

# CONSUMER ATTITUDES TOWARDS ECO-FRIENDLY PRODUCTS: “A COMPREHENSIVE LITERATURE REVIEW”

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## Abstract

This research paper aims to conduct an in-depth literature review on consumer attitudes towards eco-friendly. As environmental concerns continue to rise, understanding consumer preferences and behaviors related to eco-friendly products has become crucial for businesses and policymakers alike. The paper will explore various aspects of consumer attitudes, perceptions, motivations, and behaviors concerning eco-friendly products, drawing insights from existing literature. By synthesizing and analyzing the current body of knowledge, this paper intends to provide valuable insights for businesses, marketers, and policymakers to effectively promote eco-friendly products and encourage sustainable consumption patterns.

## 1. Introduction

The past decades are observed to the rapid economic growth through increasing consumers’ consumption worldwide. This turn causes environmental weakening through overconsumption and development of natural resources. The consequences of environmental degradation are global warming, depletion of stratospheric ozone layer, pollution of sea and rivers, noise and light pollution, acid rain and desertification. Consumer attitudes are a composite of a consumer’s

- a) Beliefs about,
- b) Feelings about,
- c) Behavioral intentions toward some object--within the context of marketing, usually a brand or retail store.

These components are viewed together since they are highly interdependent and together represent forces that influence how the consumer will react to the object.

Attitude refers to a mental position consisting of a feeling, emotions or opinion evolved in response to an external situation. An attitude can be momentary or can develop into a

habitual position that has long-term influence on an Individual's consumer attempts to evaluate a product, services or the like he or she will develop an attitude about the thing being evaluated.

**Green Products: (Eco-Friendly Product):** In general, Eco-friendly products are also known as an ecological product or environmental friendly products. Shamdasani et al., (1993) defined Eco-friendly products as the product that will not pollute the earth or deplete natural resources. (Elkington and Makower, 1988; Wasik, 1996). It is a product that has more environmentally sound content or packaging in reducing the environmental impact. (Ottman 1999) Green products refer to "no pollution", "no environmental pollution" and "environmental protection" and symbolize "health" and "sustainability". Green products are healthy, disease free, without harmful residuals and process a balanced content of bioactive and mineral substances. They result from a ecological technology, a technology which does not use chemical fertilizers and pesticides and which contributes to preserving the agricultural ecosystem. Finally, Eco-friendly products refers to goods which causes minimal/ no harm to the environment, helps to conserve resources like water, soil and energy or less detrimental to human health.

### 1.1 Green Marketing

Green marketing is a phenomenon which has developed particularly important in the modern market. This concept has enabled for the re-marketing and packaging of existing products which already adhere to such guidelines. Additionally, the development of green marketing has opened the door of opportunity for companies to co-brand their products into separate line, lauding the green-friendliness of some while ignoring that of others. Such marketing techniques will be explained as a direct result of movement in the minds of the consumer market. As a result of this businesses have increased their rate of targeting consumers who are concerned about the environment.

#### 1.1.1 Why Green Marketing?

As resources are limited and human wants are unlimited, it is important for the marketers to utilize the resources efficiently without waste as well as to achieve the organization's objective. So green marketing is inevitable.

There is growing interest among the consumers all over the world regarding protection of environment. Worldwide evidence indicates people are concerned about the environment and are changing their behavior. As a result of this, green marketing has emerged which speaks for growing market for sustainable and socially responsible products and services.

**Accentuate:** Strategy involves playing up existing or latent green attributes in your current portfolio.

**Acquire:** Strategy involves buying someone else's green brand.

**Architect:** Strategy involves architecting green offerings – building them from scratch.

Green marketing mainly focuses on four issues. These issues are: first, importance of green marketing; second, impact of green marketing on firms and environment; third, improving effectiveness of green marketing.

In India green Marketing is a relatively new topic introduced by few multinational companies operating in India like Philips India limited, AMUL, Taj Hotels, and Infosys, etc.

These same consumers through their concern are interested in integrating environmental issues into their purchasing decisions through their incorporation into the process and content of the marketing strategy for whatever product may be required.

