

CUSTOMER ATTITUDES TOWARDS ECO-FRIENDLY PRODUCTS IN LUNGLEI, MIZORAM



**A report submitted to Department of Commerce, Higher and Technical
Institute, Mizoram (HATIM) for the academic year of 2024**

Submitted by : Vanlalhmingdampuii Ralte

Reg.no : 2200925

Roll. No : 2223BCOM025

Prepared under the guidance and supervision of:

C.LALRINSANGI

Higher and Technical Institute, Mizoram (HATIM)

CERTIFICATE

This is to certify that the dissertation entitled “Customer attitudes towards eco-friendly products in Lunglei, Mizoram” submitted to the Mizoram University for the award of the degree of Bachelor of Commerce, is a record of research work carried out by ‘Vanlalhmingdampuii Ralte’ under my supervision. She has fulfilled all the requirements laid down in the MZU regulations of Mizoram University.

This dissertation is the result of her investigation into the subject. Neither the dissertation as a whole nor any part of it was ever submitted any other University for any degree.

Date: 27.4.2024

Place: Lunglei, Mizoram



(C.LALRINSANGI)

Project Supervisor



(VANKHAWPUIMAWII PACHUAU)

Head, Department of Commerce



(VUANSANGA VANCHHAWNG)

Principal, HATIM

DECLARATION

I, Vanlalhmingampuii Ralte declare that the subject matter of this dissertation is the record of work done by me, that the contents of this dissertation did not form basis of the award of any previous degree to me or to do the best of my knowledge to anybody else, and that the dissertation has not been submitted by me for any research degree in any other University or institute. This is being submitted to the Mizoram University for the degree of Bachelor of Commerce.

Date: 27.4.2024

(VANLALHMINGDAMPUII RALTE)

Place: Lunglei, Mizoram

Student

ACKNOWLEDGEMENT

Firstly, I would like to thank God with whom nothing is impossible. I would like to express my sincere gratitude to the project supervisor Miss C.Lalrinsangi for her constant support, guidance and tireless endeavour.

I would like to extend my gratitude to Mr. Vuansanga Vanchhawng, the Principal, HATIM an Mrs. Vankhawpuimawii Pachuau, Head of Department of Commerce for giving me the opportunity to undertake this study and prepare a project report on it.

Thank you,

VANLALHMINGDAMPUII RALTE

Contents

<i>Sl. No.</i>	<i>Title</i>	<i>Page No.</i>
	Certificate	1
	Declaration	2
	Acknowledgement	3
	Contents	4-5
	List of tables	6
	List of figures	7
1	Chapter-1	8-15
	Introduction	
	1.1 Literature review	
	1.2 Rational of the project	
	1.3 Statement of the project	
	1.4 Objective of the project	
	1.5 Research methodology	
	1.5.1 Sampling Method	
	1.5.2 Data Collection	
	1.5.3 Data Processing	
	1.6 Limitation of the study	
	1.7 Chapter Plan	
2	Chapter-II	16-29
	Analysis and Interpretation	
3	Chapter-III	30
	Result and Discussion	
4	Chapter-IV	31
	Suggestions and Conclusions	
5	Biography	32

6	Annexure	33-34
----------	-----------------	-------

List of tables

Table No.	Contents	Page No.
2.1	Gender of the respondents	16
2.2	Age of the respondents	17
2.3	Educational Qualification of the respondents	18
2.4	Occupation of the respondents	19
2.5	How important is it for you, to purchase eco-friendly products?	20
2.6	What factors influence your decisions to buy eco-friendly products?	21
2.7	Are you willing to pay a higher price?	22
2.8	How knowledgeable are you, about the environmental impact of different products?	23
2.9	Do you actively seek out eco-friendly alternatives when shopping?	24
2.10	What motivates you to choose eco-friendly products?	25
2.11	Have you notice any changes in your purchasing behaviour towards eco-friendly products?	26
2.12	How do you feel when a brand promotes its eco-friendly initiatives?	27
2.13	What prevent you from purchasing more eco-friendly products?	28
2.14	What improvements would you like to see in eco-friendly products or the availability of eco-friendly options?	29

