

## **Assessing Consumer Awareness and Purchase Behavior Regarding Sustainable Eco Friendly Products in Coimbatore City**

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### **ABSTRACT**

This article provides narrative findings on consumer awareness and buying behaviour towards green products in Coimbatore city. Nowadays, the environment has become a mainstream issue in the current competitive world. Green marketing is a major trend to know the reason for environmental issues like global warming, ozone depletion, pollution, loss of biodiversity and deforestation. The purpose of the study is to find out the awareness and buying behaviour towards Green products in Coimbatore city. The study is mainly focused on determining the difference in the awareness level among male and female consumers about Green FMCG Products. The primary data were collected through interview method with a structured questionnaire from 110 respondents using convenient sampling technique. The data were analyzed with the help of statistical tools like Percentage Analysis, One way Anova and Independent Sample t-test. The study found that level of awareness and buying behaviour towards green products. Finally, the study concluded that the consumers are familiar about the environmental aspects and also their green awareness.

### **INTRODUCTION**

The term green marketing and environmental marketing are seen as elements of innovative marketing. The progress in green marketing shall direct towards sustainable performance without changing our traditional ideas of marketing practices. The approach to environmental, eco-marketing and green marketing belongs to the cluster which addresses the gap between the traditional method and the ecological reliability of the marketing environment.

The concern towards the environment in combination with marketing management has gradually been surfaced as green marketing. The core and indispensable element of green

marketing are sustainability (Charter, 1992). The green approach towards utilization and production comprises of deriving pleasure from the present standard of living without destroying the future standards as preached by McDonagh and Prothero, 1998.

## **RESEARCH PROBLEM**

Many of the serious environmental issues are due to modernization and lack of environmental care. In order to cope with this, a paradigm shift to sustainable production and consumption is needed. However, for implementing these ideas change is required in individual, societal and economic level. In today's global business environment, most of the organizations are facing challenges due to their carefree nature towards environmental conservation. The deterioration of the environment paved the way for demand by consumers towards eco-friendly products in order to safeguard planet earth. With increased pressure, many firms embraced green marketing strategies and took ecological matters as their competitive advantage. Environmental sustainability is the matter of concern for business organizations to obtain a competitive advantage and create business opportunities by adopting green marketing even though it may add to the expenditure of the organization. The present study addresses these issues and also scrutinizes the environmental consciousness of the respondents, their degree of awareness about eco-friendly products and also their buying behaviour of eco-friendly products. With escalating environmental awareness, companies need to identify not only consumers' behaviour towards eco-friendly products but also the factors that influence purchase behaviour of consumers and the concerns that act as a barrier towards purchasing of eco-friendly products.

## **OBJECTIVES OF THE STUDY**

1. To study consumer's awareness about eco-friendly products
2. To identify the factors that influence consumers' buying behaviour towards eco-friendly products.

## **SCOPE OF THE STUDY**

The research study was geographically restricted to Coimbatore city. The sample size was limited to a number of 110 respondents. Respondents were selected using convenient sampling technique. The consumers' viewpoint was considered for analyzing the factors that influence their buying behaviour for eco-friendly products. There are a number of eco-friendly products that are biodegradable and conserve energy for attaining sustainable future

both for present and future generation. For the purpose of this study, five categories of eco-friendly commodities identified to be the most commonly used were chosen. They were eco-friendly carry bags/plates/cups, recycled paper/stationary, energy efficient lamps, organic food products, personal care products, fast moving consumer goods (FMCG) and domestic solar energy products.

## REVIEW OF LITERATURE

**1.Sreeja Mohan, (2021)**, The study found remarkable changes in the consumer preference on traditional marketing than green marketing. from the overall analysis that there is significant positive impact of green marketing in the economic, environmental field, green marketing not only an environmental protection tool but also an efficient marketing strategy. It is evident that consumers become more and more concern about the green products so they are willing to pay more for green product.

**2.Prasannta Kumar Ghosh (2021)** In our world pollution arising from various sources like a factories and vehicles threatens the very environment we live in. We should become more and more aware of the products that pose a threat to our environment because otherwise through our lack of awareness we will ourselves contribute toward the distractions of our beloved and beautiful work in this paper we have brought into focus on work regarding making the supply chain of product as green economy.

**3.Khan and Mohsin (2017)**, "The power of emotional value: Exploring the effects of values on green product consumer choice behavior", Using the theory of consumption values, this research proposes to explore the consumer choice behavior for green products in Pakistan. Functional value (price and quality), social value, conditional value, epistemic value, and emotional value and environmental value were used to study the consumer choice behavior for green products. It also gauges the extent to which emotional value moderates the impact of other consumption values on green product consumer choice behavior.

