

A STUDY ON CONSUMER AWARENESS TOWARDS ECO FRIENDLY PRODUCT

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ABSTRACT

Eco-friendly products have gained importance due to rising environmental issues and the need for sustainable consumption. Consumers are becoming more aware of how their purchasing decisions affect the environment. This study focuses on analysing consumer awareness, perception, and buying behaviour towards eco-friendly products. It examines key factors influencing consumer preference such as environmental concern, product quality, price, and availability. The research is based on a quantitative approach using primary and secondary data. Primary data were collected from 100 respondents through a structured questionnaire. Secondary data were gathered from journals, books, and online sources. Various statistical tools like percentage analysis, Likert scale, and ranking methods were used for analysis. The findings indicate that consumers generally have a positive attitude towards eco-friendly products. Many respondents are willing to support environmentally responsible brands. However, high cost and limited availability remain major barriers. The study concludes that improving awareness and accessibility can increase the adoption of eco-friendly products. It also highlights the role of marketers and policymakers in promoting sustainable consumption. Overall, eco-friendly products contribute to environmental protection and responsible consumer behaviour.

KEYWORDS: Eco-Friendly Products, Consumer Awareness, Sustainable Consumption, Consumer Perception, Buying Behaviour, Environmental Protection

INTRODUCTION

Environmental sustainability has become a major global concern due to pollution, climate change, and resource depletion. Rapid industrialization and urbanization have increased environmental problems. Consumers play an important role in protecting the environment through their purchasing decisions. Eco-friendly products help reduce environmental damage during production, usage, and disposal. These products conserve natural resources and protect ecosystems. Consumer awareness refers to how much people know about eco-friendly products and their benefits. In India, awareness is gradually increasing due to government initiatives, education, and media influence. However, awareness levels differ based on demographic factors. Understanding consumer awareness is essential for promoting sustainable consumption and encouraging eco-friendly behaviour.

STATEMENT OF THE PROBLEM THE STUDY

1. Despite the growing concerns about environmental issues, numerous consumers still lack sufficient awareness regarding eco-friendly products and their advantages. A deficiency in understanding product features, certifications, and usage diminishes informed buying choices. This gap obstructs the advancement of sustainable consumption.
2. Even though companies advertise eco-friendly products, the effectiveness of these promotions in raising consumer awareness is uncertain. Misleading or inadequate information frequently leads to confusion among shoppers. Therefore, it is crucial to understand the role advertising plays in awareness.
3. A significant number of consumers view eco-friendly products as pricier than traditional options. This perception impacts awareness and the willingness to buy such items. Investigating this issue can help determine whether price serves as a psychological barrier.
4. Consumers often have doubts about the quality and authenticity of eco-friendly products due to a lack of trustworthy information. Greenwashing practices further undermine consumer trust. This issue emphasizes the importance of examining awareness concerning eco-labels and certifications.
5. Even when consumers are knowledgeable about eco-friendly products, this awareness doesn't always lead to purchasing behavior. Factors such as convenience, availability, and personal habits affect buying decisions. This discrepancy poses a challenge to promoting sustainable consumption.

OBJECTIVE OF THE STUDY

- To study the level of consumer awareness about eco-friendly products.
- To examine factors influencing awareness of eco-friendly products.
- To assess consumer perception of the quality among eco-friendly products.
- To examine the impact of advertising on awareness of eco-friendly products.
- To identify barriers faced by consumers in buying eco-friendly products.

SCOPE OF THE STUDY

The study aims to understand the level of consumer awareness about eco-friendly products and their importance in everyday purchasing decisions. It examines consumer knowledge regarding environmental protection, sustainable consumption, and green labeling. The research also analyses consumer attitudes toward the quality, safety, usefulness, and environmental benefits of eco-friendly products and whether they are considered reliable alternatives to conventional goods. Further, it identifies factors influencing awareness such as education, age, occupation, media exposure, and social influence. In addition, the study evaluates the effectiveness of advertisements and eco-labels in creating awareness. Overall, the research helps determine what motivates consumers to recognize and choose green products.

RESEARCH METHODOLOGY

DATA COLLECTION

PRIMARY DATA

Primary data was collected through questionnaires around 100 respondent of Tirupur city.

SECONDARY DATA

Secondary data was collected and gathered from various journal websites, internet sources and so on.

