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Consumer Preference Towards Eco-Friendly Products With Reference To Green Marketing Trends In Chennai District

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ABSTRACT

This research investigates consumer preferences towards eco-friendly products and examines green marketing trends in Chennai District. The study employs a descriptive research design with a sample of 400 respondents selected through stratified random sampling. Primary data was collected through structured questionnaires, while secondary data was gathered from journals, reports, and online databases. The findings reveal that 68% of Chennai consumer's express positive attitudes toward eco-friendly products, though only 42% regularly purchase them. The study identifies awareness, price sensitivity, availability, and trust as key factors influencing purchase decisions. Green marketing practices in Chennai are evolving, with companies increasingly adopting sustainable messaging, though significant gaps remain between consumer intention and actual buying behavior.

Keywords: *Eco-friendly products, Green marketing, Consumer behavior, Sustainability, Chennai District, Environmental consciousness*

1. INTRODUCTION

1.1 Background

Environmental degradation and climate change have emerged as critical global challenges in the 21st century. India, as one of the fastest-growing economies, faces significant environmental pressures including air pollution, waste management issues, and resource depletion. Chennai, the capital of Tamil Nadu and India's fourth-largest metropolitan area, exemplifies these challenges while simultaneously witnessing growing environmental awareness among urban consumers.

Green marketing, also known as environmental marketing or sustainable marketing, refers to the promotion of products and services based on their environmental benefits. This concept has gained substantial momentum as businesses recognize both the ethical imperative and commercial opportunity in addressing environmental concerns. Chennai's diverse consumer base, characterized by educated professionals, growing middle class, and traditional communities, presents a unique landscape for studying green marketing effectiveness and consumer preferences.

1.2 Statement of the Problem

Despite increasing environmental awareness, a significant gap persists between consumer attitudes toward eco-friendly products and actual purchase behavior. Chennai's rapid urbanization and economic growth have intensified environmental challenges, yet the adoption of sustainable consumption patterns remains inconsistent. Companies implementing green marketing strategies face challenges in converting environmental consciousness into sales, raising questions about messaging effectiveness, product positioning, and consumer trust.

1.3 Objectives of the Study

1. To analyze consumer awareness and perception of eco-friendly products in Chennai District
2. To examine factors influencing consumer preference for eco-friendly products
3. To assess the effectiveness of green marketing strategies employed by companies in Chennai
4. To identify barriers preventing consumers from purchasing eco-friendly products
5. To evaluate the relationship between demographic factors and eco-friendly product preferences
6. To provide recommendations for businesses to enhance green marketing effectiveness

1.4 Significance of the Study

This research contributes to understanding sustainable consumption patterns in urban India, providing insights for businesses, policymakers, and environmental advocates. The findings will help companies refine their green marketing strategies, assist policymakers in designing effective environmental campaigns, and contribute to academic literature on consumer behavior in emerging markets. For Chennai specifically, this study offers localized insights that account for cultural, economic, and social factors unique to the region.

2. REVIEW OF LITERATURE

Ottman (1998) pioneered research on green marketing, defining it as "marketing of products that are presumed to be environmentally safe." Her work established that consumers increasingly expect companies to demonstrate environmental responsibility, though willingness to pay premium prices varies significantly.

Polonsky (2001) expanded the green marketing concept beyond product attributes to include all marketing activities designed to minimize negative environmental impacts. His research highlighted that successful green marketing requires authentic commitment rather than superficial "greenwashing."

Rahim et al. (2012) conducted studies on Malaysian consumers and found that environmental knowledge positively correlates with purchase intention for green products, though this relationship is moderated by perceived consumer effectiveness and social norms.

Kumar and Ghodeswar (2015) examined green marketing in India, identifying awareness, availability, and affordability as primary barriers. Their research revealed that Indian consumers express strong environmental concern but face practical constraints in translating this into purchase behavior.

Joshi and Rahman (2015) investigated factors affecting green purchase behavior in India, finding that attitude, perceived behavioral control, and subjective norms significantly influence purchase intentions. However, their study also revealed a substantial intention-behavior gap.

Sharma and Foropon (2019) analyzed green marketing strategies in metropolitan Indian cities, concluding that authenticity, transparency, and consistent messaging are critical for building consumer trust. They emphasized that skepticism toward green claims remains a significant challenge.

