

**GREEN CONSUMERISM: PERCEPTION TOWARDS ECO-FRIENDLY
PRODUCTS- A STUDY WITH SPECIAL REFERENCE TO COIMBATORE
DISTRICT**

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Abstract

In current years, the increasing anxiety for green sustainability has important prejudiced consumer performance, foremost to a growing need for eco-friendly products. This study aims to evaluate consumer perception towards eco-friendly products, with a special focus on the Coimbatore district. The research investigate various factors moving consumer attitudes, including knowledge, purchasing behavior, brand preferences, and the impact of socio-economic factors on eco-friendly product implementation. The survey was conducted for a purposeful analysis of the study on around 100 consumers in Coimbatore, providing understanding into their motivations, barriers, and enthusiasm to pay for sustainable products. The findings reveal that influencing consumer choices and highlighting the challenges faced by businesses in promoting eco-friendly selection. This study provides a better understanding of the market dynamics for sustainable products and offers recommendations for businesses and policymakers to enhance green product adoption.

Keywords: Consumer Perception, Eco-Friendly Products, Sustainability, Green Marketing, Green Consumerism

Introduction

In today's world, environmental sustainability has become a vital concern, influencing different elements of consumer behavior and market patterns. As a result, the demand for eco-friendly products has seen an important rise, determined by increased awareness of green issues such as climate change, pollution, and resource depletion. Consumers are gradually shifting their preferences towards renewable substitutes that reduce ecological impact, including biodegradable packaging, organic products, energy-efficient appliances, and green methods.

Consumer perception plays a vital role in the significant achievement of eco-friendly products in the market. Numerous factors manipulate this opinion, including understanding, economic feasibility, accessibility, and hope in green marketing claims. While several consumers express a motivation to adopt sustainable products, challenges such as higher costs, restricted product options, and uncertainty towards green washing often delay widespread implementation.

To impact the eco-friendly buying behavior of consumers, communication through eco-friendly promotion must be useful and believable enough to attain the attractive targeted production outcomes. The promotion claims, namely "biodegradable" and "recyclable," are the broad-spectrum expressions obtainable in the market, but their efficiency in believable eco-friendly purchase acts is still insignificant (Peattie, 2001). As a result, company has started to make out the factors distressing the buying behavior of consumers for eco-friendly