

## CONSUMER ATTITUDE AND PERCEPTION TOWARDS ECO FRIENDLY PRODUCTS WITH SPECIAL REFERENCE TO COIMBATORE DISTRICT

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### ABSTRACT

*Eco-friendly items are also referred to as ecologically risky products and market-driven products that just slightly harm the environment. Human activity has caused environmental deterioration to worsen over the past few decades; as a result, eco-friendly products encourage green livelihoods to reduce energy use, air pollution, water pollution, and noise pollution. They arise from the degradation of human health. The study's goal was to investigate how customer attitudes and the concept of eco-friendly products relate to one another. Random sampling was used to choose the samples. 125 individuals who use environmentally friendly items took part in the study. The findings of the study reveal that Majority of the respondent are highly aware about the reusable bread bags, reusable bulk food bags, recycled floor mats, recycled plastic toothbrush, wool footwear and Natural and recycled rubber thongs.*

**Key Words:** *Eco-friendly products, Attitude, Perception, Environment, Green Product*

### INTRODUCTION

When a product respects the needs of the environment over its entire life cycle, or "from cradle to grave," can it be considered to be environmentally friendly (Stauffer, 1997). The green revolution has encouraged people to purchase more environmentally friendly goods. By using less energy, chemicals, and waste, environmentally friendly products significantly safeguard the environment. Additionally, they offer advantages for individuals that go along with purchasing ecologically friendly items. The ecologically friendly goods enhance life quality in terms of age, diseases, and illnesses and shield kids and adults from harmful substances. Additionally, it makes sure that families and planets are safe. Although it may appear that eco-friendly products are more expensive than conventional ones, many of them endure longer and provide numerous advantages, including cheaper prices and sustainability to the world, healthier living, recyclable and reusable items, and sustainability for the planet. According to Kerry, the global consumer links sustainability to a number of other issues, including food waste (78 percent), health and nutrition (77 percent), public hygiene and sanitation (80 percent), environmental preservation (80 percent), and animal welfare and protection (77 percent).

A high-quality eco-friendly product is one that benefits both society and the environment. Eco-friendly items come in a variety of forms they are Clothing, Reusable Coffee Cups, Recycled Toilet Paper, Reusable Bags, House Décor, Shower Curtains, Cleaning Products, Eco-Friendly Technology, Recycled Toys and Accessories

### REVIEW OF LITERATURE

1. Ali (2011) in his study titled "Green Purchase Attitude and Intention of Pakistan Consumers," Ali (2011) showed that although many consumers have a favourable attitude and intention to buy eco-friendly products, they end up choosing non-eco-friendly ones due to exorbitant prices and subpar quality.
2. According to Rao (2011)'s study, "Consumers Perception and Purchase Intentions towards Green Products," consumers will start purchasing environmentally friendly goods if they are offered by businesses at a competitive price and of superior quality to conventional goods.
3. Chang and Fong (2010) surveyed consumers who had purchased green or eco-friendly items in Taiwan for their study, "Green Product Quality, Green Corporate Image, Green Customer Satisfaction, and Green Customer Loyalty," and discovered that green product quality and green corporate image could bring green customer satisfaction and green customer loyalty.

### STATEMENT OF PROBLEM

Due to significant pollution degradation, societies have had to put up a stronger struggle to safeguard their health over the past ten years. People now choose traditional foods over contemporary and fast foods as a result of the growth in health problems and unforeseen diseases that are posing a number of problems for society. It is marketed as an environmentally friendly product. The study was carried out in the Indian region of Coimbatore.

### OBJECTIVES OF STUDY

The following are the main objectives of this research.

1. To study the demographic and usage profile of the selected respondents
2. To examine the attitude and perception level of the consumers towards eco-friendly products in Coimbatore district.

### RESEARCH METHODOLOGY

This study's research design is purely descriptive in nature. The data is gathered through the use of a questionnaire method. The study was chosen for the Coimbatore District because of the fast growing selection of eco-friendly goods there. For this study, 125 participants from the Coimbatore district were randomly selected. With the aid of a straightforward percentage and mean score analysis, the information gathered regarding the consumer attitudes and perceptions of the eco-friendly items of the chosen respondents is reviewed.

