

Project Dissertation

On

Exploring consumer perception and attitudes towards Eco-friendly products

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CERTIFICATE

Mr Mohit Kumar of EMBA 2020-22 completed the assignment to create the thesis named "Exploring consumer perception and attitudes towards Eco-friendly products," which was recognized to Delhi School of Management, Delhi Technological University, Bawana Road, Delhi-42 for my Degree of Masters of Business Administration.

Guide Signature

Head Signature (DSM)

Location:

Date:

DECLARATION

I, Mohit Kumar, an EMBA (2020-22 batch) student at Delhi School of Management, Delhi Technological University, Bawana Road, Delhi - 42, am writing to inform you that I have completed the dissertation report “Exploring consumer perception and attitudes towards Eco-friendly products”, in order to finish the MBA degree.

The contents and statistics supplied in this report are accurate to the best of my ability.

This report is not forwarded to the other University as part of the degree program.

Location

Mohit Kumar

Date:

ACKNOWLEDGEMENT

I am grateful to my HOD, Dr. Archana Singh (HOD, Delhi School of Management, (DTU), for her wise counsel. Thank you for always encouraging and supporting me at all phases. I'd also want to thank my project's Co-Guide, Dr. Deep Shree, for her invaluable help, without which the project could not have been finished. I also appreciate his patience in providing me with a concentrated approach to the current assignment.

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Mohit Kumar (2K20EMBA25)

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Abstract:

Manufacturers and buyers have recently raised worries about products' environmental effect. Consumers and producers have focused their attention on "green" or environmentally friendly items such as low-power (energy-efficient) electrical appliances, e-vehicles, organic foods, lead-free paints, recyclable paper, and phosphate-free detergents. Green marketing is becoming increasingly important to Indian marketers. Although there has been a lot of study on green marketing all around the world, there has been very little academic research on customer perceptions and preferences in India. This study gives a brief overview of environmental challenges and identifies consumers' green values, as well as their level of environmental knowledge, green goods, and activities.

Since independence, the Indian power industry has struggled to reach its electricity generating targets. Traditional energy sources, particularly coal, have been unable to fulfil demand, and the country need a truly all-of-the-above program to meet its ever-increasing demand. In recent years, interest has naturally migrated to renewable energy generation, as has the rest of the globe. There are several renewable energy policies in place, the most notable of which being the Jawaharlal Nehru National Solar Mission, as well as state policies that have been enacted in various forms throughout the previous several years.

With the use of structured questions, this research exposes customers' perceptions and preferences towards green products. A survey of 37 people was done. Consumers were found to have a high degree of awareness regarding green products. The respondents' green values were likewise found to be high. It has provided useful information for green product marketers and proposes that, because of the strong green value among consumers, marketing communication programs supporting green products should be designed. Overall green values, awareness of green products and practices, and perceptions of marketing companies' seriousness about green marketing all had a positive significant impact on consumer persuasion to buy and prefer green products over conventional products.

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Introduction

The fundamental source of environmental deterioration is the current fast expansion in the economy, as well as global patterns of consumer demand and behavior. Because of this excessive consumption, the ecosystem has deteriorated. Environmental change and its causes or changes to environment, pollution, other environmental effects that come from this deterioration. These worries have led to the idea of becoming green as a way to safeguard our environment.

Government measures have been implemented to save the earth from more degradation, and various practices have chosen according to their ecologically beneficial practices.

One of the first actions made in response to this environmental concern was to offer environmentally friendly products. These items are called "Green or Eco-friendly Products" because they are beneficial to the environment, recyclable and biodegradable. An eco-friendly product is one which is made in reference with these effects on environment. These are two goals of these products: reduction in waste and effective maximization of resources.

Consumers' decision to buy an environmentally friendly product or not is referred to as green behavior. Consumers' concerns about the environment have been steadily growing. There are variety of eco-friendly products available in the market. People are buying these products based on their influence by their environmental effects and its knowledge. When someone chooses a product to buy, he or she will not only looks for its nutritious values but also its benefits to the environment. A shopkeeper is aware of his or her contribution to help the earth by buying green products or environmental healthy. A customer is willing to live a safe and healthy while not effecting any harm to the planet's and its future.

Every year on September 28th, Green Consumer Day is observed to raise awareness about the need of maintaining a clean, green environment free of pollution. The challenges and consequences of consumerism on the environment are also highlighted on this day. On this day, various public awareness campaigns are held to educate people about the need of recycling, reusing, and decreasing trash. Young people are more concerned about the environment than older people. When it comes to purchasing eco-friendly products, consumers place a premium on the attributes of the items. To safeguard the environment, they are even prepared to pay more for green items. Eco-friendly products are appealing to consumers not only because of their environmental benefits, but also they believe in its healthy nature.

The promotion of ecologically friendly goods and services is known as green marketing. It is growing in popularity as many people are now concerned about environmental issues and its long term benefits. Marketing of green products refers to the practice of selling items that have environmental advantages. Many businesses sell their products by raising customer

awareness of environmental concerns, causing them to switch from conventional to environmentally friendly items. This aids businesses in not just marketing their goods but also raising customer awareness.

Green living is a way of life that promotes a healthy environment at home, in the community, and on the planet. In affluent nations, green living has grown more widespread than in poor countries. To conserve the environment and make long-term profits, several businesses have begun using green marketing and techniques to promote green products. CFL lamps, electric household appliances, lithium battery, and solar cell panels are few examples of it.



THE STUDY'S IMPORTANCE

With the rise in global spending, the economy has grown at a breakneck pace. Because of this excessive consumption, the ecosystem has deteriorated. Pollution, global warming, and other repercussions of environmental deterioration have been a source of popular concern, resulting in the green movement for environmental preservation. The goal of the study is to understand about the influence of green product purchases by many consumers. Demographic is having little impact on buying of green product, according to the research. The amount happiness a customer has with a product influences his or her purchasing decisions. The qualities of the product impact purchasing behavior and customer satisfaction the most.

In recent years, environmental issues have accelerated at an alarming rate. Green-labeled products, which have the potential to lessen environmental difficulties and health risks, are becoming increasingly important in this circumstance. Due to a lack of knowledge, limited availability, high cost, and other factors, the number of people who consume green goods is quite low. The current research focuses on green product consumption in NCR, India, with a particular focus on the NCR region.

STUDY GOALS

1. To learn about customers' attitudes regarding eco-friendly products and their purchasing habits.
2. To recognize the importance of eco-friendly products in enhancing one's quality of life.
3. To assess the contribution of eco-friendly products to environmental challenges.

THE RESEARCH METHODOLOGY

Primary and secondary data were used in the current investigation. The core data was gathered at random from the NCR using an online poll. To gather data from the chosen sample, a thorough Google form was built. The research used a total of 35-40 replies. Secondary data is collected from various publications, survey reports, the internet and other sources. In this survey, the data is presented using a bar diagram and a pie diagram.

