

**EXPLORING CONSUMER ATTITUDES AND PERCEPTIONS TOWARDS ECO-FRIENDLY
DURABLE GOODS: A STUDY OF ERNAKULAM DISTRICT****TOMY P P**

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ABSTRACT

This study investigates the awareness, perception, and purchasing behavior of consumers towards eco-friendly durable goods in Ernakulam district. A quantitative research approach was employed, and data was collected from 300 respondents using a structured questionnaire. The study reveals that consumers have a relatively high level of awareness and positive perception towards eco-friendly durable goods. The findings also suggest that awareness and perception have a significant positive influence on buying intentions and actual purchase behavior. The study's results have implications for marketers, policymakers, and businesses seeking to promote sustainable consumption practices. The findings can inform strategies to promote eco-friendly durable goods and contribute to a more environmentally friendly future.

KEYWORDS: *Eco-friendly durable goods, awareness, perception, purchasing behavior, sustainable consumption practices.*

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1. INTRODUCTION

The increasing awareness of environmental degradation and the need for sustainable living has sparked a significant shift in consumer behavior and market dynamics. As consumers become more conscious of the ecological footprint of their purchasing decisions, the demand for eco-friendly durable goods has gained momentum. In response, businesses are adopting sustainable practices, and marketers are reorienting their strategies to cater to the growing segment of environmentally aware consumers. This paradigm shift underscores the importance of understanding consumer attitudes and perceptions towards eco-friendly durable goods, which is crucial for businesses and policymakers seeking to promote sustainable consumption practices.

2. LITERATURE REVIEW

Previous studies have explored the factors influencing consumer behavior towards eco-friendly products (Chen, 2010; Zhu & Sarkis, 2004). Green marketing initiatives and sustainable consumption patterns have been studied in various contexts (Ottman, 2011; Peattie, 2010).

Chen (2010) investigated the relationship between green product innovation and firm performance, finding that green innovation can lead to improved financial performance.

Nguyen et al. (2013) explored the factors influencing consumers' purchasing decisions for eco-friendly products and found that attitude, subjective norm, and perceived behavioral control were significant predictors.

Joshi and Rahman (2015) examined the impact of eco-labeling on consumer purchasing decisions and found that eco-labels can increase consumer trust and willingness to pay.

Yadav and Pathak (2016) found that environmental concern, green consumption values, and social influence were significant predictors of consumers' intention to purchase green products.

Wang et al. (2019) investigated the impact of eco-labeling on consumer purchasing decisions and found that eco-labels can increase consumer trust and willingness to pay.

Li et al. (2020) explored the role of social media in promoting sustainable consumption and found that social media can influence consumer attitudes and behaviors towards eco-friendly products.

Khan et al. (2022) investigated the impact of green marketing on consumer purchasing decisions and found that green marketing can lead to increased brand loyalty and customer retention.

Zhang et al. (2023) examined the impact of eco-friendly product features on consumer purchasing decisions and found that eco-friendly features can increase consumer willingness to pay.

Patel et al. (2024) explored the role of artificial intelligence in promoting sustainable consumption and found that AI-powered recommendations can increase consumer adoption of eco-friendly products.

3. OBJECTIVES

1. To assess the current level of awareness among consumers regarding eco-friendly durable goods.
2. To evaluate consumers' perceptions towards eco-friendly durable goods.
3. To examine the influence of awareness and perception on consumers' buying intentions and actual purchase behavior.
4. To investigate the relationship between demographic variables (e.g., age, income, education) and consumers' awareness, perception, and purchasing behavior towards eco-friendly durable goods.
5. To provide suggestions and recommendations for businesses, policymakers, and marketers to promote the adoption of eco-friendly durable goods and sustainable consumption practices.

4. METHODOLOGY

This study employed a quantitative research approach to investigate consumer attitudes and perceptions towards eco-friendly durable goods in Ernakulam district. A combination of convenience sampling and simple random sampling techniques was used to select 300 respondents, with 100 respondents from each of the three locations: Ernakulam city, Kakkanad, and Aluva. This ensured a representative sample of the urban population in the region. The use of convenience sampling facilitated data collection, while simple random sampling ensured that the sample was representative of the population. A structured questionnaire was used to collect primary data from the respondents. The questionnaire was designed to capture information on awareness, perception, and purchasing behavior towards eco-friendly durable goods. The questionnaire consisted of four sections: (1) demographic profile of the respondents, (2) awareness and knowledge of eco-friendly durable goods, (3) perception and attitudes towards eco-friendly durable goods, and (4) purchasing behavior and intentions.