Recent studies (2020-2024) have increasingly focused on digital green marketing, the role of social media in shaping environmental attitudes, and the impact of government regulations on consumer behavior. Research specific to South India has highlighted regional variations in environmental consciousness and consumption patterns.

3. RESEARCH METHODOLOGY

3.1 Research Design

This study employs a descriptive research design to examine consumer preferences and green marketing trends in Chennai District. The research combines quantitative methods for measuring consumer attitudes and behaviors with qualitative insights for understanding motivations and barriers.

3.2 Sampling Design

Universe: All consumers above 18 years of age residing in Chennai District
Sampling Frame: Consumers from various zones of Chennai (North, South, Central, East, West)
Sample Size: 400 respondents
Sampling Technique: Stratified random sampling based on geographic zones and age groups
Sample Distribution:

- North Chennai: 80 respondents
- South Chennai: 100 respondents
- Central Chennai: 80 respondents
- East Chennai: 70 respondents
- West Chennai: 70 respondents

3.3 Data Collection

Primary Data: Collected through structured questionnaires containing closed-ended questions, Likert scale items, and ranking questions. Questionnaires were administered both online (using Google Forms) and offline (in-person at shopping areas, residential communities, and workplaces).

Secondary Data: Gathered from academic journals, industry reports, government publications, company websites, environmental organizations, and newspaper articles.

3.4 Data Analysis Tools

- Descriptive Statistics (frequencies, percentages, mean, standard deviation)
- Chi-square test for association between categorical variables
- ANOVA for comparing means across groups
- Factor analysis for identifying underlying dimensions
- Regression analysis for examining relationships between variables
- Statistical software: SPSS 26.0

3.5 Limitations

1. The study is confined to Chennai District and may not be generalizable to other regions
2. Self-reported data may be subject to social desirability bias
3. Cross-sectional design captures preferences at a single point in time
4. Some respondents may have limited understanding of what constitutes "eco-friendly" products

4. DATA ANALYSIS AND INTERPRETATION

4.1 Demographic Profile of Respondents

Table 1: Demographic Characteristics of Respondents (N=400)

Characteristic	Category	Frequency	Percentage
Gender	Male	212	53.00%
	Female	178	44.50%
	Prefer not to say	10	2.50%
Age Group	18-25 years	98	24.50%
	26-35 years	156	39.00%
	36-45 years	92	23.00%
	46-55 years	38	9.50%
	Above 55 years	16	4.00%
Education	High School	28	7.00%
	Undergraduate	142	35.50%
	Postgraduate	186	46.50%
	Professional	44	11.00%
Monthly Income	Below ₹25,000	76	19.00%
	₹25,000-₹50,000	148	37.00%
	₹50,000-₹75,000	102	25.50%
	₹75,000-₹1,00,000	48	12.00%
	Above ₹1,00,000	26	6.50%
Occupation	Student	64	16.00%
	Private Sector	178	44.50%
	Government	58	14.50%
	Business	56	14.00%
	Homemaker	32	8.00%
	Others	12	3.00%

The sample represents a diverse demographic profile with slightly higher male representation. The majority of respondents fall in the 26-35 age group (39%), reflecting Chennai's young professional population. Educational qualifications are notably high, with 46.5% holding postgraduate degrees. Income distribution shows concentration in the middle-income category (₹25,000-₹50,000), typical of urban Chennai's consumer base.

4.2 Awareness of Eco-Friendly Products

Table 2: Consumer Awareness Levels

Awareness Level	Frequency	Percentage	Cumulative %
Extremely Aware	88	22.0%	22.0%
Very Aware	136	34.0%	56.0%
Moderately Aware	124	31.0%	87.0%
Slightly Aware	42	10.5%	97.5%
Not Aware	10	2.5%	100.0%

Table 3: Sources of Information about Eco-Friendly Products

Information Source	Number of Respondents*	Percentage
Social Media	268	67.0%
Television Advertisements	232	58.0%
Online Articles/Blogs	198	49.5%
Friends/Family	186	46.5%
Product Labels	176	44.0%
Environmental Organizations	112	28.0%
Newspapers/Magazines	108	27.0%
Store Promotions	96	24.0%
Government Campaigns	68	17.0%

*Multiple responses allowed

Awareness of eco-friendly products in Chennai is relatively high, with 87% of respondents indicating at least moderate awareness. Social media emerges as the dominant information source (67%), reflecting the digital engagement patterns of Chennai's urban population. Traditional media like television still plays a significant role (58%), while government campaigns appear underutilized (17%).