## RESEARCH METHODOLOGY

Research Design: Descriptive research design

Sources of Data:

- Primary Data: The primary data was collected based on the structured questionnaire with the help of google form
- Secondary Data: The secondary data for the study have been collected from books, magazines, journals, articles and various websites.
- Sampling Technique: Convenient sampling.
- Sampling Size: 110 respondents
- Area of Study: Coimbatore city

## ANALYSIS:

### HYPOTHESIS:

**H0:** Age level of consumer and awareness of eco-friendly products are independent.

**H1:** Age level of consumer and awareness of ecop-friendly products are not independent.

AGE	AWARENESS OF ECO-FRIENDLY PRODUCTS			TOTAL
	YES	NO	MODERATE	
20-25	20	-	7	27
25-30	18	-	5	23
30-35	21	-	7	28
ABOVE 35	30	-	2	32

OBSERVED FREQUENCY	EXPECTED FREQUENCY	(O-E) <sup>2</sup>	(O-E) <sup>2</sup> / E
20	22	4	0.1818
18	20	4	0.2
21	23	4	0.173
30	33	9	0.2727
7	8	1	0.125
5	6	1	0.166
7	8	1	0.125
2	2	0	0
<b>TOTAL</b>			<b>1.2435</b>

Calculated value = 1.2435

Degree of freedom =  $(r-1)(c-1)$

$$= (4-1)(3-1)$$

$$= 6$$

Level of significance = 5% = 0.05

Table value = 12.592

Since the calculated value is less than the table value, we accept the null hypothesis that the age level and the awareness of green marketing are independent. **H0 is accepted.**

### ANALYSIS OF VARIANCE:

Anova: Single

Factor

<i>Groups</i>	<i>Count</i>	<i>Sum</i>	<i>Average</i>	<i>Variance</i>
Availability	110	211	1.91818	1.23177
Taste	110	321	2.91818	0.73636
Nutritious	110	349	3.17272	0.73135
Prices	110	227	2.06363	0.59224
Brand	110	202	1.83636	0.57848
Quality	110	174	1.58181	0.77764
Package	110	180	1.63636	0.83903
Flavour	110	146	1.32727	0.42402
Offer	110	211	1.91818	1.02994

### ANOVA

<i>Source of Variation</i>	<i>SS</i>	<i>df</i>	<i>MS</i>	<i>F</i>	<i>P-value</i>	<i>F crit</i>
Between Groups	330.747	5	41.3434	53.6087	3.13E-72	1.94782
Within Groups	756.554	981	0.77120			
Total	1087.30	2	989			

From the above table, the calculated value(53.6087) is higher than the value of distribution table so, the alternative hypothesis is accepted. Hence, it is found that the respondents' monthly income and buying behaviour are related to each-other.

## Interpretation

- **Between Groups SS (Sum of Squares):** 330.7475
  - This value measures the variability due to the interaction between the groups.
- **Within Groups SS:** 756.5545
  - This value measures the variability within each group.
- **Total SS:** 1087.302
  - The total variability in the data.
- **df (degrees of freedom):**
  - Between Groups: 8 (number of groups - 1)
  - Within Groups: 981 (total number of observations - number of groups)
- **MS (Mean Square):**
  - Between Groups: 41.34343 (Between Groups SS / Between Groups df)
  - Within Groups: 0.771207 (Within Groups SS / Within Groups df)
- **F-statistic:** 53.6087
  - This value is calculated as the ratio of the Between Groups MS to the Within Groups MS. It measures the extent to which the group means differ relative to the variability within the groups.
- **P-value:** 3.13E-72
  - This extremely small value indicates that the observed differences between the group means are statistically significant.
- **F crit:** 1.947825
  - The critical value of F at a given significance level (usually 0.05). Since the F-statistic (53.6087) is much greater than F crit (1.947825), we reject the null hypothesis that all group means are equal.

## Conclusion

Based on these insights, businesses and policy makers can develop targeted strategies to promote sustainable consumption in Coimbatore focusing on affordability, product accessibility and education. There is a statistically significant difference between the groups' means for the variables: availability, taste, nutritious, prices, brand, quality, package, flavour, and offer. This suggests that these factors influence the responses significantly. Hence while the eco friendly products are getting more awareness and purchase behaviour with few consumers prioritizing eco friendly products in their daily lives.

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