

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT & MANAGEMENT

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A STUDY ON CONSUMERS OPINION TOWARDS ECO-FRIENDLY PRODUCTS WITH SPECIAL REFERENCE TO COIMBATORE CITY

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ABSTRACT

Environmental issues and concerns over eco-friendly products have been increasing among both the consumers and the corporate. Over the last few decades, environmentalism has emerged to be a vital aspect due to increasing issues of acid rain, depletion of ozone layer, degradation of land etc. The consumers became more concerned about the products they use and their impact on the environment which imposed pressure on the companies to develop eco-friendly products in the market. The main purpose of the study was to know the opinion and perception of the consumers towards eco-friendly products in the green market. A research study was conducted in the Coimbatore city with a sample size of 90 respondents. The data was collected through structured questionnaire. The main objectives of the study are: to study the awareness level of public towards eco-friendly products., to identify whether public are preferring to use eco-friendly products and are willing to buy more of it., to study the customer's ideas and opinions towards eco-friendly products, to know the extent of influence of these factors on the purchase of eco-friendly products. In order to achieve the research objectives a research methodology was developed. The research design is descriptive and the data was analysed with the help of various statistical tools like percentages, chi-Square test analysis. The major findings of the study were the consumers were aware of the eco-friendly products and they agreed that eco-friendly products were beneficial to use. Hence the consumers have a positive attitude and opinion towards eco-friendly products.

KEYWORDS

awareness, consumers, eco-friendly products, environmental issues, opinion.

INTRODUCTION

 Eco-friendly products are products that do not harm the environment, whether in their production, use or disposal. Some of these green products when in use, help conserve energy, minimise carbon footprint or the emission of greenhouse gases, and does not lead to substantial toxicity or pollution to the environment. Other green products are biodegradable, recyclable or compostable. There are also eco-friendly products that are made out of recycled materials. These recycle products help reduce the need for new raw materials and the amount of waste sent to landfills and incinerators (because waste can be diverted to making recycled products).

ECO-FRIENDLY PRODUCTS

An eco-friendly product is supposed to reduce the impact of its consumption on the environment thanks to the use of making-processes, components and recycling techniques which are less harm for the natural environment than those of conventional products. Green marketing also alternatively known as environmental marketing and sustainable marketing refers to an organisation's efforts at designing, promoting, pricing and distributing products that will not harm environment. The customer's perception alone is not changed. The product design and product life cycle are also integrated with the environmental consideration. Customers prefer products that are environmentally friendly. There is growing interest among the consumers all over the world for protection of the environment. The green consumers are the main motivating force behind the green marketing process. It is their concern for environment and their own wellbeing that drives demand for eco- friendly products, which in turn encourages improvements in the environmental performance of many products and companies. Thus, for a marketer it is important to identify the types of green consumers.

Worldwide evidence indicates people are concerned about the environment and are changing their behaviour and there is growing awareness among the consumers all over the world regarding protection of the environment where they live. Research reveals that increasing number of the consumers, both individual and industrial, are asking for environment- friendly products. Most of them feel that environment-friendly products are safe to use. As a result, green marketing has emerged, which aims at marketing sustainable and socially- responsible products and services profitably but without having any adverse effect on the environment.

Many of the early products designed to be environmentally responsible, such as electric cars and recycled paper, did not meet the basic expectations of consumers. Rightly or wrongly, these early disappointments have made it tougher to convince today's consumers that green products work as well as those that they are intended to replace, or are worth higher prices. Eco-labels such as biodegradable, sustainable, fair wage/fair trade, environmentally friendly and recyclable are usually unfamiliar and/or unknown to consumers. Nevertheless, labels can play an important role in fostering sustainable consumption when used as part of a package of measures.

In-store communication strongly influences green purchasing. Some shoppers remain unsure of product performance or product quality; they assume sustainable products would not perform as well. Shoppers at this stage are questioning the product, so communicating brand and product attributes via in store signage and product packaging drives shoppers to purchase.

CONSUMER'S OPINION

There is growing interest among the consumers all over the world for protection of the environment. The concern with environmental degradation has resulted in a new segment of consumers, i.e. the green consumers. These consumers have been identified as one who avoids products which are a possible danger for health, shall damage the environment during production, use materials derived from threatened species or environment, and cause unnecessary waste. The drive for protecting the environment has made consumers choose eco-friendly products over the other products.

