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A Study On Consumer Attitude Towards Fast-Moving Eco-Friendly Products In Coimbatore City

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Abstract: The rising concern over climate change and environmental degradation has led to increased global emphasis on sustainable consumption. Fast-moving consumer goods (FMCGs), due to their high turnover and daily usage, have significant environmental footprints. In recent years, there has been a noticeable shift toward eco-friendly alternatives, particularly in urban hubs like Coimbatore. This study explores consumer attitudes toward fast-moving eco-friendly products, identifying the driving forces behind their choices and the challenges they face. A descriptive research methodology was employed with 132 respondents, using tools such as percentage analysis, frequency, Likert scale, chi-square, ANOVA, and rank correlation. The study finds that consumers are largely motivated by health and environmental benefits but are hindered by high costs, limited availability, and skepticism about product claims. Social media plays a vital role in spreading awareness, and supermarkets remain the dominant purchase point. The study suggests increasing product accessibility, price competitiveness, and transparency to foster greater adoption of sustainable practices.

I INTRODUCTION

Environmental sustainability is now at the core of consumer and corporate consciousness. With the growing realization of the harmful impacts of pollution, plastic usage, and resource depletion, consumers are reconsidering their purchasing behaviours. Fast-Moving Consumer Goods (FMCGs), which include everyday items like packaged food, toiletries, and household cleaning products, represent one of the most consumed product segments globally and have a substantial environmental footprint. Coimbatore, often referred to as the Manchester of South India, is not only an industrial hub but also a city with a growing environmentally conscious population. As awareness of health, sustainability, and

responsible consumption increases, consumers are showing greater interest in eco-friendly alternatives. The demand for biodegradable packaging, organic food, non-toxic cleaning agents, and plastic-free personal care items is on the rise. This research delves into how residents of Coimbatore perceive eco-friendly FMCGs, the extent of their awareness, the factors influencing their choices, and the obstacles they face in transitioning toward sustainable consumption.

II Objectives of the Study:

1. To assess the level of consumer awareness regarding fast-moving eco-friendly products in Coimbatore.
2. To examine barriers such as cost, accessibility, and cultural or habitual resistance that hinder the adoption of eco-friendly alternatives.

III RESEARCH METHODOLOGY

Research Design

The study is an analytical in nature.

Source Of Data

Primary & secondary data were collected for this study.

Sampling Size

The 132 respondents were collected for this study

Tools for Analysis:

- Chi-Square Test
- One-Way ANOVA

CHI-SQUARE ANALYSIS

Chi-Square is a statistical tool commonly used for testing the independence and goodness of fit. Testing independence determines whether two or more observations across two populations are dependent one another. Testing for goodness of fit determines an observed frequency distribution matches a theoretical distribution.

FORMULA:

$$\text{Chi-square} = (\text{Observed Value} - \text{Expected Value})^2 / \text{Expected Value}$$

$$\text{Expected Value} = \text{Row Total} * \text{Column Total} / \text{Grand Total}$$

H0: There is no significant relationship between dependent variable and independent variable.

H1: There is significant relationship between dependent variable and independent variable

Significance value for chi-square is 0.05. If the calculated value is less than the table value, it is accepted. Else in another situation it is rejected.

ONE-WAY ANOVA

One-Way ANOVA tests if there are significant differences between the means of three or more independent groups. It uses one independent variable (factor) and one continuous dependent variable. If the p-value is less than 0.05, it suggests at least one group mean is significantly different.

Limitations of the Study:

This study has several limitations that must be acknowledged. Firstly, the scope is confined to fast-moving eco-friendly products, excluding durable and luxury items, which may limit the breadth of insights. Secondly, the research is limited to Coimbatore city, and therefore, the findings may not be representative of consumer behaviour in rural areas or on a national scale. Thirdly, data collected through self-reported responses may be affected by social desirability bias, potentially skewing the results. Additionally, the study does not consider the product life cycle or analyze long-term consumer behaviour, which are important aspects of purchasing patterns. These constraints may impact the overall generalizability of the study. The exclusion of varied product categories narrows the analysis. Limited geographic scope restricts the broader applicability of findings. Addressing these limitations in future studies can lead to a more comprehensive understanding of consumer attitudes toward eco-friendly products.

