



ECO-FRIENDLY PRODUCTS IN COIMBATORE – PURCHASE ATTITUDE AND PROBLEMS FACED BY CONSUMERS

¹Dr. K. Suresh Babu

²Mrs. T. Ambika

ABSTRACT

Customer's attitudes are changing towards the environment to encourage innovation for conservation and the benefits from this source of innovation are certain to outlive our current generation. Consumers today are increasingly "thinking green" and are willing to pay more for environmentally friendly products. The increasing numbers of consumers who prefer and are willing to buy these products are subjected to the buying process. Consumers have different buying attitude and factors influencing the purchase of eco-friendly products in Coimbatore district. Hence, this paper investigates consumers' attitude and behavior on eco-friendly products' purchase along with the problems faced on the same.

Keywords: Eco –friendly Products, Thinking green, Attitude and Behaviour.

¹ Head of the Department of Commerce, Sankara College of Science and Commerce, Coimbatore

² Ph.D Research Scholar, Department of Commerce, Sankara College of Science and Commerce, Coimbatore.