

Consumer Awareness and Sustainable Lifestyle Practice: A Study on Eco-Consumption in Tenkasi

K. Suvisilin¹ and Dr. P. Suganya²

III B.Com (CS)¹

Assistant Professor, Department of Commerce (Corporate Secretaryship)²

Sri Sarada College for Women (Autonomous), Tirunelveli Tamil Nadu, India

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli, Tamil Nadu, India)

Abstract: Sustainable lifestyle has become the need of the hour as we see climate changes and depletion of natural resources around us. Sustainable lifestyle helps to protect the environment by taking conscious steps towards minimising harm caused by human activities to the environment. As environmental concerns rise, consumer interest in green or eco-friendly products has significantly increased. This study explores the level of consumer awareness regarding green products and examines its impact on purchasing behavior. Using a survey-based quantitative approach, data was collected from the respondents to assess their knowledge, perceptions, and buying patterns related to eco-friendly products. The study analyzes key factors influencing consumer decisions, including environmental consciousness, perceived product benefits, price sensitivity, and brand trust. Study also aimed to identify factors influencing and challenges faced while adopting a sustainable lifestyle. 130 responses were collected through a questionnaire. The Study aims to provide insights on sustainable consumer habits to businesses and policy makers for bringing about a change in the society. The findings indicate that higher awareness leads to a greater likelihood of purchasing green products. However, barriers such as misinformation, skepticism about product effectiveness, and high costs hinder widespread adoption. Additionally, social influence and government policies play a crucial role in shaping consumer attitudes towards sustainable products.

Keywords: Eco-friendly, Eco-consumption, Sustainable, Recycling Habits

I. INTRODUCTION

The environment conservation movement has been growing rapidly around the world including India. Marketers are interested to study consumer consciousness and motivation to tap the markets, amazingly through the introductory stages of eco-friendly products. Indian consumers have much low knowledge of environmental problems when compared to major economically developed nations. Consumer awareness is increasing towards the anxiety over dealing with environmental issues and is giving attention eco-friendly activities and products developed by organisation and government. These expanding opportunities open doors for marketers to convince Indian consumers about their products and services concerning environmental benefits. Customers play a crucial room in promoting eco-friendly products by being conscious in their purchasing decisions. By choosing sustainable alternatives, committed to the environmental responsibility, reduce waste and decrease the pollution levels.

Government and organization also encourages the use of green products through awareness programs, policies and incentives. Overall eco-friendly products are essential for more sustainable world. They help protect ecosystem and promote a healthier environment for future generation. The shift towards sustainability requires collective efforts from manufactures, consumers, and policymakers to ensure a greener and cleaner planet.

In current dynamic market settings, the perception of consumers is becoming more important for achieving a competitive advantage in the long term for marketers. Therefore, it is important to understand the awareness, attitude, and perception of consumers.



ECO-FRIENDLY PRODUCTS

Eco-friendly products or Green Marketing refers to the process of understanding, promoting and adopting products that have minimal negative impact towards the environment while satisfying the needs of the customers. It involves concept like reducing waste, conserving energy and using renewable materials. With concern over the climatic condition and pollution eco-friendly products have become essential in promoting a more sustainable future. Eco friendly products are manufactured using processes that limit pollution, conserve natural resources and promote sustainability. These products can be biodegradable, recyclable, reusable or energy efficient. Another aspect of eco-friendly products is the impact on human health. Many products like cosmetics and household cleaners contain harmful chemicals that affect health. In contrast, eco-friendly alternatives have natural and non-toxic ingredients that are safe for both health and environment. Customers play a crucial role in promoting eco-friendly products by being conscious in their purchasing decisions. By choosing sustainable alternatives, committed to the environmental responsibility, reduce waste and decrease the pollution levels. Government and organization also encourage the use of green products through awareness programs, policies and incentives. Overall eco-friendly products are essential for a more sustainable world. They help protect the ecosystem and promote a healthier environment for future generations. The shift towards sustainability requires collective efforts from manufacturers, consumers, and policymakers to ensure a greener and cleaner planet.

II. REVIEW OF LITERATURE

Ilakkia, Sumaya (2025) entitled on the topic "A Study on Consumer Awareness & its Effects of Green Products/Eco-Friendly Products in Coimbatore District" Green marketing refers to the process of selling products and services based on their environmental benefits. It is a marketing strategy that emphasizes the environmental benefits of a product, service or a company. Eco-friendly products or Green Marketing refers to the process of understanding, promoting and adopting products that have minimal negative impact towards the environment while satisfying the needs of the customers. Convenience sampling technique is used here. The study on green marketing highlights the importance of consumer awareness in adopting eco-friendly products. Most consumers purchase eco-friendly products at least once a month, with many using them for over three years.

Sandeep S. Kulkarni (2025) entitled on the topic "Shifting Consumer Awareness for Usage of Eco-Friendly Products to Achieve Sustainable Developmental Goals: A Study in Mumbai, India." Consumer behaviour plays a critical role in this transition, particularly in rapidly urbanizing regions such as Mumbai, where environmental challenges are intensifying. Economic constraints remain a primary barrier, as sustainable products are often more expensive than conventional alternatives. The sample included 500+ respondents, ensuring sufficient statistical power for robust data analysis. Surveys were conducted online and offline, targeting shopping malls, universities, and residential communities to achieve a well-rounded dataset reflective of Mumbai's consumer landscape. The transition toward sustainable consumption is a critical component of achieving long-term environmental and economic stability. The findings indicate that while consumer awareness of sustainability has increased, significant obstacles remain in translating this awareness into consistent purchasing decisions.

