



## A STUDY ON CONSUMERS ATTITUDE TOWARDS ECO FRIENDLY PRODUCTS

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### Abstract

Environment is gift of God. Without its support people cannot survive. It is being exploited by people due to various reasons. Hence it is the responsibility of people to compensate for this damage. Through our study we want to bring awareness regarding usage of Eco-friendly products by which people can protect the environment and nature. An attempt has been made in the present study to compare attitudes of consumers towards Eco-friendly products. The study reveals that urban people have more favorable attitude towards Eco friendly products than rural Counter parts. Through our study we want to bring considerable change and bring awareness among people.

**Key Words:** Eco-Friendly Products, Awareness, Favorable Attitude, Environment, Exploited.

### Introduction

Eco-friendly literally means earth-friendly or not harmful to the environment. This term most commonly refers to products that contribute to green living or practices that help conserve resources like water and energy. Eco-friendly products also prevent contributions to air, water and land pollution. You can engage in eco-friendly habits or practices by being more conscious of how you use resources.

Making a truly eco-friendly product keeps both environmental and human safety in mind. At a minimum, the product is non-toxic. Other eco-friendly attributes include the use of sustainably grown or raised ingredients, produced in ways that do not deplete the ecosystem. Organic ingredients or materials are grown without toxic pesticides or herbicides. Products "made from recycled materials" contain glass, wood, metal or plastic reclaimed from waste products and made into something new. Biodegradable products break down through natural decomposition, which is less taxing on landfills and the ecosystem as a whole.

### Objectives of the Study

1. To bring awareness among consumers about eco-friendly products.
2. To study attitudes of consumers towards eco-friendly products.
3. To know the customers interest about the usage of eco-friendly products.
4. To identify the problems faced by eco friendly products consumers.
5. To analyze the factors behind the preference of their selected products.

### Need of the Study

The purpose of conducting the research is to identify the factors used by firms (marketing mix elements) and from consumers (word of mouth and satisfaction) to influence them to purchase eco-friendly products. We will analyze these factors according to the consumers' point of view, which influence them and which lead them to develop attitudes towards the purchase or not, of eco-friendly products. The methodology of attitude will be used to analyze the perceptions of the consumers which will link with other factors.

Concerns related to the environment are evident in the increasingly ecologically conscious marketplace. Using various statistical analyses, investigates the demographic, psychological and behavioral profiles of consumers who are willing to pay more for environmentally friendly products. It is found that this segment of consumers were more likely to be females, married and with at least one child living at home. They reported that today's ecological problems are severe, that corporations do not act responsibly toward the environment and that behaving in an ecologically favorable fashion is important and not inconvenient. They place a high importance on security and warm relationships with others, and they often consider ecological issues when making a purchase. Managerial implications for green marketers and suggestions for future research are discussed.

### Research Methodology

The study was designed as descriptive in nature based on the survey method both primary and secondary data was use for the study. Since it is difficult to contact the entire population sampling technique was used to collect information.

### Review of Literature

Many literatures and surveys which examine the consumer behavior cover different subjects and disciplines and determine the factors influencing the green marketing attitudes towards purchase of the products.



The purpose of the literature review was to provide a background of the issues and factors surrounding consumer behavior related to eco-friendly products and to determine if a relationship existed between consumer understanding and their willingness to pay more for eco-friendly products. Previous research suggested that customer satisfaction shares a relationship with the physical surroundings, price perception, brand loyalty, and the quality of goods and services (Ariffin et al., 2011; Han & Ryu, 2009). The cost to the environment could be overwhelming because most of these products produce E-waste. In 2010, the United Nations Environment Programme (UNEP) reported that the generation of global electronic garbage was 40 million tons per year, and estimates suggested that by the year 2020, E-waste levels could rise by as much as 500%. Electronic waste and the role businesses play in managing electronic waste are critical issues under these circumstances. The enormous amount of environmental pollution related to industrial manufacturing worldwide and evidenced in recent years has caused Society in general to become more concerned about environmental conditions (Chen, 2010). Researchers and experts agree that E-waste is an enormous emerging environmental problem, and some companies have interested in reducing E-waste by creating products that reduce the amount of E-waste generated (Bereketli, Genevois, Albayrak, & Ozyol, 2011). This has created an entire industry promoting a green environment, eco-friendly products, green branding, and green jobs (Ahn, 2010). Green jobs would grow from 610,000 in 2008 to 810,000 in 2013, while green investment would grow from \$2.02 billion to \$115.2 billion US (Ahn, 2010). These emerging changes would also increase the overall demand for eco-friendly products and with it the cost to the business sector, which, inevitably, would cause higher prices for consumers. The purpose of this research was to investigate how willing were consumers to pay more for eco-friendly products if they believed that such products would reduce E-waste and, further, whether a statistically significant relationship existed between these variables.

