

## **An Analysis of Consumer Behaviour, Awareness, and Attitudes Regarding Environmentally Friendly Products**

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### **Abstract**

The way people act, think, feel, and use environmentally friendly products demonstrates how important it is to preserve and safeguard the sustainability of the environment. The psychological, sociological, economic, cultural, and personal aspects all have an impact, but experience accounts for the best portion. The improvement of one's own health is a favourable scenario for environmentally friendly products. Lack of awareness is one of the factors, that hinders the use of Eco-Friendly products. Advertising and promotional efforts are required to increase awareness of the benefits to the environment because it has been found that education and economic status are the most significant variables influencing people to buy and use. The consumer's personal factors and attitudes must be considered for the purposes of using the products. Programs to increase awareness include formal government laws, commercial efforts, and public campaigns highlighting the benefits of Eco-Friendly products.

**Keywords:** Eco-Friendly Goods, Awareness, Utilization, Attitude.

### **Introduction**

All nations on the globe have a limited vision of protecting the environment on a global scale. The exhaustion of the resources led to a multitude of environmental problems. Eco-friendly items do not affect the environment, and they also aid in reducing problems, particularly those linked to health and fostering social responsibility and green thinking. The study "A study on consumer behaviour towards eco-friendly paper" by P. Kishore Kumar and Dr. Byram Anand (2013) looks at the factors that can affect buying environmentally friendly products, particularly eco-friendly paper, which is made from recycled paper and less harmful to the environment than traditional types of paper. Consumers can choose the paper they want instead of adhering to social conventions. This means that consumers can independently decide which products they want to buy, like environmentally friendly paper. The purchase of environmentally friendly products has been strongly influenced by positive environmental attitudes. The study "Eco-friendly Products and Consumer Perception" by Sudhir Sachdev (2011) looks at consumer behaviour in relation to the environment and the factors that influence it. Consumers, businesses, the marketplace, educators, policymakers, intellectuals, and academicians were all examined in order to comprehend this. The public was consuming goods that promote both personal and social wellbeing while also being environmentally friendly. Data were gathered for the study's purposes from parties with good education levels and reasonable purchasing power. Age, gender, and socioeconomic groups were therefore examined. The study "A study on green products and innovation for sustainable development" by R. Rajasekaran and N. Gnanapandithan (2013) looks at how crucial green technology is to achieving global sustainability. The objectives of this study were to comprehend the detrimental effects of non-green products and the requirements of developments in the field of green products. Green products help people and the environment by reducing environmental problems. The study "Purchasing behaviour for environmentally sustainable products: A conceptual framework and empirical study" by B. Kumar, A. Manrai, and Lalita A. Manrai (2017) focused primarily on the relationship between environmental knowledge and purchase intention as well as attitudes toward environmentally friendly products. The relationship between subjective norms and purchase intention is examined based on environmental data, and it likewise reveals that there is no meaningful correlation between the two. In 2015, Diana Caprita In order to influence consumers' perceptions of green products, the company must implement its own offering strategies, according to the study, "The Importance of Green Marketing for Future Enterprises." The company was using practical marketing tactics in these ways. The market's sustainability principles are generalised, as is its goal. Companies were implementing green product marketing methods as customer numbers grew. Shamsi, M. S., and Siddiqui, Z. S. (2017), Green Product and Consumer Behaviour: An Analytical Study, aim to comprehend the idea of a green product and consumer attitudes about it. The study also investigates the relationships between demographic factors and the use and intention to purchase green products (age, gender, income, and educational attainment). Structured questionnaires were used and analysed using descriptive statistics and Pearson's chi-square test. The findings offer crucial new information on the