### DATA ANALYSIS

#### DEMOGRAPHIC PROFILE OF THE RESPONDENT

TABLE:-1

Variables		Number of Respondents	Percentage
Area of Residence	Rural	71	56.80
	Urban	21	16.80
	Semiurban	33	26.40
Age	Below 25 Years	98	78.40
	25-50 Years	24	19.20
	Above 50 Years	03	2.40
Gender	Male	69	55.20
	Female	56	44.80
Educational Qualification	10 <sup>th</sup>	09	7.20
	12 <sup>th</sup>	05	4.00
	UG	96	76.80
	PG	06	4.80
	M.Phil	03	2.40
	Phd	06	4.80
Occupation	Private Employee	33	26.40
	Government Employee	18	14.40
	Business	11	8.80
	Professional	15	12.00
	Agriculturist	12	9.60
	Student	36	28.80
Marital Status	Married	65	52.00
	Unmarried	60	48.00
Type of Family	Nuclear	95	76.00
	Joint	30	24.00
Members in the Family	1-2 Members	74	59.20

	3-4 Members	30	24.00
	Above 4 Members	21	16.80
<b>Members in the Family Earning)</b>	1-2 Members	72	57.60
	3-4 Members	21	16.80
	Above 4 Members	32	25.60
<b>Number of Children in the Family</b>	1-2	64	51.20
	2-3	44	35.20
	Above 3	17	13.60
<b>Monthly Income</b>	Below 20,000	58	46.40
	20,001-50,000	31	24.80
	Above 50,001	36	28.80
<b>Family Income</b>	Below 50,000	57	45.60
	50,001-1,00,000	40	32.00
	Above 1,00,001	28	22.40
<b>Purchasing Experience</b>	Below 1 Year	64	51.20
	1-3	23	18.40
	3-5	32	25.60
	Above 5 Years	06	4.80
<b>Sources of Information</b>	Advertisement	11	8.80
	Television	54	43.20
	Newspaper	05	4.00
	Radio	11	8.80
	Social Media	00	0
	Magazine	41	32.80
	Educational Institution	07	5.60
<b>Motivation to Buy</b>	Self-Motivated	82	65.60
	Spouse	07	5.60
	Family Members	03	2.40
	Friends	14	11.20
	Colleagues	0	0
	Neighbour	10	8.00

The table 1 reveals that majority of the respondent 71(56.80%) residing in rural area, 98(78.40%) of the respondent are below the age group of twenty five years, 69(55.20%) of the respondent are male, 96(76.80%) of the respondents are undergraduates, 36 (26.80%) respondents are students, 65(52.00%) respondents marital status are married, 75(96.00%) of the respondents are from nuclear family, 74(59.60%) respondents have one to two members in the family, 64(51.20%) of the respondents have one to two children in the family, 58(46.60%) of the respondents monthly income is below Rs.20,000, 57(45.60%) of the respondent family income is below Rs 50,000, 54(43.20%) collect the information about the eco-friendly product through television and 82(65.60%) of the respondent are self-motivated to buy the green product.

#### **AWARENESS LEVEL OF RESPONDENTS TOWARDS ECO FRIENDLY PRODUCTS**

**TABLE:-2**

<b>VARIABLES</b>	<b>HIGHLY AWARE</b>	<b>NEUTRAL</b>	<b>NOT AWARE</b>
<b>Zero Waste Shopping Gear</b>			
Reusable Bread Bag	89(71.20%)	27(21.60%)	09(7.20%)
Reusable Produce Bags	48(38.40%)	74(59.20%)	03(2.40%)
Reusable Bulk Food Bags	83(66.40%)	27(21.60%)	15(12.00%)
Reusable Shopping Bags	63(50.40%)	50(40.00%)	12(9.60%)