IV REVIEW OF LITERATURE

D. Divya Ph.D, and Dr. B. Mythili (2023)¹ Due to these environmental problems, the government has established a number of environmental regulations to reduce carbon emissions and manage the effects of material and energy use on the environment. The environment is being exploited on a large scale and this over exploitation has led to the emergence of many negative changes including climate change, exposure to harmful compounds, pollution, unsustainable use of natural resources that harms the ecosystem, global warming, and ozone depletion. The advantages of using green products are not widely known. Corporate and governmental entities have a responsibility to educate the general people about the advantages of utilizing green products.

Dr. A. HeldaMary,et.al (2023)² The Green revolution, launched in the mid sixties became a landmark in transformation of agriculture in India. The seed, fertilizer, plant protection, irrigation and other allied technologies of intensive nature promoted since then, made the way for a substantial increase in food production, leading to self sufficiency and even surplus for export. 100 samples were selected from the city's organic food retail stores. The demands for organic vegetables are steadily increasing in the

developed countries, while developing countries still need to go a long way. So, it assesses the consumer awareness and preferences for various aspects of organic vegetables.

V ANALYSIS AND INTERPRETATION

TABLE 1: TABLE SHOWING THE RELATIONSHIP BETWEEN GENDER AND DO YOU BELIEVE ECO FRIENDLY PRODUCTS CAN MAKE A POSITIVE ENVIRONMENTAL IMPACT

CHI SQUARE TEST

	Value	Df	Asymptotic Significance (2 sided)
Pearson Chi – square	2.382	4	.666
Likelihood Ratio	2.808	4	.591
Linear-by-Linear Association	0.20	1	.889
N of Valid Cases	132		

INTERPRETATION

The Pearson Chi-Square test ($\chi^2 = 2.382$, $p = .666$) and the Likelihood Ratio test ($\chi^2 = 2.808$, $p = .591$) indicate no significant association between the variables. The high p-values suggest that any observed differences are likely due to chance rather than a meaningful relationship.

TABLE 2: TABLE SHOWING ANALYSIS VARIANCE RESULT OF ONE WAY ANOVA

ONE WAY ANOVA

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	1.43	3	.707	.863	.424
Within Groups	105.579	129	.818		
Total	106.992	132			

INTERPRETATION

The ANOVA results ($F = 0.863$, $p = .424$) indicate no significant difference in age between the groups. The high p-value suggests that any observed variations are likely due to chance rather than a true effect.

VI FINDINGS

CHI-SQUARE ANALYSIS

The Pearson Chi-Square value is 2.382 with a p-value of 0.666, which is greater than 0.05 (the common significance level). This means we fail to reject the null hypothesis, indicating that gender does not significantly influence people's belief regarding the environmental impact of eco-friendly products.

ONE – WAY ANOVA

With an F-value of 0.863 and a p-value of 0.424 (which is greater than 0.05), we fail to reject the null hypothesis. This means that the differences in the mean values across the groups are not significant and are likely due to random variation.

VII SUGGESTIONS

- Finally, focusing on younger and educated consumers through special offers and educational campaigns can drive sustainable habits. By making eco-friendly products more affordable, accessible, and appealing, they can become a mainstream choice, benefiting both people and the planet.
- Use targeted advertisements through social media and influencer marketing to raise awareness, especially among youth.

VIII CONCLUSION

The study highlights that consumer awareness of eco-friendly FMCGs in Coimbatore is increasing. However, price sensitivity, product quality concerns, and limited availability remain key barriers to adoption. To promote sustainable consumption, businesses must focus on affordability, enhance product accessibility, and strengthen marketing efforts. Addressing these challenges will help companies meet the rising demand for eco-friendly products while encouraging a greener lifestyle.

IX REFERENCES

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