LITERATURE REVIEW

According to a research titled "Consumers buying attitude towards eco-friendly products" performed by Collins Marfo Agyeman (2014), the demand for green products in India has expanded dramatically over the last few years due to rising interest in the environment. Today's consumers are "thinking green" and are willing to spend more its environmental benefits. The buying behavior is to the more and more people's desire to buy these products. Consumers have a variety of purchasing habits, which are continually changing due to the abundance of high-quality alternatives.

According to Vishnu Nath, Rupesh Kumar, Rajat Agarwal, Aditya Goutham, and Vinay Sharma's (2013) study, "consumer adoption of green products: Modeling the enablers," environmentalism is one of the a major concern and issue in the modern era. Consumers which were not aware earlier are now becoming more ecologically concerned, also many businesses are responding by delivering eco-friendly products. New concepts such as green marketing and green consumption have emerged as a result of this. Various research have looked at the notion of green consumer behaviour throughout the years, and have identified characteristics that function as either obstacles or enablers in the adoption of ecologically friendly goods or lifestyles by consumers.

According to Aindrila Biswas and Mousumi Roy's (2015) article "Green or eco-friendly products: an exploratory study on the consumer behaviour in rising economies of the East," the developing nations of the East have seen a tremendous change in the quantity and pattern of consumption in recent years. The environment is being strained by ever-increasing consumerism. In the context of India as a big rising economy in Southeast Asia, the current research focuses on the connection between environmental issues and buying behavior of customer in purchasing green products. Consumers have diverse preferences for items to buy with green or without green preferences in mind or its idea having greater consumption values.

According to a research titled "Factors impacting consumers green product purchasing decisions" done by Prashant Kumar and Bhimrao M Ghodeswar (2015), the literature on eco-friendly consumer behavior that has lately targeted on Asian markets. Although there are evidences showing Indian customer awareness about environment, their buying behaviour for eco-friendly items is yet to be found. As a result, the main focus of this article

is to search for the elements that influence Indian customers' eco-friendly product purchasing decisions. Its findings reveals that people are eager to save environment and are aware of their environmental concerns, and are interested to learn more about eco-friendly products and seeking for its product-related information. Environmental protection, environmental responsibility, and social benefits that led to choose among major variables influencing green.

According to a research by Wilson Kong, Jaratin lily, Rini suryati sulong and Amran Harun, titled "The effect of consumer perception of green products on green purchase intention (2014)," green consumerism has gotten more attention as consumer knowledge of eco-friendly products has grown. So, it concentrates on the power of choice of customer perceptions of green products on green purchasing intentions. Green product perception was conceptualised as a multidimensional variable in this study, which included green corporate perception and green product value.

In their study " Sustainable Consumption: green consumer behaviour while purchasing items (2010)," Seonaidh Mc Donald, Caroline J Oates, Kumju Hwang and William Young found that 30% of customers are extremely concerned about environmental concerns.

Do green products make us better people, according to a new study? Consumer decisions affect not only price and but quality also, but moral ideas and social, is evidenced by astonishing rise of market worldwide, as edited by Nina Mazar and Chen-Bo Zhong.

To look and authenticate the elements dealing in the model, the whole data were investigated using both descriptive measures and exploratory factor analysis.

K Chitra's study "In pursuit of the green consumers: A perceptual study" (2007).

Marketers are seeking to address eco-friendly product concerns by spending more rather than buy products in light of the rising awareness about environmental factors throughout the world. The demand for green products is progressively growing as public awareness of environmental issues grows. Organizations have been entrusted with the task of saving the natural resources so as to meet the future demands.

According to a study titled "Examination of environmental beliefs and their impact on the influence of price, quality, and demographic characteristics with respect to green purchase intention" (2007) edited by Rajiv Khosla, Clare D'Souza and Mehedi Taghian research shows that the consumer behaviour has a direct effect on environment, and that targeting consumers based on their environmental beliefs is a viable option. Price and quality factors were used as contributors to the establishment of buy intention in this study to evaluate consumers' green purchasing behaviour. Using an intelligent soft computing model, it seeks to build a model that will aid in a better understanding of green consumer market sectors.

According to Aakanksha Singhal and armia Malik's study "The attitude and purchasing of female customers towards green marketing connected to the beauty business" (2018),

consumers are looking for brands with quality and which are more popular that meets their demands in the present context. Many customers are concerned about the environmental change and how to protect and believe in protecting the environment.

People might be less aware about the green cosmetics and their decision is based upon their environmental benefits and buying these products, is based upon the following aspects such as price, awareness, marketing of product, product attributes and ease of buying a product. Main purpose of this survey is to investigate the link between female customers' attitudes and their age, education, and income categories.

Sanjeev Kumar, Radha Garg, and Anita Makkar's "Customer Awareness towards Green Products: A Study of Youths in India" (2012) is an attempt to explore consumer intention and attitude toward eco-friendly products among younger generation in India. Consumers are not only concerned about the environment, but also have positive and strong inclinations to acquire green items, according to the researchers.

The study "A Study of Consumers' Willingness to Pay for Green Products" by Aindrila Biswas and Mousumi Roy (2016) attempts to predict the determinants of green buying decisions and willingness-to-pay. The findings imply that customers' perceptions of green products' functional qualities have a significant impact on their willingness to pay. It is concluded that the market expansion of eco-friendly products are based upon product price and its quality.

Norazah Mohd Suki's study, "Green Products Purchases: Structural Relationships of Consumers' Perception of Eco-Label, Eco-Brand, and Environmental Advertisement," aims to look into the effects of environmental advertising, consumers' perception of brand on their buying behaviour. Consumer perception of the Eco label is the most powerful predictor of eco-friendly product purchasing behaviour. The way people think about eco-brands has a big impact on how they buy green products. This research has various practical implications for marketers in terms of encouraging people to buy green products in order to help the environment.

Collins Marfo Agyeman (2014) did a research titled "Customers' Buying Behavior towards Ecofriendly Products: An Exploratory Study" in Kancheepuram District to determine the degree of the influence of consumers' purchasing behaviour on green product marketing. The study explain the connection between variables that helps in decision making of buying using customer influence for green products and determines the price levels of consumers in the district want to pay for green items. The study also indicates that there is a connection between the customer influence and the buying intension for green product is based upon variables that influence. Consumer purchasing behaviour is influenced by a variety of variables.

Green purchase intention is directly driven by the attitude and significance towards eco-friendly products, Perceived consumer effectiveness (PCE) directly and indirectly via the mediating role of AGP is based upon Environmental concern (EC), and, according to the findings of a study conducted by Deepak Jaiswala and Rishi Kant (2018) "Green purchasing behaviour: A conceptual framework and empirical investigation of Indian consumers." Perhaps for the first time in the Indian setting, perceived consumer efficacy is evaluated directly using AGP and GPI.