elements that greatly influence customer behaviour toward green goods, both positively and negatively. Consumer personal conscience and environmental sustainability are shown to be motivating factors, while lack of availability and ignorance, as well as the expense of installation and usage, are found to be demotivating issues. Regardless of their demographics, consumers are expected to buy green items. When a product is said to be "eco-friendly," it signifies that it is not bad for the environment or society. Environmental and social safety must be ensured at every level of the production process for eco-friendly products. Eco-friendly practises make use of natural items that guarantee the safety of any negative consequences and enable society to avoid dangerous behaviour due to any negative impacts. Environmentally friendly items are used to keep society and the planet safe. The advantages of eco-friendly items included their lower cost, healthier lifestyle, improved quality of life, ability to be recycled and reused, etc. The psychological, sociological, economic, cultural, and personal aspects all have an impact, but experience accounts for the best portion of these factors—75.9%—along with family income, geography, and way of life. primary motto of consumers of eco-friendly goods, demonstrating that environmental sensitivity comes first. USDA was the brand for food and cosmetics, Energy Star was the brand for electronics and appliances, Green Seal was the brand for cleaning products, and Forest Stewardship Council was the brand for wood and paper products for 20% of respondents. . The study also discovered a link between the respondent's gender, degree of education, occupation, and monthly income and the purchase and use of eco-friendly products. This study focused on consumer behaviour, awareness, and attitudes toward eco-friendly products based on demographic characteristics, primary information about eco-friendly products, driving force for environmental products, major motivation of eco-friendly product users, favourable circumstances for environmentally goods, green consumer behaviour, buying behaviour, and opinion about the cost of eco-friendly products, elements that impede the use of eco-friendly products, and elements that impede the utilisation of eco-friendly products. In terms of mortality, age, diseases, and illnesses, using eco-friendly products enhances human quality of life. Advertising and promotional efforts are required to increase awareness of the benefits to the environment because it has been found that education and economic status are the most significant variables influencing people to buy and use. Environmentally friendly items are used to keep society and the planet safe. The advantages of eco-friendly items included their lower cost, healthier lifestyle, improved quality of life, ability to be recycled and reused, etc. To persuade others to use environmentally friendly items; the respondent's belief that by educating them about the importance of environmentally friendly products, informing them about their utility and being better for the environment and health, and encouraging their use. The ultimate objective of every nation on earth is to conserve the environment globally. As a result of the resource depletion, numerous environmental problems emerged. The environment was not harmed by eco-friendly items, and they also serve to lessen problems, particularly those relating to health, while also fostering social responsibility and a greener way of thinking.

### **Objectives**

1. To investigate the demographic traits of users of eco-friendly products.
2. To analysing consumer behaviour, awareness, and attitudes regarding environmentally friendly products.

### **Hypothesis**

**H<sub>01</sub>:** No association between the ages of the respondents and the users of Eco-friendly Products.

**H<sub>02</sub>:** No association between the education of the respondents and the users of Eco-friendly Products.

**H<sub>03</sub>:** No association between the occupation of the respondents and the users of Eco-friendly Products.

**H<sub>04</sub>:** No association between the monthly income of the respondents and the users of Eco-friendly Products.

**H<sub>05</sub>:** No association between the area of the respondents and the users of Eco-friendly Products.

### **Material and Methods**

The study's research design was descriptive and analytical in nature; it describes how consumers behave, are aware of, feel about, and use environmentally friendly items. The primary data used in this investigation was gathered via a standard questionnaire. The information was gathered from the state of Kerala, which has fourteen districts. Thirty-five sample homeowners from each district were chosen, and since they used eco-friendly products, they served as the study's respondents. Tools like Pearson's chi-square analysis and descriptive statistics were used. The majority of the items were poll questions, and a three-point Likert scale was used to analyse the results. The study's main hypothesis is that eco-friendly

product users and demographic features of the respondents were examined by the statistical test of chi-square.

### Results and Discussion

People's behaviour, attitudes, and use of environmentally friendly items all serve as examples of how crucial it is to protect and preserve the environment's long-term viability.

**Table 1**  
**Demographic Characteristics of the Respondents**

Variable	Number		Awareness of Eco-Products		
	Gender Wise Classification	Male	Female	Male	Yes (97%)
	274	216	Female	Yes (96%)	No (4%)
Age Wise Classification	20 – 30	108	Yes-105		No-3
	30 – 40	137	Yes-135		No-2
	40 – 50	157	Yes-156		No-1
	>50	88	Yes-87		No-1
Education Wise	Up to Plus Two		53		Yes – 46
	Degree		122		Yes -117
	Post Graduate		171		Yes -167
	Others		144		Yes -139
Occupation Wise	Casual Workers		20		Yes -17
	Government Servant		205		Yes – 201
	Private Job		152		Yes -147
	Business/Gulf		113		Yes -109
Monthly Income	Less than 10000		25		Yes – 22
	10000 – 25000		110		Yes -107
	25000 – 50000		144		Yes -139
	Greater than 50000		211		Yes -210
Area Wise	Rural		113		Yes -111
	Urban		377		Yes -376

Source: Primary Data.

