

A study on consumer attitude and satisfaction towards green products in Karur District

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Abstract

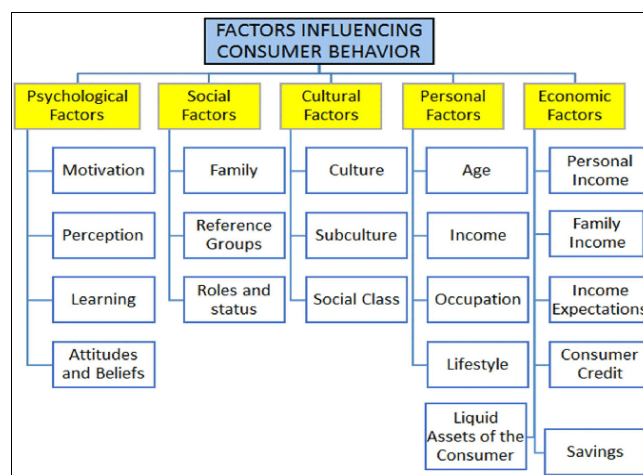
Green goods, which are usually durable, recyclable, non-toxic, and composed of decomposable or recyclable materials, have witnessed a significant growth in demand as a result of rising consumption. Consumers are becoming more concerned about the environment and seeking green products as a result of an increase in ecological consciousness among people with the goal of protecting the environment, as the primary cause of environmental degradation is increasing population and our consumption patterns. This article describes an empirical study that used factor analysis to identify significant characteristics that influence customer purchasing behavior for green products and green marketing. Newspapers, periodicals, and other types of media are increasingly emphasizing a product's environmental impact. The primary goal of this study is to investigate respondents' attitudes regarding environmentally friendly conduct and to examine the elements that influence their behavior. This issue has increased the need for marketers to pay attention to it because it affects the entire world rather than just one country. To win in such a conscientious market, every marketer must consider green marketing. Green marketing and green commodities are not new concepts, yet they all revolve around the environment. Genuine customers and industrial purchasers are looking for environmentally sustainable items. Green marketing has the potential to become a worldwide issue with a brighter future. It could be fully utilized as a growth opportunity if the delays are removed. It's important to know how consumers feel about the environment and to help them strengthen their sense of moral obligation. Customers who favor environmentally friendly products provide insight into how they see eco-friendly products. The snowball technique was used to choose the sample responders. We met 250 of the sample responders, and we've examined their opinions. Significant Chi-Square values can be found in the high income group's preference for healthcare and the companies' environmental efforts.

Keywords: Consumers, perception, eco-friendly products, purchasing patterns and consumer behaviour green product

Introduction

These days, people of all ages value eco-friendly products since they help to avoid polluting the air, water, and land. When designing a truly eco-friendly product, human safety and the environment must be taken into consideration. Customers are showing a rising propensity to purchase environmentally friendly goods and services, as well as an increasing concern for the environment in their attitudes, tastes, and purchases. These days, a lot of individuals pick ecologically friendly products over less environmentally friendly ones, even if they are more expensive, since they are more concerned about the environment. As a result of a slew of environmental issues linked to harmful products, well-informed consumers are emerging as a new force in the fight to build a more environmentally sustainable society. After all, environmental concerns are one of the reasons why eco-friendly things have emerged. Environmentally friendly products are becoming more popular among marketers since they may provide competitive advantages. It will only be successful if marketing understands environmentally conscious customer behavior. When it comes to purchasing, today's businesses must deal with customers that are concerned about the environment. Buying ecologically friendly items may cost more than buying non-environmentally friendly items. Customers that care about the environment are willing to pay a premium price for environmentally friendly items, giving a significant

opportunity for enterprises and governments seeking to implement environmentally favorable policy reforms.



Many people are becoming more aware of environmental issues and, as a result, prefer environmentally friendly items over less environmentally friendly ones, regardless of cost. Because of the numerous environmental problems linked with damaging products, informed consumers are emerging as a powerful new force in the building of a more environmentally sustainable society. Green perceived value and customer service innovation for eco-friendly products

will improve customers' perceptions of green perceived value and customer service innovation for eco-friendly goods.