The study "A Study on Consumers' Buying Behavior towards Selected Green Products in Kumbakonam" by Dr. M. K. Durgamani, K. Abirami, and Dr. M. Ganesan (2018) looked at the reasons why people choose to buy environmentally friendly green products. The study was sparked by a desire to raise awareness about the earth's safety and each individual's obligation to pass on a safe environment to future generations. The researchers conducted a thorough examination of the many environmentally friendly green items that customers use and found potential sales gaps for marketers to exploit. The report offers ideas for attracting customers as well as explanations for why sales aren't up to par.

According to the Theory of Reasoned Action, the study "Consumer Perception towards Green Products and Strategies That Impact the Consumers Perception" by Lavanya. K and Dr. P. Madhan Kumar (2019) targets to investigate the effect of green marketers using different strategies to influence customer perceptions of eco-friendly products and their decision to purchase. Consumers have a generally good attitude toward green products, and they really wish to safeguard the current and future state of the environment. Consumer adoption of green products, whether food or everyday items, has risen dramatically. The majority of customers are familiar with green products and organizations that promote them.

In their work "An Analytical Study of Green Products and Consumer Behavior towards Them in Kerala," Tanusri Pillai and K. Jothi (2020) look at the importance of customers' green product purchase behavior in Kerala.

The elements that impact a consumer's desire to purchase environmentally friendly goods it found a link between increased customer purchasing behavior and quality, awareness, and price. It may be stated that if the quality, awareness, and pricing of green products are favorable to customers, their desire to purchase green products will likewise rise.

The purpose of Raseem Abdul Khader. P's study, "A Study on Consumer Behavior towards Green Products with Reference to Malappuram District," was to determine the degree of the influence of customers' purchasing behavior on the marketing of green products in Malappuram. According to the findings, educational background has little impact on green product purchase decisions, and lack of green product availability is the biggest barrier to

acquiring eco-friendly items. Consumers are willing to pay extra for eco-friendly products, and businesses are paying attention to consumer demand, behavior, and attitudes.

In their study "Exploring Consumers' Purchase Intention Towards Green Products in An Emerging Market: The Role of Consumers' Perceived Readiness," Lin Yang, Lay P. Tan, Denni Arli, and Fandy Tjiptono (2018) look at how consumers' understand about the green affects their decision of buying is based upon their intention towards eco-friendly products in an growing market. Consumer attitude is based upon behaviour control and subjective norms, Self-identity of pro-environmental ethical duty, the consumer is willing to go green if all drivers of intention is to buy eco-friendly products, according to the research. The research adds to our understanding of the differences between stated good views toward the environment and the delayed adoption of green behavior in a rising economy.

THE STUDY'S LIMITATIONS

The following were the survey's drawbacks:

- We concentrated on clients from NCR region only.
- Because to time restrictions, only a small number of people were surveyed.
- The survey isn't conducted in accordance with scientific principles.
- Why some respondents may not take the survey seriously, resulting in erroneous statistics.

Furthermore, survey research is only valid if respondents are honest about their ideas and preferences. Due to the lack of data recollection based upon the issues and, people might be unaware of their motives behind while giving the answer.

GLOBAL GREEN PRODUCTS

Nowadays, there is a growing global awareness about environmental concerns. Because of stored carbon dioxide, the temperature has risen through time, and greenhouse gases have had an impact on the global climate. People all throughout the world will be impacted by this development. Water, health, food, and environmental well-being are all included.

Consumers nowadays are more aware that their purchase habits have a significant environmental impact. As a result, businesses should make an effort to provide ecologically friendly products and services to the public in order to save the world from getting worse.

Green products have negligible environmental consequences and must be recycled at the end of their lives. Non-toxic, water-efficient, recyclable, and biodegradable items are included in this category. Eco-friendly economy helps in reducing the earth's hazards and ecological

differences caused due to pollution while promoting long- lasting benefits that it does not harm the environment.

A green shopper is conscious of his or her responsibility to safeguard the environment by choosing environmentally friendly goods. The promotion of ecologically friendly goods and services is known as green marketing. The importance of being environmentally conscious is growing. Eco-friendly products increases healthy and safe living, which reduces pollution of the air, water, and noise and saves the environment and its energy. These products are good for to the environment and help to protect human health.

GREEN PRODUCTS' IMPORTANCE

The corporation has widely adopted green products across the world, and the following are some of the probable explanations given.

- A. Green Product Opportunities-** As consumer demand shifts, many companies view this as a chance to capitalize on and gain a competitive edge over companies selling non-green alternatives.

- B. Government Pressure-** As with other marketing-related operations, the government wants to safeguard consumers and society, which has major implications for green marketing.
 - Reduce dangerous product manufacturing.
 - Ensure that all types of customers can assess a product's environmental impact.
 - The government enacts restrictions to limit the quantity of hazardous waste products produced by each business.

- C. Competitive Pressure-** Firms' desire to retain their competitive position is another key driving element in environmental marketing. In many circumstances, businesses monitor how competitors promote environmental behavior and try to replicate it. In certain cases, competitive pressure has compelled an entire industry to change and minimize its environmentally harmful behavior.

- D. Social Responsibility-** A lot of people are utilizing this factors and are now understanding the importance of green products on customer behaviour buying behaviour that they are part of a larger community and they should act responsibly for the environmental factors. As a result, environmental concerns have become an important part of the corporate culture of the company.

- E. Cost or Profit Difficulties:** Green products can be used to address cost or profit issues. As a result, businesses that can limit hazardous waste can save money.

GREEN PRODUCTS CHARACTERISTICS

Green products are ones that are made with respect to environmental factors in mind and do not cause a risk to the environment. To preserve the natural resources and sustainable development of life, eco-green technologies and eco-friendly goods must be promoted. The following are the characteristics of green goods:

- These can be recycled, re-used and are biodegradable.
- They come with the eco-friendly packaging.
- Limited amount of resources are being used.
- They are having a low carbon footprint.
- Has a minimal or non-existent plastic footprint.

GREEN PRODUCTS' ADVANTAGES

A. Brand Benefits of Going Green: Access to New Markets: Developing green products opens the door to a whole new market of green customers who exclusively buy green products and are willing to pay extra for them.

Going green is a proven competitive advantage in today's industry.

- **Positive identity in mind of people:** When a company helps in reducing pollution and is doing something good for society and the environment, it instantly improves its brand image.
- **Brand Loyalty:** Eco-green businesses attract lots of loyal customers that prefer environmental friendly items over non-environmental friendly items.

B. Customer benefits of turning green include:

Cost-effective items that last longer than traditional ones. Additionally, these goods utilize less energy and other more concern about the resources, and their expenditures. Solar products, for example, that can be charged using solar energy and can go up to 10 hours.

C. Green items need less maintenance:

If they are used responsibly and properly maintained. Consider the case of green infrastructure. They promote as eco-friendly products as well as lower operational cost.

