

# A Study on Customer Buying Behaviour on Eco- Friendly Products in Trichy City

## OPEN ACCESS

Volume: 12

Special Issue: 1

Month: February

Year: 2024

E-ISSN: 2582-6190

Received: 20.1.2024

Accepted: 10.2.2024

Published: 12.2.2024

Citation:

Precilla, C. "A Study on Customer Buying Behaviour on Eco- Friendly Products in Trichy City." *ComFin Research*, vol. 12, no. S1, 2024, pp. 44–47.

DOI:

<https://doi.org/10.34293/commerce.v12iS1-Feb.7355>

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## Abstract

*The eco-friendly products have been recycled or gathered from natural resources. We can start with conserving water, driving less, walking more, buying recycled products, planting more trees, etc. Eco-friendly products have a lower impact on the environment. It will help to reduce the usage of plastics and also reduce the amount of waste that makes pollutants, and it will help to conserve natural resources by using green production. This way of production is better for both people and also the environment.*

**Keywords:** Customer, Consumer Preference, Organic Products, Eco-Friendly Approach, Organic Farming.

## Introduction

Eco-friendly processes are also referred to as nature-friendly processes. The current awful environmental conditions are even more threatening customer health and wellbeing, both globally and nationally. Customers, now a days, are aware of the environmental issues they face and ready to actively participate and take responsibility for measures the organization. Eco- friendly products that are considered, from production to packaging, to be safe for the environment. It will be eco-friendly during their production, use, or disposal. The eco-friendly products have been recycled or gathered from natural resources. We can start with conserving water, driving less, walking more, buying recycled products, planting more trees, etc. Eco-friendly products have a lower impact on the environment. It will help to reduce the usage of plastics and also reduce the amount of waste that makes pollutants, and it will help to conserve natural resources by using green production. This way of production is better for both people and also the environment. This study focuses on Customer behavior in relation to environment friendly products. It starts with the assumption that environmental problems are closely related to individual behavior is one of the major causes of the existing environmental problems. They believe that consuming organic products is healthier and better for their family than consuming conventional foods. The focus of the research is to find out the differences between the buying behavior of Customers for organic and non-organic products. Customer behaviour is a major factor for companies to become successful.

### **Eco- Friendly Products**

- Recycled shopping bags
- Stainless
- Jute
- LED bulbs
- Glass coffee cups

### **Objectives of the Study**

- To identify the factors that affect customer's buying behavior for eco-friendly products.
- To assess the level of awareness of eco-friendly products among customers.
- To analyze the purchasing period of the respondents regarding variety of eco-friendly products

### **Statement of the Problem**

Purchasing eco-friendly products can be challenging due to local chain stores not carrying the most suitable alternatives. Eco-friendly options can save money, but initial costs may be higher due to the long-term benefits. For example, the use of products like Single- serving foods and coffee pods are inconvenient, while eco-friendly products such as stainless steel straws, bamboo utensils, reusable k cup filters etc are more sustainable alternatives. By opting for these products, we can reduce waste and make a positive impact on the planet

### **Scope of the Study**

This study aims to investigate and enhance customer purchasing behaviour towards eco- friendly products, focusing specifically on c students. The target population for this research consists of a maximum of 120 respondents. This study seeks to contribute to the existing literature on customer purchasing behaviour towards eco-friendly products and provide actionable recommendations for enhancing their usage. By focusing on college students, who plays a crucial role in shaping consumption patterns and influencing societal change, the research aims to pave the way for a more sustainable future.

### **Research Methodology**

**Data Collection:** This study uses both primary data and secondary data. Primary data is collected from the students through personal interviews with the help of a well-structured questionnaire.. The questionnaire was prepared after reviewing the related literature and previous studies made by various researches.

The primary data related to the personal information of the students include age, gender, educational qualification, stream of education etc.,

Secondary data were collected from newspapers, research papers from journals and websites.

The research was conducted from undergraduate and postgraduate programs across various disciplines. Department of Social work and Department of Environmental Science is often crucial for understanding the factors influencing consumer behaviour towards eco-friendly products.

A convenient sampling method was used for the present study and data was collected from the various department. The duration of the present study is about 6 months to green products

### **Review of Literature**

Nathiya and Karpagavalli (2016) studied about consumer awareness and attitude towards purchasing organic products. Researcher mainly considers of gaining knowledge about consumer awareness and attitude towards organic food products. For this they collected data from 500

respondents from the survey were analyzed with the help of convenience sampling method in Tirupur District of Tamil Nadu State of India. Its result indicates that people aware of what is happening to the surroundings with regards to the environment and ecological problems and most customer perceived that organic foods are healthier.

Sharma, Y. (2017) has focused on the changing consumer behaviour towards the usage of green products. The article has explained the four stages of life cycle of green products– development, production, consumption and disposal. After explaining the green marketing mix, the article has suggested that companies hoping to embed sustainability have to reframe their strategies. Connecting sustainability with the core business operations and consumers means that the CR team must work with other parts of the business, including brand, marketing and R and D. This enables opportunities for innovation. Green marketing has to be pursued with much great vigour, as it has both environmental and social dimensions.

### **Findings**

- The majority of 29.3% of the respondents belongs to the computer science.
- The majority of 69.9% of the respondents are planning to increase their purchases of eco-friendly products
- The majority of 40.7% of the respondents are influenced to buy Household items.
- The majority of 51.2% of the respondents have a routine for purchasing eco-friendly products.
- The majority of 43.9% of the respondents belongs to the Occasional purchase
- The T-test analysis find that there is no significant difference between gender and price of eco-friendly products.
- The T-test analysis find that there is no significant difference between gender and environmental-concerns.
- The T-test analysis find that there is no significant difference between gender and packaging.
- The chi-square test analysis finds that there is no association between education qualification and same level of quality.
- The chi-square test analysis finds that there is no association between education qualification and often do you purchase eco-friendly products
- The one-way anova analysis find that there is no significant relationship between educational qualification and level of awareness on eco-friendly products.
- The one-way anova analysis find that there is no significant relationship between the stream of education and problems related to purchase eco-friendly products.

### **Suggestion**

From the findings of this survey, educating customers about the eco- friendly products to make environmental impact of their choices can influence their buying behaviour and it gives clear information and benefits about the eco-friendly products.

- Make eco-friendly products easily available in the local stores, online platforms, retail outlets etc., this will be convenient to purchase and improve accessibility for the customers.
- The price of the Eco-friendly products are high, compared to the Non-eco-friendly products. So, offering affordable price options can encourage more customers to buy sustainable products.
- Giving awareness about the products through social media platform, TV advertising, posters, outdoor advertising, awareness campaign among students etc., so that the buying behaviour of the customers can be changed.

## **Conclusion**

In the rapidly expanding global economy, educating the customers about the eco-friendly products has been a major factor in reducing environmental concerns as the usage of non-eco-friendly products alters the ecosystem dynamics and may lead to long-term ecological consequences. This present study about use of eco-friendly products among the students disclose that they are mature enough to adapt the use of eco-friendly products. It is also the duty of the Government, to address the problem associated with the use of non-green products and to create awareness among people about the advantages of utilizing sustainable products to develop a safer environment for their future generation. The conclusion drawn from this study is that people are ready to purchase eco-friendly products even though they are expensive in order to develop a sustainable lifestyle and to create a green and clean earth.

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2. Mother Earth News
3. Organic Gardening