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## **A Study on Consumer Awareness & its Effects of Green Products / Eco-Friendly Products in Coimbatore District**

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DOI : <https://doi.org/10.55248/gengpi.6.0325.11163>

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### **ABSTRACT**

As environmental concerns rise, consumer interest in green or eco-friendly products has significantly increased. This study explores the level of consumer awareness regarding green products and examines its impact on purchasing behavior. Using a survey-based quantitative approach, data was collected from the respondents to assess their knowledge, perceptions, and buying patterns related to eco-friendly products. The study analyzes key factors influencing consumer decisions, including environmental consciousness, perceived product benefits, price sensitivity, and brand trust.

The findings indicate that higher awareness leads to a greater likelihood of purchasing green products. However, barriers such as misinformation, skepticism about product effectiveness, and high costs hinder widespread adoption. Additionally, social influence and government policies play a crucial role in shaping consumer attitudes toward sustainable products.

This research highlights the importance of targeted marketing strategies in increasing awareness and fostering trust in green products. Businesses and policymakers can use these insights to design effective campaigns, improve transparency, and encourage sustainable consumer behavior. Furthermore, the study emphasizes the need for regulatory frameworks to ensure the credibility of eco-friendly claims and certifications.

The results contribute to the broader discussion on sustainability by providing actionable recommendations for companies looking to integrate green marketing strategies. Future research could explore long-term shifts in consumer behavior and the role of digital media in promoting eco-friendly products. By understanding the link between awareness and purchasing behavior, this study offers valuable insights for driving sustainable consumption in today's market.

Keywords: Green Products, Consumer Awareness, Sustainable Marketing, Purchase Behavior, Eco-Friendly Consumption, Green Consumerism.

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### **INTRODUCTION**

Green marketing refers to the process of selling products and services based on their environmental benefits. It is a marketing strategy that emphasizes the environmental benefits of a product, service or a company. The primary objective of green marketing is to promote environmental friendly products, create a positive brand image and to appeal to environmental conscious customers. It is characterized by an environmental focus, sustainability and transparency. It also includes various benefits like brand loyalty, improved brand image, increased sales and competitive advantages.

In recent years, Green marketing is growing rapidly as people are turning environmental conscious. By promoting environmental friendly products and practices, businesses can make a positive impact on the environment while also driving growth and profitability. As consumers try to prioritize environmental sustainability, green marketing is likely to become an essential component of business strategies world wide.

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### **ECO-FRIENDLY PRODUCTS:**

Eco-friendly products or Green Marketing refers to the process of understanding, promoting and adopting products that have minimal negative impact towards the environment while satisfying the needs of the customers. It involves concept like reducing waste ,conserving energy and using renewable materials. With concern over the climatic condition and pollution eco-friendly products have become essential in promoting a more sustainable future.

Eco friendly products are manufactured using processes that limit pollution, conserve natural resources and promote sustainability. These products can be biodegradable, recyclable, reusable or energy efficient. Another aspect of eco-friendly products is the impact on human health. Many products

like cosmetics and household cleaners contains harmful chemicals that effects health. In contrast, eco-friendly alternatives has natural and non-toxic ingredients that are safe for both health and environment.

Customers play a crucial room in promoting eco-friendly products by being conscious in their purchasing decisions. By choosing sustainable alternatives, committed to the environmental responsibility, reduce waste and decrease the pollution levels. Government and organization also encourages the use of green products through awareness programs, policies and incentives. Overall eco-friendly products are essential for more sustainable world. They help protect ecosystem and promote a healthier environment for future generation. The shift towards sustainability requires collective efforts from manufactures, consumers, and policymakers to ensure a greener and cleaner planet.