Table 1 illustrates the demographic information and the awareness of eco-friendly items. It reveals that, out of the respondents, 97 percent of men and 96 percent of women, or 55.9% and 44.1%, respectively, were aware of the existence of eco-friendly goods. According to age groups, 22 percent of respondents are between the ages of 20 and 30, 27.9 percent are between the ages of 30 and 40, 32 percent are between the ages of 40 and 50, and 17.9 percent are over the age of 50. Of these, 105, 135, 156, and 87 respondents, respectively, are aware of eco-friendly products. According to the sample, 47 out of 117,167,139 respondents were aware of eco-friendly products, including 10.8% of respondents in grades up to plus two, 24.8% of respondents with degrees, 34.8% of respondents with postgraduate degrees, and 29.4% of respondents in other categories. 4.08 percent of workers are casual labourers, 41.8 percent are government employees, 31 percent are employed privately, and 23.1 percent are employed in business or the Gulf; of these, 17, 201, 147, and 109 are aware of environmentally friendly items. 5.1 percent of monthly income was under Rs.10,000, 22.4 percent between Rs.10,000 and \$25,000, 29.4 percent between Rs. 25,001 and Rs. 50,000, and 43.1 percent beyond Rs.50,000. 22, 107, 139, and 211 of those are aware of environmentally friendly products. According to area classification, 76.9 percent of households are urban and 23.1 percent are rural, respectively, with 111 and 376 samplers knowing about eco-friendly products.

**Table 2 Eco-Friendly Goods - Information's Primary Source**

Primary Source	Number	Percentage (%)
Television	74	15
Newspaper	103	21

Online/Internet	191	39
Friends/Family	93	19
Others	29	6
Total	490	100

Source: Primary Data.

The table 2 presents the key information regarding eco-friendly items. It reveals that, out of the total respondents, 15% got their information from television, 21% from newspapers, 39% from Internet sources, 19% from friends and family, and only 6% from other sources. This shows that the internet/online sources have the best knowledge.

**Table 3**  
**Driving Force for Environmentally Friendly Goods**

No.	Elements	Aspects		
1	Psychological	Experience (372)	Attitude (83)	Belief (34)
2	Sociological	Education (412)	Family size (26)	Relative/coworkers (49)
3	Economical	Family Income (323)	Savings (103)	Credit (64)
4	Cultural	Location (279)	Social Class (162)	Behaviour (44)
5	Personal	Lifestyle (216)	Age (147)	Personality (127)

Source: Primary Data.

The driving force of the consumer to use the eco-friendly products are the psychological, sociological, economic, cultural and personal which are examine in the table 3. In the psychological aspects, the experience is the best factor which constitutes the 75.9 percent, followed by attitudes and belief is the last one. In the sociological elements, education is the best moto to use the eco-friendly products and 84.1 percent of the respondent believe it. The relative/co-workers were 10 percent and the family size is the least once. As in the case of economical. 65.9 percent of the respondent believe that the family income is the most determining elements, followed by saving (21 percent) and credit is the 13.1 percent. For the cultural elements, 56.9 percent of them believe that location is the best factor, next to social class (33.1 percent) and the behaviour (8.9 percent). In the personal elements, life style is best driving force and its 44.1 percent, age of the respondent (30 percent) and personality is the least one which is 25.9 percent. In general, experience, education, family income, location and the life style of the respondents were the major driving force for the environmentally friendly goods.

**Table 4 Major Moto of Eco-Friendly Products Users**

Items	Scores	Rank
Environmental susceptibility	427	1
Social obligations	376	2
Assisting the preservation of the environment	321	4
Experience with eco-friendly items	290	5
Direction for environmental responsibility	362	3

Source: Primary Data.