<b>Ethical Personal Accessories</b>			
Recycled Ocean Plastic Eyewear	63(50.40%)	42(33.60%)	20(16.00%)
Side Bag Made From Recycled Plastic Drink Bottles	51(40.80%)	57(45.60%)	11(8.50%)
Eco Friendly Phone Cases	54(43.20%)	50(40.00%)	21(16.80%)
Recycled Plastic Belts	50(40.00%)	60(48.00%)	15(12.00%)
Upcycled Eco Friendly Handbags	56(44.80%)	63(50.40%)	06(4.80%)
Recycled Plastic Mat For Yoga Or The Beach	62(49.60%)	48(38.40%)	05(4.00%)
<b>Reusable Beverage Containers And Accessories</b>			
Reusable Coffee Cups	54(43.20%)	53(42.40%)	18(14.40%)
Reusable Coffee Cup Lids	53(42.40%)	60(48.00%)	12(9.60%)
Stainless Steel Drink Bottles	63(50.40%)	50(40.00%)	12(9.60%)
Drink Bottle Lids	60(48.00%)	42(33.60%)	23(18.40%)
<b>Low Impact Picnic, Camping And Travel Products</b>			
Reusable Lunch Wraps	48(38.40%)	68(54.40%)	09(7.200%)
Recycled And Recyclable Cutlery	52(41.60%)	62(49.60%)	11(8.80%)
Vortex's Rechargeable Crank Flashlight	47(37.60%)	57(45.60%)	21(16.80%)
Compostable Party Plates	53(42.40%)	60(48.00%)	12(9.60%)
Compostable Bowls	51(40.80%)	59(47.20%)	15(12.00%)
Travel Pouch Made From Recycled Bike Tubes	46(36.80%)	58(46.40%)	21(16.80%)
Sustainable Travel Towels	47(37.60%)	57(45.60%)	21(16.80%)
<b>Eco Friendly Home Items</b>			
Certified Compostable Bin Liners	60(48.00%)	42(33.60%)	23(18.40%)
Recycled Toilet Tissue	52(41.60%)	41(32.80%)	32(25.60%)
Recycled Plastic Toothbrush	71(56.80%)	42(33.60%)	12(9.60%)
Recycled Plastic Rugs	48(38.40%)	55(44.00%)	22(17.60%)
Ballpoint Pens Made From Recycled Water Bottles	56(44.80%)	44(35.20%)	25(20.00%)
Recycled Floor Mats	74(59.40%)	34(27.20%)	17(13.60%)
Eco Touch Screen Computer	51(40.80%)	42(33.60%)	33(26.40%)
Eco Laptop	50(40.00%)	40(32.00%)	35(28.00%)
Eco Computer Accessories	51(40.80%)	45(36.00%)	29(23.20%)
Biodegradable Garden Pots	52(41.60%)	40(32.00%)	33(26.40%)
<b>Sustainable Clothing And Shoes</b>			
Natural And Recycled Rubber Thongs	64(51.20%)	34(27.20%)	27(21.60%)
Board Shorts Made From Recycled Plastic Bottles	54(43.20%)	42(33.60%)	29(23.20%)
Clothes Made From Recycled Fabric	51(40.80%)	42(33.60%)	33(26.40%)
Wool Footwear	68(54.40%)	34(27.20%)	23(18.40%)

Table 2 reveals that 89(71.20%) of the respondents are aware about reusable bread bags, 74(59.20%) of the respondents are neutrally aware about reusable produce bag, 83 respondents are highly aware about reusable bulk food bags and 63(50.40%) of the respondents are highly aware about reusable shopping bags.

63(50.40%) of the respondent are highly aware about recycled ocean plastic eyewear, 54(43.20%) of the respondent are highly aware about eco-friendly phone cases and 62 respondents are highly aware about recycled plastic mat for yoga.

Majority of the respondent are highly aware about reusable coffee cup, stainless steel drinks bottle and drink bottle lids. Most of the respondent reveals that they are neutrally aware about the reusable lunch wraps, recycled and reusable cutlery, vortex,s rechargeable crank flashlight, compostable party plates, compostable bowls and sustainable travel towels.

60(48.00%) of the respondent are highly aware about certified compostable bin liner, 71(56.80%) of the respondent are highly aware about recycled plastic tooth brush, 74 (59.40%) of the respondent are highly aware about recycled floor mats, 56(44.80%) of the respondents are highly aware about ball point made from recycled water.

Majority of the respondents are highly aware about natural and recycled rubber thongs, board shorts made from recycled plastic bottles, clothes made from recycled fabric and wool footwear.

### **FINDINGS OF THE STUDY**

1. Majority of the respondent 71(56.80%) residing in rural area
2. 98(78.40%) of the respondent are below the age group of twenty five years buy eco-friendly product
3. In most of the family purchase decision is made by 69(55.20%) male
4. 96(76.80%) of the respondents pursued undergraduates buy eco-friendly products
5. Married member prefer eco-friendly product than the unmarried respondent
6. Most of the respondent 54(43.20%) collect the information about the ecofriendly product through television
7. 82(65.60%) of the respondent are self-motivated to buy the green product.
8. Majority of the respondent are highly aware about the reusable bread bags, reusable bulk food bags, recycled floor mats, recycled plastic toothbrush , wool footwear and Natural and recycled rubber thongs.

### **CONCLUSION**

The society of today makes contributions to resource safety and prevention. The usage of eco-friendly items has increased in society as a means of safeguarding the world, its inhabitants, and its natural resources. As a result, the product enters the market. Eco-friendly products are safer for customers and better for the environment. They are the wise decision for all households.

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