### **1.1.2 Eco-friendly**

Eco is a short form for Ecology, the system of relationships between living things, and with their environment. Friendly implies beneficial, or at least not harmful. It should follow that the term Eco-Friendly, when added to services or products, indicates positive, or a minimum of not harmless effects on living things.

#### **Consumers' attitude**

Attitude may be defined as the feeling of favorableness or unfavorableness that an individual has towards an object. It is a learned tendency to exhibit and act based on appraisal resulting in a feeling of like or dislike towards an object.

Attitudes are composed of three components viz, Knowledge or Cognitive component, Affective or Feeling component and Behavioural or Conative component. The knowledge component is reflected in the educated knowledge that a consumer obtains from his communication with others as well as from his own experiences. The emotion component is reflected in his assessment and the resultant emotion of favorableness and unfavourableness. The behavioural component is reflected in the tendency to act based on the evaluation.

The attitude of the consumer directly influences the purchase decision which is affected by some other factors like Problem Recognition, Information Search, Evaluation of Alternatives and Post Purchase Evaluation.

### **Paper Review**

**Igor Popovic, et al., (2020)** Why Are Consumers Willing to Pay More for Liquid Foods in Environmentally Friendly Packaging? A Dual Attitudes Perspective” the aim of this study was to analysis why consumers are willing to pay additionally for liquid food in environmentally friendly packaging. Drawing on the idea of dual attitudes by Wilson, Lindsey, and Schooler, this study proposes that consumer purchasing behavior is often explained through implicit and explicit attitudes. Moreover, a consumer's eco-literacy and eco- friendly lifestyle could be important predictors of consumer attitudes toward

environmentally friendly packaging. Our conceptual model was tested on survey data from 11 countries, with a complete of 7028 respondents. The study revealed that consumers' willingness to pay a better price for liquid food in environmentally friendly packaging might be predicted by their positive attitudes toward

- (a) The environmental friendliness of the packaging,
- (b) The brand of the liquid food, and
- (c) The portability of the liquid food in the environmentally friendly packaging.

Eco literacy and having an eco- friendly lifestyle were found to be important predictors of consumer attitudes toward environmentally friendly packaging. This study contributes to the literature that aims to elucidate consumers' willingness to pay more for food in environmentally friendly packaging. It identifies what proportion more consumers are willing to pay for food in environmentally friendly packaging and why.

**Tanusri Pillai et al., (2020)** in their research article titled “An Empirical Study on Consumers Behavior of Buying Green Products of FMCG (Fast Moving Consumer Goods) in Kerala” The Present Study had an explicit target to evaluate the distribution management of Fast Moving Consumer Goods (FMCGs), to inspect the brand preference for select products of FMCG and ponder the special techniques utilized by FMCG organizations in rural areas. This research paper has been organized so as to enhance comprehension of brand name acquisition activity among both advertisers and scholastics by defining the use of fast-moving consumer products. Marketers should know that it's valuable to ascertain how ad, VIP underwriting then on can influence consumer-purchasing behavior in their respective market regions which it'll help in distinguishing markets through branding. Through analyzing how FMCGs agree on product discernments, businesses optimize marketing technology quality consistency and enhancements specific to consumers. Identification branding often targets consumers; businesses must decide what characteristics customers are looking for to enhance the brand's image.

**Dr. Rambabu Lavuri et al., (2020)** in their research article titled “ A Green Marketing: Factors Influencing on Consumer Attitude and Perception Towards Purchasing Eco-Friendly Products” Purpose of the investigation is to find out the environmental consciousness and studying respondent's attitudes & perception and drive factors to purchase towards green products. The research data were composed through survey and interview methods by the structured questionnaire from the 429 respondents from three districts of Telangana state in India. The results revealed that media exposure had a significant impact on consumer perception & attitude, along these lines environmental driving factors show great influence on perception & attitude towards purchasing eco-friendly products and Consumers' attitude and perception have a positive impact on

purchasing eco-friendly products. As per results, respondents have a positive association and more environmental consciousness by the purchasing of eco-friendly products. Finally, the study concluded that consumers are familiar with the environmental aspects and also their green awareness is high. To increase the sales volume of ecologically sustainable items, marketers got to adopt a far better marketing mix for his or her eco-friendly items so as to vary respondent's negative perception and develop eco-awareness towards green products. Similarly, the government should take responsibility for creating better awareness of environmental consciousness and eco-friendly products by purchasing green products.

