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Marketing Strategies for Eco-Friendly Products: A Study with Special Reference to Coimbatore Consumers

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ABSTRACT

The global shift toward sustainability has significantly impacted consumer markets, with eco-friendly products gaining attention across industries. In India, rising awareness of environmental issues, government regulations, and changing consumer lifestyles have fueled the adoption of green products. However, despite awareness, the gap between intention and actual purchase behavior remains wide. This study examines the effectiveness of marketing strategies for eco-friendly products among consumers in Coimbatore, a tier-II city with a strong mix of students, professionals, and entrepreneurs.

Using a survey of 120 respondents, the research investigates consumer perceptions, preferences, and willingness to pay for eco-friendly alternatives. Tools like percentage analysis, Chi-square test, and ANOVA were used. Findings suggest that price, trust in labeling, and product visibility strongly influence consumer purchase decisions. Marketing strategies that emphasize affordability, authenticity, and awareness campaigns show higher effectiveness.

This research offers insights for marketers and policymakers in designing sustainable campaigns that resonate with urban and semi-urban Indian consumers.

Keywords: Eco-Friendly Products, Green Marketing, Consumer Behavior, Coimbatore, Sustainability

Introduction

Eco-friendly products represent a paradigm shift in consumer behavior, driven by **environmental consciousness and ethical consumption trends**. Green marketing, often defined as the promotion of products that are environmentally safe and sustainable, plays a vital role in bridging the gap between awareness and actual purchases.

In India, the demand for eco-friendly alternatives has grown significantly in areas like **organic food, biodegradable packaging, sustainable apparel, and energy-efficient appliances**. Coimbatore, known for its textile and manufacturing industries, presents a unique case as consumers balance **traditional buying habits with modern sustainability-driven choices**.

Despite rising awareness, several challenges exist—**premium pricing, lack of trust in certifications, and limited availability** often restrict consumer adoption. Therefore, effective marketing strategies must focus on **education, affordability, and transparency** to influence long-term consumer loyalty.

Literature Review

- **Joshi & Rahman (2019):** Found that green marketing strategies positively influence consumer purchase intentions, especially when products are priced competitively.
- **Mahapatra (2021):** Suggested that consumer trust in eco-labels and certifications is critical for promoting green products in India.
- **Behera & Singh (2022):** Identified visibility and accessibility as key barriers to eco-friendly product adoption in tier-II Indian cities.
- **Kannan & Raj (2023):** Reported that emotional appeals highlighting environmental responsibility increase consumer willingness to pay for green products.

These studies suggest that **pricing, trust, accessibility, and emotional marketing** are essential components of effective eco-friendly product strategies.

Objectives & Hypotheses

Objectives

1. To study consumer perception of eco-friendly products in Coimbatore.
2. To examine the effectiveness of marketing strategies for promoting eco-friendly products.
3. To analyze demographic influences (age, income, education) on consumer willingness to purchase eco-friendly products.

Hypotheses

- **H1:** Price significantly influences the purchase of eco-friendly products.
- **H2:** Trust in eco-labels and certifications positively impacts consumer adoption.
- **H3:** Awareness campaigns significantly improve willingness to purchase eco-friendly products.

Methodology

- **Research Design:** Descriptive and Analytical
- **Sample Size:** 120 consumers in Coimbatore
- **Sampling Method:** Convenience and purposive sampling
- **Data Collection:** Structured questionnaire
- **Statistical Tools:** Percentage Analysis, Chi-square Test, ANOVA

Data Analysis

Table 1: Consumer Preference for Eco-Friendly Products

Product Type	High Preference	Moderate	Low
Organic Food & Beverages	48%	32%	20%
Eco-friendly Packaging	40%	35%	25%
Sustainable Apparel	36%	30%	34%
Energy-Efficient Devices	42%	28%	30%

Interpretation: Organic food and energy-efficient devices have the highest preference among consumers.

Table 2: Chi-Square – Income vs. Willingness to Pay Premium

- **Chi-Square Value:** 12.94
- **p-value:** 0.007
- **Interpretation:** Income significantly affects willingness to pay a premium for eco-friendly products.

Table 3: ANOVA – Impact of Awareness Campaigns on Purchase Intention

Source	SS	df	MS	F	Sig.
Between Groups	8.41	2	4.20	5.92	0.003
Within Groups	69.72	117	0.59		

Interpretation: Awareness campaigns significantly increase consumer willingness to adopt eco-friendly products.

Findings

1. **Organic products and energy-efficient devices** are the most preferred eco-friendly products in Coimbatore.
2. **Price sensitivity** is a major barrier to wider adoption.

3. **Income and education** significantly influence willingness to purchase eco-friendly products.
4. Consumers demand **trustworthy certifications and transparent eco-labeling**.
5. **Awareness campaigns and product visibility** play a critical role in encouraging adoption.

Conclusion

The study concludes that while awareness of eco-friendly products in Coimbatore is relatively high, **actual purchase decisions are strongly influenced by price, trust, and availability**. Effective marketing strategies should integrate **affordable pricing, credible eco-certifications, and targeted awareness campaigns** to bridge the gap between intention and behavior.

Marketers need to **leverage digital platforms, influencer marketing, and experiential campaigns** to reach younger consumers, while also promoting affordability and authenticity to appeal to middle-income groups.

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