



CONSUMER ATTITUDE AND PURCHASE INTENTION TOWARDS ECO-FRIENDLY PRODUCTS IN SIVAGANGAI DISTRICT

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Abstract

Growing environmental concerns and increasing awareness of sustainable consumption have significantly influenced consumer behavior in recent years. This study examines consumer attitudes and purchase intentions toward eco-friendly products in Sivagangai District. The primary objective of the research is to analyze the level of environmental awareness among consumers and to identify the factors that shape their attitudes and intentions to purchase eco-friendly products. Data were collected from consumers across different demographic groups using a structured questionnaire. The study considers key variables such as environmental concern, perceived product quality, price sensitivity, social influence, and trust in eco-labels. Statistical tools were applied to examine the relationship between consumer attitude and purchase intention. The findings indicate that consumers in Sivagangai District generally hold a positive attitude toward eco-friendly products, driven mainly by concern for environmental protection and personal health benefits. However, higher prices and limited product availability act as major barriers to actual purchase behavior. The study reveals a significant positive relationship between favorable consumer attitudes and purchase intention toward eco-friendly products. The research provides useful insights for marketers and policymakers to promote sustainable consumption by improving awareness, affordability, and accessibility of eco-friendly products. Overall, the study highlights the growing potential of the eco-friendly product market in semi-urban and rural districts like Sivagangai.

Keywords: *Perceived Product Quality, Price Sensitivity, Social Influence, Purchase Intention.*

Introduction

Environmental degradation, climate change, and the depletion of natural resources have emerged as critical global challenges, prompting individuals, organizations, and governments to rethink traditional patterns of production and consumption. In response to these concerns, eco-friendly products have gained increasing attention as a sustainable alternative to conventional goods. Eco-friendly products are designed to minimize negative impacts on the environment through reduced pollution, efficient resource utilization, recyclable materials, and lower carbon emissions. As awareness of environmental issues continues to grow, consumers are becoming more conscious of the ecological consequences of their purchasing decisions. Consumer attitude plays a vital role in shaping buying behavior, particularly in the context of environmentally responsible consumption. Attitude reflects an individual's beliefs, feelings, and evaluations toward a product, which in turn influence purchase intention. Purchase intention represents the likelihood that a consumer will choose a particular product over alternatives. In the case of eco-friendly products, positive attitudes are often influenced by factors such as environmental concern, health awareness, ethical values, and perceived long-term benefits. However, despite favorable attitudes, consumers do not always translate their intentions into actual purchasing behavior due to practical constraints such as higher prices, limited availability, and lack of credible information.

In developing regions and semi-urban districts, the adoption of eco-friendly products presents unique opportunities and challenges. Sivagangai District, located in Tamil Nadu, represents a region where traditional consumption practices coexist with growing exposure to modern markets and sustainability concepts. Consumers in this district are increasingly exposed to environmental campaigns, digital media, and government initiatives promoting sustainable development. At the same time, economic considerations and accessibility remain significant determinants of purchasing decisions. Understanding how consumers in Sivagangai District perceive eco-friendly products is therefore essential for assessing the potential growth of sustainable markets at the local level. This study focuses on analyzing consumer attitudes and purchase intentions toward eco-friendly products in Sivagangai District. By examining the influence of environmental awareness, price perception, product quality, and social influence, the research seeks to provide insights into the factors that encourage or hinder eco-friendly purchasing behavior. The findings of this study are expected to assist marketers, manufacturers, and policymakers.

Review of literature

Sharma and Goyal (2018) examined consumer attitudes toward eco-friendly products in urban and semi-urban markets in India. Their study focused on environmental awareness, perceived usefulness, and ethical responsibility as key determinants of green purchasing behavior. The findings revealed that consumers with higher environmental concern demonstrated more favorable attitudes toward eco-friendly products. However, the study also highlighted a gap between attitude and actual purchase behavior, mainly due to higher prices and limited product availability. The authors emphasized the importance of awareness campaigns and government support to encourage sustainable consumption. The study contributes to understanding how psychological and economic factors jointly influence consumer purchase intention toward environmentally responsible products.

Kumar and Bansal (2019) explored the relationship between environmental knowledge and purchase intention of green products among Indian consumers. Their research indicated that consumers with better knowledge of environmental issues were more inclined to develop positive attitudes toward eco-friendly products. The study also found that trust in eco-labels and certifications significantly enhanced purchase intention. Despite positive attitudes, many consumers remained hesitant due to doubts about product performance and authenticity. The authors concluded that transparent marketing practices and reliable certification systems are essential to strengthen consumer confidence and promote eco-friendly purchasing behavior, especially in developing market conditions.

