



INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS (IJCRT)

An International Open Access, Peer-reviewed, Refereed Journal

Consumer Preferences For Green And Sustainable Products: A Study Focusing On Coimbatore City

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ABSTRACT

One potentially significant idea that contributes to achieving global sustainable development is green technology. A fresh, significant idea that would improve the environment is needed in the globe today. Realizing the need for creative green products in today's global market and attempting to determine the detrimental effects of non-green products are the study's main goals. A specific city (Coimbatore) has been chosen for the study, and the necessary data has been gathered from a variety of sources, examined using appropriate statistical techniques, and facts have been discovered. According to the study, so-called green or organic items benefit humanity more and aid in the eradication of some problems related to green technology. It contributes to sustainable growth. The study also sheds information on potential directions for future research.

Keywords: Green technology, Sustainable, Environment, Organic, Eradicate, potential directions.

1.1. INTRODUCTION

The effects of climate change, pollution, and the depletion of natural resources are some of the world's most pressing environmental issues. These issues have wide-ranging effects that impact not just the environment but also social well-being, economic stability, and human health. Sustainable consumerism, which entails using and buying goods that reduce environmental damage, has gained popularity as a solution to these issues.

The desire for eco-friendly and sustainable items is a crucial component of sustainable consumerism. These goods are intended to enhance human welfare, encourage sustainable development, and lessen their negative effects on the environment. Food, apparel, personal care, and household items are just a few of the many categories that fall under the umbrella of green and sustainable products. The demand for sustainable and green products is rising quickly as consumers become more conscious of the effects their purchases have on the environment and society.

Many customers still encounter obstacles when attempting to adopt sustainable consumption habits, even in the face of the increased demand for eco-friendly and sustainable items. Higher prices, restricted availability, and a lack of knowledge on the social and environmental advantages of sustainable and green products are some of these obstacles. Customers may also doubt the veracity of statements made regarding green and sustainable products, or they may have little faith in the businesses that promote them. The purpose of this study is to examine consumer preferences for sustainable and green products, as well as the factors that affect their choices and the obstacles that prevent them from adopting sustainable consumption habits.

1.2.STATEMENT OF THE PROBLEM

People's knowledge of green products has grown in recent years, demonstrating their significance. It stems not just from awareness but also from the detrimental effects on human health. Artificial insecticides, fertilizers, and manures can cause issues up to the point of cancer. Identifying the negative effects of non-organic products and beginning to regularly use or adopt green products. The beneficial effects on organic and green products pique the researcher's curiosity. This specific study has been conducted as a result.

1.3. OBJECTIVES OF THE STUDY

- To know the socio-economic factors of the respondents.
- To discover the level of awareness and knowledge about green and sustainable products.
- To identify the key factors influencing consumer preferences for green and sustainable products.

1.4.REVIEW OF LITERATURE

Landwehr et al.,(2011) Consumers use subjective attributes for narrowing down their choices when they are presented with many similar alternatives. Product design is an important factor that affects sales, so, designing products that are aligned with perceptual attributes are critical .

Ahamad and Ariffin(2018) Sustainable consumption is not easy to define as there are many definitions and concepts expressed by researchers and organizations. In general, sustainable consumption is the utilization of products and services to satisfy fundamental human needs and improve quality of life while reducing the use of natural resources, hazardous materials, waste, and pollution emissions in order to protect the necessities for the next generation.

Padmaja Vani's (2022) research paper is an effort to learn more about Bangaloreans' opinions on eco-friendly advertising. In total, 100 people filled out the survey. The respondents were selected using a convenient sampling method. Primary data has been collected from a sample of respondents using a standardized questionnaire. According to the data, there's a tight connection between green customer ideals, product attributes, and consumer perception. Researchers found that shoppers' decisions were significantly affected by their knowledge of green marketing.

1.5.RESEARCH METHODOLOGY

The sampling used in this study is simple random sampling because the sample is selected with equal probability. The study is confined to Coimbatore city only. A sample size is 130 taken for the survey. Survey method is employed to collect the data from the respondents and the data are collected with the help of questionnaires .Secondary data are collected through various journals, books and internet which is restricted to the conceptual framework of the paper only. to arrange the collected data following statistical tools were used, percentage method, chi-square analysis.

1.6. LIMITATIONS OF THE STUDY

The study has all the limitations of non-random sampling. This study has been confined to Coimbatore city only. The respondent's size was limited to 130 due to time constraints. The final result is based on the respondent's opinion, so the result may vary due to frankness in response.

