

“CONSUMER BEHAVIOR TOWARDS ECO-FRIENDLY PRODUCTS”

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Abstract - In this world where eco-friendly products are booming, doubts also arise about the factors that determine the demand for these products. Moreover, a prevalent preconception is that eco-friendly products have high prices and therefore their demand would be lower, as confirmed by the law of demand. The objective of this study is to investigate the key factors which constitutes the demand for the ecological products in addition to whether prices of these products are influencing the demand for the same. In the outcome, with the help of an automatic linear model, it is found that there are many variables that determine the demand for green products. Therefore, apart from the price of the product, only availability, quality and brand are considered to be most important and will have minimal impact on the demand for these products.

Keywords: Eco-Friendly Products, Customer Behavior, Environment, Public Policies, Market.

Objective: To investigate consumer perception towards eco-friendly products.

1. INTRODUCTION

It is popular in the world because it is a product that causes the minimum environmental damage to production, use, and exclusion. Modern people prefer to choose products that do not interfere with ecology, as ecological pressure increases at an amazing speed. We can all be aware of climate change, global warming, rising sea levels, droughts, floods etc. Major factors are directly or indirectly responsible for the degradation of our nature, these factors are called "drivers" and can be categorized into direct and indirect drivers that affect the ecological balance.

1. Direct factors are habitat changes in terrestrial, marine, coastal and freshwater ecosystems, which have a significant impact on ecosystem balance.
2. Indirect factors include demographic changes, changes in economic activity, socio-political factors, cultural and religious factors, and science and technology.



2 ECO FRIENDLY HANDMADE PRODUCTS

Eco-friendly products are another thing but for now, people should encounter the pattern of consumption for conventional products, people misuse the product which affects the economy and the ecology in a negative way (Wijekoon & Sabri, 2021), the environmental innovation in eco-design is more preferable to the consumers as compared to ecological products, which means that the innovation the companies adopt to produce a normal product should be Eco friendly (Aibar-Guzmán & Somohano-Rodríguez, 2021).

There are numerous factors that affect consumer behaviour but the behaviour of the consumer is found as an input in making the policies of the firms as a consumer is the

kingpin of the market, so the firms can't afford to forgo the preference of the consumers. Factors that affect consumers may be social, cultural, economical, personal, and psychological. (Amudha et. al. 2016). But after evaluating all these benefits and regulatory approaches, it becomes obvious that green products are more expensive, so after learning this, people refuse to buy green products and continue to use conventional products because these products can save them money.

3 SO HOW CAN THIS BE A PROBLEM?

But adopting eco-friendly products isn't always easy. Despite the growing demand for eco-friendly products, some consumers remain skeptical of their effectiveness and may be reluctant to ditch conventional products. In addition, organic products often have high prices, which can be a barrier for low-income consumers. Understanding consumer perceptions is important for effective promotion and marketing of organic products. These include factors such as product labeling, brand reputation, and availability, which can significantly influence consumer purchasing decisions. Understanding these factors can help companies develop effective strategies to promote green products and increase consumer acceptance. One of the main factors driving consumers to demand environmentally friendly products is the growing awareness of the environmental impact of traditional products. For example, many traditional cleaning products contain chemicals that can be harmful to the environment, including pollutants that can harm waterways and aquatic life. In contrast, eco-friendly cleaning products are made with sustainable materials and methods and are designed to minimise negative impacts on the environment. Consumers are also becoming increasingly aware of the impact their purchasing decisions have on their personal health and wellbeing. Many traditional products contain chemicals that can be harmful to human health, such as allergens, carcinogens and endocrine destroyers. Environmental products, this study aims to study the perception of consumers in relation to environmentally friendly products and to understand the factors that affect their purchasing solutions. The objective of this study is to conduct a comprehensive analysis of the existing literature to identify consumer attitudes and behaviors toward environmentally friendly products and provide recommendations to companies seeking to effectively promote and market their products as environmentally friendly.



Eco Friendly Ganesh

4 CONCLUSION

In conclusion, environmentally friendly consumption behaviors are becoming increasingly important in today's world, because individuals and organizations seek to reduce their environmental impact. This requires a change to more sustainable consumption models, which can be influenced by a range of factors, such as environmental attitudes, knowledge, availability of products and labeling patterns. The studies reviewed in this discussion



highlight the importance of understanding these factors to promote environmentally friendly consumption behaviors among individuals, particularly young adults. The results suggest that interventions to promote sustainable consumption should focus on improving attitudes toward environmentally friendly products, emphasizing social norms that support sustainable consumption, and increasing perceived control over consumption choices. However, it is also clear that promoting sustainable consumer behaviour faces challenges, such as the possibility of green washing, a lack of standardization and transparency in labelling systems, and the need to handle environmental concerns with economic and social considerations. Further research and policy development is therefore needed to address these issues and promote more sustainable consumption behaviour at individual and societal levels.

“ECO- Friendly stand with Reduce, Refuce and Recycle”