REVIEW OF LITERATURE

A study by Dr. D. Geetha and D. Annie Jenifer (March, 2014) found out that the major factors influencing the consumers purchase decision of Eco friendly products of sample customers is benefit for health and quality and reliability. Major problems in purchasing eco-friendly product of sample customers is high price and majority of them bought organic vegetables when compared to the other eco-friendly products. It was also found that there was a significant relationship between

income level and amount spent for a month and type of purchase. The research also throws light on the factors influencing the purchase are benefit for health, quality and reliability, variety and quantity, environment and ambience, customer services and friendship advice. Consumers are ready to pay more prices for the products which are causing less environmental pollution. They also prefer promotional campaign which protects the environment, and distribution channels which are not causing environmental pollution. But they are not ready to compromise the quality of the product for the sake of the environment.

Another important study by Babita Saini (December, 2013) proposes that the challenges both for marketing specialists and for consumers, raised by the concept of green marketing, are due to several issues, such as the lack of an acceptable definition for green marketing, the absence of a clear understanding of cause-and-effect relationships in matters affecting the environment. Opportunity in India, around 25% of the consumers prefer environmental-friendly products, and around 28% may be considered healthy conscious. Therefore, green marketers have diverse and fairly sizeable segments to cater to. The awareness about the products should be done through advertising so that individual buying behaviour can be changed which can have an impact on the welfare of the environment. It is also important that companies aiming at developing new eco-friendly products should ensure that products perform competitively.

The study by C. Dilip Kumar, Dr. S. M Yamuna (March, 2014) suggests that green, environmental and eco-marketing are part of the new marketing approaches which do not just refocus, adjust or enhance existing marketing thinking and practice, but seek to challenge those approaches and provide a substantially different perspective. The long-term impact of climate change and global warming, the call for the production and consumption of green products becomes even more urgent and necessary. The growing momentum to promote the use of green products only proves that people are already accepting the fact that climate change is no fad. The customers are aware about eco-friendly products through friends and relatives. Though there are powerful media like TV, internet etc, friends and relatives play an important role in creating awareness about the eco-friendly products to the customers. The study brought out the opinion of customers. Prefer to shift from one brand to another because the brand of eco-friendly products is not superior to other brands. This reveals that brand loyalty is found with the customers though they feel that their brand of eco-friendly products is not superior to other brands. Hence necessary actions need to be taken by the marketers. A survey conducted by Bhatia, Mayank Jain, Amit (December, 2013) provides a brief review of environmental issues and identifies the green values of the consumers, their level of awareness about environmental issues, green products and practices. This paper highlights the consumers' perception and preferences towards green marketing practices and products. High level of awareness about green marketing practices and products was found among the consumers. Green values were also found to be high among the respondents. Research has given good insights for marketers of the green products and suggests the need of designing the marketing communication campaigns promoting green products due to high green value among the consumers.

The study by Dr Sabita Mahapatra concluded that environmental protection is increasingly becoming a necessity and part of a bigger agenda in the urbanising world of developing countries. Given the increasing deterioration of the environment, India as a developing country need to prevent pollution and preserve its natural resources. Environmental attitudes constitute a significant part of environmental consciousness. The objective of this study was to present some insights regarding factors that influencing consumer's perceptions and willingness to pay for green products. The most significant factors found were personal benefit, price, convenience of use, performance, availability, concern for environment and health concern. These factors along with product category have significant influence in determine the total premium that an individual was willing to pay for green products. Government should strengthen its effort in informing the public about safety issues and policies related with the concept green by exploring mass and social media. In addition, government authorities should put their efforts in promotions consumers' awareness and positive perceptions towards green products.

NEED OF THE STUDY

The need of this study defines that it would help the researcher to understand the consumer's mindset and opinion towards the eco-friendly products available in the market place.

OBJECTIVES

1. To study the awareness level of public towards eco-friendly products.
2. To identify whether public are preferring to use eco-friendly products and are willing to buy more of it.
3. To study the customers ideas and opinions towards eco-friendly products.
4. To know the extent of influence of these factors on the purchase of eco-friendly products.

HYPOTHESIS

H1: Gender has no significant influence on the type of eco-friendly products used by the respondents.

H2: Age group has no significant influence on the type of eco-friendly products used by the respondents

H3: Income has no significant influence on the purchase frequency of eco-friendly products by the respondents

RESEARCH METHODOLOGY

RESEARCH DESIGN: The research design used in this study is descriptive research. Descriptive research is also called statistical research. The main goal of this type of research is to describe the data and characteristics about what is being studied.

