

A Study on the Level of Consumer's Perception towards Eco- friendly Products with special reference to Erode District

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Abstract—The growing concern for environmental sustainability has increased interest in eco-friendly products; however, their adoption among consumers remains uneven. This study examines the socio-economic profile of consumers and analyses their perception and the challenges faced while purchasing eco-friendly products. Primary data were collected from respondents using a structured questionnaire, and appropriate statistical tools were applied for analysis. The findings reveal that factors such as income, education, and occupation significantly influence consumer perception and purchasing behaviour. Although consumers generally show a positive attitude towards eco-friendly products, challenges such as higher prices, limited availability, difficulty in identifying genuine products, and lack of clear information hinder regular purchase. The study highlights the need for affordable pricing, improved accessibility, reliable eco-labelling, and effective awareness strategies. The findings of the study provide useful insights for marketers and policymakers to promote sustainable consumption and enhance the adoption of eco-friendly products.

I. INTRODUCTION

In recent times, environmental issues such as climate change, pollution, and the rapid use of natural resources have become major global concerns. These issues have increased public awareness about environmental protection and have started to influence consumer buying behaviour. Many consumers are now more conscious of the environmental impact of their purchases and are looking for products that are less harmful to nature. This growing awareness has led to an increased interest in sustainable products. Sustainable products are designed in a way that reduces damage to the environment by using sustainable materials and eco-friendly production

methods. They often include the use of renewable or biodegradable resources, energy-saving designs, and environmentally safe packaging. Products are available in many forms, such as organic food items, natural personal care products, eco-friendly household goods, and renewable energy-based solutions. Although eco-friendly products are increasingly promoted through green marketing and are more easily available in the market, their actual usage among consumers remains limited. This gap between consumers' concern for the environment and their real purchasing decisions shows the importance of understanding consumer perception towards eco-friendly products. Consumer perception is influenced by several factors, including environmental knowledge, personal beliefs, trust in environmental claims, price considerations, and social influence. This study aims to examine consumer perceptions, attitudes, and buying behaviour towards eco-friendly products. It focuses on identifying the factors that encourage or discourage consumers from choosing eco-friendly products. The research also highlights the challenges faced by businesses in promoting eco-friendly products. By analysing consumer behaviour and purchase motivations, the study seeks to provide insights into the factors shaping the market for eco-friendly products and to support the development of strategies that encourage sustainable consumption.

Statement of the Problem

Even though sustainability and environmental protection have received increasing attention worldwide, consumer acceptance of eco-friendly products is still not uniform. While some consumers willingly purchase environmentally friendly products,

many others are unwilling to do so because of factors such as higher prices, limited product accessibility, and inadequate understanding of their environmental benefits. This mismatch between environmental awareness and actual purchasing behaviour presents a major challenge for organizations that promote sustainable products. The main concern is to understand the factors that influence how consumers view eco-friendly products and the barriers that prevent their widespread use. This study focuses on examining consumer perceptions of eco-friendly products, identifying the factors that affect their attitudes and buying behaviour, and suggesting measures to improve the adoption of eco-friendly products. By addressing these aspects, the research aims to contribute to the development of effective marketing strategies and policy decisions that support sustainable consumption.

II. REVIEW OF LITERATURE

Bhatia and Jain¹ studied consumer perception and preferences regarding green marketing in India. The research found that consumers are increasingly aware of environmental issues and show a preference for eco-friendly products. Factors such as product quality, eco-labels, and brand reputation were identified as key influences on purchase decisions. The study also noted that higher prices and limited availability restrict wider adoption of green products. Overall, it emphasized the need for effective green marketing strategies to encourage sustainable consumption. Isaacs² examined consumer perceptions of eco-friendly products and found that environmental awareness and personal values strongly influence positive attitudes towards such products. The study highlighted that trust in eco-labels and product credibility plays a key role in shaping purchase decisions. High prices and limited availability were identified as major barriers to adoption. The research concluded that consumer education and transparent marketing are essential to promote wider acceptance of eco-friendly products. Reddy et al.³ examined consumer perception of green marketing for eco-friendly fast-moving consumer goods. The study found that consumers with higher environmental awareness have more positive attitudes towards green products. Green marketing practices and trust in eco-labels were identified as important factors influencing

purchase intention. The research also highlighted that transparent product information enhances consumer confidence.

Objectives of the Study

- To identify the socio-economic profile of the respondents.
- To understand the consumer’s perception towards eco-friendly products.
- To examine the challenges faced by the respondents while purchasing eco-friendly products.

1. Hypothesis

H₀ : The demographic variables does not significantly associate with the level of perception of consumers towards eco-friendly products.

2. Research Methodology

The study has been conducted in Erode district of Tamil Nadu. Convenient sampling technique is used for the study. A sample of 150 respondents is selected for the study. Both the primary and secondary data are used for the study. The primary data were collected mainly through survey method, using the tool questionnaire. The secondary data was obtained from various textbooks, magazines, journals, periodicals, reports and various related websites.