4.3 Purchase Behavior

Table 4: Frequency of Eco-Friendly Product Purchases

Purchase Frequency	Frequency	Percentage
Always (Every purchase)	42	10.5%
Often (3-4 times a month)	126	31.5%
Sometimes (1-2 times a month)	148	37.0%
Rarely (Once in few months)	68	17.0%
Never	16	4.0%

Table 5: Categories of Eco-Friendly Products Purchased

Product Category	Purchasers	Percentage*
Personal Care Products	246	61.5%
Organic Food	218	54.5%
Reusable Bags	212	53.0%
Energy-Efficient Appliances	164	41.0%
Eco-Friendly Cleaning Products	158	39.5%
Sustainable Clothing	136	34.0%
LED Lighting	132	33.0%
Bamboo/Wooden Products	118	29.5%
Electric/Hybrid Vehicles**	28	7.0%
Solar Products	46	11.5%

*Multiple responses allowed; **Consideration or ownership

While awareness is high, regular purchase behavior lags significantly. Only 42% of respondents purchase eco-friendly products often or always, revealing the intention-behavior gap common in green marketing research. Personal care products (61.5%) and organic food (54.5%) lead in actual purchases, likely due to direct health benefits. High-investment categories like electric vehicles (7%) and solar products (11.5%) show lower adoption rates.

4.4 Factors Influencing Purchase Decisions

Table 6: Importance of Factors in Eco-Friendly Product Purchase (Mean Scores)

Factor	Mean Score*	Std. Deviation	Rank
Product Quality	4.36	0.72	1
Environmental Benefits	4.18	0.84	2
Price	4.12	0.88	3
Health Benefits	4.08	0.82	4
Brand Reputation	3.94	0.91	5
Certification/Labels	3.82	0.96	6
Availability	3.78	1.02	7
Peer Recommendations	3.56	0.98	8
Packaging	3.42	1.04	9
Advertising Appeal	3.18	1.12	10

*5-point Likert scale: 1=Not Important, 5=Very Important

Table 7: Barriers to Purchasing Eco-Friendly Products

Barrier	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Higher Price	42%	36%	12%	8%	2%
Limited Availability	28%	38%	18%	12%	4%
Lack of Trust in Claims	32%	34%	22%	10%	2%
Insufficient Information	24%	32%	26%	14%	4%
Performance Doubts	18%	28%	32%	18%	4%
Inconvenience	16%	26%	28%	24%	6%

Product quality ranks highest (mean=4.36), indicating that Chennai consumers prioritize performance over environmental claims alone. Price remains a significant consideration (mean=4.12), with 78% of respondents identifying it as a major barrier. The substantial agreement on "lack of trust in claims" (66% agree or strongly agree) reveals skepticism toward green marketing messages, presenting both a challenge and opportunity for authentic brands.

4.5 Green Marketing Effectiveness

Table 8: Consumer Response to Green Marketing Practices

Marketing Practice	Very Effective	Effective	Neutral	Ineffective	Very Ineffective
Eco-labeling/Certification	38%	42%	14%	4%	2%
Transparent Sourcing Info	34%	44%	16%	4%	2%
Sustainable Packaging	32%	38%	22%	6%	2%
Environmental Impact Data	28%	36%	26%	8%	2%
Green Brand Partnerships	22%	34%	32%	10%	2%
Celebrity Endorsements	14%	22%	38%	20%	6%
Corporate Sustainability Reports	18%	28%	36%	14%	4%

Table 9: Willingness to Pay Premium for Eco-Friendly Products

Premium Percentage	Frequency	Percentage	Cumulative %
0% (No premium)	56	14.0%	14.0%
1-5%	142	35.5%	49.5%
6-10%	128	32.0%	81.5%

11-15%	48	12.0%	93.5%
16-20%	18	4.5%	98.0%
More than 20%	8	2.0%	100.0%

Eco-labeling and transparent sourcing information emerge as the most effective marketing practices (80% and 78% find them effective or very effective). Celebrity endorsements show limited effectiveness (only 36% find them effective), suggesting Chennai consumers value substance over style in green marketing. Premium willingness is moderate, with most respondents (67.5%) willing to pay 1-10% more, but resistance increases significantly beyond 10%.

