Consumers Purchase Behaviour and Satisfaction Towards Eco-Conscious Products A Study in Tiruppur District

Ms. Aghalya. G[1], Dr. Malarvannan. A[2]
[1]*Research Scholar, Department of Commerce, Government Arts College, Udumalpet – 642126.*
[2]*Principal i/c Government Arts College, Udumalpet – 642126.*

***Abstract*—Environmental is being devastated by the human economic activities, there are arising concern to protect the globe for sustainable living. The global summit on environment sustainability has forced every government to take up stringent measures to protect the earth and the living beings. The continued rapid growth of population and industry, rapid urbanization, extravagant consumption of natural resources and deterioration of environment have put enormous pressure on the environment and led to climate change, pollution, natural resources exploitation, and loss of biodiversity. Such complex challenges posed by the environment have become issues of concern for government, business, and consumers around the globe and led to the adaptation of sustainable practices to consume resources and produce products minimizing the adverse impacts on the environment. Under these circumstances, the concept of sustainable consumption is gaining popularity as a viable approach for restricting the rampant use of natural resources. Considering above factors, green products or environmentally friendly products have attracted the attention of consumers, producers and policy makers, in all over the world as these products are efficient for design, production, packaging, distribution, use and disposal. Consumer perception is a cognitive process where consumers select, organize and interpret information to build an idea about products, services and their environment. When referring to eco-friendly products, consumer perception would include consumer's trust, perception, attitude, knowledge and opinions about eco-green products, their benefits and sustainability benefits, as well as their product performance. The impact of consumer perception towards eco products can significantly impact on the purchase intention; whether this intention will result in eco green product acceptance and lifelong sustainable consumption practice, or repressive on the contrary, will be subject to consumer's perception, doubts and confidence in these products performance and their environmental claims. Environmental awareness and green concern among consumers are rapidly rising worldwide. As a result, environmentally aware consumers are more likely to be open to consider sustainable alternatives and more likely to consume green products. Consumer's levels of environmental literacy are gaining momentum and concern have been assessed to significantly influence consumers' consciousness, attitude and acceptance towards eco-conscious products, indicating the significant roles of consumers' knowledge and environmental consciousness in responsible consumption decisions. Each store is educating the consumers towards environment sustainability. Consumers in India views regarding environment-friendly products are showing a fairly considerable change over the decade. The factors responsible for this are the higher environmental awareness of consumers, better literacy levels, the government policies to promote environmentally conscious consumption and the easy availability of information regarding environmental issues through digital media. Environment-friendly products are increasingly available in all product categories including organic foods, household products, electrical and energy-efficient appliances, clothing, biodegradable packaging materials, personal care items and eco-fashion. However, some of the major factors affecting the acceptance of the products are the still relatively higher costs of environment-friendly products, unavailability of environmentally friendly products, consumers' lack of awareness, consumers' doubts about product quality and benefits, and the attitude-behaviour gap of consumers.**

***Index Terms*—Environment; eco-products; biodegradable packing materials, eco-fashion; environment literacy.**

I. INTRODUCTION

Environmental is being devastated by the human economic activities, there are a rising concern to protect the globe for sustainable living. The global summit on environment sustainability has forced every

government to take up stringent measures to protect the earth and the living beings. The continued rapid growth of population and industry, rapid urbanization, extravagant consumption of natural resources and deterioration of environment have put enormous pressure on the environment and led to climate change, pollution, natural resources exploitation, and loss of biodiversity. Such complex challenges posed by the environment have become issues of concern for government, business, and consumers around the globe and led to the adaptation of sustainable practices to consume resources and produce products minimizing the adverse impacts on the environment. Under these circumstances, the concept of sustainable consumption is gaining popularity as a viable approach for restricting the rampant use of natural resources. Considering above factors, green products or environmentally friendly products have attracted the attention of consumers, producers and policy makers, in all over the world as these products are efficient for design, production, packaging, distribution, use and disposal.