Rahman and Masud (2020) investigated the influence of social norms and personal values on green purchase intention. Their study revealed that social influence, including family opinion and peer behavior, played a significant role in shaping consumer attitudes toward eco-friendly products. Consumers were more likely to express purchase intention when environmentally responsible behavior was socially encouraged. The study also highlighted that moral obligation and concern for future generations positively affected green consumption. The authors suggested that community-based awareness programs could effectively improve acceptance and adoption of eco-friendly products in local markets.

Singh and Verma (2021) analyzed factors affecting consumer willingness to pay for eco-friendly products in emerging economies. The study found that perceived product quality and health benefits had a strong positive impact on consumer attitude. However, price sensitivity remained a major barrier, particularly among middle-income consumers. The research emphasized that affordability and value perception are critical for increasing market penetration of eco-friendly products. The authors recommended that manufacturers focus on cost-effective production methods and communicate long-

term benefits to justify pricing, thereby strengthening purchase intention among price-conscious consumers.

Devi and Prakash (2022) studied eco-friendly product adoption in rural and semi-urban regions of Tamil Nadu. Their findings showed that while awareness of environmental issues was gradually increasing, actual purchase behavior was still limited. Factors such as limited availability, lack of product variety, and inadequate promotional efforts influenced consumer decisions. The study highlighted a positive relationship between attitude and purchase intention but noted that structural barriers restricted market growth. The authors concluded that improving distribution networks and localized marketing strategies would enhance consumer participation in sustainable consumption practices.

Statement of the Problem

Environmental sustainability has become an important concern in recent years, leading to increased promotion of eco-friendly products as a means to reduce environmental degradation. Although awareness regarding environmental protection is gradually improving, the actual adoption of eco-friendly products among consumers remains inconsistent, particularly in semi-urban and rural regions. Consumers often express positive attitudes toward environmentally responsible products, yet this favorable perception does not always translate into strong purchase intention or regular buying behavior. This gap between attitude and purchase behavior raises important questions about the underlying factors influencing consumer decisions. In Sivagangai District, consumers are exposed to growing discussions on environmental issues through media, education, and government initiatives. However, eco-friendly products still face limited acceptance in the local market. Factors such as higher prices, inadequate availability, lack of reliable information, and skepticism about product effectiveness may discourage consumers from choosing eco-friendly alternatives. In addition, variations in income levels, educational background, and environmental awareness further complicate consumer purchasing decisions in the district. There is a lack of focused empirical studies examining consumer attitude and purchase intention toward eco-friendly products in Sivagangai District. Without localized research, marketers and policymakers may struggle to design effective strategies to promote sustainable consumption. Therefore, it is essential to investigate the factors influencing consumer attitudes and purchase intentions to address existing barriers and encourage wider adoption of eco-friendly products in the district.

Objectives of the Study

- 1) To examine the level of consumer awareness and attitude toward eco-friendly products in Sivagangai District.
- 2) To analyze the factors influencing consumers' purchase intention toward eco-friendly products, such as environmental concern, price perception, and product availability.
- 3) To study the relationship between consumer attitude and purchase intention toward eco-friendly products in Sivagangai District.

Methodology

The study follows a descriptive research design to analyze consumer awareness, attitude, and purchase intention toward eco-friendly products in Sivagangai District. The population of the study consists of consumers residing in Sivagangai District who are aware of or have exposure to eco-friendly products. Primary data were collected from a sample of 150 respondents using a structured questionnaire designed to measure awareness, attitude, and purchase intention. The respondents were selected through the convenience sampling technique, as it allowed the researcher to reach participants easily within limited time and resource constraints. Secondary data were collected from journals, textbooks, research articles, and reliable online sources related to green consumer behavior. Statistical tools such as percentage

analysis, mean score analysis, and correlation analysis were employed to interpret the collected data and identify the key factors influencing consumer attitude and purchase intention toward eco-friendly products in the study area.

**The level of consumer awareness and attitude toward eco-friendly products in Sivagangai District
 Data Analysis and Interpretation**

Demographic Profile – Percentage Analysis

Table 1, Gender-wise Distribution

Gender	Frequency	Percentage
Male	78	52.0
Female	68	45.3
Others	4	2.7
Total	150	100.0

Interpretation

The majority of respondents (52%) are male, followed closely by female respondents (45.3%). This indicates balanced gender representation, enhancing the reliability of the study.