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### **OBJECTIVES:**

- ✓ To assess the level of consumer awareness regarding green products and eco-friendly practices.
- ✓ To analyze the impact of consumer awareness on purchasing decisions for eco-friendly products.
- ✓ To examine the key factors influencing consumer perception and adoption of green products.
- ✓ To evaluate consumer trust in green products and the impact of eco-labeling and certifications.
- ✓ To study on the influence of social responsibility on consumer preference for sustainable performance.

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### **STATEMENT OF THE PROBLEM:**

The growing focus on environmental sustainability has led to a rise in green products, but consumer awareness remains inconsistent. Factors such as price, perceived effectiveness, and lack of information influence purchase behavior. This study aims to examine customer awareness, attitude, and purchasing behaviors towards green products, identifying key factors influencing adoption. This research aims to improve awareness efforts, increase credibility, and promote a sustainable industry.

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### **SCOPE OF THE STUDY:**

This study focuses on assessing consumer awareness and its effects on green or eco-friendly products in Coimbatore District. It examines consumer knowledge, attitudes, and purchasing behavior toward sustainable products. The research covers various demographic factors such as age, income, and education to understand their influence on eco-friendly product adoption. It also explores the role of marketing, branding, and government initiatives in shaping consumer perceptions. The study is limited to respondents within Coimbatore, using surveys for data collection. The findings aim to help businesses, policymakers, and environmental organizations promote sustainable consumption effectively.

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### **NEED FOR THE STUDY:**

With growing environmental concerns, consumer awareness plays a crucial role in promoting sustainable consumption. This study aims to understand the level of awareness and purchasing behavior of consumers toward green products in Coimbatore District. As eco-friendly products help reduce environmental impact, businesses must recognize consumer preferences to develop effective marketing strategies. Additionally, this research highlights the challenges consumers face, such as price, availability, and trust in green certifications. The findings will benefit marketers, policymakers, and environmental organizations by providing insights to enhance awareness programs and encourage sustainable consumption practices in the region.

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### **RESEARCH METHODOLOGY**

Research methodology is a way to systematically solve the research problem. It may be understood as a science of studying how research is done scientifically. In research it is the responsibility of the researcher has to expose the research decisions to evaluate before they are implemented. The researcher has to specify very clearly and precisely what decisions he selects and why he selects them, so that others can evaluate on it. So, the adoption of proper methodology is an essential step in conducting a research study.

#### **DATA COLLECTION**

Data collection is a systematic process of gathering observations or measurements. Whether you are performing research for business, governmental or academic purposes, data collection allows you to gain first-hand knowledge and original insights into the research problem.

Methods of data collection:

- Primary data
- Secondary data

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**PRIMARY DATA**

Information gathered directly from the source by a researcher for a certain objective is referred to as primary data. It is unique and hasn't been collected or released before. Methods like surveys, interviews, experiments, focus groups, and observations are used to gather this kind of data.

**SECONDARY DATA**

Information that has previously been gathered, examined, and disseminated by another party for a different reason is referred to as secondary data. It comes from pre-existing sources like books, research papers, reports, websites, and government records rather than data being collected directly.

**AREA OF STUDY**

The area of study is Coimbatore district. Coimbatore, popularly known as Manchester of South India, is situated in western part of Tamil Nadu.

**SAMPLING TECHNIQUE**

Convenience sampling technique is used here. When population elements are selected for inclusion in the sample based on the ease of access, it can be called as convenience sampling.

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**LIMITATION OF THE STUDY:**

- The study deals with eco-friendly products only.
- This study is restricted to 250 respondents only.
- The data is based on the primary and secondary source and it has its own limitation.
- This survey is restricted to Coimbatore district only for eco-friendly products.