The lack of awareness about green products, negative perceptions of green products, can be resolved by educating customers and building better products respectively (Bonini & Oppenheim, 2008). The responsibility of educating consumers is not sole responsibility of businesses but the government should play a prominent role in encouraging the consumers to adopt for eco-friendly products. Wang & Tung (2012) had conducted a study to know how life style of consumers influence their behavior towards environment-friendly products and confirmed that plan oriented consumers are having positive attitude towards green products. Chen & Chang (2012) have developed a model for understanding green purchase intentions among consumers by using four factors – **green perceived value, green perceived risk, green trust** and **green purchase intention** and stated that consumers who perceive green products are better for environment will have positive purchase intention towards green products. Murphy et.al (2010) found that consumers positive attitude towards green products is not influenced by recession. The factors for understanding consumer behavior in this research study are demographic, responsibility, information and purchasing. Paco & Raposo (2009) had conducted a survey to identify the characteristics of green consumers. The factors considered are environmentally friendly products, environmental activism, environmental knowledge, environmental concern, recycling, perception, resource saving, economic factor and skepticism towards environmental standards. Cheah & Phau (2011) had investigated the about the influence of ecoliteracy, interpersonal influence and value orientation on consumers attitude towards environmentally friendly products and stated that these factors have strong correlation with attitudes of consumers. Manaktola & Jauhari (2007) had conducted a survey to know about the consumers' attitude towards green practices of hotels and found that consumers are impressed with green practices of hotels but they are not willing to pay more for the same. The green marketing tools like eco-label, eco-brand and environmental advertisements also influence the purchase behavior of consumers and stated that trust in eco-brand and eco-label positively influence the behavior of consumers towards ecofriendly products (Rahbar & Wahid, 2011). According to Chen (2010) **green brand image, green satisfaction**, and **green trust** are important factors for building green brand equity.

In this study, we sought to clarify, through a review of the literature, whether customers are preferring to purchase eco friendly products, analyzing their attitudes and finding causes behind unawareness regarding eco friendly products.

### Research Design

The methods used most often in the reviewed literature were descriptive in nature. Some researchers used experimental models such as the brand loyalty model, the word-of-mouth model (Becker, 2009), and the TQM model (Ho, 2010) to guide their research. In this study, I chose the descriptive method as the most appropriate approach. I utilized a cross-sectional, descriptive survey method to explore the relationships among demographic variables (age, gender), consumer perspectives on eco-friendly products (product quality, product price, brand loyalty), and consumer behaviors (willingness to pay more for an item, willingness to drop off e-waste). Descriptive research would explore relationships between no manipulated variables and phenomena, or existing problems, with the intent of providing a potential solution (Adu-Agyem, Sabutey, & Emmanuel, 2013). Descriptive research methods explored the phenomenon under present conditions, without modifying the variables under study (Redmond, 2010).

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## Analysis and Interpretation

### 1. Do you have Awareness about Eco- Friendly Products?

- A) Yes B) No

Category	Respondents	Percentage
Yes	36	36%
No	64	64%

**Interpretation:** From the above table it is revealing that 36 % respondents are aware of eco friendly products and 64% of respondents are unaware of eco friendly products.

### 2. Why do you Prefer Non Eco Friendly Products?

- A) Low price B) Easy availability C) Durability D) Attractive

Category	Respondents	Percentage
Low price	23	23%
Easy availability	31	31%
Durability	29	29%
Attractive	17	17%

**Interpretation:** From the above table it is revealing that most of the people preferring eco friendly products more because of their easy availability.