Consumer perception is a cognitive process where consumers select, organize and interpret information to build an idea about products, services and their environment. When referring to eco-friendly products, consumer perception would include consumer's trust, perception, attitude, knowledge and opinions about eco-green products, their benefits and sustainability benefits, as well as their product performance. The impact of consumer perception towards eco products can significantly impact on the purchase intention; whether this intention will result in eco green product acceptance and lifelong sustainable consumption practice, or repressive on the contrary, will be subject to consumer's perception, doubts and confidence in these products performance and their environmental claims.

Environmental awareness and green concern among consumers' is rapidly rising worldwide. As a result, environmentally aware consumers are more likely to be open to consider sustainable alternatives and more likely to consume green products. Consumer's levels of environmental literacy is gaining momentum and concern have been assessed to significantly influence consumers' consciousness, attitude and acceptance towards eco-conscious products, indicating the significant roles of consumers' knowledge and environmental consciousness in responsible consumption decisions. Each store is educating the consumers towards environment sustainability.

Consumers in India views regarding environment-friendly products are showing a fairly considerable change over the decade. The factors responsible for this are the higher environmental awareness of consumers, better literacy levels, the government policies to promote environmentally conscious consumption and the easy availability of information regarding environmental issues through digital media. Environment-friendly products are increasingly available in all product categories including organic foods, household products, electrical and energy-efficient appliances, clothing, biodegradable packaging materials, personal care items and eco-fashion. However, some of the major factors affecting the acceptance of the products are the still relatively higher costs of environment-friendly products, unavailability of environmentally friendly products, consumers' lack of awareness, consumers' doubts about product quality and benefits, and the attitude-behaviour gap of consumers.

The trustworthiness and sincerity of the information about environmental qualities of the product is another relevant aspect that shapes consumer attitude towards environmentally conscious products. The fact that consumers' demand for environmentally friendly products has been rising more and more has also brought greenwashing into the scope of the discussion. Greenwashing is a deceptive marketing practice whereby an organization or product is falsely or substantially exaggeratedly presented as environmentally friendly.

Greenwashing is a deceptive practice that misleads consumers into perceiving a product or company as more environmentally friendly than it actually is and ultimately distorts consumers' choice and is likely to have a negative effect on customers' purchasing intention. For this reason, consumers demand more transparent information about environmental claims of a product. In this context, trustworthy certifications, certified eco-labels and reliable Information about the product's environmental features, scientific standards and precise environmental assessment are relevant to build consumer confidence and increase acceptability of environmentally friendly products.

II. REVIEW OF LITERATURE

Ares, et, al, (2016) have conducted studies on consumers' perceptions of sustainable food items, with a focus on environmentally friendly packaging and ingredients. Their experiment revealed that consumers' willingness to buy and their willingness to pay more fluctuated based on the environmentally friendly feature of the product. Packaging also had an effect on consumers' satisfaction with the product and their judgment of the purchase. The authors conclude that consumers' perception of a product's environmental qualities do not treat all attributes the same.

Barbarossa and De Pelsmacker (2016) investigated perceptions of consumers on green consumption and the influence of their green perceptions. The results indicated that the consumers perceived positive contribution to the environment was a significant antecedent of green consumption behaviour. However, perceived inconvenience, ambiguity, premium pricing, and doubts about effectiveness were barriers for green consumption unless green products could help the customers achieve their environmentally beneficial targets. The study draws attention to the fact that a positive perception of the environment alone cannot affect consumers unless they perceived that their individual actions could actually lead to tangible environmental benefit.

Moser (2016) dealt with the purchase decisions of German consumers who buy green products. It was established that environmental concern is only expressed positively in consumers self-reports of their purchase behaviour. The study was helpful as it also showed that product- and situation-related factors affected consumers purchase behaviour and that factors such as product performance, price, convenience and availability had to be taken into account by consumers, in addition to their environmental attitude.

Nguyen, et.al., (2016) assessed environmentally friendly purchasing behaviour of energy-efficient appliances in Vietnam. The research revealed that consumers' biospheric values promoted environmentally friendly buying through increased environmental attitudes, subjective norms, and environmental self-identity. Moreover, consumers' biospheric values can diminish the amount of difficulty perceived when purchasing eco-friendly products. The research results imply that consumers with a stronger affinity to nature and environmentally friendly behaviour are more inclined to purchase energy-efficient products when their social and personal identities are aligned with environmentally friendly behaviour.