Discussion - Profiling Eco-friendly

Environmental awareness studies have employed two categories of segmentation elements for product purchasers: sociodemographic characteristics (like sex, social status, and education) and personality factors (like locus of control, alienation, conservatism, and dogmatism). However, it has been established that consumer profiling based on socio-demographic factors does not give marketers a significant competitive advantage. Consequently, Schlegelmilch (1996) 1 found that the "environmental awareness" construct—which included elements on cognition, attitude, and behavior—was a more useful measure for explaining variation in consumer profile-based purchasing patterns for environmentally friendly products. Nabsiah *et al.* (2011) 2 investigated using a survey technique, the characteristics influencing the green purchasing behaviour of Penang's green volunteers were identified, and the importance of these aspects was graded. Among the social elements that impact green volunteers' green purchasing behaviour are their awareness of green products, environmental concern, specific environmental knowledge, income level, and the presence of an environmental label. The purpose of this study is to investigate the factors that would influence the green purchasing behavior of Penang's green volunteers who are involved in any environmental-related activities, as well as the importance of these factors in terms of their ranking in the hierarchy of importance for green purchasing. A total of seven characteristics were chosen to be used in this study: ecological affect, self-identity, environment label, environmental knowledge, environment attitude, and environmental concern. This study included social influence as one of the variables. When ranked in order of importance on the green purchase behavior of green volunteers, it is found that social influence, environmental concern, green product knowledge (one dimension in environmental knowledge), specific environmental knowledge (one dimension in environmental knowledge), environmental label, and income level all have a significant impact on the green purchase behavior of green volunteers. In Hong Kong, social influence was revealed to be the most significant factor influencing young people's green purchasing behavior (Lee, 2008; other significant variables included interpersonal communication and environmental awareness)

Factors having influence on Consumers purchase Behavior

Numerous factors have been shown to influence customers' awareness of and propensity to purchase environmentally friendly products. The "Causal path model" proposed by Thøgersen (2000) contains these elements. Prior to making a conscious decision to buy an eco-labeled product, a person must: Make protecting the environment your own mission; (A pro-environmental mindset). The Fishbein model already discussed the impact of attitude. One way to accomplish this is to think of buying cautiously. Find out everything you can about eco-labels, such as their availability, appearance, and meaning. The client also needs to have confidence in the accuracy of the labels and information provided. Another study has pointed out that when a consumer relies only on information provided to make a decision, it is critical that

the information be accurate and reliable. (Leire & Thidell, 2004) [4] 5. PCE is the abbreviation for Personal Computer Equipment (perceived consumer effectiveness). PCE, a pro-environmental attitude, confidence in ecologically responsible purchasing, and trust are all characteristics that may be considered motivational factors, which implies that they influence how hard a customer looks for eco-labels while making a purchase decision. Finally, when it comes to making a purchase, the buyer must pay attention to the labels and make the decision to choose an environmentally friendly product.



Consumer purchases, according to the "Causal route model," are influenced by a range of elements such as cultural, social, personal, and psychological characteristics, to mention a few. A range of factors influence customer purchasing behavior on multiple levels, ranging from cultural and societal effects to consumer motivation, beliefs, and attitudes. (2011) [8] (Kotler). Thøgersen's model will be utilized as the foundation for this literature review, and many of its components will be used as factors influencing customers' purchasing behavior of eco-labeled food commodities. Now, we will continue to discuss some of the previous hypotheses concerning various identified components in order to make the reader's understanding of the effect of these elements.

Review of literature

According to Bhagwan Singh and Sachin Kumar (2015) [6], the vast majority of respondents from North India are aware of the notion of green marketing. Respondents' impressions of green marketing are substantially influenced by their household income, job, and marital status, as well as their geographic location, regardless of their age, education, region, or state. Marketers should organize their approaches based on the qualities of the respondents to achieve better results. Because both men and women in North India recognize the need of green marketing, gender-specific marketing methods may be useless in India as well. Other demographic data, such as income, occupation, marital status, and respondents' geographic location, may yield better results if they are more specifically focused and targeted. The study also discovered that the primary reasons for emphasizing Green Marketing in the first place are increased client awareness of green or eco-friendly products, promotion of green or eco-friendly products through Web Based Marketing/Internet, consumer focus on environmental issues, and necessary government and corporate initiatives. According to Nagamani and Navaneetha (2017) [7], retailers believe that the majority of consumers particularly identify eco-friendly products and are willing to pay more for them. According to the author,

there is a lack of customer awareness regarding eco-friendly items accessible on the market, as well as a significant investment necessary.