### 3. Which Type of Products do you Purchase?

- A) Eco-friendly B) Non eco-friendly

Category	Respondents	Percentage
Eco friendly	20	20%
Non eco friendly	80	80%

**Interpretation:** From the above table it is revealed that 20% respondents are interested to purchase of eco friendly products and 80% of respondents were interested to purchase of non eco friendly products.

### 4. Why do you not preferring for eco-friendly products?

- A) Costly B) Unavailability C) Non durability D) Unawareness

Category	Respondents	Percentage
Costly	26	26%
Unavailability	33	33%
Non durability	21	21%
Unawareness	20	20%

**Interpretation:** From the above table it is revealed that most of the respondents are not preferring to purchase Eco friendly products because of their unavailability.

### 5. Which geographical people are giving more preference to eco friendly products?

- A) Urban B) Rural

Category	Respondents	Percentage
Urban	72	72%
Rural	18	18%

**Interpretation:** From the above analysis it is saying that 72% of the urban people are preferring eco friendly products and 18% of the rural people are preferring to eco friendly products.



**6. How well are you Satisfied with Eco-Friendly Products?**

- A) Good      B) Satisfactory      C) Poor

Category	Respondents	Percentage
Good	50	50%
Satisfactory	30	30%
Poor	20	20%

**Interpretation:** From the above table it is revealed that 50% of respondents said that eco friendly products are good, 30% of respondents said that they are satisfied and 20% of respondents are not satisfied.

**7. How do you Rate Quality and Variety of Eco Friendly Products?**

- A) Good      B) Satisfactory      C) Poor

Category	Respondents	Percentage
Good	65	65%
Satisfactory	15	15%
Poor	20	20%

**Interpretation:** From the above table it is revealed that most of the respondents said that eco friendly products are good in quality.

**8. Why Eco Friendly Products are not popular?**

- A) Lack of advertise      B) Lack of awareness      C) Costly      D) Non durability

Category	Respondents	Percentage
Lack of advertise	30	30%
No awareness	30	30%
Costly	25	25%
Non durability	15	15%

**Interpretation:** From the above analysis it is revealed that 30% of the respondents are saying that eco friendly products are not popularized because of poor advertisement and 30% of the respondents are saying that eco friendly products are not popularized because of lack of awareness.

**9. Which Income Group Prefers Eco Friendly Products More?**

- A) Below 10,000      B) 10,000 – 20,000      C) Above 20,000

Category	Respondents	Percentage
Below 10,000	10	10%
10,000 – 20,000	25	25%
Above 20,000	65	65%

**Interpretation:** From the above table it is revealing that 65% of income groups who are having above 20, 000 incomes are preferring eco friendly products more.

**10. Do you think the Government is taking Initiative to promote Eco Friendly Products?**

- A) Yes      B) No

Category	Respondents	Percentage
Yes	59	59%
No	41	41%



**Interpretation:** From the above table it is revealing that 59% of respondents are saying that government is taking initiative more to promote eco friendly products.

### **Findings**

1. The study reveals that most of the people prefer for non eco friendly products.
2. The rural people due to unawareness do not prefer eco friendly products.
3. The people are not preferring eco friendly products because of their non availability, non durability.
4. It is evident that higher income people only preferring to eco friendly products.
5. Most of the people are not willing to pay more for the Eco friendly products.

### **Suggestions**

1. Corporate to promote eco friendly products by giving more advertisements like social media.
2. Traders have to educate customers through awareness programs.
3. Eco friendly products must available to capture the market to attract them.
4. To reduce cost of production producers have to establish eco friendly companies, where raw material is abundantly available in local markets.
5. Government has to encourage budding entrepreneurs by giving subsidies to eco friendly products.

### **Conclusion**

Although there are some defects of Green Products, everything is done should have both positive and negative impacts.

Consumer's attitudes cannot change in one or two years, it really requires our determination and continuous effort in improving the situation.

Bringing awareness about eco friendly products will definitely be the solution that gets the potential in helping us to solve those problems and improve our environment.

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