D. Health Benefits

Green products are created from materials that are less toxic in nature and components. So, it benefits both mental and physical health. Large windows which are used in green buildings, that allow plenty of natural light and fresh air. It boosts mind mental well-being and helps in reducing stress.

E. Societal Benefits of becoming eco-friendly or green:

Helps in Creating More work opportunities: According to a research by the International Renewable Energy Agency (IRENA), green product demand is expected to expand to 16 million by 2030 if current trends continue. As a result, not only the environment but also the economy is changing.

- Green products reduces the risk of misuse of resources and stimulate energy generation from the natural resources.
- Eco-friendly products are produced using organic and biodegradable materials and are designed to provide energy using less amount of non-renewable resources and are using less hazardous chemicals as possible. It minimizes the development of greenhouse gases such as CFCs, methane and other issues, and hence helps in reducing pollution and environmental degradation.

F. Golden Rules of Green Product Know Your Consumer-

Make sure the customer is aware of and concerned about the challenges that our product strives to address via new inventive and satisfying solutions that are environmentally friendly.

- **Being sincere and open-minded-**

To develop the type of environmental credential that will allow a green marketing campaign to thrive, make sure your business practices are compatible with whatever you're doing that's ecologically friendly.

- **Assuage the buyer's fears-**

Consumers must be convinced that the product does what it is meant to accomplish, or they would refuse to buy it in the name of the environment.

G. Giving your consumers a chance to engage-

This entails personalizing the advantages of your environmentally friendly initiatives, usually by allowing the customer to join in positive environmental action.

Consumer expectations have shifted, and companies must acknowledge this. It is no longer enough for a firm to green its goods; customers expect the items they buy to be affordable and to help them decrease their own environmental effect.

H. Product and Marketing Parameters for Green Products

Green product marketing is currently being effectively implemented by a number of global companies in a variety of industries. Product, pricing, location, and promotion are the four P's of marketing. Green marketing companies should follow the guidelines below.

- To lessen environmental effect, use virgin green technology processes.
- Create a management and control structure that ensures strict environmental safety standards are followed.
- At the manufacturing stage, using more environmentally friendly raw materials.

- Exploring the idea of recycling old items in order to provide equivalent services at a lower cost.

GREEN PRODUCTS EXAMPLES

- **T.V's that reduces energy use-**

Since long time, T.V. manufacturers have been working on creating energy efficient televisions. The majority of a shop owners- television inventory is concerned with rating certified, which means higher the rating and higher is the energy efficiency to the environment. The new models requires less electricity to perform effectively, which is good for the environment as well as to your pocket. Since televisions are one of the most important equipment used in day-to-day life and which are being developed as to reduce their energy use which is really efficient.

- **LED Lights-**

Reducing your overall energy use is an easy method to reduce your negative environmental effect. By switching to LED illumination instead of traditional light bulbs, you can improve the longevity and efficiency of the lights along with maintaining their brightness level as required. LED lights which are also free of hazardous chemicals and emit almost no or negligible Ultra-violet radiation. The technology is spreading very quickly, and more and more houses are adopting this change.

- **Heaters powered by the sun**

Solar electricity increases the overall efficiency, and it increases long life and lowers the effect of harmful particle emissions. Furthermore, the solar water heater system can also reduce energy use by up to 80%, which helps in reducing the electricity bill.

- **Solar Panel Charging Cases-**

The Voltaic cell used in the Generator panel is made up of high-quality solar cell panels installed on a building roof as well as different products, which are powered by batteries that have been carefully tuned to absorb solar energy effectively.

- **Environmentally helpful shredders for paper-**

Papers holding important information and personal data as well as financial records which are to be protected and secured, and the necessity to discard them has given rise to the paper shredder devices. Portable Hand-held powered shredders have recently become popular as an environmentally friendly alternative which require users to just twist their hands to operate for the shredding process.

- **Dryer Balls**

It is a big rubber ball with spikes on the surface. Moto is to make the clothing supple by separating them to allow for faster drying. Traditional dryer sheets are rendered obsolete by the reusability of dryer balls, which allows you to save money.

- **Electric Automobiles-**

Unlike conventional cars, Electric cars have been extremely power or energy efficient because they runs on electric motors that run on sustainable energy. Firms like Tesla are having a focused client groups and cover almost 3% of the total market share of the automobile industry in the USA.

- **Eco-Friendly Dishwashers-**

Eco-friendly dishwashers use half the amount of electricity and water that a standard dishwasher requires. It consumes less power and 3.2 gallons every cycle, benefiting both the environment and the customer.



GREEN PRODUCT CERTIFICATION

- **Energy Star (EPA) –**

It is a certification which helps in reducing power consumption and reduction in harmful emissions, therefore minimizing the use of non-renewable sources and conserving the nature. This rating helps in recognizing energy efficient products, structures, as well as electrical equipment.

- **Forest Stewardship Council (FSC) –**

The Forest Stewardship Council (FSC) aspires to manage the world's forests by labelling and certifying eco-friendly products. It helps in maintaining the environment by reducing the negative effects of pollution and thereby maintaining the clean air and clean water to maintain the ecosystem balance.

- **Green Seal-**

The originator of this seal is to focus on decreasing its negative impact of raw materials extraction, manufacture, usage, and helps in reuse of discarded wastes. The organization goes through a rigorous evaluation procedure that involves data analysis, labelling,

marketing materials, and an on-site inspection before awarding the certificate to any organization or product.

- **USDA Organic-**

The USDA aims to develop almost 100% organic crops and thereby preventing fraud. Synthetic chemicals and genetically engineered seeds are not permitted. To ensure pure goods, they keep non-organic and organic items separate and conduct regular location inspections.

- **EPEAT certification**

It aids consumers in assessing an electronic device's environmental impact. The items are graded as gold, silver, or bronze depending on their environmental performance.



CHALLENGES FACED BY GREEN PRODUCTS

- **EXPENSIVE PRODUCTS:**

Green products need innovation and significant expenditure. This raises the cost of producing items, making them more expensive to sell than competing ones. People are often not buying green goods because of its high purchasing cost.

- **Ignorance:**

Consumers continues to be less aware about the necessity and importance of turning eco-friendly or eco-green.

- **Investing:**

The development of new technologies is required for green products. It will be huge impact of the investment required for R&D. This is a big cost to the startup or every business that can afford them.

INDIA'S ECO-PRODUCT

India, one of the world's most biologically varied countries, is currently under threat. India having only 2.4 % of the total world's land area, India is producing 8-9 percent of the world's spices, ecosystems, and genetic resources, and connects traditional conversion to a sustainable future. Traditional manufacturing methods are insufficient for low-income areas, and so are not a long-term answer for many people who are hungry. Organic/green products have the ability to create enough high-quality food in adequate quantities. Green marketing also focuses on issues such as expanded producers of responsibility.