Suki (2016) examined how green brands, attitudes, and green knowledge affects green purchase intention. Consumers' perceptions of green brands were found to have a strong effect on their attitude towards green purchase and their willingness to buy eco-friendly products. Also green knowledge was found to contribute in the decision-making process of consumers by allowing them to form an attitude and identify product claims. It means that firms need to promote green product demand by building credible green brands and educating consumers.

Yadav and Pathak (2016) extended the theory of planned behaviour to consumers' green purchase intention of young consumers in a developing country. The results found that attitude, subjective norm, perceived behavioural control, environmental concern and perceived consumer effectiveness were the major influences of purchase intention. Based on the research, it is shown that young consumers may have considerable environmental consciousness and concern, but their intention is more powerful in terms of social acceptance and practicability.

Dangelico and Vocalelli (2017) the researchers have performed a systematic review of green marketing research. They examined the meaning of green marketing, green marketing strategy development procedures, and tools like eco-labelling, green advertising, green product designing, and communication. The review indicates that the role of green marketing is to shape consumer perception of the value of environmental concern and corporate responsibility; however, green marketing is only beneficial when environmental claims are credible and verified by existing corporate practice.

Hsu, Chang, and Yansritakul (2017) Tuan, et. Al. studied consumers' purchase intention toward green skincare products. Based on theory of planned behaviour, they investigated moderating effect of country of origin and price sensitivity. They found that attitude, subjective norms, and perceived behavioural control affected green skincare purchase intention and that price sensitivity and country-of-origin perceptions affected the strength of the relationships. The result

confirms that consumers make environmentally friendly product evaluations on a both environmental base and common product evaluation bases such as price and origin.

Liobikienė et, al, (2017) highlighted the relationship between environmental attitudes and values and pro-environmental purchase. The research demonstrated that attitudes to the environment and knowledge about the environment influence purchase decisions through the consumer's values, perception of responsibility and personal efficacy. The research implied that environmental awareness is not effective without products that are readily available when attempting to educate consumers.

Wang (2017) explored the purchase behaviour of consumers toward green brands based on perceived risk theory. Green perceived quality, green perceived value, green trust and perceived risk were taken into account. The results suggested that consumers' perception of quality and value increased intention to buy green brands but perceived risk negatively influenced purchase behaviour. Perceived risk in green trust contributed to reducing consumers' uncertainty about environmental claims and products' performance.

III. SCOPE OF THE STUDY

The researchers has chosen the field of research in Tiruppur, in Tamil Nadu, this District is a famous town for hosiery garments, and the residents are from all over India, it houses varies shops, this paper is very narrow, due to the consumers' study within Tiruppur town.

IV. SIGNIFICANCE

Since, the district is very famous, and varied culture of people are surviving, the district generates approximately ₹ 46,000 crores in annual knitwear garment exports as of 2025-26 financial year, accounting for 50 per cent to 60 per cent of India's total cotton knitwear exports. Tiruppur has become the world's first textile cluster to achieve 100 per cent 'zero liquid discharge' (ZLD) compliance, this cluster also generates significant green energy through local wind and solar infrastructure (Jacob, 2026)[1]. ZLD compliance has led to the research, on consumers' purchase behaviour and their satisfaction towards eco-friendly products.

V. STATEMENT OF THE PROBLEM

Growing environmental awareness and increasing concern for ecological protection have significantly influenced consumers' purchasing preferences and consumption patterns. Consumers are showing gradual interest in purchasing and using products that are environmentally sustainable and cause minimal harm to the natural environment. Environmental considerations are becoming an important factor in shaping consumer attitudes, preferences and purchasing behaviour. Despite the growing importance of environmental sustainability, business organizations, particularly those operating in the Fast-Moving Consumer Goods (FMCG) and consumer durables sectors, continue to encounter several challenges in marketing eco-conscious products, such as consumer demand, awareness of eco-friendly products, price, etc.

