



# A STUDY ON FACTORS AFFECTING BUYING BEHAVIOUR OF CONSUMERS FOR ECO-FRIENDLY PRODUCTS IN TIRUPPUR CITY

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## ABSTRACT

*The purpose of the study is to know the variables affecting the buyer buying behaviour towards eco-friendly products. It reveals, Products aren't the sole thing which may be eco-friendly and actions also are friendly to the environment. The target of the study is to live the consumer's satisfaction towards eco-friendly products. Data has been collected through survey method with 120 respondents. Tools utilized in the project were simple percent analysis and likert scale analysis. It suggested that customers should also develop their self-interest to use the eco-friendly products in their day-to-day life. This study concluded that the producers should provide eco-friendly products with superior quality which must meet consumer's expectation and therefore the quality of eco-friendly products must be consistent and reliable.*

**KEYWORDS:** eco-friendly products, consumer satisfaction, environment

## 1. INTRODUCTION

Environment concern had become the foremost important issue for mankind within the present world. The business are not any exception for this issue and that they are responding through environment-friendly products. Eco-friendly products are the products that has got to be effectively well-suited having minimal effect on the environment. Thus, eco-friendly marketing is employed to satisfy the requirements and wishes of the consumers and protect the environment and benefits of the society during a more environmental friendly way. Given the changes within the consumer buying criteria towards environment responsibility companies should consider this segment because it provides competitive advantage within the future.

## 2. STATEMENT OF PROBLEM

The successfulness of legislative measures and business strategies of companies aiming sustainability are eventually counting on the adoption of same by the

consumers. Consumers are the key player in marketing of any product and that they play a serious role within the process of selling . The success or failure of any business is very counting on buying behaviour of consumers and understanding their preference and behavior will ultimately cause the maximization of efficiency of selling strategies.

## 3. OBJECTIVES OF THE STUDY

- To study the consumer's attitude towards eco-friendly products.
- To examine the consumer's perception towards eco-friendly Products.
- To identify the factors affecting buying behaviour of consumers for eco-friendly products.
- To measure the consumer's satisfaction towards eco-friendly products.



#### 4. RESEARCH METHODOLOGY

Source of data	Primary and Secondary data
Sampling technique	Convenient sampling
Sample size	120 respondents
Tools and Techniques	Simple percent analysis and Likert scale analysis

#### 5. STATISTICAL TOOLS

- Simple percent analysis
- Likert scale analysis

#### 6. REVIEW OF LITERATURE

**Tanusri Pillai and K.Jothi (2020):** Through this research, a positive relationship is observed between increase consumers' buying behaviour thereto Quality, Awareness and price . So, if the standard of the green products is best , then the amount of consumers will increase. And also, the consumers should have enough awareness about green products to enhance the buying behaviour.

**H.Shamini and G.Hariharan (2019):** From this study the most objective is to explore influence of green marketing tools (perception of eco-labeling,

environmental laws & guidelines, willingness to pay and green knowledge & eco literacy) on green purchasing behavior. An investigation on the coefficients of every factors shows perception of eco-labelling, willingness to pay and green knowledge & eco literacy because the positively significant variable associated with green purchase behavior.

**RomiSainy (2018):** By this study every market has group of innovators who are able to try the new technology and therefore the world of mouth publicity is increasing day by day thus slow but steady introduction of eco-friendly technology are often an alternate solution for automobile companies as a hybrid car are often expensive and should push customer away, a car with established brand and have having an addition eco-friendly quotient.

#### 7. TABLE

##### FINDINGS FROM PERCENT ANALYSIS

Table Showing Factor Affects the Respondents to Shop for Eco-Friendly Product

S. No.	Factors	No. of Respondents	Percentage
1	Expensive	24	20
2	Limited availability	46	38
3	Lack of awareness	44	37
4	Not fully reliable	6	5
	<b>TOTAL</b>	<b>120</b>	<b>100</b>

#### INTERPRETATION

The above table shows that, 20% of the respondents suffering from Expensive to shop for a product, 38% of the respondents suffering from Limited availability to shop for a product, 37% of the respondents suffering from Lack of awareness to shop for a product, 5% of

the respondents suffering from Not fully reliable to shop for a product.

**Majority (38%) of the respondents suffering from Limited availability to shop for a product.**



## FINDINGS FROM LIKERT SCALE ANALYSIS

Table Showing the Satisfaction Level of the Respondents towards Eco-Friendly Products

S. No.	LIKERT SCALE VALUE(X)	Factors					Total	Likert Scale	
		5	4	3	2	1			
1	More cheap price	F	50	45	21	2	2	120	3.76
		FX	200	180	63	4	4		
2	More income	F	18	67	26	6	3	120	3.75
		FX	90	268	78	12	3	451	
3	Better appearance and taste	F	35	50	31	4	0	120	3.96
		FX	175	200	93	8	0	476	
4	More accessibilities	F	25	55	30	9	1	120	3.62
		FX	125	220	90	18	1	434	
5	Longer shelf life	F	38	43	28	43	7	120	4.49
		FX	190	172	84	86	7	539	

### INFERENCE

- The Likert value is 3.76 which is bigger than the mid-value (3) which shows that the purchasers are satisfied with the More cheap price.
- The Likert value is 3.75 which is bigger than the mid-value (3) which shows that the purchasers are a satisfied with the More income.
- The Likert value is 3.96 which is bigger than the mid-value (3) which shows that the purchasers are satisfied with the higher appearance and taste.
- The Likert value is 3.62 which is bigger than the mid-value (3) which shows that the purchasers are satisfied with the More accessibilities within the markets.
- The Likert value is 4.49 which is bigger than the mid-value (3) which shows that the purchasers are satisfied with the Longer time period .

### 8. SUGGESTIONS

Based on the research, the manufacturer of eco-friendly products must increase the notice level about green values derived from using eco-friendly products. This campaign also will enhance the environmental knowledge within the society. Similarly, it's also the responsibility of regulatory bodies and green companies to create the society's knowledge concerning about carbon emissions that are generated by using conventional products. Likewise, marketers who are related to the sector of green marketing got to contribute during this regard by creating social pressure through advertisement of green values and ecological realization. The eco-friendly products manufactures should sensibly position the eco-labels in order that it are often easily viewed and identify by consumers.

### 9. CONCLUSION

Consumer may adopt sustainability practices within the day-to-day life by showing their preference towards eco-friendly products. During this context, this research was undertaken to know the buyer satisfaction towards eco-friendly products. For this purpose, the researcher has assessed the extent of environmental consciousness their perception and awareness towards eco-friendly products. The acquisition behaviour of the respondents with reference to select eco-friendly goods, factors determining their green purchase behaviour and also the barriers in buying eco-friendly products were explored during this study.

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