

# **A STUDY ON CONSUMER AWARENESS AND ATTITUDE TOWARDS GREEN PRODUCTS IN DINDIGUL DISTRICT**

Research Proposal submitted to Kalasalingam Academy of Research and Education in partial fulfilment of the requirements for the award of the Degree of

**DOCTOR OF PHILOSOPHY IN COMMERCE**

## **1. Introduction**

In recent years, environmental sustainability has become a major concern globally. Consumers are increasingly aware of the negative impact of conventional products on the environment. Green products, which are eco-friendly and sustainable, offer an alternative that reduces pollution and conserves natural resources. Awareness about such products influences consumers' buying decisions and preferences. Companies are adopting green marketing strategies to attract environmentally conscious consumers. Consumer attitude towards green products depends on factors like price, quality, brand image, and perceived benefits. Education and media play a vital role in shaping awareness and attitudes. Many consumers are willing to pay a premium for products that are eco-friendly.

Government regulations and certifications also encourage the production and consumption of green products. However, a gap often exists between awareness and actual purchase behaviour. Understanding consumer awareness and attitude helps marketers design effective strategies to promote sustainable consumption. This study aims to examine the level of consumer awareness and the factors influencing their attitude towards green products.

## **2. Need for the Study**

Environmental issues such as pollution, climate change, and depletion of natural resources have become global concerns. Consumer choices play a significant role in promoting sustainability. Green products are designed to reduce environmental harm, but their success depends on consumer awareness and acceptance. Many consumers are still unaware of the benefits and availability of eco-friendly products. Even when aware, some hesitate to purchase due to higher costs or scepticism about effectiveness. Understanding consumer attitude helps companies design better marketing strategies and improve adoption rates. It also helps policymakers promote eco-friendly consumption through awareness campaigns.

The study can identify barriers and motivators influencing green product purchases. It provides insights into consumer preferences, perception, and willingness to pay for sustainable products. Retailers can use this information to develop targeted promotional strategies. Additionally, the study contributes to literature on sustainable consumption patterns. Ultimately, it supports environmental protection by encouraging responsible consumer behaviour.

### 3. Objectives of the Study

1. To assess the level of consumer awareness regarding green products.
2. To study consumer attitudes toward purchasing eco-friendly products.
3. To identify factors influencing consumer preference for green products.
4. To examine the relationship between consumer awareness, attitude, and purchase behaviour.
5. To provide suggestions for marketers to promote green products effectively.

### 4. Scope of the Study

The present study will cover **urban and semi-urban consumers** in [Your Region/City], providing a comprehensive understanding of consumer behaviour toward green products. The research will include both **male and female respondents**, representing diverse **age groups, income levels, educational qualifications, and occupational backgrounds**, to ensure a balanced demographic representation.

The study will focus on multiple **categories of green products**, including but not limited to:

- **Eco-friendly household items** (such as reusable containers, cleaning agents, and sustainable personal care products),
- **Organic and natural food products**,
- **Energy-efficient appliances** (like LED lights, solar devices, and low-energy home appliances), and
- **Biodegradable or recyclable packaging materials**.

The research will aim to understand:

- The **level of awareness, perception, and attitude** of consumers toward green products,
- The **factors influencing purchase decisions**, such as price sensitivity, availability, brand reputation, and environmental concern,
- The **behavioural intention and actual buying practices** of consumers in relation to sustainable products, and
- The **barriers** that restrict consumers from adopting eco-friendly alternatives.

### 5. Research Methodology

The present study adopts a **descriptive and analytical research design** to explore consumer behaviour toward green products. The research primarily relies on both **primary and secondary data** for comprehensive analysis.

**Primary data** will be collected through **structured questionnaires and personal interviews** administered to consumers in Dindigul, ensuring the inclusion of diverse demographic segments.

**Secondary data** will be obtained from **reliable sources** such as journals, research articles, government reports, published studies, and credible online databases to support and validate the primary findings.

The **sample size** of the study will comprise approximately **150 to 200 respondents**, selected from urban and semi-urban areas of the chosen region. Depending on accessibility and representativeness, **convenience sampling** or **stratified random sampling techniques** will be employed to gather relevant data.

For data interpretation, various **statistical tools and techniques** such as **percentage analysis, mean, standard deviation, correlation, and regression analysis** will be applied. Data will be processed and analyzed using **SPSS** and **Microsoft Excel** software to ensure accuracy, reliability, and meaningful insights.

## **6. Hypotheses (Examples)**

To test the relationship between consumer awareness and attitude toward green products, the following hypotheses have been formulated:

- **Null Hypothesis (H<sub>0</sub>):** There is no significant relationship between consumer awareness and attitude toward green products.
- **Alternative Hypothesis (H<sub>1</sub>):** There is a significant positive relationship between consumer awareness and attitude toward green products.

The hypotheses aim to determine whether consumers who possess a higher level of awareness about environmental issues and sustainable practices also exhibit a more favourable attitude toward purchasing and using green products. By statistically analysing the relationship between these two variables, the study seeks to identify the extent to which awareness influences consumer perception and behaviour in the context of environmentally friendly products.

## **7. Expected Outcomes**

The study is undertaken with the following specific objectives:

1. **To measure** the level of consumer awareness and knowledge about green products in the selected region.
2. **To identify** the attitudes, perceptions, and motivations that influence consumers' purchase decisions toward eco-friendly products.
3. **To examine** the relationship between consumer awareness and attitude toward green product adoption.
4. **To analyse** the demographic factors such as age, gender, income, and education that affect consumer behaviour toward green products.
5. **To provide** useful insights for marketers, retailers, and policymakers in formulating effective strategies to promote green product usage.
6. **To contribute** to the promotion of sustainable consumer behaviour and environmental conservation initiatives.

## 8. Limitations of the Study

1. The study is **restricted to the Dindigul region**, and therefore, the findings may not be generalized to consumers in other geographical areas.
2. The **accuracy of the responses** depends on the honesty, understanding, and awareness level of the respondents, which may introduce some bias.
3. **Time and budget constraints** have limited the sample size and the scope of data collection, which could affect the overall comprehensiveness of the study.
4. The study **focuses primarily on selected categories of green products**, and other emerging eco-friendly products may not be fully represented.
5. **External factors** such as market trends, promotional activities, and consumer exposure to green marketing were not controlled and may influence the results.

## 9. Conclusion

Understanding consumer awareness and attitudes toward green products plays a crucial role in promoting **sustainable consumption and responsible environmental behaviour**. The present study aims to bridge the gap between consumer perception and actual adoption of eco-friendly products by analysing key factors such as awareness levels, attitudes, and purchasing intentions among urban and semi-urban consumers in Dindigul.

The findings of this study are expected to reveal how demographic variables, awareness campaigns, and product availability influence consumers' preferences toward green alternatives. By identifying the relationship between **consumer awareness and attitude**, the research will help determine the extent to which knowledge and environmental concern drive sustainable purchasing behaviour.

Moreover, the study's insights will be valuable to **marketers, policymakers, and environmental organizations** in designing effective communication strategies, promotional campaigns, and educational programs to foster green product adoption. It will also contribute to the broader goal of **environmental protection and sustainable development** by encouraging consumers to make more informed and responsible purchasing decisions.

## References

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