4.6 Brand Perception and Trust

Table 10: Trusted Brands for Eco-Friendly Products (Top Mentions)

Brand	Number of Mentions	Category	Trust Rating*
Amul Organic	168	Food	4.2
Himalaya	164	Personal Care	4.3
Organic India	142	Food/Wellness	4.1
Godrej	128	Home Products	3.9
Patanjali	124	FMCG	3.7
Forest Essentials	98	Personal Care	4.4
ITC	86	Diversified	3.8
Tata	82	Diversified	4.0
Paper Boat	68	Beverages	3.9
Local Brands	156	Various	3.6

*Trust rating on 5-point scale

Table 11: Perception of Greenwashing

Statement	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Many brands exaggerate environmental claims	36%	42%	16%	4%	2%
It's difficult to verify green claims	32%	44%	18%	4%	2%
Companies use green marketing just for profit	28%	38%	24%	8%	2%
Third-party certifications increase trust	42%	38%	14%	4%	2%

Established brands with heritage in natural products (Himalaya, Organic India) enjoy higher trust ratings. However, skepticism about greenwashing is widespread, with 78% believing brands exaggerate claims and 76% finding verification difficult. This underscores the importance of third-party certifications, which 80% of respondents find trust-enhancing.

4.7 Demographic Analysis

Table 12: Chi-Square Analysis - Association Between Demographics and Purchase Behavior

Variable Pair	Chi-Square Value	df	p-value	Significance
Age × Purchase Frequency	42.36	16	0.000	Significant**
Gender × Purchase Frequency	8.24	4	0.083	Not Significant
Education × Purchase Frequency	38.72	12	0.000	Significant**
Income × Purchase Frequency	46.84	16	0.000	Significant**
Occupation × Purchase Frequency	34.18	20	0.024	Significant*

*Significant at $p<0.05$; **Significant at $p<0.01$

Table 13: Mean Purchase Frequency Score by Demographics

Demographic	Category	Mean Score*	Std. Dev.
Age	18-25	2.86	1.12
	26-35	3.24	0.98

	36-45	3.42	0.94
	46-55	3.18	1.06
	Above 55	2.62	1.18
Education	High School	2.28	1.02
	Undergraduate	2.94	1.04
	Postgraduate	3.46	0.88
	Professional	3.72	0.82
Income	Below ₹25,000	2.64	1.08
	₹25,000-₹50,000	3.12	0.96
	₹50,000-₹75,000	3.48	0.86
	₹75,000-₹1,00,000	3.68	0.84
	Above ₹1,00,000	3.92	0.74

*5-point scale: 1=Never, 5=Always

Significant associations exist between purchase behavior and age, education, income, and occupation. The 36-45 age group shows highest purchase frequency (mean=3.42), suggesting established careers and family responsibilities drive sustainable choices. Education shows a strong positive correlation, with professionals scoring highest (mean=3.72). Income demonstrates clear positive correlation, though even lower-income groups show moderate engagement (mean=2.64).

4.8 Regression Analysis

Table 14: Multiple Regression - Predictors of Eco-Friendly Purchase Intention

Predictor Variable	Beta	Std. Error	t-value	p-value	Significance
Environmental Awareness	0.342	0.048	7.125	0.000	**
Perceived Quality	0.286	0.052	5.500	0.000	**
Price Sensitivity	-0.198	0.044	-4.500	0.000	**
Trust in Green Claims	0.224	0.046	4.870	0.000	**
Product Availability	0.164	0.042	3.905	0.000	**
Social Influence	0.138	0.040	3.450	0.001	**
Income Level	0.112	0.038	2.947	0.003	**

Model Statistics:

- $R^2 = 0.624$
- Adjusted $R^2 = 0.617$
- F-statistic = 93.26, $p < 0.001$

The regression model explains 62.4% of variance in purchase intention. Environmental awareness emerges as the strongest predictor (β=0.342), followed by perceived quality (β=0.286). Price sensitivity shows significant negative impact (β=-0.198), confirming cost as a barrier. Trust in green claims (β=0.224) is crucial, reinforcing earlier findings about greenwashing concerns.

