A STUDY ON CONSUMER BUYING BEHAVIOR TOWARDS ECO-FRIENDLY PRODUCTS

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CHAPTER I

1.1 INTRODUCTION

The concept of eco-friendly products is becoming more popular with the aspect of cosmetic and food items. Since people are becoming more health conscious, they are giving more importance to eco-friendly products for the consumable and daily usable products. People started using more green products to minimize their health risk. Organizations and government are not fully capable of promoting the concept of "Eco-friend". But the best part is the concept has started and it is penetrating to the society at a very fast pace. If all the factors which contribute to the popularity of eco-friendly products, such as price of the product, its quality, customer's perception about the products, awareness about them, are being handled carefully by the government and the organizations, then eco-friendly products will become more popular in the society.Conventional products are not being produced keeping environmental considerations in mind. There is no widespread agreement on what exactly makes a product green. Some general guidelines include that a green products does not present a health hazard to people or animals, is relatively efficient in its use of resources during manufacture, use and disposal, does not incorporate materials derived from endangered species or threatened environments, does not contribute to excessive waste in its use or packaging and, does not rely on unnecessary use of or cruelty to animals.This project focuses on understanding consumer buying behaviour towards eco-friendly

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products. It aims to explore what motivates people to choose green products, the factors that influence their decisions, and the challenges they face in adopting sustainable consumption habits.

Keywords. Eco-friendly products-awareness-customer's perception-use and disposal-motivates-factors that influence their decisions-sustainable consumption habits.

1.2 STATEMENT OF PROBLEM

The lack of awareness, attitude and perception of consumers towards eco-friendly products are the main factors that affect understanding the buying behavior of consumers for eco-friendly products. At the same time cultural, social, personal and ethical values are also influencing the buying behavior of consumer for eco-friendly product. This includes identifying the motivations, perceptions, and barriers that influence the decision-making process of consumers. Additionally, the study will examine the role of demographic factors (such as age, income, education, and geographic location) in shaping consumer attitudes and preferences towards environmentally friendly products.

1.3   OBJECTIVES OF THE STUDY

- ❖ To know the awareness level of eco-friendly products.
- ❖ To investigate consumer perception towards eco-friendly products.
- ❖ To find out the factors influencing the buying behavior of eco-friendly products.

1.4 SCOPE OF THE STUDY

The present study is confined to environmentally friendly products. The environmentally friendly products defined as the products which are

produced without toxic chemical ingredients which do not affects our health as well as environment such as goat milk soaps, paper made products, jute products, solar products, CFL bulbs, paper plates/leafs and coir products etc. Thus the present study would focus on consumers buying behaviour towards eco-friendly products.

1.5 RESEARCH METHODOLOGY

Research methodology highlights the procedures by which researchers go about their work of describing, explaining and predicting phenomena. This chapter presents the methodological framework used for collecting and analysing the data in order to solve the research problem and answer the research questions.

- **RESEARCH DESIGN**

PRIMARY DATA

It is the original data collected from the respondents.   This was collected through structured questionnaire.

SECONDARY DATA

This project includes in the Websites, Newspaper and Journals in the form of review of literature with reference

- .**SAMPLING DESIGN**

The sample size of the study is 120 respondents.

- **TOOLS USED:**

Simple Percentage analysis

Ranking analysis

Chi-Square Test

1.6 LIMITATIONS OF THE STUDY

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- Small size: The sample size for the consumer awareness survey on eco-friendly product.

- Geographical Constraints – The research is conducted within a specific region, and consumer behaviour may differ in other locations due to cultural, economic, or social factors.

- Self-Reported Data – The study relies on surveys and interviews, which may lead to biased responses as participants might not always provide accurate answers.

CHAPTER II

2.1 REVIEW OF LITERATURE

- **Mikhaela B. Azarcon et al(2022),** in their article on Going Green: Factors Influencing Green Purchase Intention found that environmental knowledge and environmental attitude and concern influence green purchase intention.

- **Chen et al. (2022),** Data were analyzed using the partial least square method. The present study revealed that fear of the COVID-19 pandemic has a significant 65 impact on green product behavioral intention.

- **Abinaya and Vani (2020),** The advertisement should be effectively done to promote the sale and awareness of green products. Consumers should be able to differentiate green products from non-green products.

- **Acharya et al. (2020),** Customers are identifying eco-friendly products and their usages through mass media significantly and even they are fine with paying a little more money for green products than the rest.