Table 4 examine the major moto of the eco-friendly products users, which shows that environmental susceptibility is the first one, followed by social obligation, direction for environmental responsibility, assisting the preservation of the environment and experience with the eco-friendly items. The best moto for the uses of an eco-friendly products is environmental susceptibility and the least one is experience with eco-friendly products items.

**Table 5**  
**Favourable Circumstances for Environmentally Friendly Goods**

Favorable Circumstances	Score	Rank	Favorable Circumstances	Score	Rank
Enhance one's own health	421	1	Cost-efficient goods	290	7
Low upkeep	321	6	Conserve energy	393	3
Less negative effects	401	2	Protection of the environment	387	4
Control of excessive resource utilization	372	5	Greater employment opportunities	189	8

Source: Primary Data.

Favourable circumstances for environmentally friendly products were shows in the table 5, which shows that the enhance one's own health become the first which score is 421, the less negative effects is

the second choice of the respondents. Energy conserve is the third position which score is 393 and protection of the environment become the fourth position as per the analysis. In order to preserve the future resources, the respondent opinion that they were control the excessive resources utilization which score is 372, the minimum maintenance is the next favourable circumstance for the adoption of eco-friendly product and which is low upkeep with the score of 321, the cost efficiency products which score is 290 with seventh position and the eco-friendly products create greater employment opportunities which is the least score of the favourable circumstances for the eco-friendly products.

**Table 6 Eco-Friendly Consumer Behaviour of Choices**

Items	Number
Bio degradable products	145
Recycled products	112
Reduced products	100
Low energy usages	133

Source: Primary Data.

Table 6 shows the choice of the eco-friendly customers when they purchase the products, that the 29.6 percent of the respondents choose the products on the basis of the bio degradable products, 27.1 percent of them choice is low energy users, 22.9 percent choose the recycled products and 20.4 percent choose the reduced products. The best preference of the customer is the selection of the bio degradable goods and which harmless to the health of the people.

**Table 7 Opinion of Buying Behaviour and Expenses of Products**

Buying behaviour	Number	Opinion about the more expense of green products	Score
To avoid health problems	240	Raw materials are more expensive	198
To improve the quality of life	110	Produced in smaller quantities	187
They were satisfied	66	They are better quality	219
To protect the environment	74	Lower environment impact	213

Source: Primary Data.

Table 7 examine the opinion about the buying behaviour of the eco-friendly products and the reasons the cost of the eco-friendly product, which shows that the 48.9 percent of the respondent purchase the products to avoid the health problems, 22.4 percent for to improve the quality of life, 15.1 percent to protect the environment and 13.5 percent for the product were satisfied. Majority of the respondent believe that the eco-friendly products used to avoid the health problems. The opinion about the more expense of eco-friendly products, most of the respondent choose that eco-friendly products were better quality and create lower environmental impact to the earth and the society. Raw materials are the more reasons for the expenses of eco-friendly products and products are produced with the lower quantities.

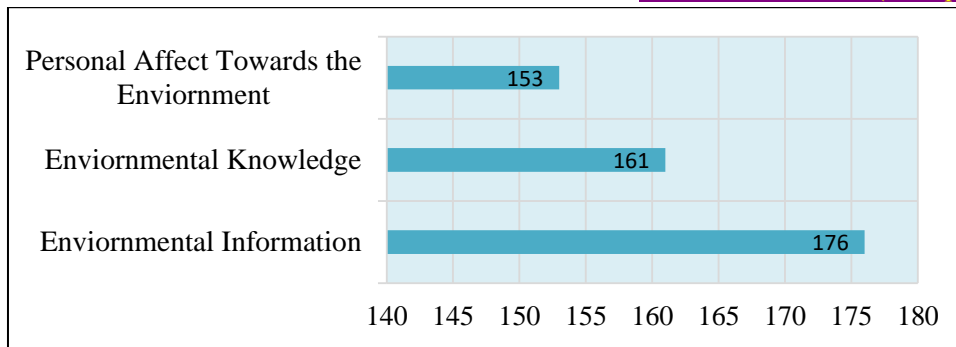
**Table 8 Motivations for Using and Purchasing Green Products**

Components	Number
Public approval	67
Governmental activities and policies	57
Sustaining the environment	146
Personal perception	127
Peer victimization	49
Placement and use fees	44

Source: Primary Data.

