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Consumer Awareness And Purchase Intention Towards Eco-Friendly Household Products: A Study In Kumbakonam

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Abstract
Increasing concern about environmental pollution, plastic waste and sustainable living has increased interest in eco-friendly household products. At the same time, awareness may not lead to purchase when consumers have concerns about price, availability or product quality. This study examines consumer awareness and purchase intention towards eco-friendly household products in Kumbakonam. A descriptive research design was adopted and primary data were collected through a structured questionnaire from 124 respondents selected using convenience sampling. Percentage analysis, mean score analysis, one-way ANOVA, correlation and chi-square tests were used. The results show that social media is an important source of information and that consumers have a reasonable level of awareness of eco-friendly products. Among factors considered in purchase decisions, quality received the highest mean score (3.97) followed closely by environmental concern (3.96), price (3.85) and availability (3.79). High price was the major difficulty reported by respondents with a mean score of 3.60. The correlation analysis reported a positive and significant relationship between awareness and purchase intention ($r = 0.367$, $p < 0.001$). Educational qualification was significantly associated with awareness whereas age and income were not. The study indicates that affordable pricing, wider availability, consistent product quality and simple digital communication may encourage consumers to choose eco-friendly household products more often.

Keywords: *Consumer awareness; Purchase intention; Eco-friendly products; Household products; Environmental concern; Kumbakonam*

1. INTRODUCTION

Environmental concerns such as pollution, plastic waste, global warming and depletion of natural resources have increased attention towards sustainable consumption. Eco-friendly household products are generally made from natural, recyclable or biodegradable materials and are promoted as safer alternatives to conventional products. Examples include herbal soaps, natural detergents, herbal floor cleaners, biodegradable dishwashing liquids, reusable bags and bamboo toothbrushes.

Consumer awareness refers to the knowledge consumers have about eco-friendly products, their benefits and their environmental impact. Purchase intention, on the other hand, reflects a consumer's willingness to buy such products. It can be influenced by product quality, price, availability, environmental concern and brand image. Although awareness is increasing through education, media, social media and awareness programmes, practical barriers such as higher prices and limited availability can still affect buying decisions.

Kumbakonam is a developing town where consumers are increasingly exposed to discussions about health and environmental protection. Understanding whether this awareness is reflected in purchase intention is therefore useful for both consumers and businesses. The present study focuses on consumer awareness and purchase intention towards selected eco-friendly household products in Kumbakonam.

2. REVIEW OF LITERATURE

Recent studies generally show that environmental awareness, health consciousness, product attributes and social influence are related to green purchase intention. Gupta and

Sharma (2025), based on 207 respondents in Madhya Pradesh, reported that awareness contributed to positive attitudes and was linked with purchase intention and actual purchase. Rajput and Rahul (2025), using 250 Indian consumers, found that ethical and environmental concerns were important influences on purchase intention. Sahu and Saini (2025) reported that awareness of environmental and health issues was associated with stronger purchase intention among Generation Z consumers of green cosmetics.

Other studies highlight the gap between awareness and actual buying. Gayathri et al. (2025) observed environmental concern among young and educated consumers but noted that awareness does not always result in green purchasing. Shah and Asha (2025) found high awareness but limited willingness to pay a premium, with price, doubts about effectiveness and trust in certification acting as barriers. Studies by Swaroop and Rani (2024), Upadhyaya and Sijoria (2024), and Nadiya and Ishak (2022) also point to the roles of environmental concern, attitude, perceived control, trust, social influence and availability.

Indian studies have further identified product quality, branding, environmental knowledge, social media and willingness to pay as relevant factors. Venkatesan and Merceline Anitha (2021) reported that environmental concern, knowledge and positive attitudes supported purchase intention, while price and availability limited actual purchase. Overall, the literature suggests that awareness is important, but consumers also consider practical issues such as price, quality and accessibility. This study examines these issues in the specific context of Kumbakonam.

3. OBJECTIVES OF THE STUDY

To study the socio-economic background of the respondents.

To assess consumer awareness of eco-friendly household products.

To identify the factors influencing purchase intention.

To examine the relationship between consumer awareness and purchase intention.

To identify the problems faced by consumers and offer suitable suggestions.

4. RESEARCH METHODOLOGY

The study adopted a descriptive research design. The study area was Kumbakonam and convenience sampling was used. A total of 124 respondents were considered for the study. Primary data were collected through a structured questionnaire, while secondary information was gathered from relevant published sources. Data were analysed using SPSS. Percentage analysis, mean score analysis, chi-square test, one-way ANOVA and correlation were used.

5. HYPOTHESES

H01: There is no significant difference in purchase intention among different age groups.

H02: There is no significant difference in purchase intention based on educational qualification.

H03: There is no significant relationship between consumer awareness and purchase intention.

H04: There is no significant association between age and consumer awareness.

H05: There is no significant association between educational qualification and consumer awareness.

H06: There is no significant association between income and consumer awareness.