Green marketing must meet two aims in order to be successful: improved environmental quality and higher consumer satisfaction (or satisfaction with a product or service). Customers' main objections to buying green products are that they entail compromises (inconvenience, higher costs, and worse performance) in exchange for small or non-existent environmental advantages. Customers will not respond favorably to green pleas unless they are accompanied with an appealing benefit, such as cost savings or improved product performance. This is especially true for the general public. The study's conclusions suggest that in order to prevent green marketing myopia, marketers need to cater to consumer wants and interests that extend beyond environmental concerns. (2011, Sachdev) ^[8].

Objective of the study

The primary goals of this study are to:

- Investigate respondents' attitudes regarding eco-friendly conduct; and
- Examine the factors influencing their attitudes toward green products.

Significance Of The Study

The percentage of consumers who regularly purchase environmentally friendly products is still modest, with the market share of these products ranging from less than 1% in various Southern, Central, and Eastern European countries to more than 5% in Austria and Denmark, even though the majority of consumers have positive opinions about these products (Magnusson *et al.*, 2001, Saba and Messina, 2003; Kihlberg and Risvik, 2007) ^[9]. (Padel *et al.*, 2009; Sahota, 2009) ^[10]. Furthermore, research on how green marketing affects customers in developing nations like India is scant. (Prakash, 2002; Bhattacharya, 2011) 12. Therefore, it is essential to look at the factors influencing consumers' decisions to make green purchases.

Statement Of The Problem

The newest buzzwords in the business world are recyclable, biodegradable, environmentally friendly, "sustainable," and

"bio-based." Since society's concerns about the environment rise, businesses have begun to adapt their operations in an attempt to address these issues. It is abundantly evident that the environment cannot be brought back to its original state through regulatory actions taken alone by pollution control authorities. Proactive and promotional roles ought to be in line with the larger environmental preservation strategy. Because of immoral behavior in their daily lives, consumers bear some of the guilt for environmental destruction. Customers damage the environment by using more non-biodegradable products and throwing them away in big amounts, using non-renewable energy carelessly, depleting natural resources, and using incorrect

Thus, customers are essential to the preservation of the ecosystem. It is up to consumers to lead the pressure on manufacturers to adopt eco-friendly technologies, dispose of outdated products in an environmentally safe manner, and take preemptive action.

Research Methodology

The consumer perception of green items is examined among those who like green products. The snowball technique was used to choose the sample responders. A total of 250 sample respondents were interviewed and their perspectives were analyzed.

Research Findings

1. Customer perception towards Green Products
2. Opinion of the respondents towards Eco-Friendly behaviour

People who are concerned about the environment and social justice tend to favor eco-friendly items. They take into account a number of factors when choosing eco-friendly items. The study takes into account variables such as the desire for environmental responsibility, the promotion of environmental protection, healthcare considerations, cost-saving measures, company efforts to be environmentally friendly, etc. The criteria that consumers favor when it comes to eco-friendly items are displayed in the following table.

Table 1: Purpose of buying the Green Products

Purpose of buying eco-friendly products	Mean	Std. Deviation
Supporting environmental protection	4.04	1.067
Drive for environmental responsibility	3.69	.780
Health care	3.37	.962
Cost saving	3.06	1.028
Environmental friendliness of companies	3.20	1.389
For Social appeal	3.15	1.113
Green product experience	3.38	1.063

Source: Primary Data

According to the descriptive statistics, respondents prioritize environmental protection first (4.04). They are also responsible for the environment (3.69). People that buy environmentally friendly products value environmental responsibility. As a preference, they choose green product experience (3.38). Healthcare is another major aspect in choosing eco-friendly items (3.37). Other criteria are ranked lower than these. The paper also examines the respondents' socioeconomic characteristics that influence their preference

for environmentally friendly products. The outcome is shown below.