List of Figures

Table No.	Contents	Page No.
2.1	Gender of the respondents	16
2.2	Age of the respondents	17
2.3	Educational Qualification of the respondents	18
2.4	Occupation of the respondents	19
2.5	How important is it for you, to purchase eco-friendly products?	20
2.6	What factors influence your decisions to buy eco-friendly products?	21
2.7	Are you willing to pay a higher price?	22
2.8	How knowledgeable are you, about the environmental impact of different products?	23
2.9	Do you actively seek out eco-friendly alternatives when shopping?	24
2.10	What motivates you to choose eco-friendly products?	25
2.11	Have you notice any changes in your purchasing behaviour towards eco-friendly products?	26
2.12	How do you feel when a brand promotes its eco-friendly initiatives?	27
2.13	What prevent you from purchasing more eco-friendly products?	28
2.14	What improvements would you like to see in eco-friendly products or the availability of eco-friendly options?	29

Chapter-I

Introduction

Environmentally friendly goods and materials are those that do not harm the environment. In summary, eco-friendly items benefit the environment rather than harming it. Consumers choose this product because it helps to safeguard the environment throughout its creation, usage, and disposal. Green products are often organic, environmentally friendly, recyclable, and energy-efficient. Products that are green are Energy-efficient, long-lasting, and frequently low-maintenance. There are no ozone-depleting chemicals, hazardous compounds, or harmful byproducts produced. Frequently constructed using recycled materials or content, as well as renewable and sustainable sources.

Eco-friendly things are valuable since they are both safe for us and for the environment. It may not be fashionable to use environmentally friendly items, but it is necessary to combat climate change and pollution in the environment. It aids in the conservation of natural resources. Make your life a little bit healthier. There are different objectives in using eco-friendly products that are (i) Pollutants in the environment are being reduced, (ii) Conservation of natural resources and energy, (iii) Natural resource management that is sustainable, (iv) Recycled materials are used (promoting the 4Rs), (v) Waste treatment and disposal has been simplified, (vi) The need of being aware of one's surroundings is emphasised and (vii) Product labels offer environmental and safety information. There are several methods to lessen environmental pollution caused by your house simply by purchasing environmentally friendly items.

- Certified Compostable Bin Liners
- Recycled Toilet Tissue
- Recycled Plastic Toothbrush
- Recycled Sari Table Linen Collection
- Recycled Plastic Rugs
- Recycled Water Bottle Ballpoint Pens.

Green purchasing behaviour

Green Purchasing Practices Purchasing and consuming things that are not detrimental to the environment is referred to as green buying. Consumers typically value environmental attributes over traditional product factors such as price and quality. According to several study findings, the majority of selected respondents are conscious of environmentally friendly items and are informed about environmental concerns. Customers have heard of eco-friendly things and were familiar with them. Also they were aware that buying environmentally friendly items helps to ensure a more sustainable future.

Ideas for getting customers to go green

- Introduce them to some of your favourite eco-friendly products and services.
- Sharing relevant material on your blog and social media platforms is a good way to start.

- Volunteering as a group to accomplish something environmentally friendly.
- Making it easy for people to recycle.

Simple and easy ways to go green

- Replace your light bulbs.
- Switch off your computers at night.
- When you're not using a light in your house, turn it off.
- For as long as you can, don't switch on any lights.
- Before you put the dishes in the dishwasher, stop rinsing them.
- Disposable bags should be avoided.

The pros and cons of environmentally friendly products

We are undoubtedly aware of eco-friendly items that can aid in the reduction of hazardous waste and the prevention of pollution. When you consider the benefits of utilising such goods, you might come up with a long list of reasons to do so. The major advantages are cost and energy savings, as well as a reduction in dangerous substances.

- Pollution reduction - This is, without a doubt, the most well-known and significant benefit of employing such items. They assist you in reducing harmful waste and non-biodegradable chemicals on the globe, resulting in reduced pollution. Imagine all those non-biodegradable plastic bottles and similar products being wiped off the face of the planet. Using a filter on your tap water and cloth diapers instead of disposables are two methods to help with this.
- Personal health - The chemicals contained in plastics and other goods we use, from the time of creation to the time they become a finished product, can cause a variety of health problems. Switching to eco-friendly things will help you overcome this phobia and live a greener life.
- Long-term savings - If you want to save money in the long run, buying ecofriendly items is a fantastic option. Solar panels and electric or hybrid automobiles can help you save a lot of money on your energy bills. Simply replacing your incandescent bulbs with CFL or LED bulbs can help you save money by reducing energy usage and reducing the number of times you have to replace them.

However, adopting a green lifestyle isn't without its drawbacks. Let's look at some of the benefits and drawbacks of adopting environmentally friendly items in our daily lives. Environmentally friendly products have the following other advantages: It conserves energy, Solar panels, for example (environmentally friendly goods that produce electricity from the sun), Low Maintenance, Low Costs. Improves environment, Conserves Water, Strengthens the immune system and Enhances mental health. The cons of using eco-friendly items are:

- Limited availability – The first and foremost problem you may face when looking for eco-friendly products is where to find them. To obtain ecofriendly items, you may need to look in smaller stores or go online.