5.FINDINGS

5.1 Consumer Awareness and Attitudes

1. **High Awareness, Moderate Action:** 87% of Chennai consumers demonstrate at least moderate awareness of eco-friendly products, but only 42% purchase them regularly. This 45-percentage-point gap represents the primary challenge for green marketing.
2. **Digital Dominance:** Social media (67%) and online content (49.5%) are primary information sources, indicating the need for robust digital green marketing strategies.
3. **Product Categories:** Personal care (61.5%) and organic food (54.5%) lead adoption, benefiting from direct health associations. Big-ticket items like electric vehicles (7%) lag significantly.

5.2 Purchase Behavior Patterns

4. **Quality Over Virtue:** Product quality (mean=4.36) ranks above environmental benefits (mean=4.18), suggesting that eco-friendly products must first meet functional expectations.
5. **Price Sensitivity:** 78% cite price as a significant barrier. While 67.5% will pay 1-10% premium, resistance increases sharply beyond 10%.

6. **Availability Matters:** 66% report limited availability as a barrier, indicating distribution challenges in Chennai's retail landscape.

5.3 Green Marketing Effectiveness

7. **Authenticity Wins:** Eco-labeling (80% effective) and transparent sourcing information (78% effective) outperform flashy marketing tactics like celebrity endorsements (36% effective).
8. **Greenwashing Skepticism:** 78% believe brands exaggerate environmental claims, and 76% find verification difficult. This widespread skepticism demands authentic, verifiable communication.
9. **Trust Leaders:** Heritage brands with natural product histories (Himalaya, Organic India) command higher trust than newcomers or brands accused of greenwashing.

5.4 Demographic Influences

10. **Education Effect:** Strong positive correlation exists between education and eco-friendly purchases, with postgraduates and professionals showing highest engagement.
11. **Income Correlation:** Higher-income groups demonstrate greater purchase frequency, though middle-income consumers represent the largest market segment.
12. **Age Sweet Spot:** The 36-45 age group shows highest purchase frequency, balancing financial capacity with environmental consciousness.
13. **Gender Neutral:** No significant association found between gender and purchase frequency, suggesting universal appeal of green products.

5.5 Barriers and Challenges

14. **Trust Deficit:** 66% doubt green claims, requiring brands to invest in third-party certifications and transparent communication.
15. **Information Gap:** 56% report insufficient information about environmental benefits, suggesting need for better consumer education.
16. **Performance Concerns:** 46% express doubts about product performance, highlighting need for quality assurance and positive reviews.

6. DISCUSSION

The research reveals a complex landscape for green marketing in Chennai District, characterized by high awareness but inconsistent behavior—a pattern consistent with broader sustainability research in emerging markets. This intention-behavior gap, well-documented in environmental psychology literature, manifests strongly in Chennai's context.

The Quality Imperative

Chennai consumers' prioritization of product quality over environmental benefits challenges the notion that environmental consciousness alone drives purchases. This finding aligns with Ottman's assertion that green products must be "as good or better" than conventional alternatives. For marketers, this suggests product development must emphasize performance parity or superiority before highlighting environmental benefits.

Price Paradox

The price sensitivity revealed in this study reflects India's cost-conscious consumer culture, particularly among Chennai's large middle-income segment. While 67.5% will accept modest premiums (1-10%), resistance beyond 10% indicates a ceiling effect. This creates strategic tension: eco-friendly products often cost more to produce, yet significant price premiums limit market penetration. Successful brands may need to achieve scale economies or accept narrower margins to expand their customer base.

The Trust Crisis

Perhaps most concerning for green marketers is the widespread skepticism toward environmental claims. With 78% of respondents believing brands exaggerate claims, Chennai's consumers exhibit healthy skepticism born from exposure to greenwashing. This trust deficit explains why third-party certifications (80% find trust-enhancing) and transparent sourcing information (78% effective) resonate more strongly than brand messaging.

Digital Opportunity

The dominance of social media and online content as information sources (67% and 49.5% respectively) presents both opportunity and challenge. Digital platforms enable cost-effective, targeted communication

and community building around environmental values. However, they also amplify negative reviews and greenwashing accusations. Brands must develop sophisticated digital strategies that leverage these channels while maintaining authenticity.

Demographic Segmentation

The significant associations between demographics and purchase behavior suggest differentiated marketing approaches. The 26-45 age group, postgraduates, and higher-income consumers represent prime targets for premium eco-friendly products. However, the moderate engagement even among lower-income and less-educated groups suggests market opportunity for affordable green alternatives.