These challenges include inconsistent consumer demand, inadequate awareness of environmentally friendly products, unfavourable consumer attitudes and purchasing behaviour, high production and marketing costs, and consumers' reluctance to pay premium prices for environmentally sustainable alternatives. Furthermore, the gap between consumers' environmental concerns and their actual purchasing decisions creates additional difficulties for organizations attempting to promote sustainable consumption. Addressing these issues requires businesses to understand consumer expectations, preferences and environmental buying behaviour while developing stronger relationships with consumers, intermediaries and other stakeholders involved in the marketing of eco-conscious products. In this context, understanding consumer perceptions has become essential for encouraging the wider acceptance and adoption of environmentally sustainable products. The formulation of a research problem represents a fundamental stage in the research process, as it provides direction and establishes the basis for systematic investigation. The study also seeks

[1] Jacob, S. (2026, September 14). Tiruppur: How a small cluster turned into a textile export powerhouse. *Business Standard*. https://www.business-standard.com

to understand the factors influencing consumers' preferences, purchase intentions and adoption of environmentally friendly products, along with the challenges that may discourage their acceptance.

VI. OBJECTIVES OF THE STUDY

- ✓ To study the consumers' perception, attitude, factors impacting buying decision towards eco-friendly products.
- ✓ To study the consumers' purchase frequency of eco-friendly products.
- ✓ To measure the consumers' satisfaction and the problems faced during the consumption of eco-friendly products.

VII. METHODOLOGY

The study adopts descriptive research procedure, convenient sampling has been adopted at the first stage for choosing the Tiruppur district taluks, and stratified random sampling as the second stage to reach the consumers at the retail shops, super markets, and malls. Instrument for data collection is a structured questionnaire. The sample size of the respondents after scrutiny and rejections is 797 out of 1000.

VIII. LIMITATIONS OF THE STUDY

The geographical location is one of the limitations in the study, due to the taluks under the administration of the Tiruppur District. Results arrived are the general opinion of the respondents, which cannot be generalised to the other regions, due to the population variation, such as culture, education, income and others.

Analysis

Table 1

GENDER		
	Frequency	Percent
MALE	397	49.8
FEMALE	232	29.1
PREFER NOT TO SAY	168	21.1
Total	797	100.0
AGE		
	Frequency	Percent
21-30	162	20.3
31-40	138	17.3
41-50	174	21.8
51-60	224	28.1
ABOVE 60	99	12.4
Total	797	100.0
MARITAL STATUS		
	Frequency	Percent
UNMARRIED	138	17.3
MARRIED	280	35.1
WIDOW (ER)	208	26.1
SEPARATED	171	21.5
Total	797	100.0
EDUCATIONAL QUALIFICATION		
	Frequency	Percent
NO FORMAL QUALIFICATION	103	12.9
UP TO SCHOOL	65	8.2
HIGHER SECONDARY/JUNIOR COLLEGE	73	9.2
GRADUATE	128	16.1
POST GRADUATE	148	18.6
PROFESSIONAL	110	13.8
DIPLOMA	85	10.7
VOCATIONAL TRAINING	85	10.7
Total	797	100.0
OCCUPATION		
	Frequency	Percent
HOMEMAKER	173	21.7
SELF-EMPLOYED	123	15.4
PUBLIC	151	18.9
PRIVATE	139	17.4
AGRICULTURIST	211	26.5
Total	797	100.0
MONTHLY INCOME		
	Frequency	Percent
UP TO Rs.25,000	202	25.3
Rs. 25,001 to Rs. 50,000	217	27.2
Rs. 50,001 to Rs. 75,000	205	25.7
Above Rs. 75,000	173	21.7
Total	797	100.0

Data Source: Primary

Table 2

Factors Influence Your Adoption of Green Products

ENVIRONMENTAL CONCERN						
	N	Mean	Std. Deviation	t	df	Sig. (2-tailed)