- **Prasad et al. (2020),**The results of the study show that consumers' perspective considerably influences consumers' eco-friendly product

shopping for intentions in 51 conjunction with different major variables like eco-literacy, values, perceptions, and behavior.

- **Vinisha (2020)** ,investigated the impact of green marketing practice on influencing customers" reactions and perceptions of it. The factor analysis study concluded that seven factors influence consumer purchase behavior for green products in Central India.

CHAPTER III

3.1 ANALYSIS AND INTERPRETATION

Analysis and interpretation are the central steps in research process. Analysis of data means studying the tabulation material in order to determine the inherent facts of meaning. It involves breaking down complex factor into simple units.

TABLE NO 3.1.1

SHOWING THE PURCHASE OF ECO-FRIENDLY PRODUCTS OF THE RESPONDENTS.

S.NO	PURCHASE OF ECO-FRIENDLY PRODUCTS	NUMBER OF RESPONDENTS	PERCENTAGE
1.	Accessories	11	9.6
2.	Organic Food	44	36.4
3.	Natural soaps and shampoo	28	23.3
4.	Kitchen products	26	21.1
5.	Gardening products	11	9.6
	Total	120	100

(Source: Primary data)

INTERPRETATION:

The above table shows that out of 120 respondents, 9.6% of the respondents are bought eco-friendly products on Accessories. 36.4% of the respondents are bought eco-friendly products on Organic Food.23.3% of the respondents are bought eco-friendly products on Natural soaps and shampoo.21.1% of the respondents are bought

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eco-friendly products on Kitchen products.9.6% of the respondents are bought eco-friendly products on Gardening products.

It is inferred that majority (36.4%) of the respondents are bought eco-friendly products on Organic Food.

TABLE NO 3.1.2

SHOWING THE MOTIVATION OF BUYING ECO-FRIENDLY PRODUCTS OF THE RESPONDENTS.

S.NO	MOTIVATION OF BUYING ECO-FRIENDLY PRODUCTS	NUMBER OF RESPONDENTS	PERCENTAGE
1.	Environmental concerns	30	25
2.	Health benefits	44	36.7
3.	Social pressure	13	10.8
4.	Personal values	33	27.5
	Total	120	100

(Source: Primary data)

INTERPRETATION:

The above table shows that out of 120 respondents, 25% of the respondents are motivated to buy eco-friendly products on Environmental concerns. 36.7% of the respondents are motivated to buy eco-friendly products on Health benefits . 10.8% of the respondents are motivated to buy eco-friendly products on Social pressure .27.5% of the respondents are motivated to buy eco-friendly products on Personal values.

It is inferred that majority (36.7%) of the respondents are motivated to buy eco-friendly products on Health benefits.

TABLE NO 3.1.3

SHOWING PREVENTS OF USING ECO-FRIENDLY PRODUCTS MORE FREQUENTLY OF THE RESPONDENTS.

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| S.NO	PREVENTION OF USING ECO-FRIENDLY PRODUCTS MORE FREQUENTLY	NUMBER OF RESPONDENTS	PERCENTAGE
1.	Higher cost	25	20.8
2.	Limited availability	63	52.5
3.	Lack of information	32	26.7
	Total	**120**	**100**

(Source: Primary data)

INTERPRETATION:

The above table shows that out of 120 respondents, 20.8% of the respondents are said that higher cost prevents the eco-friendly products. 52.5% of the respondents are said that limited availability prevents the eco-friendly products. 26.7% of the respondents are said that lack of information prevents the eco-friendly products.

It is inferred that majority (52.5%) of the respondents are said that limited availability prevents the eco-friendly products.

CHART NO 3.1.3

Showing the prevention of using eco-friendly products more frequently wise classification of the respondents