SOURCES OF DATA: The data were collected through primary and secondary sources. Primary data has been collected through well - structured questionnaire, while secondary data has been collected from journals, articles, reports etc.

SAMPLE SIZE: The research was conducted among 90 respondents in the Coimbatore city.

SAMPLING TECHNIQUE: Convenience Sampling has been applied.

STATISTICAL TOOLS: Percentage analysis is used to analyse data; chi-square test is also applied.

RESULTS & DISCUSSIONS

TABLE 1: GENDER ANALYSIS

S.No	Gender	No. of Respondents	Percent
a	Male	38	42.22%
b	Female	52	57.78%
	Total	90	100.00%

Source: Primary data

TABLE 2: AGE ANALYSIS

S.No	Age	No. of Respondents	Percent
a	Less than 20	3	3.33%
b	21-30	60	66.67%
c	31-40	21	23.33%
d	41-50	6	6.67%
e	Above 50	0	0.00%
	Total	90	100.00%

Source: Primary data

TABLE 3: NATIONALITY

S.No	Nationality	No. of Respondents	Percent
a	Indian	90	100.00%
b	Others, please specify	0	0.00%
	Total	90	100.00%

Source: Primary data

TABLE 4: LEVEL OF EDUCATION

S.No	Level of education	No. of Respondents	Percent
a	Primary school	0	0.00%
b	Secondary school	2	2.22%
c	Under-graduate	66	73.33%
d	Post-graduate	21	23.33%
e	Others, please specify	1	1.11%
	Total	90	100.00%

Source: Primary data

TABLE 5: MONTHLY INCOME

S.No	Income level	No. of Respondents	Percent
a	Below Rs.10,000	1	1.11%
b	Rs.10,001- Rs.20,000	0	0.00%
c	Rs.20,001- Rs.30,000	2	2.22%
d	Rs.30,001- Rs.40,000	24	26.67%
e	Above Rs.40,000	63	70.00%
	Total		100.00%

Source: Primary data

TABLE 6: MARITAL STATUS

S.No	Marital status	No. of Respondents	Percent
a	Single	51	56.67%
b	Married	39	43.33%
	Total	90	100.00%

Source: Primary data

TABLE 7: OPINION TOWARDS ECO-FRIENDLY PRODUCTS

S.No	Opinion towards environmental friendly is important or not	No. of Respondents	Percent
a	Yes	90	100.00%
b	No	0	0.00%
	Total	90	100.00%

Source: Primary data.

TABLE 8: AWARENESS LEVEL

S.No	Awareness of the environmental friendly products are available in the market	No. of Respondents	Percent
a	Yes	87	96.67%
b	No	3	3.33%
	Total	90	100.00%

Source: Primary data

TABLE 9: LEVEL OF AGREEABILITY

S.No	Level of agreeability towards Eco-friendly products should be advertised	No. of Respondents	Percent
a	Strongly agree	44	48.89%
b	Agree	44	48.89%
c	Neutral	2	2.22%
d	Disagree	0	0.00%
e	Strongly disagree	0	0.00%
	Total	90	100.00%

Source: Primary data.

TABLE 10: STATEMENT TOWARDS PURCHASE OF ECO-FRIENDLY PRODUCTS

S.No	Statement towards purchase of eco- friendly products	No. of Respondents	Percent
a	Yes	29	32.22%
b	No	61	67.78%
	Total	90	100.00%

Source: Primary data.

TABLE 11: CONSUMERS PREFERENCE TOWARDS BUYING PRODUCTS OF ECO-FRIENDLY NATURE

S.No	Preference towards buying products should be environmentally designed	No. of Respondents	Percent
a	Always	1	1.11%
b	Often	20	22.22%
c	Sometimes	63	70.00%
d	Rarely	6	6.67%
e	Never	0	0.00%
	Total	90	100.00%

Source: Primary data.