My concern for environmental protection motivates me to purchase green products.	797	3.76	1.352	78.448	796	0.000
I prefer products that have minimal impact on the environment.	797	3.59	1.368	74.010	796	0.000
Environmental issues influence my product choices.	797	3.98	1.314	85.473	796	0.000
I feel responsible for contributing to environmental sustainability through my purchases.	797	3.82	1.321	81.641	796	0.000
I consider environmental consequences before buying a product.	797	3.88	1.308	83.627	796	0.000
HEALTH AND SAFETY CONSIDERATIONS						
	N	Mean	Std. Deviation	t	df	Sig. (2-tailed)
I adopt green products because they are safer for my health.	797	3.60	1.280	79.461	796	0.000
Green products reduce exposure to harmful chemicals.	797	3.92	1.208	91.524	796	0.000
The health benefits of green products influence my purchasing decisions.	797	4.00	1.292	87.373	796	0.000
I believe green products are healthier for my family.	797	3.87	1.270	86.089	796	0.000
Product safety is an important reason for choosing green products.	797	3.87	1.255	87.112	796	0.000
PRODUCT QUALITY AND PERFORMANCE						
	N	Mean	Std. Deviation	t	df	Sig. (2-tailed)
I adopt green products because of their superior quality.	797	3.66	1.286	80.333	796	0.000
Green products perform as effectively as conventional products.	797	3.65	1.313	78.505	796	0.000
The durability of green products influences my purchase decisions.	797	3.84	1.301	83.392	796	0.000
I am more likely to adopt green products that meet my quality expectations.	797	3.96	1.230	90.870	796	0.000
Reliable performance encourages me to purchase green products.	797	4.03	1.224	92.925	796	0.000
PRICE AND ECONOMIC CONSIDERATIONS						
	N	Mean	Std. Deviation	t	df	Sig. (2-tailed)
I consider the price of green products before purchasing them.	797	3.81	1.314	81.946	796	0.000
I am willing to pay a premium for environmentally friendly products.	797	3.86	1.412	77.215	796	0.000
Long-term cost savings influence my adoption of green products.	797	3.73	1.296	81.215	796	0.000
Discounts and promotional offers encourage me to purchase green products.	797	3.66	1.282	80.528	796	0.000
I would buy more green products if they were more affordable.	797	3.74	1.329	79.392	796	0.000
SOCIAL INFLUENCE						
	N	Mean	Std. Deviation	t	df	Sig. (2-tailed)
Recommendations from family members influence my adoption of green products.	797	3.62	1.263	80.982	796	0.000

Friends and colleagues affect my decision to purchase green products.	797	3.51	1.242	79.735	796	0.000
Social approval encourages me to use green products.	797	3.71	1.326	78.881	796	0.000
People important to me support the use of green products.	797	3.69	1.340	77.656	796	0.000
Social trends influence my adoption of environmentally friendly products.	797	3.68	1.352	76.833	796	0.000

Data Source: Primary

Table 3
Respondents Purchase Behaviour Towards Eco-Products

Purchase Frequency						
	N	Mean	Std. Deviation	t	df	Sig. (2-tailed)
I regularly purchase green products whenever they are available.	797	3.86	1.354	80.418	796	0.000
I frequently choose green products over conventional alternatives.	797	3.83	1.263	85.545	796	0.000
Green products form a significant portion of my regular purchases.	797	3.77	1.388	76.596	796	0.000
I have increased my purchase of green products over the past few years.	797	3.75	1.372	77.094	796	0.000
I actively seek green products when shopping.	797	3.67	1.404	73.816	796	0.000
Product Selection Behaviour						
	N	Mean	Std. Deviation	t	df	Sig. (2-tailed)
I compare environmental attributes before purchasing a product.	797	3.89	1.276	85.954	796	0.000
I check whether a product is environmentally friendly before buying it.	797	3.81	1.342	80.182	796	0.000
I prefer products made from recycled or sustainable materials.	797	3.92	1.297	85.324	796	0.000
I choose products with minimal environmental impact.	797	4.02	1.217	93.235	796	0.000
Environmental considerations influence my final product selection.	797	3.95	1.255	88.941	796	0.000
Eco-Label and Information Usage						
	N	Mean	Std. Deviation	t	df	Sig. (2-tailed)
I read eco-labels before purchasing products.	797	3.91	1.270	86.823	796	0.000
I look for environmental certifications when shopping.	797	3.84	1.296	83.718	796	0.000
Product packaging information influences my purchase decisions.	797	3.81	1.324	81.145	796	0.000
I verify environmental claims before purchasing green products.	797	3.76	1.358	78.153	796	0.000
Eco-labels help me identify products that I am willing to purchase.	797	3.87	1.334	81.807	796	0.000
Spending Behaviour						
	N	Mean	Std. Deviation	t	df	Sig. (2-tailed)
I am willing to spend more money on environmentally friendly products.	797	3.83	1.348	80.311	796	0.000