Category-Specific Dynamics

The success of personal care products and organic food compared to big-ticket items reflects rational consumer decision-making. Lower-priced items with direct health benefits offer easier entry points for green consumption. High-investment categories like electric vehicles require different marketing approaches, emphasizing long-term savings and status signaling alongside environmental benefits.

7. RECOMMENDATIONS

7.1 For Businesses

1. Lead with Quality, Follow with Green: Position eco-friendly attributes as value-adds to superior quality rather than primary selling points. Marketing messages should establish functional credibility before highlighting environmental benefits.

2. Transparent Communication: Invest in clear, verifiable environmental claims supported by third-party certifications. Provide detailed information about sourcing, manufacturing processes, and environmental impact through accessible channels.

3. Strategic Pricing: Develop tiered product lines to address different price points. Consider absorbing some premium costs to maintain prices within the 10% threshold acceptable to most consumers. Communicate value proposition clearly to justify premium pricing.

4. Digital-First Strategy: Allocate significant marketing resources to social media and content marketing. Develop educational content that builds environmental literacy while showcasing products. Engage authentically with online communities rather than relying solely on paid advertising.

5. Distribution Expansion: Address availability barriers by expanding distribution channels, including partnerships with mainstream retailers, e-commerce platforms, and subscription models for convenient access.

6. Build Trust Through Action: Implement genuine sustainability practices throughout operations, not just in marketing. Share progress transparently, including challenges and setbacks, to build authentic brand narratives.

7. Category-Specific Approaches:

- For personal care and food: Emphasize health benefits alongside environmental attributes
- For appliances: Highlight long-term cost savings and performance
- For big-ticket items: Develop financing options and emphasize status and innovation

8. Leverage Local Preferences: Partner with Chennai-based environmental organizations, support local sustainability initiatives, and incorporate regional cultural values into messaging.

7.2 For Policymakers

1. **Standardized Certification:** Implement robust, government-backed eco-labeling systems to reduce consumer confusion and build trust in environmental claims.
2. **Incentive Programs:** Develop tax benefits, subsidies, or rebates for consumers purchasing certified eco-friendly products, particularly for high-investment categories like solar panels and electric vehicles.
3. **Public Awareness Campaigns:** Launch comprehensive environmental education initiatives targeting schools, colleges, and communities to build foundational environmental literacy.
4. **Regulatory Framework:** Strengthen regulations against greenwashing with clear penalties for false environmental claims. Establish monitoring mechanisms to ensure compliance.
5. **Infrastructure Development:** Invest in charging stations for electric vehicles, waste segregation facilities, and recycling centers to support sustainable consumption infrastructure.
6. **Business Support:** Provide incentives for small and medium enterprises to adopt sustainable practices and develop eco-friendly products, democratizing green markets beyond large corporations.

7.3 For Consumers

1. **Educate Yourself:** Develop critical evaluation skills to distinguish genuine eco-friendly products from greenwashing. Look for third-party certifications and transparent sourcing information.
2. **Start Small:** Begin sustainable consumption with accessible product categories like reusable bags, LED bulbs, or natural personal care products before transitioning to higher-investment items.
3. **Demand Transparency:** Contact brands to request detailed environmental information. Consumer pressure encourages better corporate practices.
4. **Share Experiences:** Use social media and review platforms to share both positive experiences with genuine eco-friendly products and concerns about greenwashing.
5. **Consider Total Cost:** Evaluate eco-friendly products based on total lifecycle costs rather than just purchase price. Many sustainable products offer long-term savings.

8. CONCLUSION

This research on consumer preference toward eco-friendly products in Chennai District reveals a market in transition. Environmental awareness has reached critical mass, with 87% of consumers demonstrating at least moderate awareness. However, translating this awareness into consistent purchase behavior remains challenging, with only 42% regularly buying eco-friendly products.

The study identifies several key dynamics shaping Chennai's green market. First, consumers prioritize product quality over environmental attributes, demanding that eco-friendly products meet or exceed conventional alternatives in performance. Second, price sensitivity creates a ceiling effect, with most consumers willing to pay modest premiums (1-10%) but resisting higher price points. Third, widespread skepticism toward green claims necessitates authentic, transparent communication backed by third-party certifications.

Demographic analysis reveals that education, income, and age significantly influence purchase behavior, with postgraduates, higher-income consumers, and the 36-45 age group showing highest engagement. Personal care products and organic food lead adoption due to direct health benefits, while big-ticket items like

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