1.7. ANALYSIS AND RESULTS

1.7.1. PERCENTAGE ANALYSIS

TABLE: 1.7.1

PARTICULARS	VARIABLES	FREQUENCY	PERCENTAGE (%)
Gender	Male	75	58
	Female	55	42
Age Group	Up to 25	5	4
	25-35	46	35
	35-45	63	49
	Above45	16	12
Educational Status	School Level	10	8
	Under Graduate	58	45
	Post Graduate	32	25
	Diploma	14	10
	Professional Degree	16	12
Occupational Status	Student	6	5
	Government Employee	28	22
	Private Employee	64	49
	Business	24	18
	Professional Work	8	6
Marital Status	Married	103	79
	Unmarried	27	21
Annual Income	Below ₹ 1,50,000	9	7
	₹1,50,001 - ₹ 2,50,000	21	16
	₹2,50,001 - ₹ 3,50,000	38	29
	Above ₹3,50,000	62	48

Sources: Primary Data

1.7.2. RANKING ANALYSIS

TABLE NO:1.7.2

FACTORS INFLUENCING THE PURCHASE OF GREEN & SUSTAINABLE PRODUCTS (RANKED)

Factor	Rank 1	Rank 2	Rank 3	Rank 4	Rank 5	Total weighted score	Rank
Price	54(270)	27(108)	14(42)	5(10)	30(30)	460	II
Quality	30(150)	53(212)	18(54)	21(42)	7(7)	465	I
Environmental impact	4(20)	30(120)	71(213)	20(40)	5(5)	398	III
Social responsibility	12(60)	18(72)	21(63)	62(124)	17(17)	336	IV
Brand reputation	31(155)	2(8)	6(18)	21(42)	70(70)	293	V

Sources: Primary Data

1.7.3. ONE-WAY ANOVA

One-Way ANOVA (Analysis of Variance) is a statistical test used to compare the means of three or more independent groups to determine if there is a significant difference between them. It helps researchers understand whether a single independent variable (categorical) has an effect on a continuous dependent variable.

HYPOTHESIS:

Null Hypothesis (H₀): There is no significant difference in means among the groups.

Alternative Hypothesis (H₁): At least one group mean is significantly different from the others.

VARIABLES:

Independent Variable (IV): A categorical variable with three or more groups (e.g., different age groups, income levels, or education levels).

Dependent Variable (DV): A continuous variable (e.g., customer satisfaction score, willingness to pay, or product usage frequency).

TABLE NO:1.7.3

		Sum of Squares	df	Mean Square	F	Sig.
Benefits	Between Groups	33.806	2	16.903	6.529	.002
	Within Groups	328.817	127	2.589		
	Total	362.623	129			
Categories	Between Groups	.078	2	.039	.009	.992
	Within Groups	581.614	127	4.580		
	Total	581.692	129			

INTERPRETATION:

Benefits of Using Green and Sustainable Products

The above table shows the sig. value (0.002) is less than 0.05, it indicates a statistically significant difference between groups regarding their opinions on the benefits of using green and sustainable products.

Interest in Green and Sustainable Product Categories

The above table shows the sig. value (0.992) is much greater than 0.05 and we can say that there is no significant difference between groups regarding their interest in green and sustainable product categories.

SUGGESTIONS

A study on customer preferences for green and sustainable products should look into things like environmental awareness, price sensitivity, brand trust, and product quality. It should investigate demographic variables, the impact of eco-labels and green marketing, and differences between urban and rural customers. Surveys and case studies may be used to conduct research, focusing on hurdles such as cost and availability while proposing ways for increasing the use of sustainable goods.

CONCLUSION

The study on consumer preferences for green and sustainable products reveals an increasing knowledge and willingness among customers to make ecologically responsible purchase decisions. Eco-labeling, pricing, perceived quality, and brand reputation all have a substantial impact on customer purchasing decisions. While some customers are deeply devoted to sustainability, others remain price-sensitive and require further incentives or education to change their behavior. Despite good sentiments toward green products, difficulties such as high prices, limited availability, and skepticism regarding sustainability promises remain. Companies and politicians must collaborate to improve the transparency, affordability, and accessibility of sustainable solutions. Effective marketing methods, consumer education, and corporate social responsibility activities may all help to increase demand for green products.

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