- **Initial Cost** - When it comes to larger environmentally friendly things like solar panels or electric or hybrid autos, the initial cost to purchase them may be significantly more than a typical mass market product.
- **Implementation**- It may be challenging to make changes to your routine. It's lot simpler to say you want to become green than it is to really do it. It's preferable to start small, such as replacing light bulbs or buying using reusable bags rather than plastic bags. Also, many individuals are beginning to see the financial benefits of being green in various parts of their lives, and as more eco-friendly items enter the market, it will become easier and less expensive. Buying eco-friendly items can be a little shift in lifestyle if you are willing to go the additional mile to leave a green planet for your children, even if you are aware of the disadvantages.

1.1 LITERATURE REVIEW

Environmental concern, according to some academics, indicates an individual's desire to purchase environmentally friendly items, so contributing considerably to improving the environmental quality. Consumers' degree of knowledge, attitudes, beliefs, and behaviours have a significant impact on environmental quality. As a result, environmental awareness is an activity, or a behaviour. This further helps in defining the problem statement and the objectives of this study. It also helps in identifying the variables and designing the research.

- **Phillips et al (2019)** his study revealed that eco-friendly customers are environmentally conscious, but exhibit restrained behaviour when it comes to purchase due to the lack of awareness, perception and trust.
- **Ambika (2020)** his study showed that the study is accepted by consumers willing to pay a good premium, less impact on the environment, and check whether the conduct of such idealism of a small dose may in order to controlling environment is otherwise. It will be necessary to internalize the externalities.
- **Yue et al (2020)** in his study, concern for environment, responsibility, and price sensitivity was significantly and positively affecting the green consumption behaviour of customers.
- **Kumar and Murudanandam (2020)** his study concluded that concern, knowledge, and attitude on the environment, consciousness on health, effectiveness, fair marketing practices, advertisements, packages, and information about products were significantly influencing the buying behaviour of consumers for green or eco-friendly products.
- **Wong et al (2020)** in his study, he revealed that attitude towards environment and product, the consciousness of health, and social influence were positively and significantly affecting purchase intention for green products among customers.
- **Thomson (2020)** his study indicated that many people are adopting eco-friendly habits to protect the environment in addition to their health and safety.

- **Wen Zheng (2021)** in his study, he discovered that attitude mediates the association between the perceived environmental responsibility and green buying behaviour.
- **Dr Joji Alex.N (2021)** his study ascertained the importance of factors like product quality, level of awareness and the role of advertisement in consumer attitude to green products in Kerela. He found out that there is a positive relationship between products quality and consumer attitude, negative relationship between price and consumer attitude, positive relationship between advertisement and consumer attitude and, positive relationship between level of awareness and consumer attitudes towards eco-friendly products.
- **Saras Duraisamy (2022)** his study investigates the relationship between green product usage and purchase intention with demographic variables (age, gender, income, and educational qualifications). This study showed that most of the people are already use of willing to use paper bags. People come to know about the product through social media and, magazines and websites are not effective in providing information about the green products.
- **Nirmala, K., & Shyamala, K (2022)** his study investigates the moderating effect of customers' attitudinal qualities on the link between major demographical indicators and purchase intention for environmentally friendly items. It showed that demographic parameters such as age, gender, occupation, education, and income had little effect on knowledge of environmentally friendly objects, and eco-friendly product awareness and attitudes are positively and firmly relates.

1.2 RATIONALE OF THE STUDY

The study is to help businesses understand what customers think about the environmentally friendly options and how it affects their buying choices. This knowledge can guide companies in developing marketing strategies, improving their brand reputation, and gaining a competitive advantage. It also helps identify barriers to adapting eco-friendly products and informs consumer education efforts. When businesses take the time to study consumer attitudes towards eco-friendly products, it opens up a world of valuable insights. By understanding what customers think about environmentally friendly options, companies can gain a deeper understanding of consumer behaviour and preferences. Additionally, studying consumer attitudes can have implications for environmental impact. For this reason, I conducted a research to know the customer attitudes towards eco-friendly products.

This knowledge is incredibly important because it helps businesses gauge the demand for eco-friendly products. They can determine if there is a growing market for sustainable alternatives and adjust their offerings accordingly. Not only does studying consumer attitudes towards eco-friendly products help businesses cater to a specific market, but it also enhances their brand image. By embracing eco-friendly practices and offering sustainable products, companies can attract customers who value environmental responsibility. This fosters brand loyalty and sets them apart from competitors who may not prioritize sustainability.