The factors influencing on their behavior

The following analysis examines the association between socioeconomic characteristics (age, gender, educational status, income level, and years of using eco-friendly items) and their preference.

Age

Table 2: Behaviour towards buying co-friendly products according to the age group

Purpose	Age group	N	Mean Rank	Chi-Square (df-2)
Supporting environmental protection	Young	78	114.97	3.403
	Middle	105	133.70	
	Old	67	124.90	
Drive for environmental responsibility	Young	78	121.29	2.256
	Middle	105	132.47	
	Old	67	119.48	
Health care	Young	78	126.01	12.845*
	Middle	105	110.73	
	Old	67	148.05	
Cost saving	Young	78	121.42	3.272
	Middle	105	120.20	
	Old	67	138.55	
Environmental friendliness of companies	Young	78	126.96	13.192*
	Middle	105	109.29	
	Old	67	149.22	
For Social appeal	Young	78	119.78	1.126
	Middle	105	130.68	
	Old	67	124.04	
Green product experience	Young	78	129.42	3.700
	Middle	105	131.40	
	Old	67	111.69	
	Total	250		

Source: Primary Data * Significant at 1% level

The respondents who are middle-aged give careful thought to purchasing eco-friendly products because they want to support environmental protection (133.70), are driven to safeguard the environment (132.47), find social appeal (130.68), and have a green product experience (131.40). The respondents in the older age group prefer to purchase eco-friendly healthcare items (148.05), as well as products that save money (138.55) and support business initiatives

(149.22). The Chi-Square values indicate that the respondents in the older age group have a considerable preference for healthcare (12.845) and the companies' environmental initiatives (13.192). The respondents' age group has little bearing on other parameters.

Gender

Table 3: Behaviour towards buying co-friendly products according to the Gender

Purpose	Gender	N	Mean Rank	Z
Supporting environmental protection	Male	116	130.22	-1.022
	Female	134	121.41	
Drive for environmental responsibility	Male	116	122.74	-0.646
	Female	134	127.89	
Health care	Male	116	130.89	-1.191
	Female	134	120.83	
Cost saving	Male	116	123.77	-0.368
	Female	134	127.00	
Environmental friendliness of companies	Male	116	127.65	-0.449
	Female	134	123.64	
For Social appeal	Male	116	120.70	-1.009
	Female	134	129.65	
Green product experience	Male	116	120.06	-1.160
	Female	134	130.21	
	Total	250		

Source: Primary Data

According to **Table 3**, male respondents chose eco-friendly items for environmental protection (130.22), healthcare (130.89), and corporate endeavors (127.65). Drive for environmental responsibility (127.89), cost savings (127.00), social appeal (129.65), and green product experience (130.21) are among the female respondents' top

priorities. The gender gap in respondents' preferences for environmentally friendly products is not statistically significant. The Z values are all insignificant.

Educational status

Table 4: Behaviour towards buying co-friendly products according to the educational status

Purpose	Educational status	N	Mean Rank	Chi-Square (df-4)
Supporting environmental protection	School level	13	110.77	7.076
	UG	99	128.31	
	PG	77	127.11	
	Diploma	50	111.97	

	Others	11	167.86	
Drive for environmental responsibility	School level	13	82.73	12.059**
	UG	99	126.74	
	PG	77	118.42	
	Diploma	50	145.39	
	Others	11	124.00	
Health care	School level	13	111.81	23.781*
	UG	99	113.08	
	PG	77	155.68	
	Diploma	50	106.72	
	Others	11	127.59	
Cost saving	School level	13	149.31	3.920
	UG	99	129.38	
	PG	77	125.44	
	Diploma	50	116.97	
	Others	11	101.64	
Environmental friendliness of companies	School level	13	143.31	14.396*
	UG	99	110.82	
	PG	77	144.56	
	Diploma	50	113.64	
	Others	11	157.05	
For Social appeal	School level	13	122.46	8.733
	UG	99	121.13	
	PG	77	138.36	
	Diploma	50	107.79	
	Others	11	158.95	
Green product experience	School level	13	88.69	16.638*
	UG	99	116.80	
	PG	77	147.88	
	Diploma	50	112.30	
	Others	11	150.59	
	Total	250		

Source: Primary Data * Significant at 1% level, ** Significant at 5% level

The cost-saving aspect was given the highest weight by respondents with college educations (149.31). For healthcare, postgraduates favor them (155.68). Diploma holders support the eco-friendly movement by favoring the products (145.39). Respondents belonging to other categories use the products to support social appeal (158.95), corporate efforts (157.05), environmental protection (167.86), and the green movement (150.59). The

Chi-Square values for the degree of freedom 4 are noteworthy for the environmental friendliness drive (12.059), healthcare (23.781), environment moment from the companies (14.396), and green product experience (16.638).

