



A STUDY ON CONSUMER BEHAVIOUR TOWARDS ECO-FRIENDLY PRODUCTS IN THOOTHUKUDI CITY

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ABSTRACT

Eco-friendly products are also termed as environmental products or ecological products. Consumers are becoming more conscious of environmental issues, health-conscious, safe life, and interest to purchase all types of eco-friendly products. Eco-friendly products are the best solution for all environmental problems like climatic change, global warming, and natural disaster. Consumers who buy eco-friendly products are called green consumers. Eco-friendly producers are called green entrepreneurs. Buying and selling of eco-friendly product transactions called green marketing or eco-friendly business. The present research paper is an attempt to investigate buying behaviour towards eco-friendly products among the consumers in Thoothukudi city. The research is conducted with probing questions on the concept of eco-friendly products, mode of awareness, various reasons for purchasing eco-friendly products, and perception of consumers with eco-friendly products. The data has been collected from 120 respondents of different areas in Thoothukudi. Both primary and secondary data have been used for this research paper. Data has been analysed using excel sheet. Research findings reveal that eco-friendly products are more effective than non-eco-friendly products.

KEY WORDS: Eco-friendly product, Green consumer, Green marketing, Green consumer perception, Eco-friendly business.

INTRODUCTION:

Environmental friendly products are market-oriented products that cause minimal environmental degradation and their production is linked to a product development process that



is structured in a way that considers the impacts that can be caused to the environment throughout their life cycle. Environment-friendly processes also referred to as eco-friendly, nature-friendly, and green are sustainability and marketing terms referring to goods and services, laws, guidelines, and policies that claim reduced, minimal, or no harm upon ecosystems or the environment. Green marketing or environmental marketing refers to eco logical products such as healthy food, Phosphate free, Recyclable/Refillable, Ozone friendly, and eco-friendly. Green marketing is an attempt to characterize a product as being environmental friendly (ecofriendly). It holds the view that marketing which is a part of business not only has to satisfy customers in particular, but also has to take into account the interests of society in general. That is, all those who are affected by the activities of a business should be kept in mind when setting the objectives and the policies of an organization. This has already helped to increase the recent trend towards the “greening” of the In general, green marketing is a much broader concept that can be applied to consumer goods, industrial goods and even services. Green marketing incorporates a broad range of activities, including product modification, changes to the production process, packaging changes and advertising. Consumers expect green companies to engage in a broad set of actions, particularly reducing toxics, recycling and managing water. Many consumers prefer to spend more on green products, especially in developing economies. While globalization process continues in its full speed across the world, this process has also brought some problems with it. Leading one of these problems is environmental problems that affect all living beings negatively. These aforementioned environmental problems have started to come to the agenda more and more in the recent years and people have started to talk these negativities. Consumers now have worries about the future of the world and as results of this mostly prefer environment friendly products. Consumption decisions have changed towards products that are greener, more suitable and more environmentally friendly due to the rise in consumer awareness of current environmental matters. In developed countries, the green consumption movement has existed for a long time and now has become increasingly popular. With higher incomes and consumption awareness, green consumption has been improved in developing economies. Green consumption is an important part of sustainable consumption - a pillar of green growth, which is a development strategy that many countries are pursuing. However, green consumption practice in Bangladesh in many facets - from consumers to



enterprises to government - is in its early stages. Research activities in this field are still not adequately addressed by experts.

Objectives of the study:

1. To explore the personal profile of the consumers using eco-friendly products and assess the factors considered in buying eco-friendly products.
2. To assess the attributes considered while purchasing eco-friendly products among the consumers.
3. To examine the awareness of eco-friendly products among the consumers and its impact on environmental sustainability.
4. To find out the satisfaction level of consumer towards eco-friendly products.

RESEARCH METHODOLOGY:

Sampling Design	Convenience Sampling
Period of Study	January – March 2024
Data Used	Primary and Secondary
Test for analysis	Percentage Analysis Method Garrett Ranking Techniques Likert Scaling Techniques Chi – Square Test

RESULTS AND DISCUSSIONS:

AWARENESS LEVEL OF ECO-FRIENDLY PRODUCTS

SERIAL NUMBER	CLASSIFICATION	NUMBER OF RESPONDENTS	PERCENTAGE
1.	Aware	59	49
2.	Partly aware	52	43
3.	Unaware	9	8
	Total	120	100

Source: Primary data

Interpretation

When the researcher asked people about the awareness of eco-friendly products then 49% of them said they have awareness and 43% of then said they are partly aware only 8% of them said they are unaware of eco-friendly product. Therefore majority (49%) of the respondents are aware of the eco-friendly product.

