



Research Paper

Consumer Perceptions of Environmentally Friendly Products: A Study

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Abstract

Global environmental conservation is a finite objective shared by all governments in the world. The loss of resources resulted in a number of environmental challenges. Eco-friendly items are not damaging to the environment, and they also contribute to the reduction of concerns, particularly those related to health and the development of green thinking and social responsibilities. According to the survey, only users of environmentally friendly items were selected as sample respondents. The findings indicate that there is a favorable association between profession level, education level, and the buying of environmentally friendly goods. More and more campaigns and advertisements were required to promote and enhance the purchasing behavior of eco-friendly items. Buying environmentally friendly products is based on their attributes and helps to lessen their negative effects on the environment. The approach to eco-friendly products was also influenced by psychological, social, cultural, economic, and personal issues.

Keywords: Eco-friendly product, auspicious factors, Green Product, Label, harmful.

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I. Introduction

Eco-friendly items suggest that they are not detrimental to society or the environment. Eco-friendly products evolve into items that are safe for the environment and society at all stages. The terms 'environmentally friendly', 'eco-friendly', and 'earth friendly' are appropriate synonyms for 'not environmentally destructive'. 'Green' or "Green products" was a common term used in conjunction with other words related to 'eco-consciousness'. Eco-friendly items contribute to green living in society while also conserving our available resources in such a way that the detrimental impacts on the environment are reduced or controlled. Eco-friendly products use natural ingredients to assure the safety of all adverse effects, allowing society to avoid risky activities caused by any of the harmful consequences. Using environmentally friendly products enhances human well-being in terms of mortality, age, diseases, and illnesses. The use of environmentally friendly products ensures the safety of society and the planet. The advantages of eco-friendly products included fewer costs, healthier living, a higher quality of life, the ability to be recycled and reused, and more.

Objectives

To comprehend the socioeconomic circumstances behind the consumption of environmentally friendly products among customers.

To investigate consumers' attitudes towards eco-friendly items.

II. Methodology

The organized interview schedule was created to obtain the information. The questions are made up of two sections. Gender, age group, level of education, income, and occupation are all factors to consider, as is awareness of eco-friendly products and associated items. Personal interaction with the expert confirms the item's content legitimacy. A five-point Likert scale with values ranging from 1 for strongly disagree to 5 for strongly approve was used to assess consumers' attitudes toward environmentally friendly products. The sample size is

150, and random sampling is used to collect the responses. All of the respondents are Malappuram, Kerala, India residents who use eco-friendly items.

III. Review of literature

P. Kishore Kumar and Dr. Byram Anand's (2013) 'A study on consumer behavior towards eco-friendly paper' investigates the variables that can influence the purchase of green products, particularly eco-friendly paper, which is made from recycled papers and is less harmful to the environment than traditional types of paper. Consumers make their own decisions about which paper to use rather than following social standards. That is, customers have the freedom to purchase products such as eco-friendly paper. Positive environmental views have significantly influenced the buying of eco-friendly items. Sudhir Sachdev (2011)'s 'Eco-friendly products and consumer perception' investigates consumers' environmental behavior and the factors that influence it. Consumers, businesses, the marketplace, educators, policymakers, intellectuals, and academicians were all examined to gain a better understanding of this. People were consuming ecologically friendly items, which generated both personal and social benefits. Data for the study were gathered from well-educated and financially secure individuals. So, age, gender, and socioeconomic status were examined. Major. R. Rajasekaran & N. Gnanapandithan (2013), "A study on green products and innovation for sustainable development," investigates how green technology plays a crucial part in achieving global sustainability. This study aimed to investigate the negative consequences of non-green products as well as the needs for green product innovation. Green products play a positive impact in the lives of people while also reducing environmental challenges. B. Kumar, A. Manrai, and Lalita A. Manrai (2017), "Purchasing Behavior for Environmentally Sustainable Products: A Conceptual Framework and Empirical Study," focuses on the relationship between environmental knowledge and purchase intention, as well as attitudes toward environmentally sustainable products. This relationship is investigated using environmental information and concludes that there is no substantial relationship between subjective norms and purchase intention. Diana Caprita in 2015. "The Importance of Green Marketing for Future Businesses," this study shows that the company must develop their own offering strategies, as it intends to influence consumers' opinion of green products. In these methods, the organization was implementing viable marketing strategies. It generalizes their market objectives and sustainability concepts. As the number of consumers grows, businesses employ green product marketing tactics.