Table 8 highlight the motivational factor for the using and purchasing the eco-friendly products, which shows that 29.8 percent of the respondents motivating factor purchasing the eco-friendly products were sustaining the environment, followed by personal perception with 25.9 percent, 13.7 percent with the public approval, 11.6 percent for the government activities and the policies, 10 percent for the peer victimization and 8.9 percent for placement and use fee. The sustaining the environment and the personal perception were the using and to purchasing the eco-friendly products.

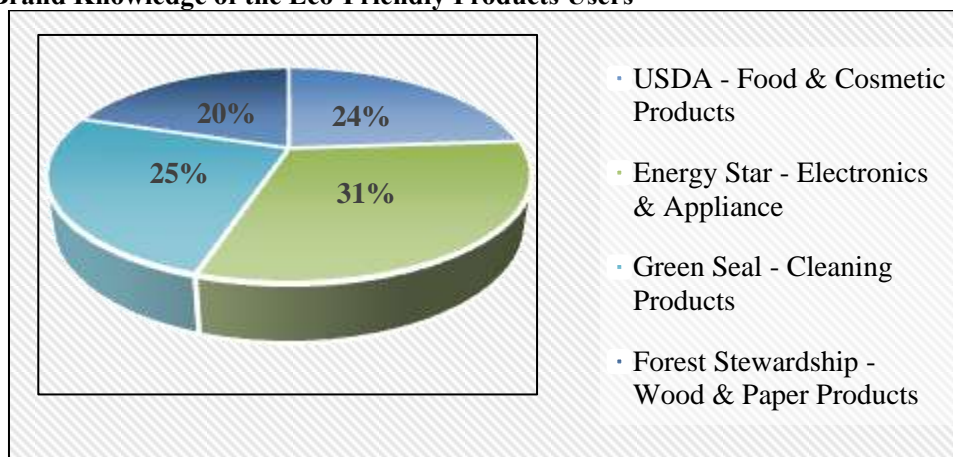
**Figure 1 Consumers Preference for the Eco-Friendly Products**



Source: Primary Data.

Figure 1 shows the consumers preferences for the eco-friendly products which shows that 31.3 percent of the respondents' preference is personal affect towards the environment, 32.8 percent in environmental knowledge and 35.9 percent in environmental information.

**Figure 2 Brand Knowledge of the Eco-Friendly Products Users**



Source: Primary Data.

Out of 490 respondents, 24 percent were knowing the USDA as a brand for the food and cosmetic products, 31 percent were energy star as the brand for electronics and appliances, 25 percent in green seal as the cleaning products and 20 percent as know the forest stewardship as the brand for wood and paper products as in the figure 2.

**Table 9 Opinion About the Elements that Frustrate the Utilization of Eco-Friendly Goods**

Component	Number	Component	Number
Lack of awareness	180	Lack of available	68
Objection to transition	55	Impression of efficacy	75
Peer-to-peer and social influence	57	Setup and usage costs	55

Source: Primary Data.

Table 9 shows that the elements the frustrate the utilization of the eco-friendly products by the other people from the side of users; 36.7 percent of them believe that the lack of awareness, 11.2 percent for the objection to transition and setup and usage costs, 15.3 percent for impression of efficiency, 13.9 percent for lack of availability and 11.6 were in peer-to-peer and social influence.

**Table 10 Encourage others to Buy the Eco-Friendly Products**

Elements	Scores	Rank
By introducing a green product	213	2
By blog and social media	193	3
By setting up a group	189	4
By recycling easier for all	159	7
By setting up swaps	173	6
By giving green goods in occasions	187	5
By educate, inform and encourage	218	1

Source: Primary Data.

Table 10 shows that how to encourage others to buy the eco-friendly products; the respondent's opinion that by educate them to the importance of eco-friendly products, inform to the usefulness and better to the health and environment, to encourage to the use of the eco-friendly products. The second most opinion is to introducing a green product. In this era, the best by introducing blog and social media, next to set up a social group, by giving green products in certain occasion as a gift, by setting up swaps and convincing them that the eco-friendly products are more easier for recycling.