III. ANALYSIS AND DISCUSSION

3.1 Socio-economic Profile

Table 1. Socio- economic profile of the respondents

Profile	No. of Respondents	Percentage
Gender		
Male	62	41
Female	88	59
Total	150	100
Age Group		
Below 20 years	19	13
20 – 35 years	65	43
35 – 50 years	45	30
Above 50 years	21	14
Total	150	100
Educational Qualification		
Illiterate	19	13
School Level	25	17
Graduate/Diploma	73	48

Professional	33	22
Total	150	100
Occupation		
Student	28	18
Employee	34	23
Business	36	24
Professional	34	23
Others	18	12
Total	150	100
Area Of Residence		
Urban	44	29
Semi-Urban	44	29
Rural	62	42
Total	150	100
Family Type		
Joint	27	18
Nuclear	123	82
Total	150	100
Family Size		

2 members	23	15
3 members	29	19
4 members	79	53
More than 4 members	19	13
Total	150	100
Monthly Family Income		
Below Rs.20,000	39	26
Rs.20,001 – Rs.30,000	53	35
Rs.30,001 – Rs.40,000	32	24
Above Rs.40,000	26	21
Total	150	100

Table 1 reveals that the high percentage of the respondents are female (57%), belongs to the age group of 20 – 35 years (43%), graduate/diploma (48%), doing business (24%), are in rural area (42%). Majority of the respondent’s (82%) are in nuclear family, 53% of respondent’s have 4 members in their family and 35% of respondent’s earn a monthly income ranging from Rs.20,001 to Rs.30,000.

3.1 Level of Perception of Consumers towards Eco-friendly products

Table 2. Level of perception χ^2 TEST

Variables	Degree of freedom	Table Value	Calculated Value	Result
Gender	2	5.991	3.689	NS
Age	6	12.592	5.281	NS
Educational Qualification	6	12.592	6.112	NS
Occupational Status	8	11.070	4.799	NS
Area of Residence	4	9.488	0.504	NS
Family Type	2	5.991	8.137	S
Family Size	6	12.592	4.896	NS
Monthly Family Income	6	12.592	4.633	NS

The level of perception of consumers towards eco-friendly products has been analysed to understand its association with selected demographic variables by applying the chi-square test at 5% level of significance. The results of the analysis are presented in the corresponding table.

The Table 2 reveals that there is no significant

association between gender, age, educational qualification, occupational status, area of residence, family size and monthly family income with the level of perception towards eco-friendly products. However, in the case of family type, there exists a significant association between family type and the level of perception towards eco-friendly products.

3.1 Challenges Faced by the Respondents while Purchasing Eco-friendly products

Table 3. Challenges faced

S.No.	Factors	Weighted Score	Rank
1.	Limited availability	503	2
2.	Lack of Variety or Options	435	3
3.	High Price	581	1
4.	Lack of Promotion and Awareness Campaigns	377	4
5.	Unclear Certification or Label	339	5

The challenges faced by the respondents while

purchasing eco-friendly products are presented in

Table 7.3.

The table clearly reveals that high price is the most important challenge faced by the respondents, as it secured the highest weighted score of 581. This is followed by limited availability with a weighted score of 503, lack of variety or options occupies the third position with a weighted score of 435, lack of promotion and awareness campaigns stands fourth with a weighted score of 377. Finally, unclear certification or labelling is ranked fifth with a weighted score of 339.

IV. SUGGESTION

The findings of the study throw light on the following suggestions to enhance eco-friendly products usage among consumers

- As differences in perception were observed across age, education, and occupation, simple and transparent information regarding product quality, usage, and environmental benefits should be provided at the point of purchase.
- Since many consumers perceive eco-friendly products as expensive, manufacturers should adopt cost-effective production methods and offer budget-friendly variants to encourage wider adoption.
- Limited availability reduces purchase intention. Eco-friendly products should be made easily accessible through local retail stores, supermarkets, and online platforms.
- Marketing efforts should highlight not only environmental protection but also practical advantages such as quality, durability, health benefits, and long-term cost savings.

V. CONCLUSION

The study concludes that consumers are increasingly aware of environmental issues and show a generally positive perception towards eco-friendly products. However, the purchasing behaviour of consumers is strongly influenced by their socio-economic profile, particularly income, education, and occupation. While educated and higher-income groups demonstrate better awareness and favourable attitudes, regular usage of eco-friendly products is limited due to practical challenges. High prices, limited availability,

difficulty in identifying genuine eco-friendly products, and inadequate product information remain major barriers to adoption. The analysis highlights a clear gap between positive perception and actual purchase behaviour. Therefore, for wider acceptance of eco-friendly products, it is essential to address affordability, improve accessibility, and strengthen consumer trust through clear information and certifications.

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