

# Consumer Satisfaction Towards Eco-Friendly Products - A Study with Special Reference to Coimbatore District

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**Abstract-** This study investigates consumer satisfaction with eco-friendly products within the Coimbatore district. It examines the level of awareness, purchasing behaviour, and factors influencing consumer decisions regarding these products. The research also identifies challenges faced by consumers in adopting eco-friendly alternatives and their overall satisfaction levels. Primary data was collected from a sample of consumers in Coimbatore through surveys and analyzed using statistical tools to understand the prevailing attitudes and satisfaction levels. The findings aim to provide insights for businesses and policymakers to better promote and enhance the consumption of eco-friendly products in the region. Evaluating the overall satisfaction of consumers with the eco-friendly products they have purchased and used. The results of this study are expected to offer valuable recommendations for businesses to tailor their marketing strategies and product offerings to better meet consumer needs and preferences in the eco-friendly market. Additionally, it can inform policymakers about effective measures to encourage the adoption of sustainable consumption practices in Coimbatore district.

## INTRODUCTION

Green marketing is inevitable for present situation. It refers to the marketing of products that are presumed to be environmentally safe. Green marketing has emerged as a critical perspective in India as in different parts of the developing world, and is viewed as the imperative system of encouraging sustainable advancement. Marketers' today use myriads of terms to convey the green value of their products and services and they use "eco-friendly" or "green" as an umbrella term to define anything that is 100% natural, organic, recyclable and not detrimental to the environment and earth. Today the term eco-friendly is widespread and most appealing word within the population across the globe. Both the consumer and business organizations are facing the challenges of preserving the natural resources of the planet along with the environment, especially the consumers are

taking environmental concerns seriously and are taking essential steps to establish ecological balance by practicing Green consumption behaviour. The messages are being promoted as REDUCE, RE-CYCLE and RE-USE. Hence Eco-Friendly products are seen as a solution today for providing an eco-friendly environment.

The growing awareness of environmental issues has motivated a significant shift in consumer behaviour, with an increasing number of individuals actively seeking and purchasing eco-friendly products. This rising demand reflects a broader societal concern for sustainability and a desire to mitigate the negative impacts of consumption on the planet. Consequently, understanding consumer satisfaction towards these environmentally conscious offerings has become vital for businesses aiming to align with these evolving preferences and contribute to a more sustainable future. This exploration explores into the multifaceted empire of consumer satisfaction with eco-friendly products, examining the factors that influence their perceptions, the challenges and opportunities faced by businesses in domain, and the implications for the future of sustainable consumption.

## STATEMENT OF PROBLEM

This study explores consumer perception and buying behaviour toward eco-friendly FMCG products, with a specific focus on eco-friendly home care products, personal care products, and electrical goods. It is based on the understanding that environmental issues are closely linked to individual consumer choices and behaviours, which significantly contribute to current ecological challenges. Without meaningful and long-term changes in consumption habits, these patterns pose a serious threat to both the environment and society. Since the concept of environmental or green marketing is still relatively new, it remains under-researched. Green consumers play a key role in driving

the environmental marketing movement, making their attitudes, beliefs, and behaviours crucial to understanding the market for eco-friendly products.

REVIEW OF LITERATURE

Albloushy and Connell (2019) indicated that female consumers had a positive attitude towards environment-friendly products and quality, price, brand name, and concern, and sustainability of the environment was affecting their purchasing intention for apparel. The above variables are also considered in our study to identify the factors influencing buying behaviour.

Mikhaela B. Azarcon et al(2022) indicated that factors Influencing Green Purchase Intention found that environmental knowledge and environmental attitude and concern influence green purchase intention. With this, an implication for products associated with green, eco-friendly, and sustainability is that eco-labels may be an indispensable marketing mechanism for encouraging green consumption by customers.

N. Anil Kumar and Dr. Mridanish Jha (2017) indicated that price, quality, value, trust and easy to use are the factors that affecting buying behaviour of consumers for ecofriendly products. There is significant difference between socio-economic profile of consumers and factors affecting buying behaviour of consumers for eco-friendly products except gender of consumers and factors affecting buying behaviour of consumers for eco-friendly products. The regression analysis shows that price, quality, easy to use, value and trust have significant and positive impact on satisfaction of consumers towards eco-friendly products.

Dr. B. Nagaraju and Thejaswini H.D (2016) in entitle Consumer attitude towards eco-friendly FMCG products .Majority of the consumers are aware of the eco-friendly FMCG products and are having a positive

(i) Gender\*Marital status Crosstab

GENDER		MARRIED	UNMARRIED	Total
MALE	Count	375	71	446
	%within GENDER	84%	16%	100.0%
FEMALE	Count	160	40	200
	%within GENDER	80%	20%	100.0%
Total	Count	536	110	646
	%within GENDER	83.0%	17.0%	100.0%

Table No. 1 indicates that, 84% of the male respondents were married and while 16% of them are unmarried

attitude towards eco- friendly FMCG products. Product label and outdoor advertisement are major sources of awareness towards ecofriendly products. Lack of knowledge and not aware of the benefits are barriers for purchasing eco-friendly products. Consumers buy eco-friendly products for health purpose. The government, organizations and consumers have to join their hands for successful green marketing.