I prioritize green products even when they are more expensive.	797	3.88	1.279	85.636	796	0.000
I allocate part of my shopping budget specifically for green products.	797	3.76	1.356	78.299	796	0.000
I purchase green products despite price differences with conventional products.	797	3.77	1.338	79.582	796	0.000
Long-term environmental benefits justify my spending on green products.	797	3.73	1.387	75.836	796	0.000
Store and Brand Choice						
	N	Mean	Std. Deviation	t	df	Sig. (2-tailed)
I prefer stores that offer a wide range of green products.	797	3.87	1.344	81.226	796	0.000
I choose brands that demonstrate environmental responsibility.	797	3.93	1.290	85.918	796	0.000
I frequently purchase from companies known for sustainable practices.	797	3.86	1.286	84.694	796	0.000
Environmental reputation influences my choice of brands.	797	3.81	1.343	80.019	796	0.000
I switch brands when greener alternatives become available.	797	3.90	1.297	84.852	796	0.000
Sustainable Consumption Practices						
	N	Mean	Std. Deviation	t	df	Sig. (2-tailed)
I avoid purchasing products with excessive packaging.	797	3.86	1.346	80.945	796	0.000
I carry reusable bags when shopping.	797	3.97	1.237	90.619	796	00.000
I prefer refillable or reusable products whenever possible.	797	3.97	1.231	90.951	796	0.000
I purchase products that generate less waste.	797	3.97	1.265	88.502	796	0.000
I choose products that can be recycled after use.	797	3.93	1.301	85.405	796	0.000
Repeat Purchase Behaviour						
	N	Mean	Std. Deviation	t	df	Sig. (2-tailed)
I repeatedly purchase green products that satisfy my expectations.	797	3.94	1.281	86.806	796	0.000
Positive experiences encourage me to repurchase green products.	797	3.97	1.314	85.377	796	0.000
I remain loyal to environmentally responsible brands.	797	3.85	1.306	83.204	796	0.000
I intend to continue purchasing green products in the future.	797	3.69	1.366	76.249	796	0.000
Green products have become part of my regular shopping habits.	797	3.92	1.218	90.899	796	0.000

Data Source: Primary

Table 4

Factors Influence Your Adoption of Green Products

		Sum of Squares	df	Mean Square	F	Sig
Between People		65138.925	796	81.833	146.854	0.000
Within People	Between Items	936.703	50	18.734		
	Residual	5077.258	39800	.128		
	Total	6013.961	39850	.151		
Total		71152.886	40646	1.751		
Grand Mean = 3.68						

Hotelling's T-Squared Test				
Hotelling's T-Squared	F	df1	df2	Sig
1691.718	31.752	50	747	0.000

Data Source: Primary

Table 5

Attitude Towards Eco-Conscious Options

		Sum of Squares	df	Mean Square	F	Sig
Between People		24776.941	796	31.127	22.927	0.000
Within People	Between Items	587.767	29	20.268		
	Residual	20406.766	23084	.884		
	Total	20994.533	23113	.908		
Total		45771.474	23909	1.914		
Grand Mean = 3.50						
Hotelling's T-Squared Test						
Hotelling's T-Squared	F	df1	df2	Sig		
1168.672	38.881	29	768	0.000		
PERCEPTION REGARDING ECO-CONSCIOUS ALTERNATIVES						
		Sum of Squares	df	Mean Square	F	Sig
Between People		52217.043	796	65.599	71.443	0.000
Within People	Between Items	540.286	39	13.853		
	Residual	6019.714	31044	.194		
	Total	6560.000	31083	.211		
Total		58777.043	31879	1.844		
Grand Mean = 3.73						
Hotelling's T-Squared Test						
Hotelling's T-Squared	F	df1	df2	Sig		
2350.229	57.385	39	758	0.000		

