A Study on Consumer Buying Behaviour towards Green Product with Special Reference to Coimbatore City

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Abstract: The global economy has experienced significant expansion as a result of increased consumption. The environment has suffered as a result of this excessive consumption. The repercussions of this environmental degradation have resulted in pollution, global warming, and other issues that have been a source of public concern, leading to the green movement for environmental preservation. The goal of this study was to figure out what factors influence customer purchasing decisions for green products. According to the findings, demographic characteristics have little bearing on green product purchasing habits. The level of satisfaction a buyer has with a product influences his or her purchasing habit. The features of green products have a significant impact on purchasing behaviour and consumer satisfaction the colour green products.

Keywords: Green Product, Buying Behaviour and Environment

I. INTRODUCTION

Environmental issues continue to be a major source of concern for the entire world and humans. Air pollution, greenhouse gas emissions, and ecological imbalances are the most serious environmental issues that have arisen as a result of human activity. Concerns about the environment have increased. The majority of buyers now prefer to purchase greener items. The green consumer's influence When consumer awareness of the environment develops and improvements are made to the information on the environment available through eco-labeling initiatives, consumer groups, and consumer guides. The study's objectives, To determine the link between customer demographic characteristics in Coimbatore, as well as consumer perceptions of green items. As the name implies, descriptive design like the name suggests, is used to describe something. This research examines the elements that contribute to the green. With an increase in global spending, the economy has grown rapidly. The environment has suffered as a result of this excessive consumption. The repercussions of this environmental degradation have resulted in pollution, global warming, and other issues that have been a source of public concern, leading to the green movement for environmental preservation. The goal of this study was to figure out what factors influence customer purchasing decisions for green products. According to the findings, demographic characteristics have little bearing on green product purchasing habits. The level of satisfaction a buyer has with a product influences his or her purchasing habit. The features of green products have a significant impact on purchasing behaviour and consumer satisfaction.

Objectives of the Study
- To study the awareness of respondents about green products

II. RESEARCH METHODOLOGY

Research Design: Descriptive research design
Sources of Data:
- Primary Data: The primary data was collected based on the structured questionnaire with the help of google form
- Secondary Data: The secondary data for the study have been collected from books, magazines, journals, articles and various websites.

Sampling Technique: Simple random sampling.
Sampling Size: 100 respondents

Area of Study: Coimbatore city.

Tools Used for the Study

The SPSS Package is used for the study

- Percentage Analysis
- Chi-Square Test

III. REVIEW OF LITERATURE

Guo Li, (2021) Green product design is an effective instrument for achieving a circular economy. To promote green product development, downstream retailers often enter into contracts with upstream manufacturers and market green products. This study considers a decentralized green product supply chain comprising of a manufacturer and a retailer, who determine the green level of the product and the exerted marketing effort level, respectively.

Prasannta Kumar Ghosh (2021) In our world pollution arising from various sources like a factories and vehicles threatens the very environment we live in. We should become more and more aware of the products that pose a threat to our environment because otherwise through our lack of awareness we will ourselves contribute toward the distractions of our beloved andbeautiful work in this paper we have brought into focus on work regarding making the supply chain of product as green economy.

IV. ANALYSIS AND INTERPRETATION

Table 1: Percentage Analysis

ITEM	CATEGORY	FREQUENCY	PERCENTAGE
GENDER	MALE	53	53
	FEMALE	47	47
	TOTAL	**100**	**100**
AGE	18-25	79	79
	25-35	12	12
	35-45	2	2
	ABOVE 45	7	7
	TOTAL	**100**	**100**
SOURCE OF AWARENESS	TELEVISION	19	19
	MAGAZINE	18	18
	FAMILY AND FRIENDS	50	50
	NEWS PAPER	13	13
	TOTAL	**100**	**100**

Chi Square Test

H_0: There is no significant relationship between sources of awareness and usage of greenproducts

H_a: There is a significant relationship between sources of awareness and usage of green products

Table 1: Comparison between Sources of Awareness and Usage of Green Products

FACTORS	CALCULATED VALUE	D.F	P.VALUE
Pearson chi-square	6.286[a]	9	.711
Likelihood ratio	6.842	9	.654
Linear –by –linear association	1.931	1	.165
No. of valid cases	100		

The P-Value is less than 5% level of significance, so the null hypothesis is rejected.

It is concluded that, there is a significant relationship between sources of awareness andusage of green products

V. FINDINGS AND CONCLUSION

Findings from Percentage Analysis
- Majority (79%) of the respondents are between the age group of 18 – 25 years
- Majority (53%) of the respondents are male.
- Majority (50%) of the respondents sources of awareness are Family and friends.

Findings from Chi-Square:
- There is a significant relationship between sources of awareness and usage of greenproducts

VI. CONCLUSION

Businesses are seeking for ways to get an advantage in today's competitive market by changing their products to be more environmentally friendly. This study of consumer behaviour toward eco-friendly items in Coimbatore highlights the elements that influence green product purchases, including as health benefits, quality and reliability, advise from doctors/friends, and brand popularity. Discussions with respondents suggest that, while the majority of respondents claim to be aware of green products, their knowledge appears to be incomplete, and they have no idea what products bare included in the green product list. With the exception of energy-saving equipment, actual motivation to choose green items is limited owing to expense and lack of information. This will assist consumers in better understanding the positive health and environmental consequences of eco-friendly products. Furthermore, such an endeavour will assist businesses to improve their goodwill and develop a strong brand image in the eyes of consumers.

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