**Singh et.al., (2019)** conducted a study titled "A Study on Consumer Awareness towards Green Marketing with Special Reference to Indore Region". Consumers are more concerned about the environment and health issues as they are more focused on green marketing & green product purchasing. Green product purchasing is expanding among consumers and societies. Citizens of different age groups have also well aware of green marketing concepts and eco-friendly products. Customers have distinctive purchasing practices and these practices are continually changing due to the accessibility of best other options. Consequently, this research is based on investigating the degree of the effect of customers' awareness conduct towards the advertising of green marketing & green product purchasing in the Indore city of Madhya Pradesh. Comfort testing strategy was utilized to settle on the acceptable sample data of consumers living within the Indore city and who are more aware and need to get green products. So also, the variables influencing the consumers' purchasing conduct have significant ramifications on acquiring choices.

**Rakesh Dondapati and S. Rabiyaatul Basariya (2019)** conducted a study on "Consumer Perception towards Eco-Friendly FMCG Products and Its Influence on Their Purchase Decision: An Observed Research". This paper aims to know the perception of consumers towards eco-friendly goods and its influence on their buying decision. From the above research, we will come to understand that folks are willing to get eco-friendly FMCG products provided they ought to be convinced with the eco-friendly nature of the merchandise and therefore the price shouldn't be too high compared to the traditional products. Government and Business Organizations should work more in this direction. People should be educated to know the importance of eco-friendly products within the FMCG sector. Currently, people aren't spending more on eco-friendly products than the maximum amount as they're spending on conventional and established products within the FMCG sector. There's a requirement to plug the eco-friendly products by using eco-labels to tell the consumers to simply identify the eco-friendly products. To conclude,

both Government and Marketers should create an honest marketplace for eco- friendly FMCG products, so as to guard the environment for the longer term generation.

**Dr. P.Mohanasundaram (2019)** in his research study titled A” Study on Consumers' Attitude towards fast-paced commodity products in Dharmapuri Town”. The Importance of research work is that the consumer attitude towards FMCG fast-paced commodity. The info collected from which the face –to –face interview in respondent and help of the questionnaire used prepared to the knowledge collected. The info collected with 100 respondents only at Dharmapuri town. FMCG product is a care product, household care product, food and beverage product. This research work researcher tries to seek out difference within the opinion of consumers on the idea aged, education, qualification, location and gender regarding consumer attitude towards FMCG in product Dharmapuri town the present study decided that, achievements of varied industries depend upon their skill to make and retaining the purchasers. Companies to sell their products at a standard price with good quality, availability of brands altogether stores and is a smaller amount costly to attract new customers. Brand Loyalty provides companies with strong and competitive weapons to fight with competitors within the market place.

**Tyagi et al., (2019)** in their research article “A Case Study on Consumer Buying Behavior towards Selected FMCG Products”. Therefore it's necessary to spot the changes in consumer buying behavior towards FMCG products. The motive of this paper is to spot the factors affecting consumer buying behavior towards FMCG products and eventually affecting their deciding process. The data for this study has been collected through questionnaires and findings are theoretically presented. The paper reveals that consumer behavior is essentially affected by place, product, price, promotion, physiological and psychological factors. However, the effect of those factors also differs from product to product.

### Conclusion

Human being is one of the several creatures that live in the world. Among all the living things, we are the one which can think and have a strong psychological value. We consume the resources which are provided to us by the nature at free of cost. As we live in this world which is formed by the environment, we should give the respect to the nature. Our pattern of consumption should the exhibit the Mother Nature beyond the level. Due to our modernized living we create problems to the nature and the environment which in turn affects us. Nowadays people have started to think about the nature and came for the environment. This has given rise to several concepts such as Eco-friendly e products, Green Marketing etc. This new type of thinking has gained attraction worldwide. Consumer attitude towards eco- friendly products and green environment is

still in its infancy stage in our country. Even though the awareness and the usage of Eco Friendly FMCG products among the people is very low, majority of the people have started to think about the eco-friendly environment and having understood their role in saving the nature.

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