Consumer Awareness toward Eco-Friendly Products (Mean Score Analysis – SPSS Descriptive Statistics)

Table 2, Awareness Level

Statements	Mean	Std. Deviation	Rank
Awareness of eco-friendly products	3.98	0.82	I
Understanding environmental benefits	3.85	0.79	II
Differentiation from conventional products	3.62	0.88	IV
Awareness of eco-labels	3.54	0.91	V
Role of media and advertisements	3.71	0.84	III

Interpretation

The highest mean score (3.98) indicates that respondents are generally aware of eco-friendly products. Awareness of eco-labels scored comparatively lower, suggesting the need for improved consumer education regarding certifications.

Consumer Attitude toward Eco-Friendly Products (Mean Score Analysis)

Table 3, Attitude Level

Statements	Mean	Std. Deviation	Rank
Environmental protection	4.12	0.76	I
Health safety	4.05	0.73	II
Personal responsibility	3.89	0.81	III
Product quality perception	3.68	0.86	V
Willingness to recommend	3.74	0.80	IV

Interpretation

Respondents show a highly positive attitude toward eco-friendly products, especially regarding environmental protection and health benefits. Slight hesitation is observed in perceptions of product quality.

Purchase Intention toward Eco-Friendly Products (Mean Score Analysis)

Table 4, Purchase Intention

Statements	Mean	Std. Deviation
Future purchase intention	3.91	0.78
Preference despite higher cost	3.42	0.89
Influence of availability	3.88	0.81
Brand switching	3.55	0.85
Willingness to pay extra	3.36	0.92

Interpretation

While respondents express strong intention to purchase eco-friendly products, price sensitivity remains a concern. Availability significantly influences purchase decisions.

Relationship between Awareness, Attitude, and Purchase Intention

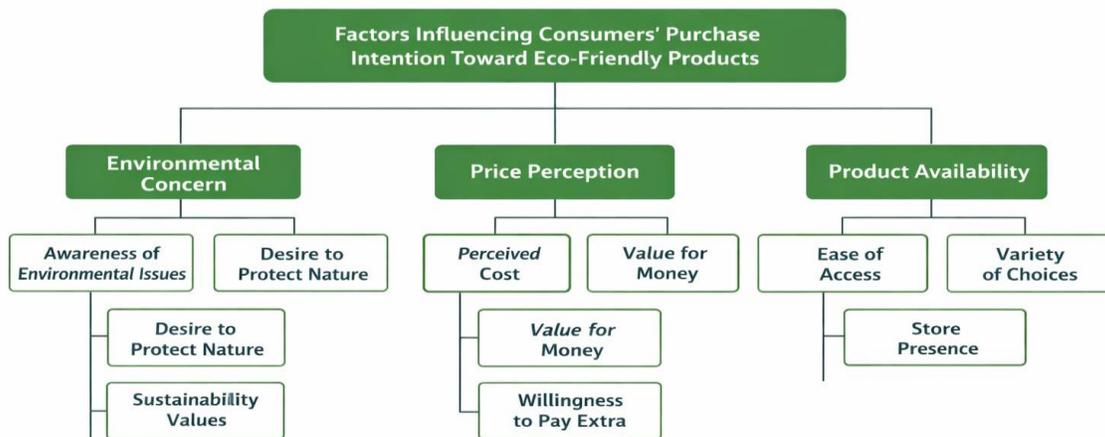
Table 5, Correlation Analysis

Variables	Correlation (r)	Significance
Awareness & Attitude	0.62	Significant
Attitude & Purchase Intention	0.71	Significant

Interpretation

The correlation results indicate a strong and positive relationship between consumer awareness and attitude, as well as between attitude and purchase intention. This confirms that higher awareness leads to favorable attitudes, which in turn enhance purchase intention.

Factors Influencing Consumers' Purchase Intention toward eco-friendly products, such as environmental concern, price perception, and product availability



Purchase intention toward eco-friendly products is shaped by a combination of psychological, economic, and market-related factors. In the present study, three major factors environmental concern, price perception, and product availability have been identified as key determinants influencing consumers' intention to purchase eco-friendly products in Sivagangai District. These factors are interrelated and collectively influence consumer decision-making.

Environmental Concern

Environmental concern is one of the most significant factors influencing consumers' purchase intention toward eco-friendly products. It refers to the level of awareness and sensitivity consumers have regarding environmental problems such as pollution, climate change, and depletion of natural resources. Consumers who are aware of environmental issues tend to develop a sense of responsibility toward protecting nature. This awareness often motivates them to prefer products that are less harmful to the environment. In the tree diagram, environmental concern is represented through sub-factors such as awareness of environmental issues, desire to protect nature, and sustainability values. Consumers who possess strong sustainability values are more likely to support eco-friendly products as they believe their purchasing decisions can contribute to environmental protection. Such consumers view eco-friendly products not merely as commodities but as tools for promoting a healthier environment for present and future generations. As a result, higher environmental concern generally leads to a favorable attitude and stronger purchase intention toward eco-friendly products.