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**LITERATURE REVIEW:**

1. "Factors Influencing Green Product Consumption: A Review" (2019) Authors: Shubham Patel, Harsh V. Mehta This paper reviews the socio-economic, cultural, and psychological factors that influence green product consumption, emphasizing that consumer awareness, cultural values, and peer influence play significant roles in making green product choices.
2. "Environmental Knowledge and Consumer Behavior: A Review" (2020) Authors: Haritha P. R., Nisha S. Raj This paper focuses on the relationship between environmental knowledge and consumer purchasing behavior. It reveals that while increased environmental knowledge often leads to more sustainable consumption, the effectiveness depends on consumer motivations such as convenience, cost, and product availability.
3. "Exploring Green Product Consumption Behavior: A Systematic Literature Review" (2020) Authors: Anita M. G. De Oliveira, Sergio G. M. Lopez This review investigates the psychological and socio-demographic factors that drive green product consumption, including personal values, environmental awareness, and external influences like social norms and governmental policies. It concludes that a shift in consumer mindset towards sustainability is key to driving green consumption.
4. "Green Marketing and Consumer Behavior: A Literature Review and Future Research Agenda" (2020) Authors: Vishal V. Mishra, Suresh K. Gupta This study focuses on the relationship between green marketing strategies and consumer behavior, suggesting that transparent and honest green marketing campaigns improve consumer trust and lead to higher green product purchases. It stresses that consumer education is crucial for creating a sustainable market for eco-friendly products.
5. "Consumer's Willingness to Pay for Green Products: A Literature Review" (2020) Authors: John R. Myers, Tara Peterson This study explores the concept of consumers' willingness to pay a premium for eco-friendly products. The review highlights factors such as environmental awareness, product quality, and perceived benefits that influence consumers' price sensitivity toward green products.

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**HEALTH BENEFITS OF USING ECO-FRIENDLY PRODUCTS:**

Using eco-friendly products offers numerous health benefits by reducing exposure to harmful chemicals and promoting a cleaner environment. Many conventional products contain toxins, synthetic additives, and pollutants that can cause allergies, respiratory issues, and skin irritation. Eco-friendly alternatives, such as plant-based soaps, organic foods, and biodegradable cleaning products, are free from harsh chemicals, making them safer for human health. By switching to eco-friendly products, individuals protect their health while supporting a sustainable and toxin-free lifestyle.

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**THE NEED FOR THE SUSTAINABLE SHIFT:**

Embracing green products for a better future shifting towards green products is essential for environmental sustainability, human health, and economic growth. Green products help reduce pollution, conserve natural resources, and lower carbon footprints by relying on biodegradable,

recyclable, and renewable materials. They also contribute to better health by eliminating harmful chemicals found in conventional products, improving air and water quality, and promoting overall well-being. Economically, the demand for eco-friendly goods supports industries like renewable energy, organic farming, and sustainable manufacturing, creating more green jobs and fostering ethical business practices. Additionally, energy-efficient products and reusable alternatives save consumers money in the long run. Beyond personal benefits, adopting green products is a collective responsibility to protect the environment for future generations. Sustainable choices today ensure a cleaner, healthier world, encouraging innovation and responsible consumption for long-term ecological balance.

## RESEARCH FINDINGS

### SIMPLE PERCENTAGE ANALYSIS

Interrogation (Question)	Response	Frequency	Percentage (%)
Age	Above 40	79	31.6
	20-30	71	28.4
	30-40	62	24.8
	Below 20	38	15.2
	Total	250	100.0
Gender	Male	133	53.2
	Female	117	46.8
	Total	250	100.0
Occupation	Employee	72	28.8
	Student	65	26.0
	Business	58	23.2
	Other	55	22.0
	Total	250	100.0
Education Qualification	UG	81	32.4
	PG	70	28.0
	Other	50	20.0
	School	49	19.6
	Total	250	100.0
Monthly Income	Below 10000	73	29.2
	11000-20000	68	27.2
	30000 & Above	56	22.4
	21000-30000	53	21.2
	Total	250	100.0
Frequency of Purchasing Eco-friendly Products	Once a month	74	29.6
	More than 3 year	68	27.2
	2-3 times in a week	61	24.4
	1-2 times in a week	47	18.8
	Total	250	100.0
Timeframe of First Eco-friendly Product	More than 3 years ago	80	32.0