6. RESULTS AND DISCUSSION

6.1 Factors Influencing Purchase Intention

Factor	Mean	SD	Rank
Quality	3.97	1.140	1
Environmental concern	3.96	1.252	2
Price consideration	3.85	1.194	3
Easy availability	3.79	1.121	4

Quality received the highest mean score, showing that respondents give considerable importance to the performance and reliability of eco-friendly products. Environmental concern followed very closely. Price and availability also received high mean scores, indicating that practical considerations remain important even when consumers are environmentally conscious.

6.2 Problems Faced by Consumers

Problem	Mean	SD	Rank
High price	3.60	0.987	1
Unavailability	3.12	1.207	2
Quality issue	2.98	1.047	3
Lack of knowledge	2.92	1.240	4

High price was the main problem reported by respondents. Unavailability was the next major issue, followed by concerns about quality and lack of knowledge. These findings suggest that awareness campaigns alone may not be enough unless products are reasonably priced and easily accessible.

6.3 Age and Purchase Intention

One-way ANOVA was used to examine differences in purchase intention across age groups. The test produced $F = 0.970$ with $p = 0.427$. Since the significance value is greater than 0.05, the difference in purchase intention among the age groups was not statistically significant.

6.4 Education and Purchase Intention

ANOVA was also used to examine purchase intention across educational groups. The result was $F = 1.178$ with $p = 0.321$. The result indicates that purchase intention did not differ significantly across the educational groups.

6.5 Awareness and Purchase Intention

The correlation analysis reported a Pearson correlation coefficient of $r = 0.367$ with $p < 0.001$ ($N = 124$). This indicates a positive and statistically significant relationship

between consumer awareness and purchase intention. In practical terms, respondents with greater awareness tended to report stronger purchase intention.

6.6 Age, Education, Income and Awareness

The chi-square test between age and awareness gave $\chi^2 = 4.942$, df = 4 and p = 0.293, showing no significant association. The association between educational qualification and awareness was significant ($\chi^2 = 74.235$, df = 12, p = 0.001). Income and awareness were not significantly associated ($\chi^2 = 18.316$, df = 16, p = 0.306).

6.7 Findings

The respondents included students, employees, business people and homemakers. The 25–34 age group formed the largest group (23.4%), while female respondents accounted for 64.5%. Graduates represented 35.5% of the respondents and 39.5% were self-employed or engaged in business. The most common income group was ₹15,001–₹25,000 (32.3%).

About 32.3% of respondents reported a high level of awareness, and social media was the main source of information for 46.1%. Awareness was highest for herbal soap (82.3%), followed by eco-friendly dishwashing liquid (68.5%), herbal floor cleaners (65.3%) and bamboo brushes (65.3%). Natural detergent had comparatively lower awareness, with 51.6% reporting that they were not aware of it.

About 66.9% of respondents had purchased eco-friendly products. Herbal soap recorded the highest purchase level (74.5%), while natural detergent and herbal floor cleaner showed lower adoption. Health benefits were an important reason for purchase for 34.9% of respondents. About 55.6% were not willing to pay extra for eco-friendly products, highlighting the importance of affordability.

7. MAJOR FINDINGS

Social media was an important source of information about eco-friendly household products.

Quality recorded the highest mean score (3.97) among the purchase-related factors.

Environmental concern was almost as important as quality, with a mean score of 3.96.

High price was the major problem faced by consumers, followed by limited availability.

Awareness and purchase intention showed a positive and significant relationship.

Educational qualification was significantly associated with consumer awareness.

Age and income were not significantly associated with awareness.

Age and educational qualification did not show significant differences in purchase intention.

8. SUGGESTIONS

Businesses and awareness agencies can use social media platforms such as Instagram, YouTube and Facebook to communicate the practical benefits of eco-friendly household products. Health benefits should be explained in simple terms because health was an important purchase motive among respondents.

Affordable pricing, smaller budget-friendly packs, discounts and promotional offers may help address price concerns. Improving availability through local shops, supermarkets and online platforms can also make these products easier to purchase. Awareness efforts should give greater attention to products such as natural detergents and herbal floor cleaners, where adoption was comparatively lower. Seminars, workshops, demonstrations and free samples can help consumers understand product use and effectiveness.

Finally, manufacturers should maintain consistent quality and build trust through clear product information. Better quality, reasonable pricing and reliable availability together may encourage repeat purchase and wider adoption.

9. CONCLUSION

The study shows that consumers in Kumbakonam are increasingly aware of eco-friendly household products, but awareness and actual purchasing are influenced by practical considerations. Social media has an important role in spreading information, while health and environmental concerns support interest in these products. At the same time, high price and limited availability remain significant barriers.

Quality received the highest mean score among the purchase-related factors, followed closely by environmental concern. The study also found a positive and significant relationship between awareness and purchase intention, while educational qualification was significantly associated with awareness. These findings suggest that increasing awareness should be accompanied by affordable pricing, wider availability, dependable quality and clear communication. Such measures may make eco-friendly household products more accessible and acceptable to consumers in Kumbakonam.

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