



A Study on the Young Women's Awareness on Environmentally Friendly Products in Sivakasi

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Abstract

Ecological issues have become increasingly significant in today's corporate climate. Governments around the world are expressing concern over these challenges, making environmentally responsible growth a critical focus in modern business. Using eco-friendly items is one strategy that organizations can use to convey their environmental concern. Promoting goods and services on the basis of their positive environmental effects is known as "green marketing." These products and services have to be produced or used in an environmentally responsible manner. Green marketing has emerged in large part due to growing environmental concerns. Examining undergraduate female students' awareness of green products and determining the major determinants of their assessment of green product performance are the main objectives of this study, which involved 164 respondents. This study used ranking analysis and percentage analysis as statistical methods. The main conclusions show that environmental concern and status consciousness are positively correlated with young women's knowledge of green products. Additionally, the study shows that respondents are especially conscious of green products in areas like dairy and personal care. These young women also report a generally high level of satisfaction with using eco-friendly products.

Keywords: environmental awareness, green marketing, green products, and environmental preservation

Introduction

Green products are environmentally sustainable goods and services. As environmental awareness grows, the popularity of these products continues to increase. Many consumers, particularly young women, are increasingly opting to spend on eco-friendly products, including home appliances, beauty and personal care items, jewelry, clothing, accessories, and dairy products. Green marketing encourages the use of these products by emphasizing their environmental advantages. Although it may come at a higher cost, this type of marketing can be more effective because of the growing consumer demand. People's preferences are shifting due

to factors such as improved lifestyles, increased incomes, and heightened environmental awareness. To cater to these changing demands, companies are adapting their products and processes to be environmentally sustainable. Rising awareness of pollution and environmental harm has led consumers, businesses, and governments to act responsibly. At the same time, adopting eco-friendly practices such as green supply chain management, waste management, reverse logistics, and green marketing proves beneficial for businesses. These initiatives serve the dual purpose of satisfying customers and safeguarding the environment. At present, many consumers prefer green products as a way of supporting environmental sustainability.



Statement of the Problem

In recent years, consumer behavior has increasingly shifted toward green and eco-friendly products, driven by rising environmental concerns. Such products are intended to reduce negative environmental effects throughout their lifecycle from production to consumption and disposal. Despite the rise in global knowledge, the level of awareness and acceptance of these products differs widely across demographic groups. The environmental challenges in Sivakasi, a city well known for its printing and fireworks industries, make the promotion of sustainable consumerism all the more vital. Since they will shape future decisions and strongly influence households and communities, young women are vital in embracing and encouraging eco-friendly practices. This study mainly seeks to examine whether young women in Sivakasi show adequate environmental concern and whether such concern is evident in their buying behavior. Assessing their environmental awareness, knowledge of green products, and the influences on their preferences and attitudes is necessary. Even with the vast potential of sustainable consumerism and green marketing, bridging the gap between knowledge and practice remains an ongoing concern. This study aims to bridge that gap by assessing young women in Sivakasi's knowledge, use, and satisfaction with eco-friendly products.

Objective of the Study

This study mainly aims to examine the extent of awareness young women have regarding green marketing.

1. To assess young women's attitudes and awareness of environmentally friendly products.
2. To provide appropriate recommendations in light of the study's findings

Methodology

In this study used both diagnostic and descriptive methodology, a methodical strategy to gathering data with the goal of analyzing young women's awareness of environmentally friendly products. The study was developed using primary and secondary data. Young women's surveys provide the primary data, while books, articles, magazines and internet sources provide the secondary data.

Sampling Design

The study's sample size is 164 by using the convenience sampling approach.

Tools Used

- T-Test
- Ranking Analysis

Data Analysis

Table -1 Income Wise Classification of the Respondents

Variables	Frequency	Percentage
Below Rs. 10,000	29	17.7
10000-25000	40	24.4
25000-50000	15	9.1
50000-75000	24	14.6
75000-100000	32	19.5
Above 100000	24	14.6
Total	164	100.0

Totally 164 respondents surveyed, 24% of respondents had earned an income between Rs. 10,001 and Rs. 25,000 each month.