Rakesh H M and P. Lakshmi (2015) indicated that studied green marketing and its impact on consumer behavior. The consumers are aware of the environmental issues like global warming and the impact of environmental pollution. The Green marketing is a phenomenon which has formed the particular interest in the modern market and has emerged as an essential concept in India. This study has attempted to understand the concept of green marketing and the behaviour of the consumer towards green products.

OBJECTIVES

- To identify the buying intention of consumers about Eco- friendly products.
- To evaluate the level of satisfaction of consumers about Eco-friendly products.

FRAMEWORK OF ANALYSIS

The present study is based on both primary and secondary data. The primary data is collected with the help of Questionnaire. The secondary data is collected from the websites, journals etc,. The size of sample is 200 consumers were collected for the study in Coimbatore District. Convenient sampling techniques were used for the collection of data. The collected data should go through analysis process which is done with the help of statistical tools and methods such as crosstab method.

consumers. 80% of the female respondents are married and 20% of the female respondents are single. Therefore, it can be observed that majority of the consumers were male & married.

(ii) Gender\*Age Crosstab

GENDER		AGE(INYEARS)					Total
		OW 20	21-30	31-40	41-50	OVE 51	
MALE	Count	1	55	200	122	65	446
	%within GENDER	.2%	13%	45%	27%	14.7%	100.0%
FEMALE	Count	2	60	89	39	13	200
	%within GENDER	1.0%	30%	44%	19%	6%	100.0%
Total	Count	3	115	289	161	78	646
	%within GENDER	.5%	17.8%	44.7%	24.9%	12.1%	100.0%

With regard to the age wise classification of the respondents, out of 446 male respondents 13% were between the age group of 21-30, 45% of the respondents are belongs to the age group of 31-40, 27% of the of the mare belongs to age between 41- 50 and around 15% of the male respondents are above the age of 50 years.

Out of 200 female respondents, 30 percents of them belongs to the age group of 21-30, 44% of them are between the age of 31-40, 19% of them are in between the age group of 41-50 and remaining are above the age of 6%.

(iii) Gender\*Educational qualification Crosstab

GENDER		EDUCATIONALQUALIFICATION					Total
		Higher secondary	Under graduate	Diploma	Post graduate	professional	
MALE	Count	3	45	280	70	45	443
	%within GENDER	1%	10%	63%	16%	10%	100.0%
FEMALE	Count	5	29	128	29	12	203
	%within GENDER	3%	14%	63%	14%	5.9%	100.0%
Total	Count	8	74	408	99	57	646
	% within GENDER	1.2%	11.5%	63.2%	15.3%	8.8%	100.0%

With regard to the educational qualification of the respondents, out of 446 male respondents 10% of them are having the educational qualification of under graduation, 63% of the male respondents are graduates, 16% of them are having the educational qualification of Post graduation and 10% of male respondents are having the education of Professionals. Out of 200 female respondents 14 % of them are having the educational qualification of under graduation, majority (63%) of the female respondents having an educational qualification of graduation, 14% of the female respondents are Post graduate, 16% of them are Professional education qualification.

(iv) Gender\*Occupation Crosstab

GENDER		Employee	Business	Professional	Home maker	Retired Person	Others	Total
MALE	Count	187	76	123	0	40	13	443
	% within GENDER	42%	17%	28%	0 %	10%	3%	100.0%
FEMALE	Count	69	9	33	82	4	6	203
	% within GENDER	34.0%	4%	17%	40%	2.0%	3.0%	100.0%
Total	Count	256	85	156	86	44	19	646
	% within GENDER	40%	1%	24%	16%	7%	3%	100.0%

It shows the status of the respondents. Out of 446 respondents 42% of the male respondents are employee, 17% of the respondents are businessman, 28% of them are Professional, 10 % of them are retired

person.

About 200 female respondents, 34% of them are employee, 4% of them are businessman, 17% of the

respondents are professional qualification, 40% of the female respondents are home makers and 4% of the female respondents are retired employee.

#### SUGGESTION

To promote environmental sustainability, the government should enforce stricter regulations on companies that pollute and take immediate action against violations. Strengthening environmental education at all academic levels, with practical exposure, is essential for raising awareness from an early age. To make eco-friendly products more accessible, producers should be offered incentives to reduce costs. Since many consumers struggle to identify genuine eco-friendly products, the government should mandate clear eco-labeling. Additionally, policymakers must implement a robust eco-certification system and legal oversight to verify and support manufacturers' green claims.

#### CONCLUSION

Environmental marketing initially started its journey close around two decades prior. The principle subject of environmental marketing is to give ecological friendly products to buyers. Businesses are attempting to adapt up to their customers by method for delivering quality items. There can be most likely the customers' of 21st century are presently much more aware and learned about wellbeing and environment related concerns. Undoubtedly, the purchasers' of this decade are additionally encouraging and extremely potential. The research revealed that the green consumers are having more concerned towards the environment and have moderate awareness on Eco-friendly FMCG products. The green consumers are having positive attitudes towards Eco-friendly products and they exhibit that Eco-friendly products are available in few shops. The consumers purchase Eco-friendly products as it is safe and healthy for the environment and as well as for the human beings. The prices of Eco-friendly products are too high as it is compared with non Eco-friendly products and it is a main barrier for purchasing Eco-friendly FMCG products. Environment is not only the asset of an individual but it is responsibility of each and every individual to preserve the environment.

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