Consumer Preference for Eco-Friendly Products in Relation to Sustainability Awareness

Amul Tamboli*, Mustafizul Haque2, Yogesh Jojare3, Amol Ohol4

*Research Scholar, Dr. D. Y. Patil Vidyapeeth, Center for Online Learning, Pune, Maharashtra, India, Email: amul.tamboli.col@dpu.edu.in
2,3Associate Professor, Dr. D. Y. Patil Vidyapeeth, Center for Online Learning, Pune, Maharashtra, India, Email: mustafizulhaque84@gmail.com, jojareyogesh@gmail.com
4 Research Scholar, Dr. D. Y. Patil Vidyapeeth, Center for Online Learning, Pune, Maharashtra, India, Email: amol.ohol.col@dpu.edu.in

*Corresponding author’s E-mail: amul.tamboli.col@dpu.edu.in

Abstract

This Research overarching goal is to assess how much sustainability education influences shoppers' decisions to buy green goods. The purpose of this research is to learn how customers' concerns about the environment and the need to make sustainable purchases influence their preferences. A survey distributed nationally will be used to collect data from customers. The poll will inquire as to the extent, to which consumers are concerned with environmental issues, the value they place on eco-friendly goods and their purchase patterns. The research will employ regression analysis to find links between sustainability consciousness and green product preference. Marketers and politicians can benefit greatly from this study's findings by learning more about how to promote eco-friendly products and increase sustainable consumption. Also, in the context of emerging economies, this study will add to the expanding body of literature on sustainability and consumer behaviour.

Keywords: Green Marketing, Sustainability, Eco-friendly, Greenwashing, Climate Change

1. Introduction

Green Marketing

The term "green marketing" is used to describe the promotion of eco-friendly goods and services that have been manufactured in an ethical manner. The goal of green marketing is to increase the number of environmentally conscious buyers by highlighting the benefits of environmentally friendly consumption and production methods.

Promoting energy efficiency, recycling, and trash reduction are all examples of green marketing strategies. So is advertising the usage of eco-friendly materials or production techniques. Environmental effect information, such as a product's carbon footprint or water usage, can be communicated to consumers through eco-labelling.

As people have become more conscious of the effects of their purchasing decisions on the environment, they have also begun to demand greener goods and services. Businesses who portray themselves as environmentally friendly may gain an edge over their rivals, expand their customer base, and improve their image as caring corporations.

However, green marketing can also be criticised and scrutinized, especially if businesses engage in "greenwashing" by using green marketing tactics to appear more environmentally friendly than they actually are or by making false or exaggerated claims about the environmental benefits of their products. The best way for businesses to avoid these issues is to practise honest, open, and verifiable green marketing. They must also be prepared to make a long-term investment in sustainable methods.

Objective Of Study

- Examines the factors influencing consumers' preferences for eco-friendly products.
To assess regional consumer environmental sustainability awareness towards eco-friendly products
To evaluate the impact of sustainability awareness campaigns on consumer behavior and preferences for eco-friendly products.
To determine if eco-labeling increases customer demand for green products.

2. Materials And Methods
This study will employ a structured questionnaire to collect data from a sample of participants in a cross-sectional survey. The questionnaire will measure sustainability awareness, customer desire for eco-friendly products, and purchasing decision variables. This study will target People living in metropolitan areas who are at least 18 years old will make up the study's target demographic. Convenience sampling will be used. A sample size calculator will determine the minimal number of participants needed to obtain 95% confidence and 5% error. Online Google form questionnaires will collect data. The questionnaire will have closed-ended and Likert scale items.

Sampling Method/ Technique used: Convenience Sampling
Sample Size: 461 Customers

Research Question

• How attentive are consumers across all age groups and communities regarding environmental issues?
• How does a person's level of sustainability consciousness influence their taste for and propensity to buy environmentally friendly goods?

Environment Concern
Concern for the environment is warranted for a variety of reasons. The risk of ecosystem collapse and the extinction of species is the most severe of these concerns. Human well-being is directly affected by the loss of biodiversity, which reduces the supply of essential resources like food and water.

It's important to note that social and economic challenges like poverty, inequality, and lack of access to resources are often intertwined with environmental concerns. Deterioration of the natural environment may make these issues worse and more challenging to resolve. Individuals can help by doing their part by cutting back on consumption and trash, while communities can work together to implement legislation reforms and sign international accords to solve environmental issues. To accomplish this goal, people, companies, governments, and international bodies must work together.

Taking care of the planet is crucial to our own and future generations' survival. The world can be a better place for everyone if we each do our part to reduce our individual environmental footprints.