In a year, India is producing over 700 million metric tons of plastic and generates approximately 26,000 tons of plastic garbage. Vehicle emissions are also the leading contributors to the prevalence of the dangerous components such as PM 2.5 in the air, according to the research. It got me thinking since I've been striving to incorporate sustainable habits into my daily life. How many of you would like to change your lifestyle to be more eco-friendly? The Mahindra Group's latest study, dubbed "Alter nativist," attempted to answer this topic. Around 88 percent of consumers said it's tough to convert to sustainable solutions since there aren't many inexpensive, environmentally friendly alternatives on the market.

While 89% agreed that if corporations gave alternative alternatives to embrace, Climate change is more effectively active to monitor. By committing to the fight against climate change, we want to generate shared value. Usually, we get to the conclusion that individuals are unaware. Many people are aware of plastic and waste management nowadays, according to the survey. This group of well-informed folks made up over 80% of the study's participants. While 75% of respondents were focused about the negative effects of use of plastics for single time use only in the environment. Around 83 percent of respondents said they were more concerned about making lifestyle changes such as carpooling, also taking public transportation, as well as switching to e-vehicles.

Only 27% of those polled were able to discover alternatives that reduced their usage of plastic, according to the findings. However, just because a product is environmentally friendly does not guarantee that it will be adopted widely. As a result, these environmentally friendly items must satisfy the needs of consumers.

When it comes to electric cars, Mahindra has been working upon the market area for more accessible and long distance. With this in focus, and with the goal of providing Indian customers with a great platform for purchasing eco-friendly, effective items, our purpose is to make effective and mainstream way of life that is available to everyone. Because there is no Planet B, we feel it is an obligation, not a choice.

- Re-cycled cups
- Stainless Steel Bottles
- Re-cycled Toilet papers
- Re-cycled Sari Table Linen Collection
- Biodegradable / Disposable Waste Bags
- Biodegradable Garden Pots

We compiled a list of environmentally friendly items to demonstrate how simple it is to replace some of your plastic purchases. You can almost eradicate single-use plastic pollution in that region by replacing them.

INDIA'S PRIMARY GREEN PRODUCTS ENTITIES

According to a poll released today in India, the majority of Indian consumers are much aware about the green products and believes in their effect on environment such as healthier for the environment, According to a poll, more than 63 percent of customers are familiar with green products, and 85 percent believe they are healthier for the environment.

GREEN PRODUCT LIMITATIONS IN INDIA

Consumers in India desire to live a more sustainable lifestyle, but they are hindered by a lack of accessibility and price. This study confirms earlier findings, implying that if we are to mobilize widespread climate action for our world, we must act now.

Most Indian customers desire to help the environment, yet they believe that environmentally friendly options are either too expensive or ineffective. While just 4% of survey respondents claimed their unsustainable practices were motivated by a lack of environmental understanding, 88 percent of Indian customers feel sustainable options are pricey. Even more startling was the finding that 89 percent of respondents would be prepared to take more active steps to address climate change if businesses offered alternative answers.

FINDINGS, PROPOSALS, AND CONCLUSION

Eco-friendly products is also having two main objectives: reduction of waste and effective use of resources. As a result, the current study, titled "Customer Behavior towards Eco-Friendly Items:

A NCR Survey," attempted to investigate consumer behavior toward environmentally friendly products. The study's goals are to learn about customers' attitudes toward environmentally friendly products, to comprehend the function of green products in enhancing quality of life, and to assess the significance of green products in addressing environmental challenges. To gather data, a thorough Google form with 19 questions relating to the variable was created to see how many people responded to the study's variable.

FINDINGS

The purpose of the research was to learn about customers' attitudes about green products.

- Male responders made up 75% of the total.
- The majority of those who responded were between the ages of 20 and 40. (89.1 %).
- The majority of respondents have completed their education and are now enrolled in post-secondary education (45%).
- Green goods and their benefits and advantages were known by 91.9 % of respondents.
- A larger proportion of respondents learned about green products through social media (40.9%).
- When it comes to buying a product, 91.9% of respondents prioritize green options.
- After utilizing green goods, 94 % of those polled were happy.

- The majority of individuals think that green products are more effective than conventional ones (40.5%).
- 81.5 percent of respondents are willing to pay a higher price for green items than for conventional products.
- Green products were preferred by 81 % of those polled over non-green products.
- Approximately 94% of customers will pay the same amount for green items as they would for regular ones.
- The fact that 100% of customers responded positively to the green product demonstrates that it is environmentally beneficial.
- Environmental concerns can be alleviated by adopting green products.

SUGGESTIONS

Following are some recommendations for improving green products based on the research.

- Government policies should encourage the usage of environmentally friendly products.
- Governments, educational institutions, various businesses, and several societies can make a big difference to the environment and can help to raise consumer awareness using WOF (Word of Mouth) that helps in awareness about environmentally and changing buying habits.
- In order to decrease costs and lower the price of green products, better technologies should be implemented.
- Advertisements should convey a realistic message, and customers should be persuaded that they must pay a premium for green products.
- Customers must be informed about the need of going green through direct marketing, commercials, and public relations, among other methods.

CONCLUSION

Green goods are well-known among today's consumers. They feel that green items would improve their quality of life and that these products may also help to solve environmental problems. However, because of the limited availability and high cost of green-tagged items, they do not use them regularly.

Consumers are willing to pay or spend extra for an eco-friendly product, if they are accessible at the same price as regular ones. As a result, the government should implement policies that encourage the use of green products.

Governments, non-governmental organizations, educational institutions, businesses, and society should all work together to market green products to customers. As a result, by employing green products, we can lessen environmental challenges and help people live better lives.

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- <https://www.greenco.in>
- <https://www.ecoideaz.com>

CONSUMER ATTITUDE TO ECO-FRIENDLY PRODUCTS

37 responses

[Publish analytics](#)