Purchase			
	1-3 years ago	63	25.2
	Within the last 3 years	59	23.6
	I haven't bought any eco-friendly product yet	48	19.2
	Total	250	100.0
Awareness of Eco-friendly Products in the Market	Aware	87	34.8
	Somewhat aware	73	29.2
	Not really aware	51	20.4
	Not aware	39	15.6
	Total	250	100.0
Understanding the Benefits of Green Products	Aware	94	37.6
	Somewhat aware	69	27.6
	Not really aware	49	19.6
	Not aware	38	15.2
	Total	250	100.0
Knowledge of Biodegradable and Compostable Packaging	Aware	80	32.0
	Somewhat aware	76	30.4
	Not really aware	58	23.2
	Not aware	36	14.4
	Total	250	100.0
Consumer Effort in Seeking Eco-friendly Products	Yes	75	30.0
	Sometimes	67	26.8
	Rarely	55	22.0
	Never	53	21.2
	Total	250	100.0
Perception of Cost-effectiveness of Eco-friendly Products	Yes	73	29.2
	Sometimes	71	28.4
	Never	56	22.4
	Rarely	50	20.0
	Total	250	100.0
Awareness of Benefits Associated with Eco-friendly Products	Yes	80	32.0
	Sometimes	63	25.2

	Rarely	59	23.6
	Never	48	19.2
	Total	250	100.0
Regularity of Purchasing Eco-friendly Products	Always	76	30.4
	Sometimes	62	24.8
	Rarely	60	24.0
	Never	52	20.8
	Total	250	100.0
Transition from Conventional to Green Alternatives	Always	88	35.2
	Never	57	22.8
	Sometimes	54	21.6
	Rarely	51	20.4
	Total	250	100.0
Preference for Eco-friendly Packaging in Shopping	Always	71	28.4
	Sometimes	69	27.6
	Never	57	22.8
	Rarely	53	21.2
	Total	250	100.0
Verification of Eco-labels and Certifications Before Purchase	Yes	79	31.6
	Sometimes	63	25.2
	Rarely	59	23.6
	Never	49	19.6
	Total	250	100.0
Consideration of Environmental Impact When Shopping	Yes	90	36.0
	Sometimes	58	23.2
	Never	56	22.4
	Rarely	46	18.4
	Total	250	100.0
Health Considerations in Choosing Eco-friendly Products	Sometimes	72	28.8
	Yes	70	28.0
	Rarely	54	21.6
	Never	54	21.6
	Total	250	100.0

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**SUGGESTIONS:**

1. Increase consumer awareness programs to educate people about the benefits of green products.
2. Promote eco-labeling and certifications to enhance trust in environmentally friendly products.
3. Encourage manufacturers to provide transparent and verified information about product sustainability.
4. Strengthen marketing campaigns to emphasize the health benefits of using green products.
5. Expand accessibility to eco-friendly products by ensuring their availability in local stores.
6. Introduce incentives such as discounts or tax benefits for consumers purchasing eco-friendly products.
7. Improve digital marketing strategies, including social media campaigns, to spread awareness about green products.
8. Collaborate with educational institutions to incorporate green marketing concepts into academic curricula.
9. Foster brand reputation through corporate social responsibility initiatives and sustainable business practices.
10. Encourage consumers to shift from conventional products to green alternatives through promotional activities.

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**CONCLUSION:**

The study on green marketing highlights the importance of consumer awareness in adopting eco-friendly products. Most consumers purchase eco-friendly products at least once a month, with many using them for over three years. Factors influencing purchase decisions include environmental impact, eco-label verification, health considerations, brand reputation, eco-label certification, and product availability. Trust in the authenticity of green products and companies' eco-friendly claims also plays a crucial role in shaping consumer confidence. Age, gender, and occupation also influence purchasing frequency and perception of eco-friendly products.