Data Source: Primary

Table 6

CONSUMER PURCHASE BEHAVIOUR						
		Sum of Squares	df	Mean Square	F	Sig
Between People		44986.810	796	56.516	54.538	0.000
Within People	Between Items	202.398	34	5.953		
	Residual	2954.059	27064	.109		
	Total	3156.457	27098	.116		
Total		48143.267	27894	1.726		
Grand Mean = 3.86						
Hotelling's T-Squared Test						
Hotelling's T-Squared	F	df1	df2	Sig		
473.521	13.350	34	763	0.000		

Data Source: Primary

Table 7

POST-PURCHASE SATISFACTION						
		Sum of Squares	df	Mean Square	F	Sig
Between People		8083.644	796	10.155	42.805	0.000
Within People	Between Items	23.610	5	4.722		
	Residual	439.056	3980	.110		
	Total	462.667	3985	.116		

Total	8546.310	4781	1.788		
Grand Mean = 3.60					
Hotelling's T-Squared Test					
Hotelling's T-Squared	F	df1	df2	Sig	
138.639	27.588	5	792	0.000	

Data Source: Primary

Table 8

CHALLENGES/PROBLEMS ENCOUNTERED IN PURCHASE OF ECO-PRODUCTS						
		Sum of Squares	df	Mean Square	F	Sig
Between People		5573.227	796	7.002	36.569	0.000
Within People	Between Items	12.913	3	4.304		
	Residual	281.087	2388	.118		
	Total	294.000	2391	.123		
Total		5867.227	3187	1.841		
Grand Mean = 3.62						
Hotelling's T-Squared Test						
Hotelling's T-Squared	F	df1	df2	Sig		
172.736	57.434	3	794	0.000		

Data Source: Primary

IX. DISCUSSION OF THE RESULTS [FINDINGS]

The demographic status of the 797 respondents shows that 49.8% of the respondents were males, followed by 29.1% who were females and 21.1% who were not interested in revealing their gender. The respondents included 28.1% who were aged 51-60 years, 21.8% aged 41-50 years and 20.3% aged 21-30 years. In terms of marital status, 35.1% were married, 26.1% were widows and widowers, 21.5% were separated and 17.3% were unmarried respondents. In terms of education, postgraduates were the highest proportion (18.6%) followed by graduate (16.1%) and professional qualification (13.8%). The respondent's jobs represent the composition of 26.5% agriculturists, 21.7% homemakers, 18.9% public-sector employees and 17.4% private-sector employees. Economically, the members of the family earning ₹ 25, 001-₹ 50,000 constitute the major proportion (27.2%), followed by earning ₹50, 001-₹75, 000 (25.7%) and earning up to 25, 000 (25.3%). Altogether, this presents a wide profile of respondents from varying backgrounds to compare consumer attitudes towards eco-conscious products. It is observed that the respondents had positive perceptions regarding all the five factors influencing the adoption of eco-conscious products. The highest mean score for environmental concern was for environmental issues influencing product choices (3.98), reflecting the fact that environmental awareness influences purchasing decisions. The health and safety consideration factor produced the highest mean for health benefits of green products (4.00), while the belief that green products lower exposure to dangerous chemicals was the second most important (3.92). In terms of product quality and performance, the most important aspect was reliable performance (4.03), followed by the ability of the product to meet quality expectations (3.96). The respondents believed that they were willing to pay more for environmentally friendly products (3.86), and the factors that generated the highest mean values for economic considerations for environmentalists included an environmentally friendly product being worth a premium (3.86) and a green product contributing to the local economy (3.83). With respect to social influence, social approval was perceived as the most important factor to influence the respondents to buy green products (3.71). All the statements had statistically significant t-values at 1% ($p = 0.000$, i.e., $p<0.001$) significance level. Overall, it can be inferred that health benefits, product performance, environmental concern, economic considerations and social influence play a positive role in influencing respondents towards the purchase of green products.