Table -2 Knowledge of Eco-friendly Products

S. No	Variables	Frequency	Percentage
1. Are you aware about Green products?	Yes	85	51.8
	To Some Extent	55	33.5
	Not Fully	21	12.8
	No	3	1.8
	Total	164	100.0



2. What kinds of green products do you know?	Home appliances	18	11
	Beauty care products	21	12.8
	Jewels	10	6.1
	Personal Care Products	63	38.4
	Cloth and Accessories	21	12.8
	Dairy products	31	18.9
	Total	164	100.0
3. Green products are in headlines nowadays because	They aware of green product	102	62.2
	Company increasing competitive	27	16.5
	Businesses try to solve society's latest issue.	35	21.3
	Total	164	100.0

Source: Primary data

51.8% of respondents reported having some awareness about products. Among them, a higher awareness of personal care products, compared to other categories, was indicated by 38.4% of respondents. Additionally, 62.2% of them attributed their awareness of green products to frequent coverage in the media and news headlines.

Table 3 One-Sample T-Test and Ranking Analysis

Variables	N	Mean	Std. Deviation	Std. error Mean	t-value	Significance	Rank
Health	164	2.1829	(2-tailed)	.09246	23.610	.000	4
Better quality product	164	2.3232	1.02086	.07972	29.143	.000	3
Environment	164	2.3537	1.18137	.09225	25.514	.000	1
Concern for status	164	2.3415	1.02986	.08042	29.116	.000	2

Source: Computed Data

It is evident that the mean values range between 2.3537 and 2.1829. It indicates that environmental concern is the primary reason young women prefer green products. Concern for social status, the desire to use better quality products, and health considerations occupy the second, third, and fourth ranks, respectively.

Table 4 Purchasing Habits and Degree of Satisfaction among the Rspondents

S. No	Variables	Frequency	Percentage
4. Frequency of purchase green products.	Not at all	17	10.4
	Sometimes	103	62.8
	Often	27	16.5
	Always	17	10.4
	Total	164	100.0



5. Purchasing mentality of the students	Definitely not buy	11	6.7
	Probably not buy	63	38.4
	Not sure	60	36.6
	Probably buy	6	3.7
	Definitely buy	24	14.6
	Total	164	100.0
6. Level of Satisfaction about Green Products	Very much dissatisfied	11	6.7
	Dissatisfied	5	3.0
	Satisfied	116	70.7
	Very much satisfied	32	19.5
	Total	164	100.0
7. Where do you purchase your Green Products?	Local shops	49	29.9
	Retail malls	33	20.1
	Internet	50	30.5
	Tele shopping	21	12.8
	Factory outlet	11	6.7
	Total	164	100.0
8. How strongly do you feel about environmental protection?	Strongly disagree	6	3.7
	Somewhat disagree	5	3.0
	Neutral	47	28.7
	Agree	67	40.9
	Strongly Agree	39	23.8
	Total	164	100.0

Source: Primary data

- 62.8% said they occasionally buy their green items.
- Of the young women surveyed, 38.4% expressed that they are not inclined to buy eco-friendly products.
- 70.7% of the users are satisfied with their green products.
- 30.5% of the samples reported purchasing their green products through the internet.
- 40.9% agreed that they purchase their green products primarily for environmental protection.
- To further enhance awareness, targeted media campaigns focusing on green personal care products should be strengthened, as media coverage has proven effective in spreading awareness and these products already have higher recognition among respondents.
- Since 38.4% of young women are not inclined to purchase green products, targeted awareness programs should be organized to highlight the benefits of green products, especially their environmental and health advantages.
- With 30.5% of respondents purchasing green products through the internet, expanding the online presence of green product brands and offering attractive deals or discounts can further boost digital sales.
- As 70.7% are satisfied with their products, companies should maintain and improve product quality to sustain this satisfaction level and encourage word-of-mouth promotion.

Suggestions

- Marketing strategies should focus on emphasizing the environmental benefits of green products, as environmental concern is the prime inspiration for their use among young women. Highlighting the sustainability benefits of these products may motivate greater consumer adoption.



- Since 40.9% of respondents purchase the products for environmental protection, marketing campaigns should emphasize the eco-friendly impact of using green products to appeal to environmentally conscious consumers.
- With 62.8% of them occasionally buy their products, offering free samples, implementing reward plans, or bundling with well-liked products may help turn infrequent customers into devoted ones.

Conclusion

The study concluded that environmental and health concerns are the primary drivers of awareness and understanding of eco-friendly products among consumers. This growing awareness is positively influencing their purchasing behavior, as consumers increasingly recognize the benefits of the products in various aspects of their lives. The shift toward environmentally friendly consumption reflects a conscious effort to contribute to protection of the planet.

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