Abdul Rahuman (2023) entitled on the topic "Consumer Awareness and Satisfaction Towards Green Marketing." The history of green marketing can be traced back to the 1960s and 1970s when concerns about environmental pollution and resource exhaustion began to gain extensive attention. To focus the level of awareness on green marketing. To analyse the customers' attitude and perception of choosing green products. The researcher collected data through a convenient sampling method from customers. The number of respondents in this study was 90. The level of consumer awareness is comparatively low in green marketing. Consumers are not getting more information about green products and what the benefits are using green products.

STATEMENT OF THE PROBLEM:

The growing focus on environmental sustainability has led to a rise in green products, but consumer awareness remains inconsistent. Factors such as price, perceived effectiveness, and lack of information influence purchase behavior. This study aims to examine customer awareness, attitude, and purchasing behaviors towards green products, identifying key factors influencing adoption. In the present world, rapid industrialization, urbanization, and changing consumption



patterns have led to excessive use of natural resources and increased environmental pollution. While the concept of **eco consumption** emphasizes responsible use of products and resources that minimize harm to the environment, its adoption among consumers remains limited. Hence, this study aims to analyze consumer awareness, attitudes, and practices related to eco consumption and explore ways to strengthen sustainable lifestyle practices in the community. This research aims to improve awareness efforts, increase credibility, and promote a sustainable industry.

OBJECTIVES OF THE STUDY

- To assess the level of consumer awareness and sustainable lifestyle practice.
- To impact of consumer awareness on purchasing decisions for eco-friendly products.
- To know the socio-economic profile of the respondents
- To examine the factors influencing consumer perception and adoption of green products
- To offer a suitable suggestion based on the study

III. RESEARCH METHODOLOGY

The Study is used a questionnaire to understand sustainable lifestyle practices of people in Tenkasi. The questionnaire included close ended and five-point Likert scale type of questions. Questionnaire was circulated amongst people residing in Tenkasi. Using the convenience method of sampling, 130 responses were collected. Data obtained is analysed and interpreted to present in summarised form, respecting data confidentiality.

IV. ANALYSIS OF DATA
TABLE 1: AGE WISE CLASSIFICATION

S.NO	AGE	NO OF RESPONDENTS	PERCENTAGE
1.	Below 20	22	17
2.	21-40	58	45
3.	41-60	34	26
4.	Above 60	16	12
	TOTAL	130	100

Source: Primary data

From the above table 1, it clears that out of 130 respondents, 17 percentage of the respondents are come under the age group of below 20 years, 45 percentage of the respondents are belonging to the age group of 21-40 years, 26percentage of the respondents are between the age group of 41-60 years and 12 percentage of the respondents are lies under the age group of above 60 years. Hence, I concluded that most of the respondents are belonging to the age group of 21- 40 years.

TABLE 2: AWARENESS OF ECO-PRODUCTS

S.NO	Awareness	No. of Respondents	Percentage
1	Social Media	18	14
2	Educational Institution	42	32
3	Television	36	28
4	Friends & Family	34	26
	Total	130	100

Source: Primary data

From the above Table 2, it is observed that out of 130 respondents, 14 percentage of the respondents are aware through Social Media, 32 percentage of the respondents got the awareness from educational Institution, 28 percentage are aware through Television and remaining 26 percentage got the information by their family & friends .Hence, I conclude that majority of the respondents got the awareness from educational Institution.



TABLE 3: OPINION OF ECO -FRIENDLY PRODUCT

S.NO	Statements	SA	A	N	DA	SDA	Mean Score	Rank
1	Perception of eco-products protecting from harmful effects	10	16	24	42	38	2.4	V
2	Eco-friendly products as substitutes for plastic	69	12	16	23	10	3.8	I
3	Eco-friendly purchasing improves the environment	15	44	10	21	40	2.8	III
4	Promotion of eco-friendly products is necessary	24	38	42	16	10	3.4	II
5	Preference for less-polluting products	12	20	38	28	32	2.6	IV

Source: Primary Data

From the above Table 3, first rank got the Eco-friendly products as substitutes for plastic with a mean score of 3.8, second rank got the promotion of eco-friendly products is necessary with a mean score 3.4, third rank got the Eco-friendly purchasing improves the environment with a mean score 2.8, fourth rank got the preference for less-polluting products with the mean score 2.6 and the fifth rank got the perception of eco-products protecting from harmful effects with a mean score 2.4.

FINDINGS

According to age wise classification, the majority of the respondents are belongings to the age group of 21-40.

According to Awareness of eco Consumption majority of the respondents are aware through educational Institution.

According to opinion of Eco-Friendly product, first rank got the Eco-friendly products as substitutes for plastic with a mean score of 3.8,

SUGGESTIONS

Consumers should be made aware that recycling of used products also involves lot of energy use and also creates pollution through transportation and by recycling process itself, and should be persuaded to reduce consumption and make informed choices according to the motto 'prevention is better than cure'.

Foster brand reputation through corporate social responsibility initiatives and sustainable business practices.

To encourage consumers to shift from conventional products to green alternatives through promotional activities

V. CONCLUSION

The study clearly shows that there are high levels of awareness among consumers about the present environmental issues due to environmental degradation. The consumers also have highly positive attitude towards possible individual consumer contributions to solve environmental issues, but when it comes to the segment of practice, we found that attitude is not being translated to practice in most of the areas considered in the study other than the water conservation and general eco-friendly behaviour. This may be due to the factors such as personal convenience, Tragedy of commons, lack of strict invigilation by the government machineries and lack of generatively. Creation of better awareness about the individual contributions to save our environment and repeated thrust on the importance of individual consumer contributions to the same, inculcating the habit of being more responsible citizens among consumers, would help to look forward to prevent environmental degradation due to consumerism and to have a healthy and sustainable environment in near future.

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