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**CONSUMERS' ENVIRONMENTAL KNOWLEDGE AND
BUYING APPROACH TOWARDS ECO-FRIENDLY
PRODUCTS IN COIMBATORE CITY – AN
ANALYTICAL STUDY****Dr.M.Anbukarasi¹**

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ABSTRACT

The purpose of the study is to defect environmental knowledge and buying approach towards Eco-friendly products. The main aim is to identify the factors that influence the consumers' buying decision in Coimbatore city towards eco-friendly products. The study is based on primary and secondary data. The primary data were collected from 100 consumers with the age group of 25-55 years through structured questionnaire by adopting convenient sampling technique. Percentage Analysis, One-way Anova and Explanatory Factor Analysis were used for analyzing the data. From this research study, it is found that there is a significant relationship among the consumers' occupation and their level of responsiveness towards personal care products and organic food products. Most of the consumers purchase the select eco-friendly products weekly, monthly and quarterly basis during the study period. The study is analyzed to know factors influencing the consumers' decision to buy the eco-friendly products in Coimbatore city. Therefore, the research study concluded that the consumers should support environmental friendly products and make some contribution for sustainable environment.

KEYWORDS: Green Marketing, Consumer Responsiveness, Sustainability, Eco-friendly Products.