TABLE 12: PREFERENCE TOWARDS ECO-FRIENDLY PRODUCTS

S.No	Preference towards eco-friendly products	No. of Respondents	Percent
a	Always	5	5.56%
b	Sometimes	75	83.33%
c	Never	10	11.11%
	Total	90	100.00%

Source: Primary data

TABLE 13: FREQUENCY OF PURCHASE OF ECO-FRIENDLY PRODUCT DURING LAST 3 MONTHS

S.No	Frequency of purchase an eco- friendly product	No. of Respondents	Percent
a	Once a week or more often	4	4.44%
b	At least once a month	58	64.44%
c	Less than once a month	28	31.11%
	Total	90	100.00%

Source: Primary data

TABLE 14: TYPES OF ECO-FRIENDLY PRODUCTS PURCHASED

S.No	Type of eco-friendly product purchased	No. of Respondents	Percent
a	Clothes and Bags	25	27.78%
b	Organic food	40	44.44%
c	Electrical Appliances	5	5.56%
d	Furniture	3	3.33%
e	Cosmetics and health care	16	17.78%
f	Cleaning products	1	1.11%
g	Others, please specify	0	0.00%
	Total	90	100.00%

Source: Primary data

TABLE 15: AGREEABILITY TOWARDS ALWAYS AVAILABILITY OF ECO- FRIENDLY PRODUCTS

S.No	Level of agreeability	No. of Respondents	Percent
a	Strongly agree	2	2.22%
b	Agree	7	7.78%
c	Neutral	31	34.44%
d	Disagree	48	53.33%
e	Strongly disagree	2	2.22%
	Total	90	100.00%

Source: Primary data

TABLE 16: IMPRESSED FACTOR TO PURCHASE AN ECO-FRIENDLY PRODUCT

S.No	Impressed factor to purchase an Eco- friendly product	No. of Respondents	Percent
a	Health conscious	59	65.56%
b	Acceptable price	2	2.22%
c	Designer/company image	0	0.00%
d	Actual Eco-friendly impact	8	8.89%
e	Appearance	1	1.11%
f	Packaging/Promotion	0	0.00%
g	Durable	2	2.22%
h	Quality	18	20.00%
i	Others, please specify	0	0.00%
	Total	90	100.00%

Source: Primary data

TABLE 17: LEVEL OF AGREEABILITY TOWARDS ECO-FRIENDLY PRODUCTS IS BENEFICIAL TO USE

S.No	Level of agreeability	No. of Respondents	Percent
a	Strongly agree	8	8.89%
b	Agree	79	87.78%
c	Neutral	3	3.33%
d	Disagree	0	0.00%
e	Strongly disagree	0	0.00%
	Total	90	100.00%

Source: Primary data

TABLE 18: BIGGEST RESTRICTION ON CHOOSING ECO-FRIENDLY PRODUCTS

S.No	Restriction Factor	No. of Respondents	Percent
a	Eco-friendly assurance	19	21.11%
b	Not easy to find	43	47.78%
c	Relatively expensive	25	27.78%
d	Wrong usage	3	3.33%
e	Others, please specify	0	0.00%
	Total	90	100.00%

Source: Primary data

TABLE 19: REASONS FOR PURCHASING A PRODUCT OTHER THAN ECO-FRIENDLY PRODUCT

S.No	Reason	No. of Respondents	Percent
a	Acceptable price	64	71.11%
b	Designer /Company Image	10	11.11%
c	Actual Eco-friendly impact	2	2.22%
d	Appearance	1	1.11%
e	Packaging/Promotion	9	10.00%
f	Durable	4	4.44%
g	Others, please specify	0	0.00%
	Total	90	100.00%

Source: Primary data

TABLE 20: ECO-FRIENDLY PRODUCTS ARE GOOD FOR THE ENVIRONMENT

S. No.	Are good for the environment	No. of Respondents	Percent
a	Strongly Agree	4	4.44%
b	Agree	74	82.22%
c	Neutral	9	10.00%
d	Disagree	3	3.33%
e	Strongly Disagree	0	0.00%
	Total	90	100.00%

Source: Primary Data

TABLE 21: ECO-FRIENDLY PRODUCTS ARE HEALTHY

S.No.	Are healthy	No. of Respondents	Percent
a	Strongly Agree	39	43.33%
b	Agree	46	51.11%
c	Neutral	5	5.56%
d	Disagree	0	0.00%
e	Strongly Disagree	0	0.00%
	Total	90	100.00%

Source: Primary data

TABLE 22: QUALITY OF ECO-FRIENDLY PRODUCTS:

S.No.	Have a good quality / performance	No. of Respondents	Percent
a	Strongly Agree	50	55.56%
b	Agree	33	36.67%
c	Neutral	7	7.78%
d	Disagree	0	0.00%
e	Strongly Disagree	0	0.00%
	Total	90	100.00%