Income level

Table 5: Behaviour towards buying co-friendly products according to the income level

Purpose	Income level	N	Mean Rank	Chi-Square (df-2)
Supporting environmental protection	Low	74	129.49	4.159
	Middle	123	117.27	
	High	53	139.03	
Drive for environmental responsibility	Low	74	129.04	0.381
	Middle	123	123.33	
	High	53	125.58	
Health care	Low	74	127.61	19.166*
	Middle	123	110.22	
	High	53	158.01	
Cost saving	Low	74	114.94	3.973
	Middle	123	125.72	
	High	53	139.75	
Environmental friendliness of companies	Low	74	123.70	13.375*
	Middle	123	113.54	
	High	53	155.76	
For Social appeal	Low	74	122.55	0.625
	Middle	123	124.45	
	High	53	132.06	
Green product experience	Low	74	140.82	5.326
	Middle	123	117.74	
	High	53	122.10	
	Total	250		

Source: Primary Data * Significant at 1% level

Respondents from lower income groups favor the products as a motivator for environmental responsibility (129.04) and green product experience (140.82). Respondents with a high income choose to support environmental protection (139.03), healthcare (158.01), cost savings (139.75), company environmental friendliness (155.76), and social attractiveness (132.06). The preference of high-income

people for healthcare (19.166) and corporate environmental efforts (13.375) show strong Chi-Square values. Other factors have no significant effect on the respondents' preference for income level.

Period

Table 6: Behaviour towards buying eco-friendly products according to the period of usage

Purpose	Period	N	Mean Rank	Chi-Square(df-2)
Supporting environmental protection	Less	86	113.27	6.333**
	Moderate	107	126.32	
	More	57	142.42	
Drive for environmental responsibility	Less	86	112.11	9.382*
	Moderate	107	139.15	
	More	57	120.08	
Health care	Less	86	120.41	1.647
	Moderate	107	131.73	
	More	57	121.47	
Cost saving	Less	86	119.23	5.099
	Moderate	107	136.70	
	More	57	113.95	
Environmental friendliness of companies	Less	86	125.91	.133
	Moderate	107	126.72	
	More	57	122.58	
For Social appeal	Less	86	123.19	7.543**
	Moderate	107	137.56	
	More	57	106.35	
Green product experience	Less	86	131.27	2.290
	Moderate	107	127.08	
	More	57	113.82	
	Total	250		

Source: Primary Data * Significant at 1% level; ** Significant at 5% level

Respondents who have only used eco-friendly products for a short length of time (up to 5 years) prefer the products for green product experience (131.27). Respondents who have been using the items for more than 5 years and up to 10 years favor the products as a drive for an eco-friendly environment (139.15), healthcare (131.73), cost savings (136.70), company environmental friendliness (126.72), and social attractiveness (137.56). People who have been using the items for more than ten years like to use them to support environmental conservation (142.42). The reference for supporting environmental protection (6.333), push for eco-friendly environment (9.382), and social appeal (7.543) are all highly preferred by respondents in their respective groups.

Final Conclusion

The study has implications for both marketers and customers, and it makes a compelling case for Haryana to embrace a new era of green marketing. The study's generalizability is limited due to its local focus, but it does provide useful information concerning consumer attitudes toward green goods. Future research could focus on consumer psychographic segmentation in terms of understanding their green values and preferences. The study could be repeated on a larger scale to gain a better understanding of consumer behavior and the green phenomenon. Furthermore, consumer behavior research is desperately needed to identify the most effective promotional tactics for inspiring and motivating consumers to adopt the concepts and culture of environmentally responsible purchasing.

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