**Table 11**  
**Hypothesis Testing**

<b>Chi-Square Test</b>			
Null Hypothesis (Ho)	Value	Df	P-value
(a) No association between the Gender and Users of Eco-friendly Products	2.061	1	0.04
(b) No association between the ages of the respondents and the users of Eco-friendly Products	1.953	3	0.09
(c) No association between the education of the respondents and the users of Eco-friendly Products	4.121	3	0.04
(d) No association between the occupation of the respondents and the users of Eco-friendly Products	3.210	3	1.07
(e) No association between the monthly income of the respondents and the users of Eco-friendly Products	0.986	3	0.07
(f) No association between the area of the respondents and the users of Eco-friendly Products	2.941	1	0.03

Source: Analysis of Primary Data.

The above result (a) revealed that there is an association between the gender and users of Eco-friendly Products, since the p-value is less than the level of significance 0.05, hence the null hypothesis is rejected. This means that the gender is not a factor to uses the eco-friendly products. The testing result (b) shows that there is no association between the ages and users of Eco-friendly Products, since the p-value is greater than the level of significance 0.05, hence the null hypothesis is accepted. This means that the ages are a factor to utilization of the eco-friendly products. The chi-square test result (c) indicates that there is an association between the level of education and users of Eco-friendly Products, since the p-value is less than the level of significance 0.05, hence the null hypothesis is rejected. This means that the level of education is an important factor to uses the eco-friendly products. The test result (d) indicates that there is an association between the level of occupation and users of Eco-friendly Products, since the p-value is less than the level of significance 0.05, hence the null hypothesis is rejected. This means that the status of occupation is an important factor to uses the eco-friendly products. The chi-square test result (e) shows that there is an association between the monthly income and users of Eco-friendly Products, since the p-value is less than the level of significance 0.05, hence the null hypothesis is rejected. This means that the monthly is an important factor to uses the eco-friendly products. The testing result (f) shows that there is no association between the area and users of Eco-friendly Products, since the p-value is greater than the level of significance 0.05, hence the null hypothesis is accepted. This means that the area of the respondents is a factor to utilization of the eco-friendly products. In short, there is an association between gender, level of education, status of occupation and monthly income of the respondent and the purchase and the use of eco-friendly products. Similarly, there is no association between the gender and area of the respondents with the purchase and the utilization of the eco-friendly products.

## Conclusion

People's actions, thoughts, emotions, and consumption of environmentally friendly items all serve as examples of how crucial it is to protect and preserve the sustainability of the environment. About 32 percent of respondents are between the ages of 40 and 50; 34.8% have postgraduate degrees; 41.8% work for the government; 43.1% make more than Rs. 50,000; and 76.9% of households are urban while 23.1% are rural, which is greater. Experience makes up the top factor (74.9%), followed by education as the biggest incentive to use eco-friendly products, family income, geography, and lifestyle. primary motto of consumers of eco-friendly goods, demonstrating that environmental sensitivity comes first. One's own health is improved by using ecologically friendly products. The preferred eco-friendly consumer behaviour is to buy biodegradable goods. The opinion on purchasing habits and costs associated with items to prevent health issues Sustaining the environment was a driving force for choosing eco-friendly items. 20 percent identified Forest Stewardship Council as the brand for wood and paper products; 31 percent identified Energy Star as the brand for electronics and appliances; and 25 percent identified Green Seal as the brand for cleaning products. One of the factors thought to impede the use of eco-friendly products is a lack of understanding. to persuade others to use environmentally friendly items; the respondent's belief that by educating them about the importance of environmentally friendly products, informing them about their utility and being better for the environment and health, and encouraging their use, there is a correlation between the respondent's gender, educational attainment, employment status, and monthly income and their use and purchase of environmentally friendly goods. Similar to this, there is no correlation between the respondents' location and gender and the acquisition and use of eco-friendly products. As a result, initiatives encouraging the purchase of environmentally friendly products receive a lot of support from customers. Boost environmentally friendly consumer habits and urge others to make environmentally conscious purchases.

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