Name

37 responses

Alpana Srivastava

Ankit

Pushp Ranjan Mishra

Tushar

Arpit Paliwal

Madhuresh Kumar Jha

Abhradeep Goswami

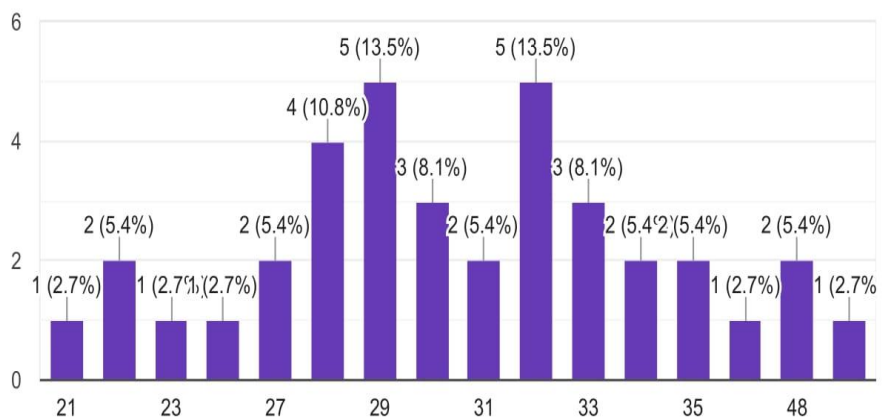
Anilkumar

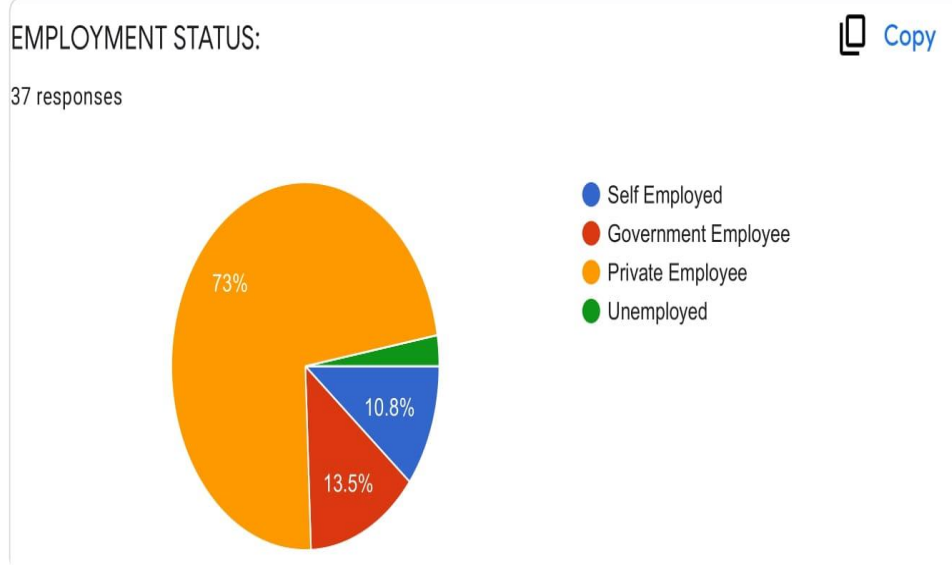
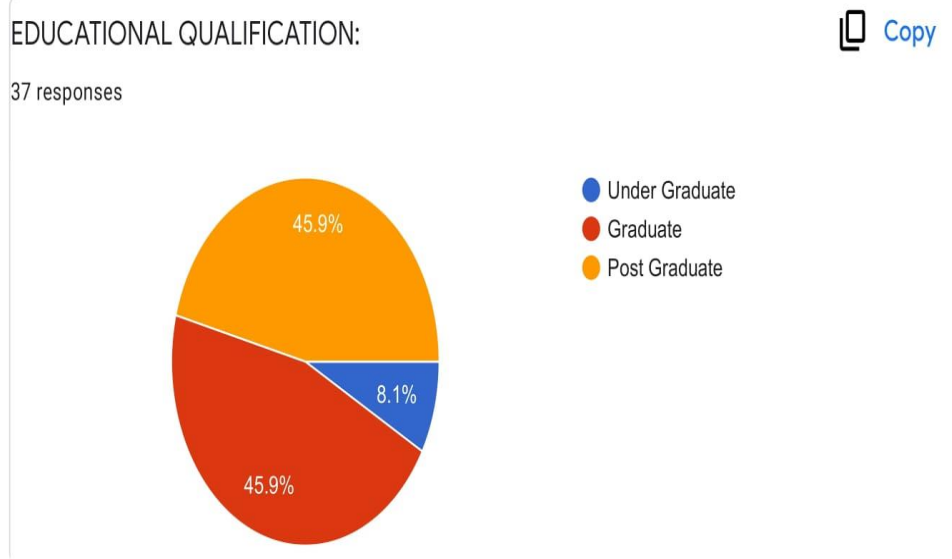
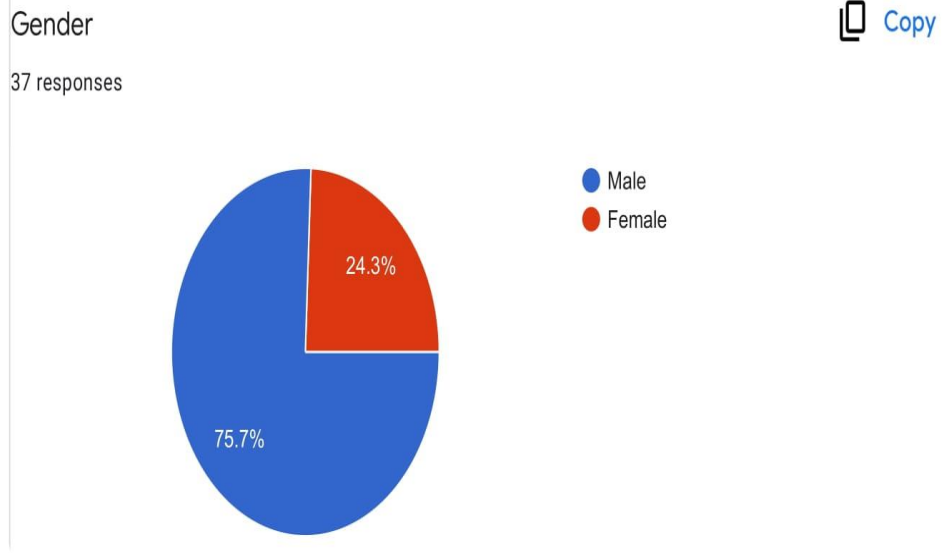
Kushagra Bhardwaj

Age

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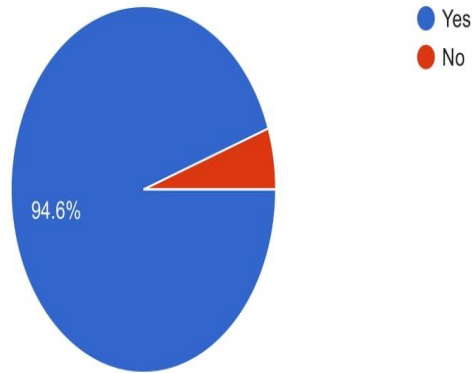




Eco friendly Products: Do You Know What They Are?

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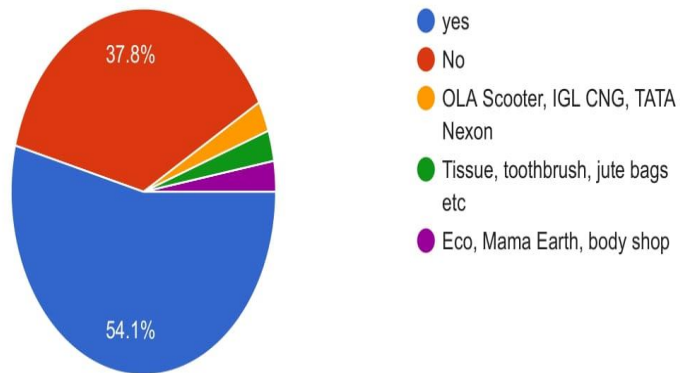
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Can you name at least three different brands of eco friendly-labeled products?

