



PG Department of Commerce with Computer Applications, Mannar Thirumalai Naicker College, Madurai – March 2026
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A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS ECO- FRIENDLY/GREEN PRODUCTS WITH SPECIAL REFERENCE TO MADURAI CITY

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Abstract

The research focuses on understanding the factors that influence consumers' decisions to purchase eco-friendly products, including price, quality, environmental concern, and promotional strategies. It also analyses the level of awareness, willingness to pay a premium, satisfaction level, and post-purchase behaviour of consumers. The study is based on primary data collected through a structured questionnaire from respondents in Madurai City, supported by relevant secondary data sources. Statistical tools such as percentage analysis, ranking method, and Liker scale analysis were used to interpret the data.

Keywords: Consumer Buying Behaviour, Green products, Sustainable Development, Green Consumerism, Environmental Balance

Introduction

Green products are environmentally friendly and sustainable. Consumer awareness is increasing due to climate change, pollution, and sustainability movements. As a result, it's critical to ensure that the product both satisfies the customer's desires and protects the environment. Any product or service that is not destructive to the environment or surroundings is termed "eco-friendly." As a result of the expansion of greener, more suitable, and environmentally friendly



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products, consumer preferences have changed due to the awareness of ongoing environmental issues among consumers.

This shift in consumer values has led to the emergence of eco-friendly or green products. Green products are designed to minimize environmental harm throughout their life cycle – from production and usage to disposal. They are energy-efficient, resource-conscious, recyclable, reusable, biodegradable, and manufactured using non-toxic materials. These products often carry certifications such as Energy Star and Forest Stewardship Council (FSC), ensuring their environmental credibili

Despite rising awareness, a gap still exists between consumers' environmental concern and their actual purchasing behaviour. Factors such as high prices, lack of availability, and limited awareness often prevent consumers from consistently choosing green products. To address this gap, companies are adopting green marketing strategies to promote environmentally friendly

Statement of the Problem

In recent years, growing environmental concerns have led to an increased demand for green products. Although awareness about sustainability is rising, the actual purchasing behaviour of consumers toward eco-friendly products remains uncertain. Many consumers express positive attitudes toward

environmental protection, yet their buying decisions do not always reflect these values. This gap between environmental concern and actual purchasing behaviour creates a need for systematic research.

Objectives of the Study

The primary objective of this study is to analyse the buying behaviour of consumers towards eco-friendly or green products in Madurai City. With the growing importance of environmental sustainability, understanding consumer perception and purchasing patterns becomes essential for promoting green marketing practices. The specific objectives of the study are as follows:

- To determine the extent of consumer awareness regarding eco-friendly or green products and their environmental benefits.
- To identify the buying motives of consumers towards green products.
- To examine the challenges faced by green products in the market.
- To measure the satisfaction level of consumers who use green products.
- To understand the role of green products in improving quality of life, particularly in terms of environmental protection, health benefits, and sustainable living practices.

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Research Methodology

Research methodology refers to the systematic methods adopted by the researcher for conducting the project study. It not only explains the methods used but also provides the logical reasoning behind selecting those methods. Research methodology includes the specific procedures and techniques applied to identify, select, collect, and analyse relevant information related to the research topic.

The present study follows a structured approach to examine consumer buying behaviour towards eco-friendly/green products in Madurai City. The research design is descriptive in nature, focusing on understanding awareness, attitudes, purchasing patterns, and satisfaction levels of consumers.

Data for the study were collected through both primary and secondary sources:

Primary Data:

Primary information was gathered directly from respondents using structured questionnaires and surveys. The questionnaire included close-ended and Liker scale questions to measure consumer awareness, buying motives, challenges, and satisfaction levels regarding green products.

Secondary Data:

Secondary information was collected from journals, research articles, newspapers,

books, websites, and previous studies related to green marketing and consumer behaviour.

Data Analysis and Interpretation

Analysis and interpretation of data is necessary to understand the problem and arrive at a conclusion. Data analysis transforms the data into the information of the research. Data interpretation draws the conclusion from the data collected. This chapter includes the responses obtained from 44 respondents of Madurai city in the forms of tables, graphs and diagram

Table 1: Age Wise Classification of Respondents

| S. No | Age | No. of Respondents | Percentage |
|-------|--------------|--------------------|--------------|
| 1 | 0-20 | 31 | 70.5 |
| 2 | 21-30 | 11 | 25 |
| 3 | 31-40 | 1 | 2.3 |
| 4 | Above 40 | 1 | 2.3 |
| | Total | 44 | 100.0 |

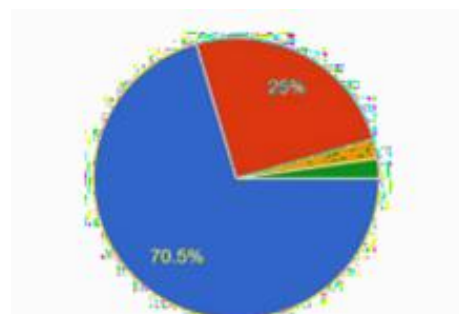


Fig 1: Classification of Respondents

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Interpretation

From the above figure and table 4.1, it can be inferred 70.5% percent of the respondents belong to the age category of 21 and 25% percent belong to the age category between 10 and 20, 2.3% percent belong to the age category between 31 and 40 and 2.3% percent of the respondents belong to the age category of above 40.

Findings

The major findings of the study on consumer buying behaviour towards eco-friendly/green products in Madurai City are summarized as follows:

- The majority of respondents (75.5%) belong to the 0–20 age group and are mainly students.
- The gender distribution shows that most respondents are male (40 out of 44), while female respondents are comparatively fewer.
- A significant proportion of respondents are graduates, indicating a fairly educated sample group.
- 66.7% of respondents are from urban areas, while 33.3% are from rural areas.
- 75% of respondents are aware of green products, whereas 25% lack awareness.
- The primary source of information about green products is newspapers (45.5%), followed by magazines

(20.5%), the internet (18.2%), and advertisements (15.9%).

- 63.6% of respondents have purchased green products, while 36.4% have not purchased them.
- Many respondents are influenced by the potential value and long-term benefits of green products.
- A majority (83.7%) agree that green products help save resources and manage waste effectively.
- The major challenges identified include high cost, lack of awareness, and time-consuming processes.
- Satisfaction level and potential increase in product value are key factors influencing purchase decisions.
- Price is the most significant marketing element affecting buying behaviour.
- Most respondents perceive green products as less harmful to the environment (66.7%).
- A considerable number of respondents believe that switching to green products creates a positive social impact.

Conclusion

The study titled “A Study on the Buying Behaviour of Consumers towards Green Products in Madurai City” is highly relevant in today’s economic and environmental context. With increasing environmental degradation caused by non-



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eco-friendly products, understanding consumer behaviour towards green products has become essential. The study was conducted using purposive sampling from 110 respondents. The main objectives were to examine the level of awareness about green products, analyse consumer purchase behaviour, study the impact of premium pricing, and measure the satisfaction level of consumers towards green products.

The findings reveal that a majority of consumers are aware of green products and recognize their environmental and personal benefits. Consumers show a positive attitude towards green products and prefer them due to their eco-friendly features and long-term advantages. However, price remains a major concern. Although green products are often perceived as expensive, many consumers are willing to pay a premium price considering their environmental benefits and quality. The effective use of marketing strategies has significantly improved awareness and acceptance of green products in the market. The gradual shift in purchase behaviour indicates that society is becoming more conscious and is ready to adopt a greener lifestyle.

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