IV. Data Analysis

The study's goal is to better understand consumer attitudes regarding eco-friendly items. In the analysis, 102 (68%) of the 150 respondents were male, and 48 (32%) were female).

The largest percentage of respondents (30.6%) are in the 35–45 age group, followed by the 25–35 (24.6%), 45–55 (20.6%), >55 (19.5%), and <25 (4.7%) age groups.

According to occupational classification, the bulk of workers are classified as government employees (42%), private sector employees (31.3%), business/gulf employees (22.7%), and casual workers (4%).

The percentages for primary and secondary education combined are 3.3%, plus two (11.4%), degrees (21.3%), postgraduates (28.7%), and others (35.3%), in that order.

The majority of respondents (42%) have incomes between Rs. 25000 and Rs. 35000, followed by those over 35000 (26.7%), Rs. 15000 to Rs. 25000 (24%), and Rs. 10,000 to Rs. 15000 (7.3%).

From lowest to highest, the following levels of knowledge of eco-friendly items were recorded: no more (4%), below average (15.4%), average (38.6%), and high level (42%).

TV (14.6%), newspapers (21.4%), the internet (38.6%), friends (19.4%), and others (6%), according to the respondents, are the main sources of knowledge on eco-friendly items.

Improving personal health (1), reducing negative effects (2), conserving energy (3), protecting the environment (4), controlling excessive use of resources (5), cost-effective products (6), requiring less maintenance (7), and creating more job opportunities (8) are the first positive factors for buying eco-friendly products.

According to the respondents, the primary deterrent for people to avoid buying eco-friendly items is their lack of knowledge about them, with 86.7% citing ignorance and 13.3% citing production costs.

According to every respondent, there is a good correlation between education level and the purchasing of eco-friendly items, and education level must raise awareness of eco-friendly products.

According to every respondent, the purpose of disseminating information about eco-friendly products is to promote and encourage their use.

According to nearly all respondents, consumers need to use eco-friendly products in their daily lives.

Health and hygiene products accounted for 28.7% of the eco-friendly products that respondents bought, followed by food (25.3%), clothing (7.4%), electronics (13.9%), wood products (10.8%), and paper products (13.9%).

According to the analysis, 76.6% of consumers took into account the attributes of eco-friendly items when making purchases, followed by price (21.3%) and packaging (2.1%).

Among the psychological elements that influence the decision to buy an eco-friendly product, 76% of respondents cited experience as an influencing factor, followed by attitude (17.3%) and belief (6.7%). Family size is 5.2%, education level is 84.4%, and family members/coworkers make up 10.4% of the social components.

Social class accounts for 33.4%, geography for 57.8%, and behaviors for 8.8% of cultural influences. Consumer credit is 13.3%, savings is 20.5%, and family income is 66.2%. Lifestyle accounted for 43.6%, age for 30.2%, and personality for 26.2% of personal factors.

Environmental friendliness (1), social responsibility (2), support for environmental protection (3), eco-friendly product experience (4), and the path toward environmental responsibility (5) were deemed by the respondents to be the primary factors influencing the purchase of eco-friendly products.

To learn more about the respondents' purchasing habits for eco-friendly products, it was found that 48.7% of them did so to prevent health issues, 22.3% to improve their quality of life, 15.5% to be highly satisfied with the products they used, and 13.5% to protect the environment.

17.1% of respondents knew that the green seal was used for cleaning products, 11.7% knew that the Forest Stewardship Council logo was used for wood and paper products, 16.3% knew that USDA organic is a label for food and cosmetic products, and 23.2% knew that energy star is a label for electronics and appliances. This indicates that most of the people who responded were unaware of the designations.

V. Conclusion

Both humans and the ecosystem benefit from environmental protection. The technique of reducing environmental problems through individual, organizational, and governmental measures is known as environmental protection. Purchasing eco-friendly items is influenced mostly by psychological, social, and economic reasons. According to the respondents, eco-friendly products are essential for everyone to utilize in today's world. One of the main causes of consumers' failure to buy eco-friendly items is ignorance. The purchase of eco-friendly products was impacted by several factors, including changes in occupation, education, and income levels.

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