ECO-FRIENDLY PRODUCTS KNOWN BY THE RESPONDENTS

SERIAL NUMBER	CLASSIFICATION	NUMBER OF RESPONDENTS	PERCENTAGE
1.	Family /relatives	18	15
2.	Friends	27	23
3.	Peers/colleague	11	9
4.	TV advertisements	16	13
5.	Social media	40	33
6.	News paper/printed media	8	7
	Total	120	100

Source: Primary data

Interpretation

When the researcher asked the people how you came to know about the eco-friendly products 33% of then said through social media they are aware about eco friendly product, 23% of them said friends, 15% of then said family/relatives, 13% of them said TV advertisements, 9% of them said peers/colleague, 7% of them said news paper/printed media. Therefore majority of the respondents (33%) are aware of the eco-friendly products through social media.

REASONS FOR BUYING ECO-FRIENDLY PRODUCTS

SERIAL NUMBER	CLASSIFICATION	NUMBER OF RESPONDENTS	PERCENTAGE
1.	Product features	22	18
2.	Packaging	18	15
3.	Environmental issues	31	25
4.	Promotion and campaigns	11	9
5.	Acceptable price	20	17
6.	Designer/company image	7	6
7.	Appearance	9	8
8.	Durable	2	2
	Total	120	100

Source: Primary data

Interpretation

When the researcher asked people reasons for buying eco-friendly products out of 120 people 25% of the respondents purchase due to environmental issues and 17% of them purchase due to the product price and 18% of them because of product features and 15% of them because of packaging and 9% of them because of promotion /campaigns and 8% of them because of appearance, 6% of them because of designer/company image only 2% of the people because of durability. Therefore majority (25%) of the respondents purchase eco-friendly products, because of environmental issue.

NCE TOWARDS ECO-FRIENDLY PRODUCTS

SERIAL NUMBER	CLASSIFICATION	NUMBER OF RESPONDENTS	PERCENTAGE
1.	Yes	95	79
2.	No	25	21
	Total	120	100

Source: Primary data

Interpretation

Table 3.23 shows that 79% of respondents first consider eco-friendly products, 21% of respondents do not first consider eco-friendly products. Therefore majority (79%) of respondents first consider eco-friendly products.

SOLUTION FOR ACHIEVING ENVIRONMENTAL SUSTAINABILITY

Sustainability level	Rank- 1	Rank- 2	Rank - 3	Rank - 4	Rank - 5	Total
Planting trees	4875	198	700	80	150	7785
Reduce the usage of plastic and other harmful products	1650	3480	1250	400	125	6905
Recycle and reuse	675	1440	3600	440	100	6255
Reducing energy consumption	450	1800	900	2200	275	5625
Using of green fuels and vehicles	975	1020	1550	600	1100	5245

Sustainability level	Average	Rank
Planting trees	64.8	I
Reduce the usage of plastic and other harmful products	57.5	II
Recycle and reuse	52.1	III
Reducing energy consumption	46.8	IV
Using of green fuels and vehicles	43.7	V

Source: Primary data

Interpretation

The above table reveals that respondents have been given top priority for planting trees ranked as I with score 64.8 followed by reduce the usage of plastic and other harmful products ranked as II with the score of 57.5. Recycle/reduce ranked as III with score of 52.1. Reducing energy

consumption ranked as IV with the score of 46.8 and using of green fuels and vehicles ranked as V with score of 43.7 for the solutions for achieving environmental sustainability.

CHI-SQUARE TEST OF SIGNIFICANCE RELATIONSHIP BETWEEN AGE AND PERCEPTION TOWARDS ECO-FRIENDLY PRODUCT

Ho: There is no significant relationship between age and perception towards eco-friendly products.

Hi: There is significant relationship between age and perception towards eco-friendly products.

$$X^2 = \sum [(O-E)^2 / E]$$

Observed frequencies (O)

Age Factor	price	Environmental impact	Brand Reputation	All of the above	Total
13-20	1	5	11	2	19
21-30	9	30	8	18	65
31-40	0	10	7	2	19
41-50	1	6	1	5	13
Above 50	0	1	2	1	4
Total	11	52	29	28	120

Expected frequencies (E)

Age Factor	price	Environmental impact	Brand Reputation	All of the above	Total
13-20	1.74	8.23	4.59	4.43	18.99
21-30	5.95	28.16	15.70	15.1	64.91
31-40	1.74	8.23	4.59	4.43	18.99
41-50	1.19	5.63	3.14	3.03	12.99
Above 50	0.36	1.73	0.96	0.96	3.98
Total	10.98	51.98	28.98	27.92	120

Chi-square test: Relationship between age and perception towards eco-friendly products.