Eco Friendly Products
To earn the label "eco-friendly," a product's manufacturing method must have negligible effects on the natural world. All of the processes involved in creating, using, and disposing of these goods have been optimised to have minimal negative effects on the natural world. A product's eco-friendliness is more obvious if it employs less energy in production, is created from renewable resources, or can be reused or recycled with less effort. Toothbrushes made from bamboo, canvas tote bags, computer paper, and CFL lights are all examples of environmentally friendly products.

By making the move to eco-friendly items, we can lessen our environmental footprint and conserve natural resources. Less pollution, less waste, and more conservation of valuable resources arise from using these goods. In addition to being safer for the environment, many eco-friendly items are also safer for human health. But not everything that uses words like "eco-friendly" or "green" is actually good for the planet. Verifying the claims made by retailers is essential for making environmentally responsible decisions.

3. Results and Discussion
Data Analysis

Available online at: https://jazindia.com
Most respondents (66.2% overall) have some knowledge of what constitutes an environmentally friendly product. The increasing focus on environmental friendliness in recent years lends credence to this hypothesis. A sizable minority, 8.9%, is still unaware or very unfamiliar with Eco-friendly products, highlighting the necessity of continued education and awareness-raising.

The lack of chemicals and preservatives, environmental concerns, and the product's Eco-friendliness appear to be the key reasons for people choosing Eco-friendly products. This is encouraging since it shows that more individuals are becoming aware of how their consumption patterns affect the environment and taking measures towards making more sustainable environments.

Over three-quarters of respondents are either very familiar or familiar with environmental sustainability. It's positive that people are starting to value environmental sustainability and they are learning more about the sustainability.
It's encouraging to discover that most individuals are at least somewhat familiar with the environmental sustainability, even though 4% claimed they were mostly uninformed. While more education on environmental sustainability is needed, this shows progress.

Eco-friendly food and personal care products were preferred by over 70% of respondents. This indicates an increasing awareness among customers about their lifestyle choices' environmental impact and a desire to use natural and organic items that are better for persons and the environment. Energy items are a large eco-friendly product category due to people's passion for lowering energy use and converting to renewable power. It's encouraging that people are starting to realise the need of lowering their energy consumption's environmental impact. Fashion items were the least popular category, demonstrating that customers are less likely to buy eco-friendly fashion items.

Over 75% of respondents reported being influenced by advertisements and promotions to buy Eco-friendly products. Approximately 6% of respondents reported that advertisements and promotions never influence their decision to buy Eco-friendly products, but the majority are at least occasionally influenced.

Interestingly, 46% of respondents said they are frequently or always influenced by ads and promotions, while 22% said they are rarely or never. This implies that while marketing can promote Eco-friendly items, personal values and beliefs may also influence people's decisions.
Recyclability is the most important factor for most consumers (approximately 40%) when choosing environmentally friendly products. Consumers are choosing recyclable or reusable products to reduce their environmental impact.

Biodegradability was the second most important factor (22%) indicating that consumers prefer products that degrade organically and have a lesser environmental imprint. Many respondents considered composability, energy efficiency, and sustainable materials despite their lower rankings.

More than half of respondents grasp green marketing basics. Consumers are aware of how their purchases affect the environment and how marketing promotes eco-friendly items. Nearly 40% say they know nothing about green marketing. This highlights why firms and marketers must educate to customers about their products' environmental impacts and the benefits of going green. 5% of respondents said they knew little about green marketing.

The findings indicate that 83% of individuals think the government should incentivize corporations to make more eco-friendly products. This implies that individuals value sustainability and product environmental impact reduction and feel government intervention can help accomplish these goals.

Approximately 5% of respondents said the government should not incentivize Eco-friendly production, while 12% were neutral.
The findings indicate that 95% of consumers think business enterprise promoting Eco-friendly products may help the environment and People know that business enterprise utilize their marketing and promotion strategy to promote the sustainability and minimize environmental impact. The 5% of respondents said they don’t think advertising Eco-friendly items helps to the environment.

According to the results, 86% of individuals have changed their shopping habit due to sustainability knowledge. This shows that consumers are becoming more environmentally concerned and choosing Eco-friendly products. Only 14% of respondents said sustainability awareness has not changed their buying habits.

4. Conclusion
In conclusion, this study demonstrates that customer demand for eco-friendly items is significantly influenced by consumers’ level of sustainability awareness. Consumers concerned about the environment are more likely to choose eco-friendly products over conventional ones, according to the survey. Several factors contribute to this trend, including people's growing awareness of the health benefits of choosing eco-friendly options and a desire to do their part to lessen the impact they have on the planet.

The research also highlighted some important elements that raise customers' sustainability consciousness. Age, income, and level of education are examples of demographic influences, while peer pressure, the media, and commercials are examples of cultural effects. The results also imply that businesses and marketers may play a significant role in raising sustainability consciousness by enacting efficient sustainability communication strategies and creating environmentally friendly products that satisfy consumer demand.

References:


