

CONSUMER SATISFACTION TOWARDS ECO-FRIENDLY PRODUCTS - A STUDY WITH SPECIAL REFERENCE TO COIMBATORE DISTRICT

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Abstract

This study investigates consumer satisfaction with eco-friendly products within the Coimbatore district. It examines the level of awareness, purchasing behaviour, and factors influencing consumer decisions regarding these products. The research also identifies challenges faced by consumers in adopting eco-friendly alternatives and their overall satisfaction levels. Primary data was collected from a sample of consumers in Coimbatore through surveys and analyzed using statistical tools to understand the prevailing attitudes and satisfaction levels. The findings aim to provide insights for businesses and policymakers to better promote and enhance the consumption of eco-friendly products in the region. Evaluating the overall satisfaction of consumers with the eco-friendly products they have purchased and used. The results of this study are expected to offer valuable recommendations for businesses to tailor their marketing strategies and product offerings to better meet consumer needs and preferences in the eco-friendly market. Additionally, it can inform policymakers about effective measures to encourage the adoption of sustainable consumption practices in Coimbatore district.

Key words:Consumer satisfaction – Eco friendly products – Coimbatore district

INTRODUCTION

Green marketing is inevitable for present situation. It refers to the marketing of products that are presumed to be environmentally safe. Green marketing has emerged as a critical perspective in India as in different parts of the developing world, and is viewed as the imperative system of encouraging sustainable advancement. Marketers' today use myriads of terms to convey the green value of their products and services and they use "eco-friendly" or "green" as an umbrella term to define anything that is 100% natural, organic, recyclable and not detrimental to the environment and earth. Today the term eco-friendly is widespread and most appealing word within the population across the globe. Both the consumer and business organizations are facing the challenges of preserving the natural resources of the planet along with the environment, especially the consumers are taking environmental concerns seriously and are taking essential steps to establish ecological balance by practicing Green consumption behaviour. The messages are being promoted as REDUCE, RE-CYCLE and RE-USE. Hence Eco-Friendly products are seen as a solution today for providing an eco-friendly environment.

The growing awareness of environmental issues has motivated a significant shift in consumer behaviour, with an increasing number of individuals actively seeking and purchasing eco-friendly products. This rising demand reflects a broader societal concern for sustainability and a desire to mitigate the negative impacts of consumption on the planet. Consequently, understanding consumer satisfaction towards these environmentally conscious offerings has become vital for businesses aiming to align with these evolving preferences and contribute to a more sustainable future. This exploration explores into the multifaceted empire of consumer satisfaction with eco-friendly products, examining the factors that influence their perceptions, the challenges and opportunities faced by businesses in domain, and the implications for the future of sustainable consumption.

STATEMENT OF PROBLEM

This study explores consumer perception and buying behaviour toward eco-friendly FMCG products, with a specific focus on eco-friendly home care products, personal care products, and