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## Pro-environmental Concern of Eco-Friendly Product Users towards Environment and Society in Coimbatore City

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### ABSTRACT

*The world is facing serious environmental issues due to the era of new technology and modern development. Changes in human activities have resulted in ozone depletion and global warming. Therefore the problem of conservation has arisen to reduce the environmental damage through the consumption of eco-friendly products or organic foods. Human behaviour has undergone many revolutions in the past few decades. With this background, this paper examines the pro-environmental concern of the eco-friendly users towards the environment and society in Coimbatore City. The data was collected through the questionnaire from 350 respondents who were using eco-friendly products.*

**KEYWORDS:** Environment, Eco-friendly, Organic, Human behaviour.

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