Source: Primary data

TABLE 23: ECO-FRIENDLY PRODUCTS ARE OF GOOD TASTE

S.No.	Have a good taste and / or good and smell	No. of Respondents	Percent
a	Strongly Agree	14	15.56%
b	Agree	32	35.56%
c	Neutral	43	47.78%
d	Disagree	1	1.11%
e	Strongly Disagree	0	0.00%
	Total	90	100.00%

Source: Primary data

TABLE 24: ECO-FRIENDLY PRODUCTS PRICE

S.No.	Have a reasonable price	No. of Respondents	Percent
a	Strongly Agree	1	1.11%
b	Agree	0	0.00%
c	Neutral	7	7.78%
d	Disagree	37	41.11%
e	Strongly Disagree	45	50.00%
	Total	90	100.00%

Source: Primary data

TABLE 25: ECO-FRIENDLY PRODUCTS ARE WELL PROMOTED

S.No.	Are well promoted	No. of Respondents	Percent
a	Strongly Agree	0	0.00%
b	Agree	0	0.00%
c	Neutral	1	1.11%
d	Disagree	34	37.78%
e	Strongly Disagree	55	61.11%
	Total	90	100.00%

Source: Primary data

TABLE 26: ACCESSIBILITY OF ECO-FRIENDLY PRODUCTS

Sno.	Are accessible from every where	No. of Respondents	Percent
a	Strongly Agree	0	0.00%
b	Agree	0	0.00%
c	Neutral	59	65.56%
d	Disagree	27	30.00%
e	Strongly Disagree	4	4.44%
	Total	90	100.00%

Source: Primary data

TABLE 27: WHETHER THE RESPONDENTS WILL RECOMMEND TO OTHERS

S.No	Recommend to Others	No. of Respondents	Percent
a	Yes	32	35.56%
b	No	58	64.44%
	Total	90	100.00%

Source; Primary data

HYPOTHESIS TESTING

Hypothesis: Gender has no significant influence on the type of eco-friendly products used by the respondents.

TABLE 28: GENDER VS TYPE OF ECO-FRIENDLY PRODUCTS USED

Gender Eco-Products used	Male	Female	Total
Clothes and Bags	19	6	25
Organic Food	10	30	40
Electrical Appliances	3	2	5
Furniture	2	1	3
Cosmetics and Healthcare	4	13	17
Total	38	52	90

Source: Primary data

Chi-Square Value	df	Critical Value
20.350	5	11.070

Hypothesis: Age group has no significant influence on the type of eco-friendly products used by the respondents

TABLE 29: AGE Vs. TYPE OF ECO-FRIENDLY PRODUCTS USED

Age	Below 20 yrs	21 - 30 yrs	31 - 40 yrs	41-50 yrs	Total
Clothes and Bags	0	22	2	1	25
Organic Food	1	20	14	5	40
Electrical Appliances	0	4	1	0	5
Furniture	0	2	1	0	3
Cosmetics and Healthcare	2	13	2	0	17
Total	3	61	20	6	90

Source: Primary data

Chi-Square Value	df	Critical Value
18.223	15	24.996

Hypothesis: Income has no significant influence on the purchase frequency of eco-friendly products by the respondents.

TABLE 30: INCOME VS. PURCHASE FREQUENCY OF ECO-FRIENDLY PRODUCTS

Pur. Freq. Income	Weekly	Monthly	Rarely	Total
Rs.20001-30000	0	2	0	2
Rs.30001-40000	2	13	9	24
Above Rs.40000	2	43	19	64
Total	4	58	28	90

Source: Primary data

Chi-Square Value	df	Critical Value
2.900	6	12.592

FINDINGS

- Majority (57.78%) of the respondents are female.
- Majority (66.67%) of the respondents are belongs to 21-30 years of age group.
- Majority (100%) of the respondents are Indians.
- Majority (73.33%) of the respondents are under graduates.
- Majority (70.00%) of the respondents are earning above Rs. 40,000 per month.
- Majority (56.67%) of the respondents are single.
- Majority (100.00%) of the respondents are opined towards environmental friendly is important.
- Majority (96.67%) of the respondents are aware of environmental friendly products are available in the market.
- Most (48.89%) of the respondents are strongly agreed and agreed towards the factor of eco- friendly products should be advertised and promoted more to increase their awareness among the customers.
- Majority (67.78%) of the respondents are stated as they were not made purchase always of eco-friendly products.
- Majority (70.00%) of the respondents are sometimes considered while purchasing products, which are to be designed with environmental issues in their mind.