Price Perception

Price perception plays a crucial role in shaping consumers' willingness to purchase eco-friendly products. Although many consumers express positive attitudes toward environmentally friendly products, their actual purchase intention is often influenced by how they perceive the price. Eco-friendly products are frequently considered more expensive than conventional alternatives, which can act as a barrier, especially in price-sensitive markets. The tree diagram highlights perceived cost, value for money, and willingness to pay extra as important components of price perception. Consumers evaluate whether the benefits offered by eco-friendly products justify their higher price. If consumers perceive that the product provides long-term value, such as health benefits, durability, or environmental protection, they may be more willing to pay a premium. However, if the price is viewed as too high without clear benefits, purchase intention may decline. Therefore, price perception directly affects consumers' decision to choose eco-friendly products, particularly in districts like Sivagangai, where income levels vary widely.

Product Availability

Product availability is another critical factor influencing purchase intention toward eco-friendly products. Even when consumers are environmentally conscious and willing to pay a reasonable price, limited availability can restrict actual purchasing behavior. Availability refers to the ease with which consumers can access eco-friendly products in local markets. As shown in the tree diagram, product availability includes ease of access, variety of choices, and store presence. Consumers are more likely to purchase eco-friendly products when they are easily available in nearby shops, supermarkets, or online platforms. A wider variety of eco-friendly products also encourages consumers to make comparisons and select products that best suit their needs. On the other hand, limited product range or lack of retail presence reduces visibility and discourages regular purchasing. Thus, product availability acts as a practical factor that converts positive attitude and intention into actual buying behavior.

Combined Influence on Purchase Intention

The interaction of environmental concern, price perception, and product availability ultimately determines consumers' purchase intention toward eco-friendly products. A high level of environmental concern creates a positive attitude, fair price perception enhances willingness to buy, and adequate availability ensures convenience. If any one of these factors is weak, purchase intention may be negatively affected. Therefore, marketers and policymakers must address all three factors simultaneously to promote eco-friendly consumption effectively in Sivagangai District.

The relationship between consumer attitude and purchase intention toward eco-friendly products in Sivagangai District

Correlation between Consumer Attitude and Purchase Intention toward Eco-Friendly Products

(Sample Size = 150)

Variables	Consumer Attitude	Purchase Intention
Consumer Attitude	1.000	0.712**
Purchase Intention	0.712**	1.000

Correlation Method: Pearson's Correlation

Significance Level: 0.01 (Two-tailed)

**** Correlation is significant at the 0.01 level**

Interpretation of the Table

The above table shows the results of Pearson's correlation analysis conducted to examine the relationship between consumer attitude and purchase intention toward eco-friendly products in Sivagangai District. The correlation coefficient between consumer attitude and purchase intention is **0.712**, which indicates a strong positive relationship between the two variables. The result is statistically significant at the 1 percent level, confirming that the relationship is not due to chance.

This finding implies that consumers who possess a favorable attitude toward eco-friendly products are more likely to exhibit a stronger intention to purchase such products. Hence, improvement in consumer attitude directly contributes to increased purchase intention toward eco-friendly products in the study area.

Suggestions

Manufacturers should focus on reducing production costs to offer eco-friendly products at affordable prices. Marketers must increase awareness through effective promotional campaigns highlighting environmental and health benefits. Retailers should improve product availability by expanding distribution networks in rural and semi-urban areas. Government and non-government organizations can support sustainable consumption through subsidies, eco-label awareness programs, and environmental education initiatives to encourage wider adoption of eco-friendly products.

Conclusion

The present study examined consumer awareness, attitude, and purchase intention toward eco-friendly products in Sivagangai District. The findings reveal that consumers generally possess a moderate to high level of awareness regarding eco-friendly products and their environmental benefits. A positive attitude toward eco-friendly products was observed, particularly in terms of environmental protection and health considerations.

The correlation analysis confirmed a strong and significant relationship between consumer attitude and purchase intention, indicating that favourable attitudes play a crucial role in influencing buying decisions. However, despite positive attitudes, factors such as higher prices and limited availability restrict the regular purchase of eco-friendly products. The study highlights that environmental concern, price perception, and product availability significantly shape consumers' purchase intention. Overall, the results indicate growing acceptance of eco-friendly products in Sivagangai District, but practical challenges prevent their full adoption. The study contributes valuable insights for marketers and policymakers to design strategies that promote sustainable consumption and encourage environmentally responsible behaviour among consumers. Strengthening awareness initiatives and improving market accessibility can further enhance consumer participation in eco-friendly purchasing.

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