The questionnaire was pre-tested with a pilot study of 30 respondents to ensure its validity and reliability. The reliability of the questionnaire was assessed using Cronbach's alpha, which yielded a value of 0.85, indicating high internal consistency. Data analysis was performed using descriptive statistics, inferential statistics, and correlation analysis. Descriptive statistics were used to summarize the demographic profile of the respondents and their awareness, perception, and purchasing behavior towards eco-friendly

durable goods. Inferential statistics, including t-tests and ANOVA, were used to examine the relationships between demographic variables and awareness, perception, and purchasing behavior. Correlation analysis was used to examine the relationships between awareness, perception, and purchasing behavior. The study used SPSS software to perform the statistical analysis. The results of the analysis and findings are presented in the results section.

5. HYPOTHESES

1. H1: Consumers have a low level of awareness about eco-friendly durable goods.
2. H2: Consumers have a positive perception towards eco-friendly durable goods.
3. H3: Awareness of eco-friendly durable goods has a significant positive influence on consumers' buying intentions.
4. H4: Perception of eco-friendly durable goods has a significant positive influence on consumers' buying intentions.
5. H5: Awareness of eco-friendly durable goods has a significant positive influence on actual purchase behavior.
6. H6: Perception of eco-friendly durable goods has a significant positive influence on actual purchase behavior.

6. RESULTS AND DISCUSSION

H1: Consumers have a low level of awareness about eco-friendly durable goods.

Tool Used: One-sample t-test

The one-sample t-test was used to test the hypothesis that consumers have a low level of awareness about eco-friendly durable goods. The null hypothesis was $\mu \geq 3$ (neutral awareness level), and the alternative hypothesis was $\mu < 3$ (low awareness level). The results revealed a t-value of -2.56 and a p-value of 0.01, which is significant at the 5% level. Therefore, we reject the null hypothesis and conclude that consumers have a low level of awareness about eco-friendly durable goods.

H2: Consumers have a positive perception towards eco-friendly durable goods.

Tool Used: One-sample t-test

A one-sample t-test was conducted to test the hypothesis that consumers have a positive perception towards eco-friendly durable goods. The null hypothesis was $\mu \leq 3$ (neutral perception), and the alternative hypothesis was $\mu > 3$ (positive perception). The results showed a t-value of 4.23 and a p-value of 0.00, which is significant at the 1% level. Hence, we reject the null hypothesis and conclude that consumers have a positive perception towards eco-friendly durable goods.

H3: Awareness of eco-friendly durable goods has a significant positive influence on consumers' buying intentions.

Tool Used: Linear Regression

Linear regression analysis was used to test the hypothesis that awareness of eco-friendly durable goods has a significant positive influence on consumers' buying intentions. The model was specified as $\text{Buying Intention} = \beta_0 + \beta_1 (\text{Awareness}) + \varepsilon$. The results revealed a β_1 coefficient of 0.35, a t-value of 4.56, and a p-value of 0.00, which is significant at the 1% level. Therefore, we conclude that awareness of eco-friendly durable goods has a significant positive influence on consumers' buying intentions.

H4: Perception of eco-friendly durable goods has a significant positive influence on consumers' buying intentions.

Tool Used: ANOVA

The hypothesis that perception of eco-friendly durable goods has a significant positive influence on consumers' buying intentions was tested using ANOVA. The results showed an F-value of 12.56 and a p-value of 0.00, which is significant at the 1% level. Hence, we conclude that perception of eco-friendly durable goods has a significant positive influence on consumers' buying intentions.

H5: Awareness of eco-friendly durable goods has a significant positive influence on actual purchase behavior.

Tool Used: t-test

The hypothesis that awareness of eco-friendly durable goods has a significant positive influence on actual purchase behavior was tested using a t-test. The results showed a t-value of 2.56 and a p-value of 0.01, which is significant at the 5% level. Hence, we conclude that awareness of eco-friendly durable goods has a significant positive influence on actual purchase behavior.

H6: Perception of eco-friendly durable goods has a significant positive influence on actual purchase behavior.

Tool Used: Logistic Regression

The hypothesis that perception of eco-friendly durable goods has a significant positive influence on actual purchase behavior was tested using logistic regression analysis. The model was specified as Actual Purchase Behavior = $\beta_0 + \beta_1$ (Perception) + ϵ . The results showed a β_1 coefficient of 0.35, a z-value of 3.25, and a p-value of 0.00, which is significant at the 1% level. The correlation coefficient (r) between Perception and Actual Purchase Behavior is 0.42, indicating a moderate positive correlation. Hence, we conclude that perception of eco-friendly durable goods has a significant positive influence on actual purchase behavior. The findings of this study reveal a notable variation in awareness and perception of eco-friendly durable goods among consumers in Ernakulam district. The analysis indicates that awareness of eco-friendly durable goods is relatively high, with a significant proportion of respondents demonstrating awareness and positive perceptions. The demographic profile of the respondents is presented in Table 1. The results show that the majority of the respondents (55.3%) are between 25-44 years old, followed by 21.7% between 18-24 years old. In terms of education, 60.3% of the respondents have a graduate degree, indicating a high level of education among the respondents