The survey results also suggested that the test respondents had positive purchase behaviour towards eco-conscious products in all 7 measures. In purchase frequency, the tendency to always buy as much as

possible when a product that is environmentally friendly is available has the highest means (3.86). Regarding to product selection behaviour, the tendency to select the product with the least impact on the environment has the highest means (4.02). Read eco-labels before the purchase has the highest means (3.91), stating the importance of environmentally responsible store/product information during the purchase. Spent the biggest amount of money on eco-friendly products has the highest means (3.88), indicating the willingness of respondents to buy eco-conscience product that costs more. Which store to buy, or which brand to purchase has the most means (3.93), indicating that the respondents prefer to buy items from an environmentally responsible provider. In terms of sustainable consumption behaviour, carrying a reusable bag, a refillable / reusable item, buying more sustainable products, and buying less wasteful products all have the same means (3.97). Moreover, having a positive feeling would encourage the repeat purchase of the product has the most means (3.97), while the most frequent repeated purchase was the product that meet the expectation (3.94). All items are statistically significant as the t-values had the 1% level ($p < 0.001$). In brief, survey results proposed that the test respondents has positive purchase behaviour towards eco-conscious products, especially in sustainable consumption behaviour, product selection behaviour and repeat purchase.

The findings indicate that factor as a whole the grand mean score is 3.68 which is a favourable agreement score among the 797 respondents. The results of Between-Items indicate the F value at 146.854 is significant at 1% level ($p < 0.001$) which further infer that respondents' perception on factors influencing green product adoption in terms of ANOVA concept is significantly different. Similarly, Hotelling's T-Squared value at 1691.718 is significant at F-value at 31.752 ($df1 = 50$, $df2 = 747$) at $p < 0.001$ level which further confirm that the respondents' perception is significantly different on these 50 statements. Based on the means also, overall evaluation of the factors revealed that environmental concern, health and safety, product quality, price as well as social factors affects a respondent's perception regarding green product adoption.

The total grand mean score for attitude towards eco-conscious options is 3.50, which suggests respondents, out of 797, hold a favourable attitude. The Between-Items F-value of 22.927 suggests that respondents hold significantly different attitudes towards the 30 statements ($p < 0.001$). In addition, the Hotelling's T-Squared value of 1168.672 (F-value of 38.881 ($df1 = 29$, $df2 = 768$), which is significant at the 1% level, would further suggest that, overall, the respondents' attitudes towards eco-conscious options would significantly differ significantly, 797 respondents as a whole holds favourable attitudes towards environment products; however, their level of agreement on the statements differs.

The overall grand mean score for perception of eco-conscious alternatives 3.73 which shows the respondent group has a positive perception of eco-conscious alternatives. The Between-Items F-value is 71.443, which shows that there are significant differences between the 40 statements in the questionnaire at 0.001 level ($p<0.001$). Hotelling's T-Squared value of 2350.229 has an F-value of 57.385 ($df1 = 39$, $df2 = 758$), which is significant at 0.01 level, showing that there are significant multivariate differences in perceptions of eco-conscious alternatives by the respondents. The result indicate that the respondents have positive perception of eco-conscious products and acknowledge their practical utility as well as environmental importance.

The grand mean score for the post-purchase satisfaction towards eco-friendly products is 3.60 on a scale of 1-5 suggesting a moderately favourable satisfaction level among the 797 samples. The Between-Items F-value of 42.805 is statistically significant at 1% level ($p< 0.001$) implying significant differences in the level of satisfaction among the 797 samples with regard to the 6 statements. Further, Hotelling's T-squared value of 138.639, with an F-value of 27.588 ($df1 = 5$, $df2 = 792$) is significant at 1% level ($p< 0.001$) indicating significant multivariate differences in the level of satisfaction among the 797 samples with regard to the six statements.

Overall, these results imply that the 797 respondents show moderately high level of satisfaction with the use of eco-friendly products although their satisfaction varies across the various aspects of use of such products. The overall grand mean score for challenges and problems faced in buying eco-products is 3.62 on a scale of 1-5 indicating a moderately high agreement level among the 797 samples. The Between-Items F-value of 36.569 is statistically significant at 1% level ($p< 0.001$) implying significant differences in the

respondents' views on challenges faced in buying eco-products across the four statements. Further, Hotelling's T-squared value of 172.736, with an F-value of 57.434 (df1 = 3, df2 = 794) is significant at 1% level ($p < 0.001$) indicating significant multivariate differences in the level of challenges faced in buying eco-products among the 797 samples.

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