A STUDY ON THE ECO CONSCIOUSNESS AMONG THE CONSUMERS TOWARDS GREEN PRODUCTS WITH SPECIAL REFERENCE TO COIMBATORE CITY

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ABSTRACT

Environmental consciousness is integral to promoting sustainable behaviors that support the preservation of natural resources and ecosystems. This study emphasizes the significance of environmental awareness in addressing pressing global issues such as climate change, pollution, biodiversity loss, and resource depletion. Environmental knowledge and concern are pivotal in fostering conscientious production and consumption patterns, reducing ecological harm, and enhancing the effectiveness of resource utilization through practices like recycling and reuse. Businesses, institutions, and individuals can all play a vital role in advancing environmental consciousness through green policies, corporate social responsibility (CSR), and sustainable initiatives. To achieve its objective, the study adopts a quantitative research methodology using primary data collected from 50 respondents. Overall, the research contributes to understanding the interplay between environmental knowledge and concern, offering valuable insights for fostering a culture of sustainability. It highlights the need for multi-stakeholder engagement, including businesses, to develop innovative solutions that align environmental benefits with consumer needs, ensuring that green products are accessible, trustworthy, and effective. By doing so, the study provides a foundation for advancing environmental consciousness and sustainable development practices at both individual and institutional levels.

Key Words: Environmental knowledge, Environmental Concern, Sustainability

INTRODUCTION

The global rise in environmental concerns has led to an increasing demand for sustainable products that prioritize ecological preservation. Green products, characterized by their environmentally friendly attributes, minimal ecological footprint, and focus on sustainability, have gained significant attention among consumers. These products are designed to meet consumer needs without compromising the needs of future generations. The concept of eco-consciousness, which reflects an individual's

awareness, attitudes, and behaviors towards environmental sustainability, plays a crucial role in shaping the demand for green products.

Coimbatore, often referred to as the "Manchester of South India," is a rapidly growing industrial hub. Along with industrial expansion, the city has witnessed heightened environmental awareness and a gradual shift in consumer preferences toward sustainable alternatives. Understanding the level of eco-consciousness among consumers in Coimbatore is vital to addressing their attitudes, awareness, and behaviors toward green products. This study seeks to analyze the factors influencing eco-consciousness and the degree to which consumers integrate environmentally responsible decisions into their purchasing behaviors.

OBJECTIVES OF THE STUDY
1. To determine the environmental knowledge and environmental concern of consumers towards green products

STATEMENT OF THE PROBLEM

Environmental degradation, fueled by overconsumption, industrialization, and unsustainable practices, has reached alarming levels globally. While green products offer a promising solution to mitigate these issues, their adoption largely depends on consumer awareness and behavior. Despite growing environmental concerns and initiatives to promote sustainable consumption, the penetration of green products remains limited. This study addresses these questions by exploring the level of eco-consciousness among consumers in Coimbatore. It aims to provide insights into their perceptions, awareness, and behaviors related to green products. The findings will serve as a foundation for designing strategies to enhance consumer engagement with sustainable products, fostering environmental and economic benefits for the region.

HYPOTHESIS
H01: There is a significant relationship in the level of environmental knowledge and environmental concern of the respondents.

METHODOLOGY
The methodology adopted for the study is presented below:
SOURCES OF DATA
The primary data were used in the research.
SAMPLE SIZE

The sample size for the research is 50 respondents.

SAMPLING TECHNIQUE

The sampling technique used for the study is **Deliberate Sampling**

STATISTICAL TOOLS FOR ANALYSIS

- Correlation Analysis

REVIEW OF THE LITERATURE

Singh, A., & Verma, P. (2020) in their study examined the awareness and attitudes of Indian consumers toward green products, focusing on urban regions. Using a structured questionnaire and surveying 600 respondents, the research revealed that consumer awareness about green products is moderately high but does not always translate into purchasing behavior. Price sensitivity and limited availability of green products were identified as major barriers. The study concluded that improving accessibility and affordability, along with targeted marketing strategies, could drive the adoption of green products.

Chauhan, S., & Mishra, S. (2020) in their study analyzed the role of eco-consciousness in influencing sustainable consumer behavior in India. A mixed-method approach, combining surveys and interviews, revealed that while consumers are aware of environmental challenges, their eco-consciousness often remains superficial, driven more by trends than genuine concern. The study emphasized the role of education and social campaigns in fostering deeper environmental awareness and sustainable consumption habits.

Ramya, R., & Kumar, K. R. (2020) in their study focused on South Indian consumers' preferences for green products, specifically targeting Coimbatore. Using a sample of 400 respondents, the research highlighted that cultural values and familial influence play a significant role in shaping eco-conscious behaviors. The study also noted that green labeling and certifications are critical in building consumer trust. It concluded that government policies promoting green initiatives could further enhance eco-consciousness among consumers.

Gupta, N., & Sharma, P. (2020) in their study investigated the psychological factors influencing eco-conscious consumption. The study utilized structural equation modeling (SEM) on data collected from 700 respondents across metropolitan cities. Findings indicated that perceived behavioral control, environmental concern, and subjective norms strongly affect eco-conscious consumer behavior. The

authors recommended leveraging social influence and media campaigns to encourage the adoption of green products.

ANALYSIS AND INTERPRETATION

Environmental Knowledge and Concern: Correlation

In order to test the linear association between environmental knowledge and concern, correlations were calculated and presented in the table

Correlation between Environment Knowledge and Environmental Concern

Factors		Environment Knowledge	Environmental Concern
Environment Knowledge	Pearson Correlation	1	0.705**
	Sig. (2-tailed)		0.000
	N	522	522
Environmental Concern	Pearson Correlation	0.705**	1
	Sig. (2-tailed)	0.000	
	N	522	522

**** Significant at 1 per cent level.**

The results of the table indicate a **strong positive correlation** between **Environmental Knowledge** and **Environmental Concern**, with a Pearson correlation coefficient of **0.705**. This value signifies that as individuals' knowledge about environmental issues, practices, or concepts increases, their concern for the environment also increases. The correlation coefficient, expressed as 70.5%, suggests that there is a robust and proportional relationship between these two variables. The significance level of **1% (p = 0.000)** implies that the likelihood of this correlation occurring by random chance is less than 1%, providing strong statistical evidence for the reliability of the relationship.

FINDINGS

The analysis reveals a strong positive relationship between Environmental Knowledge and Environmental Concern, as indicated by a Pearson correlation coefficient of 0.705. This suggests that individuals with higher levels of environmental knowledge are more likely to exhibit greater concern for environmental issues. With a substantial sample size of 50 respondents, the findings underscore the importance of enhancing environmental knowledge to foster increased environmental concern among individuals.

CONCLUSION

The findings establish a significant and strong positive correlation between Environmental Knowledge and Environmental Concern. This indicates that individuals who possess greater knowledge about environmental issues are more likely to exhibit heightened concern for the environment. These results underscore the critical role of environmental education and awareness in fostering a sense of responsibility and concern for ecological well-being. Policymakers, educators, and environmental advocates should prioritize initiatives that enhance environmental knowledge, as doing so can effectively drive pro-environmental attitudes and behaviors.

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