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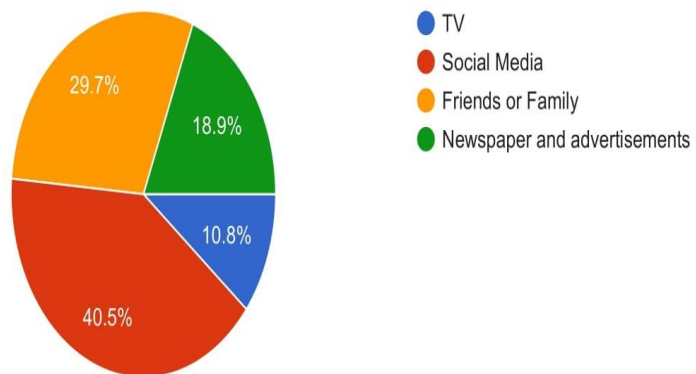
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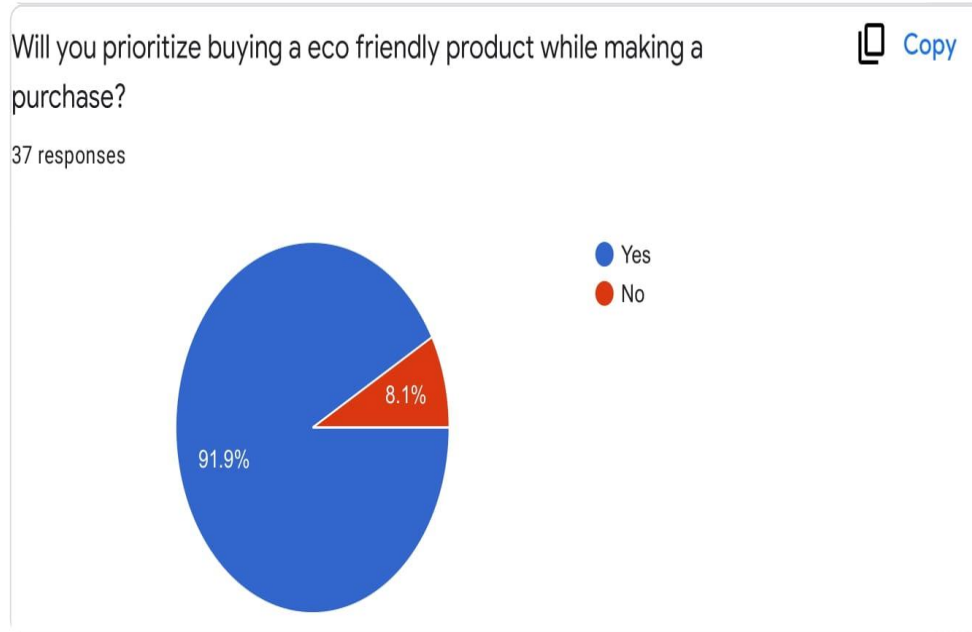
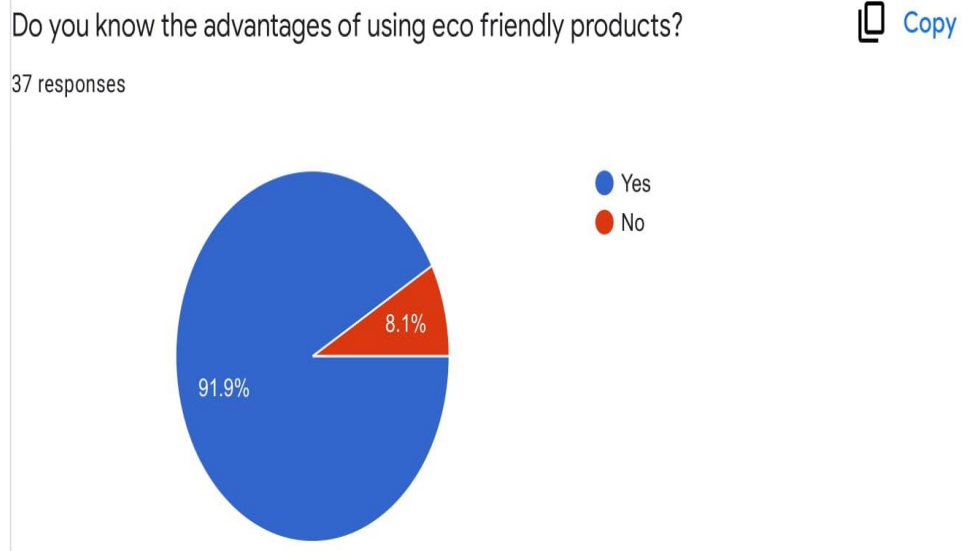


What drew you to eco friendly Products in the first place?

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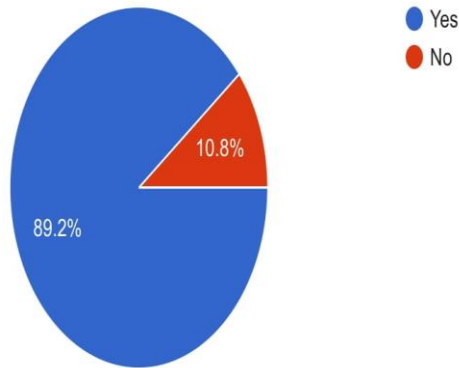




Have you ever made a purchase of eco friendly goods?

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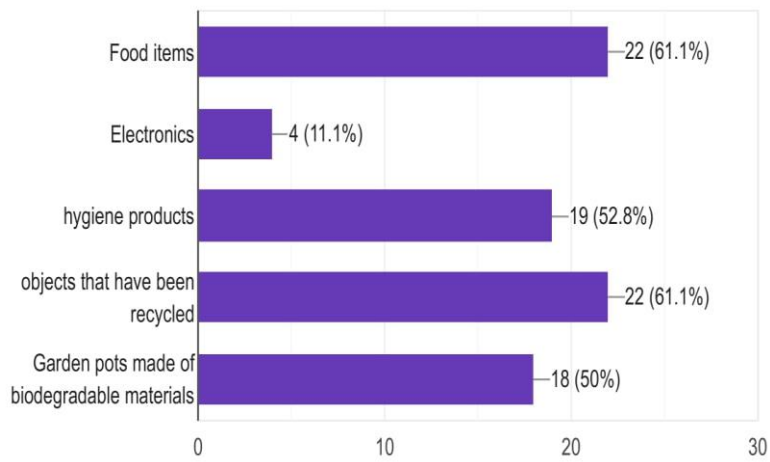
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What type of eco-friendly products have you purchased?