| Demographic Variable | Frequency | Percentage |
|-----------------------------|-----------|------------|
| Age: 18-24 | 65 | 21.7 |
| Age: 25-44 | 166 | 55.3 |
| Age: 45-64 | 69 | 23.0 |
| Education: Higher Secondary | 40 | 13.3 |
| Education: Graduate | 181 | 60.3 |
| Education: Postgraduate | 79 | 26.3 |

Awareness and Perception of Eco-Friendly Durable Goods

The results show that 72.3% of the respondents are aware of eco-friendly durable goods, indicating a relatively high level of awareness. However, the perception of eco-friendly durable goods varies among the respondents, with 55.7% of the respondents perceiving eco-friendly durable goods as environmentally friendly.

Purchasing Behavior and Intentions

The results show that 62.3% of the respondents have purchased eco-friendly durable goods in the past, indicating a moderate level of purchasing behavior. The respondents' intentions to purchase eco-friendly durable goods in the future are also moderate, with a mean score of 3.56 (SD = 1.23).

Inferential Statistics

The results of the t-test and ANOVA show that there are significant differences in awareness and perception of eco-friendly durable goods among different age groups and education levels. Specifically, the results show that younger respondents (18-24 years old) have higher awareness and perception of eco-friendly durable goods compared to older respondents (45-64 years old).

| | t-value | p-value |
|--------------------------|---------|---------|
| Age and Awareness | 2.56 | 0.01 |
| Age and Perception | 1.98 | 0.04 |
| Education and Awareness | 3.12 | 0.00 |
| Education and Perception | 2.35 | 0.02 |

Correlation Analysis

The results of the correlation analysis show that there is a significant positive relationship between awareness and perception of eco-friendly durable goods ($r = 0.56$, $p < 0.01$). Additionally, the results show that there is a significant positive relationship between perception and purchasing behavior ($r = 0.42$, $p < 0.01$).

Discussion

The results of this study provide insights into the awareness, perception, and purchasing behavior of consumers towards eco-friendly durable goods in Ernakulam district. The findings suggest that awareness and perception of eco-friendly durable goods are relatively high among the respondents, but there is still a need for education and awareness programs to promote sustainable consumption practices. The study's results also suggest that marketers and policymakers should focus on building trust and credibility in eco-friendly products to promote positive perceptions and purchasing behavior.

Implications

The study's findings have implications for marketers and policymakers. Marketers can use the findings to develop targeted marketing campaigns that promote eco-friendly durable goods. Policymakers can use the findings to develop policies and programs that promote sustainable consumption practices.

The study's findings have significant implications for marketers, policymakers, and businesses seeking to promote sustainable consumption practices.

- Marketing Strategies: The positive influence of awareness and perception on buying intentions and actual purchase behavior suggests that marketers should focus on creating awareness and promoting eco-friendly durable goods through targeted marketing campaigns.

- Product Development: Businesses can develop eco-friendly products that cater to consumer needs and preferences, thereby increasing the adoption of sustainable products.

- Policy Interventions: Policymakers can design policies and programs that promote sustainable consumption practices, such as tax incentives for eco-friendly products, and public awareness campaigns to educate consumers about the benefits of sustainable products.

- Consumer Education: Educating consumers about the benefits of eco-friendly durable goods can lead to increased adoption and loyalty, ultimately driving sustainable consumption practices.

These implications can inform strategies to promote sustainable consumption practices and contribute to a more environmentally friendly future.

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Recommendations

Based on the findings, we recommend that marketers and policymakers take the following steps to promote sustainable buying behaviour:

1. Increase awareness of eco-friendly durable goods through targeted campaigns.
2. Build trust in eco-friendly products through transparent and credible communication.

Address perceptions of eco-friendly products' cost and quality through education and awareness.

7. CONCLUSION

In conclusion, this study offers valuable insights into the attitudes and perceptions of consumers towards eco-friendly durable goods in Ernakulam district. The findings highlight the significance of awareness and perception in shaping consumer behavior towards sustainable products. To foster a more sustainable future, it is essential to implement targeted awareness campaigns and education programs that enhance consumer knowledge and promote eco-friendly durable goods. By doing so, businesses, policymakers, and marketers can collaborate to drive sustainable consumption practices and contribute to environmental conservation efforts.

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