Prevention of using eco-friendly products more frequently

- Higher cost
- Lack of information
- Limited availability
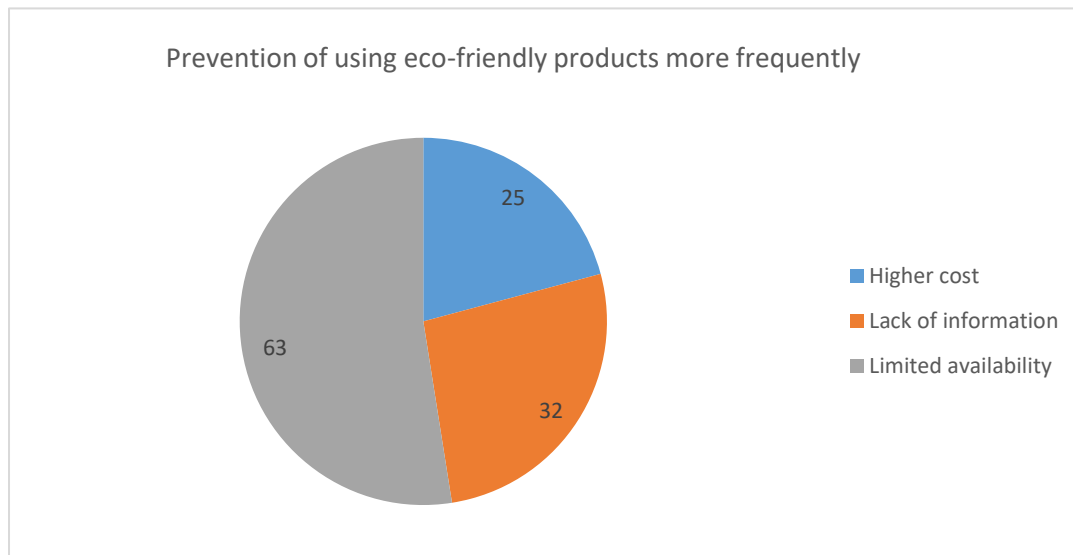
TABLE NO 3.1.4

SHOWING ASSOCIATE WITH ECO-FRIENDLY PRODUCTS OF THE RESPONDENTS.

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| S.NO	ASSOCIATE WITH ECO-FRIENDLY PRODUCTS	NUMBER OF RESPONDENTS	PERCENTAGE
1.	Biodegradable	27	22.5
2.	Recyclable	41	34.2
3.	Non-toxic	34	28.3
4.	Sustainable	14	11.7
5.	Others	4	3.3
	Total	120	100

(Source: Primary data)

INTERPRETATION:

The above table shows that out of 120 respondents, 22.5% of the respondents are has Biodegradable attributes associate with eco-friendly products . 34.2% of the respondents are has Recyclable attributes associate with eco-friendly products. 28.3% of the respondents are has non-toxic attributes associate with eco-friendly products. 11.7% of the respondents are has Sustainable attributes associate with eco-friendly products. 3.3% of the respondents are Others attributes associate with eco-friendly products.

It is inferred that majority (34.5%) of the respondents are has Recyclable attributes associate with eco-friendly products.

CHART NO 3.1.4

Showing the associate with eco-friendly products of the respondents
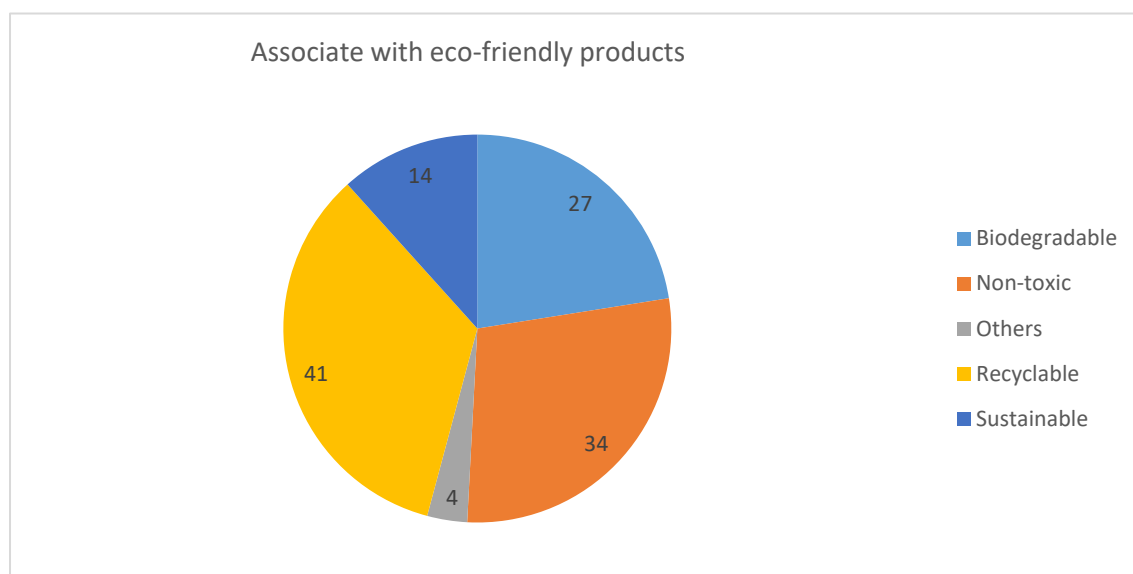
3.2. Ranking Analysis:

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Rate the product you use

product	Level					Total	Rank
	1	2	3	4	5		
Accessories	25	54	129	64	55	327	5
Organic food	14	78	87	92	70	341	4
Natural face pack	12	48	165	60	70	355	3
Kitchen product	15	34	129	124	70	372	2
Gardening product	13	40	84	156	100	393	1

(Source : primary data)

INTERPRETATION:

Out of 120 respondents the above shows the ranking analysis of Eco-friendly products ,Show that people use more product for Gardening.

3.3. Chi-Square Test:

Gender and Occupation category of eco-friendly products

Gender and Occupation category of eco-friendly products		Occupation				
		SELF-EMPLOYED	EMPLOYED	BUSINESS	SERVICE	Total
Gender	MALE	60	11	8	6	85
	FEMALE	25	5	3	2	35
Total		85	16	11	8	120

Null Hypothesis (H$_0$)	:	There is no significant relationship Gender and occupation category of consumer buying eco-friendly products.
Alternative Hypothesis (H$_1$):		There is close significant relationship between Gender and occupation category of consumer buying eco-friendly products.

CHI - SQUARE TEST:

Calculated χ^2 value	=	9.390[a]
Degree of Freedom	=	3
Asymp. Sig	=	.025
Result	=	Significant at 5% level

INFERENCE

It is found from the above table that calculated value is greater than the table value at 9 degree of freedom. So, Null hypothesis (H$_0$) rejected. Hence it is concluded that there is close significant relationship between Gender and Occupation category of eco-friendly products.

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CHAPTER IV

4.1 FINDINGS

➤ Most of the respondents are said that they have a higher perception towards price of eco-friendly products.

➤ Most of the respondents are said that they will pay excess money for buying eco- friendly products in Frequently.

➤ Most of the respondents are said that Concern for health motive them to use eco- friendly products.

➤ Majority of the respondents are said that it has more lifespan eco-friendly products.

➤ Majority of the respondents are said that they believe in buying eco-friendly products helps protect the environment.

4.2 SUGGESTION

● It is suggested to increase the satisfaction of the green products among respondents by taking several measures.

● The government should raise public awareness in order to encourage people to buy green products.

● The promoters must meet the respondents experience for purchasing green products and increase their eve of satisfaction.

● It is recommended that appropriate media be used for advertising the purchase of green products because it pays an important roe in decision making.

● To concerns Eco-friendly products which are used daily such as organic food (cane sugar, nuts and seeds), cosmetics (mama-earth products, goat milk soap) to people.

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- To promote advertisement about Eco-friendly products to consumers.

- To promote Corporate sectors of eco-friendly products efficiently by choosing the most popularized advertising ground.
- To motivate consumers to buy eco-friendly products in retail stores.

4.3 CONCLUSION

This study reveals that people who are all concern for environment and health, who are all wants to live a hygienic life and who are all attracted by the impact of eco- friendly products are mostly buying eco-friendly products. Along with benefits to environment, there are also lots of personal benefits that coincide with using all- natural products. Using eco-friendly products improves quality of life in terms of morality and good health. They can ensure safety of families and planet. They are smart choice to live a pleasant life. "Be a part of solution not part of the pollution".

REFERENCE

- **"Consumer Behaviour" by Leon G. Schiffman & Joseph Wisenbit** - offers deep insights into what drives consumer behaviour, including environmental concerns.
- **"Sustainable Consumer Behaviour" by Rika De Backer and Wim Verbeke** - Explores sustainability - oriented buying behaviour.
- **Mikhaela B. Azarcon et al. (2022)** – Found that environmental knowledge, attitudes, and concerns are key factors influencing consumers' green purchase intentions.
- **Chen et al. (2022)** – Analyzed using the partial least square method, revealing that the fear of the COVID-19 pandemic significantly impacts green product behavioral intentions.

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- **Sewwandi and Dinesha (2022)** – Concluded that green marketing tools positively influence consumer green purchasing behavior.

- **Gupta, R., Pathak, R., & Yadav, R. (2021)** – Highlighted that consumer awareness of eco-friendly products has grown, with many consumers willing to pay more for these products.

- **Websites**

    https://hbr.org
    https://link.springer.com