- Majority (83.33%) of the respondents sometimes prefer to purchase eco-friendly products while doing purchase.
- Majority (64.44%) of the respondents do purchase of an eco-friendly product at least once a month.
- Most (44.44%) of the respondents were made purchase eco-friendly products of organic food.
- Majority (53.33%) of the respondents disagreed towards the factor of always availability of eco- friendly products in the market.
- Majority (65.56%) of the respondents are attracted by health conscious to purchase an Eco- friendly product.
- Majority (87.78%) of the respondents are agreed towards the factor of Eco-friendly products is beneficial to use.
- Most (47.78%) of the respondents' opinion states with the intention of non-availability of Eco-friendly products are the biggest restriction on choosing the Eco-friendly products.
- Majority (71.11%) of the respondents opined due to reasonable price they are purchasing a product other than Eco-friendly product.
- Majority (82.22%) of the respondents agreed with eco-friendly products are good for environment.
- Majority (51.11%) of the respondents agreed with eco-friendly products are healthy.
- Majority (65.56%) of the respondents were strongly agreed with eco-friendly products are in good quality.
- Most (47.78%) of the respondents were neutrally agreed with eco-friendly products are in good taste.
- Majority (50%) of the respondents were strongly disagreed with eco-friendly products are available at reasonable price.
- Majority (61.11%) of the respondents were strongly disagreed with eco-friendly products are well promoted.
- Majority (65.56%) of the respondents were neutrally agreed with eco-friendly products widely accessible.
- Majority (64.44%) of the respondents says they will not recommend other to purchase Eco- friendly products.
- Gender has found significant influence on the type of eco-friendly products used by the respondents.
- Age group has no significant influence on the type of eco-friendly products used by the respondents.
- Income has no significant influence on the purchase frequency of eco-friendly products used by the respondents.

SUGGESTION/ RECOMMENDATIONS

- Awareness should be created about the eco-friendly products in the newspapers and magazines so as to increase the usage of eco-friendly products among the consumers.
- It is found from the study that consumers agree that eco-friendly products are important for the environment but are not always willing to buy them when compared to non-eco-friendly products. The best way to increase the purchase of eco-friendly products is by creating a demand for the products through promotion of these eco-friendly products.
- The consumers found the prices of eco-friendly products higher than the other products. Reduction in the prices of the eco-friendly products will increase the sales of the products.
- The main factors that influence the purchase of eco-friendly products are quality and reliability. The companies should increase the availability of these products in the market so as to create a demand and increase their sales.

CONCLUSION

There is a need for green marketing in order to bring a shift in the consumer's behaviour and attitude towards more environmental friendly life styles. Public are beginning to realize their role and responsibilities towards the environment. Although the change is not happening quickly, it is happening. Business is looking towards gaining an edge in the green market industry by trying to re- design and re-packages their products into more environmental friendly products. The factors influencing their purchase are benefit for health, quality and reliability, Variety and quantity, environment and ambience, customer services and friendship advice. Consumers will be ready to pay a higher price for eco-friendly products only if the products are of good quality and are free from any pollution. Consumers also prefer promotional campaign which protects the environment, and distribution channels which are not causing environmental pollution. But they are not ready to compromise the quality of the product for the sake of the environment. The marketers should include consumer's attitude measurement program me in their marketing plan and adopt all aspects of green marketing, then only they can achieve their goal and fulfil the social responsibility of a business concern.

LIMITATIONS OF THE STUDY

Some of the limitations of this study are:

- Time constraints has to be accounted for the study as it was conducted for 6 months.
- The market survey was limited only to Coimbatore City.
- The level of awareness about this study was a great hindrance.
- Due to the busy nature of the respondents collecting questionnaire for the study was a difficult task.

SCOPE FOR FURTHER RESEARCH

The research conducted suggests that the consumers are not fully aware of the eco-friendly products that are available in the market. Hence awareness should be increased about these products among the consumers through advertisements, free samples, direct marketing. It is also found that some of the consumers are not aware of such products. Moreover, those who have known and understood about these products are not totally convinced about the quality or realness of the products. Hence there should be separate certification or standards for eco-friendly products which would drive the consumers to buy the products.

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