O	E	O-E	(O-E) ²	(O-E) ² /E
1	1.74	0.74	0.54	0.31
9	5.95	3.05	9.30	1.56
0	1.74	1.74	3.02	1.73
1	1.19	0.19	0.036	0.030
0	0.36	0.36	0.129	0.358
5	8.23	3.23	10.43	1.26
30	28.16	1.84	3.38	0.120
10	8.23	1.77	3.13	0.38
6	5.63	0.37	0.136	0.024
1	1.73	0.73	0.532	0.307
11	4.59	6.41	41.08	8.94
8	15.70	7.7	59.29	3.77
7	4.59	2.41	5.80	1.26
1	3.14	2.14	4.57	1.45
2	0.96	1.04	1.081	1.126
2	4.43	2.43	5.90	1.33
18	15.1	2.9	8.41	0.55
2	4.43	2.43	5.90	1.33
5	3.03	1.97	3.88	1.28
1	0.93	0.07	0.0049	0.0052
Total				$\sum[(O-E)^2/E]=$ 27.12

Source: Primary data

Degrees of freedom = (r-1) (c-1)

$$= (5-1) (4-1)$$

$$= 4 \times 3$$



$$= 12$$

Table value = 21.026

Calculated value = 27.12

INTERPRETATION

The table value for 12 degrees of freedom at 5% level significance is 21.026. It is found that the calculated value i.e., 27.12 is greater than table value. Therefore, the Null Hypothesis (H_0) is rejected. Hence it is concluded that there is a significance relationship between age and perception towards eco-friendly products.

FINDINGS:

- Most of the (49%) respondents are aware of the eco-friendly products.
- Most of the (33%) respondents know about the eco-friendly products through social media.
- Majority (25%) of the respondents purchase eco-friendly products, because of environmental issue
- Majority (79%) of respondents first consider eco-friendly products while purchasing.
- It is evident that respondents have been given top priority for planting trees ranked as I with the Garrett mean score of 64.8
- It is observed from the Chi-square test that there is a significant relationship between age and perception towards eco-friendly products.

SUGGESTIONS:

- To enhance it, you could consider focusing on specific factors influencing consumer preferences, such as the perceived environmental impact, social responsibility, health benefits, or even the influence of marketing strategies in promoting eco-friendly

products.

- Additionally, exploring any cultural or societal norms that shape consumer attitudes towards sustainability could provide valuable insights.
- Conducting surveys, interviews, or analyzing consumer data could help in understanding the depth of consumer preferences and behaviours in this area
- Investigate how awareness campaigns and educational initiatives influence consumer understanding and adoption of eco-friendly products. Explore how pricing strategies affect consumer willingness to pay for eco-friendly alternatives compared to conventional products.
- Examine the role of sustainable packaging in attracting environmentally conscious consumers and reducing overall environmental impact. Analyze the importance of brand reputation and corporate sustainability practices in shaping consumer trust and loyalty towards eco-friendly brands.

CONCLUSION

In conclusion, the study of consumer behaviour towards eco-friendly products unveils a complex interplay of factors shaping purchasing decisions in today's market. From heightened environmental awareness to the influence of social, cultural, and psychological dynamics, consumers are increasingly prioritizing sustainability in their consumption choices. Brands and policymakers alike can leverage insights from this research to tailor strategies that effectively promote eco-friendly products, foster consumer trust, and drive positive environmental impact. By understanding the multifaceted nature of consumer preferences and motivations, stakeholders can collectively work towards a more sustainable future while meeting the evolving needs and values of consumers worldwide. In summary, the examination of consumer behaviour towards eco-friendly products underscores a growing trend towards sustainability-conscious consumption. As consumers become more informed and conscientious about the environmental impact of their purchases, they are increasingly inclined to choose products that align with their values of environmental stewardship and social responsibility. This shift in consumer preferences reflects not only a desire to minimize personal ecological footprints but also a broader commitment to supporting

brands and initiatives that prioritize sustainability. Moreover, the research highlights the intricate web of influences that shape consumer attitudes and behaviours in this domain, including factors such as pricing, branding, social influences, and cultural norms. By delving into these influences, businesses and policymakers can gain valuable insights into the drivers of consumer demand for eco-friendly products, enabling them to develop targeted marketing strategies, innovative product offerings, and supportive policy measures. Ultimately, the study of consumer behaviour towards eco-friendly products serves as a call to action for businesses to embrace sustainability as a core value and integrate it into all aspects of their operations. By meeting consumer demand for eco-friendly alternatives, companies can not only drive sales and enhance brand reputation but also contribute to meaningful environmental conservation efforts. As consumers continue to prioritize sustainability in their purchasing decisions, businesses that embrace this shift stand to not only thrive in the marketplace but also make a positive impact on the planet.

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