undertaken to understand the consumer awareness, attitude and purchase behaviour towards eco-friendly goods in the district of Coimbatore.



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