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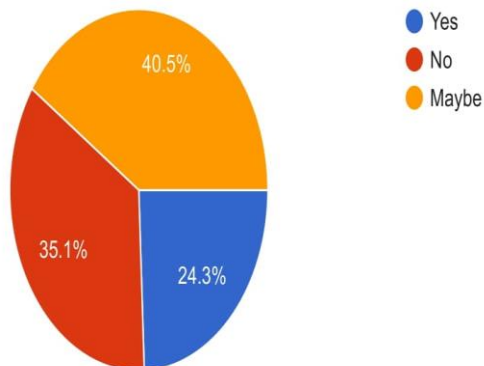
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Regular goods are less effective than eco-friendly products. Do you concur?

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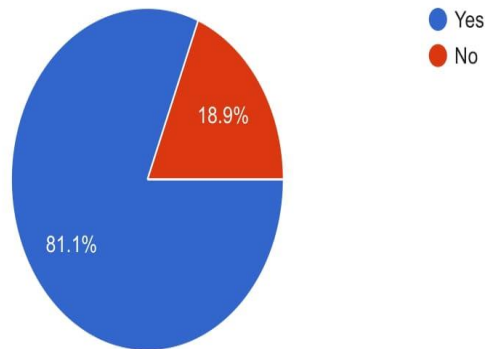
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Are you prepared to pay a higher price for green items than you would for regular ones?

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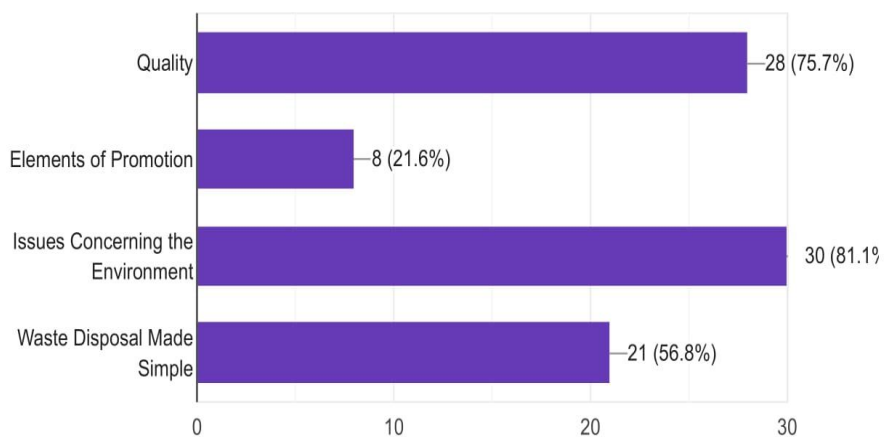
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What are the factors that influence your decision to spend more for eco-friendly products?

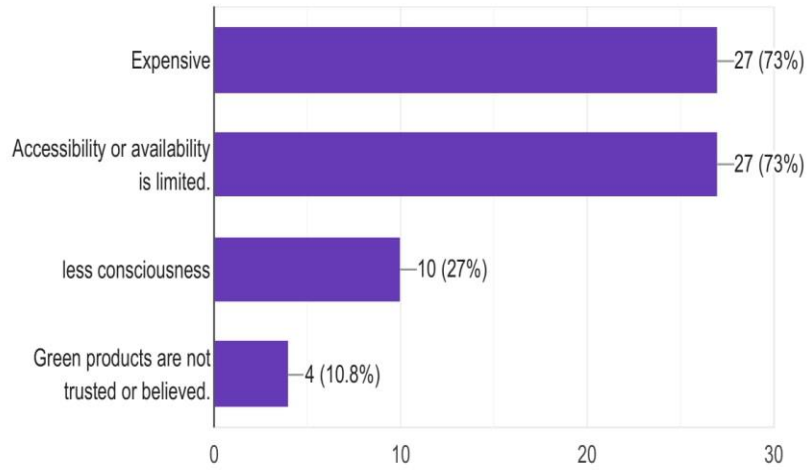
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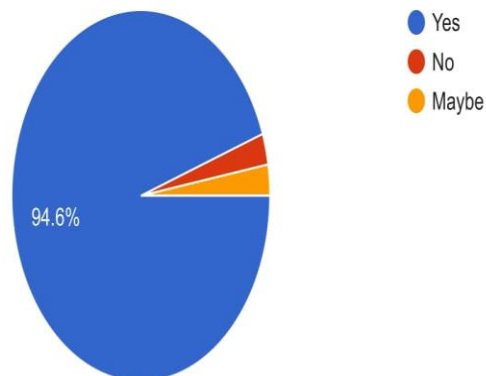
What are the drawbacks to using Eco-friendly Products instead of regular ones?  Copy

37 responses



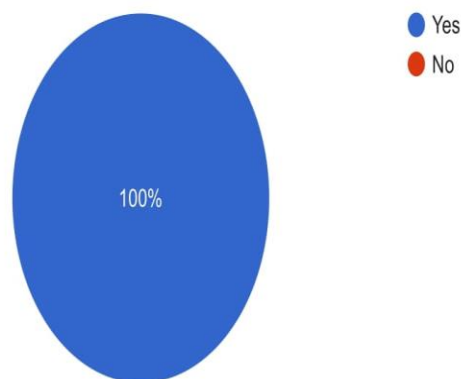
Will you switch to green items if they are freely accessible and cost the same as regular products?  Copy

37 responses



Do you believe that utilizing Green Products would enhance your life quality?  Copy

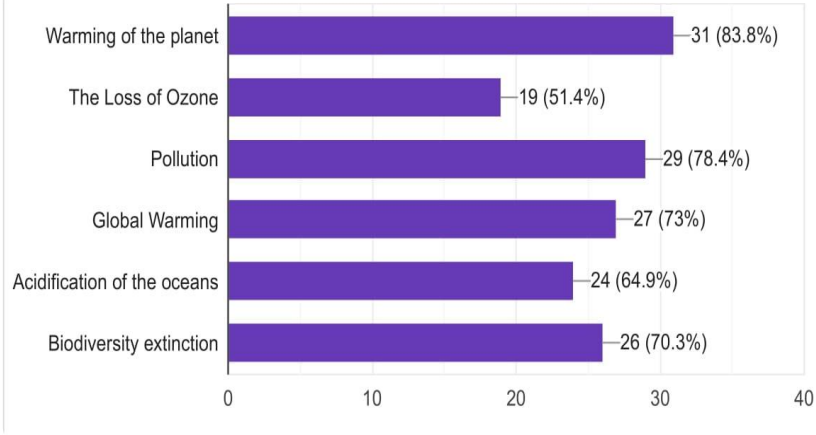
37 responses



What are some of the environmental concerns that utilizing eco-friendly Products can help to solve?



37 responses



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