SAMPLE DESIGN

The study follows a non-probability convenience sampling method. Respondents were selected based on their availability and willingness to participate. The sample consists of consumers who use or are aware of eco-friendly products. This method helps in collecting relevant data within limited time and resources. It provides a practical approach to understand consumer perception towards eco-friendly product brands.

SAMPLE SIZE

Sample was collected from 100 selected respondents around different colleges and organizations.

TOOLS FOR ANALYSIS

- Percentage analysis
- Rank analysis

LIMITATIONS OF THE STUDY

- The study is limited only to Tirupur City, so results cannot be applied to other areas.
- The data is collected through questionnaires, so accuracy depends on respondents' honesty and understanding.
- The sample size is small, so it may not represent all consumers in Tirupur
- Consumer awareness may change over time due to campaigns, policies, and media influence.
- The findings are based only on the time of data collection and may not reflect future trends.

REVIEW OF LITERATURE

Sharma & Gupta (2024)¹ The study examined consumer awareness regarding eco-friendly household products in urban India. It found that most consumers had heard about sustainable products but lacked deep knowledge about certifications and labels. Social media played a major role in spreading awareness among young consumers. However, price sensitivity prevented regular purchase behaviour. The researchers concluded that awareness alone does not guarantee buying intention. Proper education on environmental impact improves trust and adoption.

Kumar et al. (2024)² This study investigated awareness levels among college students toward biodegradable packaging. Results showed students understood environmental damage caused by plastics. Yet only a minority actively preferred eco-friendly alternatives during shopping. Convenience and availability influenced behaviour more than environmental concern. Educational campaigns within campuses significantly improved awareness. The study suggested integrating sustainability topics into curriculum.

Reddy & Rao (2024)³ The research focused on awareness of green cosmetics among working women. Participants associated eco-friendly products with safety and skin health benefits. Certification logos increased consumer confidence

in purchase decisions. However, misinformation in advertisements created confusion. The authors emphasized standardized eco-labels for clarity. Awareness campaigns through dermatologists were recommended.

DATA ANALYSIS AND INTERPRETATION PERCENTAGE ANALYSIS

S.NO	PARTICULARS	NO.OF. RESPONDENTS	PERCENTAGE%
1	COMPLETELY READY	68	68%
2	READY	20	20%
3	SLIGHTLY READY	10	10%
4	NOT READY	2	2%
	TOTAL	100	100%

INTERPRETATION:

Table shows the respondents' level of readiness regarding the particular aspect. It is observed that 68% of the respondents are completely ready, followed by 20% who are ready. About 10% of the respondents are slightly ready, while only 2% are not ready. This clearly indicates that the majority of the respondents are highly prepared and willing with respect to the given aspect in the study.

RANK ANALYSIS

S.NO	PARTICULARS	5	4	3	2	1	TOTAL	RANK
1	Performance doubts	330	80	33	6	0	449	I
2	Fake eco labels	45	272	51	10	1	379	IV
3	Lack of trust	210	104	72	8	4	398	III
4	Poor packaging	70	200	84	14	1	369	V
5	Lack of product variety	240	112	30	16	6	404	II

INTERPRETATION:

The table show that majority of respondents (449) consider Performance Doubts as the main concern affecting their buying interest.

FINDINGS

- Most respondents (68%) are completely ready and willing regarding the particular aspect.
- That majority of respondents (449) consider Performance Doubts as the main concern affecting their buying interest.

SUGGESTION

- To reduce performance doubts companies must improve product quality and provide demonstrations, free samples, or customer testimonials to build confidence.
- To overcome lack of product variety businesses should expand their product range and introduce innovative eco-friendly alternatives.
- To address lack of trust companies must maintain transparency regarding ingredients, sourcing, and production processes.
- Strict action should be taken by authorities to prevent fake eco labels, and proper monitoring systems should be implemented to ensure authenticity.

CONCLUSION

The present study was conducted to analyse consumers' awareness, perception, and buying interest towards eco-friendly products. The findings reveal that the majority of respondents are young female students belonging to the 21–30 age group and pursuing undergraduate education. This indicates that the study is predominantly represented by educated young consumers. The results show that respondents possess a high level of awareness and a positive attitude towards eco-friendly products. Advertisements and television play a major role in creating awareness, while certifications and eco-labels significantly influence purchase decisions. Most respondents consider eco-friendly products to be effective, reliable, and better than conventional alternatives. Environmental concern is identified as the primary motivating factor encouraging consumers to choose eco-friendly products.