In today's competitive landscape, having a strong focus on eco-friendly products can give businesses a competitive advantage. It differentiates them from others in the industry and positions them as leaders in the realm of sustainability. This can be a major selling point for customers who are actively seeking out environmentally friendly options. It doesn't stop there. Studying consumer attitudes towards eco-friendly products is about more than just market demand and brand reputation. It also has implications for environmental impact, policy development, and long-term sustainability.

By understanding customer attitudes, businesses can assess the potential positive impact that eco-friendly products can have on the environment. This knowledge empowers them to make informed decisions that reduce their ecological footprints and contribute to a more sustainable future. Furthermore, insights into customer attitudes can inform policymakers and contribute to the development of regulations and incentives that promote sustainable practices. It is all about working together to create a more environmentally conscious society.

Studying consumer attitudes helps identify areas where consumer education is needed. By understanding the barriers or misconceptions that may exist, businesses can effectively communicate the benefits of eco-friendly products and address any concerns or doubts that customers may have. It helps businesses to stay ahead. If they know that more and more people are becoming environmentally conscious, they can start offering sustainable alternatives before their competitors do. It is like being the trendsetter in the world of eco-friendliness.

1.3 STATEMENT OF THE PROJECT

The primary objectives of this project is to delve into the intricate nuances of customer attitudes towards eco-friendly products. Through survey, it aims to gain a comprehensive understanding of customers' perceptions, motivations, and barriers when it comes to adopting eco-friendly alternatives.

This research will focus in various aspects, including the customer awareness about environmental issues, their knowledge of eco-friendly options, and the factors that influence their purchasing decisions. It will explore customers' attitude towards sustainability, their level of interest in eco-friendly products, and the extent to which they prioritize environmental considerations in their buying habits.

The study will gather valuable insights into the underlying motivations that drive customers to choose eco-friendly products. It will also examine any perceived barriers or challenges that may hinder their adoptions of such products, such as cost, availability, and convenience.

Through data analysis and statistical techniques, it will identify patterns and trends in customer attitudes towards eco-friendly products. This will help uncover potential market segments, allowing businesses to tailor their marketing strategies and product offering to specific customer groups.

This study can provide actionable recommendations to businesses seeking to develop and promote eco-friendly products. By understanding customer attitudes and preferences, businesses can align their offerings with customer desires, enhance their sustainability efforts, and contribute to a greener future.

1.4 OBJECTIVES OF THE PROJECT

- To study the Demographic Profile of the consumer
- To access the level of awareness among customers regarding the environmental impact of the products they purchase.
- To understand the importance customer place on buying eco-friendly products.
- To identify the factors that influence customer's decisions to buy eco-friendly products.

1.5 RESEARCH METHODOLOGY

1.5.1 Data Collection

The data were collected from both primary and secondary as well as secondary sources. Primary data were collected from respective respondents. For collection of primary data, a structured questionnaire made with google form were prepared for the respondents.

The secondary data were collected from various published and unpublished sources including Journals, Magazines, Publications, Reports, Books, Articles, Research papers as well as Web sites.

1.5.2 Sampling Method

The study is conducted in Lunglei, which is the second capital of Mizoram. Random sampling method was adopted in this research. Here, random residents of Lunglei were chosen and each individuals has the same probability of being chosen at any state during the sampling process. The study is conducted by giving out questionnaires randomly to people living in.

1.5.3 Data Processing

The collected data is processed by using Microsoft Word and Microsoft Excel and presented in frequency tables, percentages and visual representation of data.

1.6 LIMITATIONS OF THE PROJECT

- The respondents may not be very truthful to the questionnaire handed out to them and may reply with false information.
- Sample size was only 25.
- Consumer's attitudes changes from time to time.

1.7 CHAPTER PLAN:

This are the chapter plan for the study:

Chapter I:INTRODUCTION

- 1.1 Literature Review
- 1.2 Rationale of the Project Study
- 1.3 Statement of the Project
- 1.4 Objectives of the Project
- 1.5 Research Methodology
- 1.6 Limitations of the Project
- 1.7 Chapter Plan

Chapter II: ANALYSIS AND INTERPRETATION OF DATA

Chapter III: RESULTS AND DISCUSSIONS

Chapter IV: CONCLUSIONS AND SUGGESTIONS

REFERENCE

APPENDIX

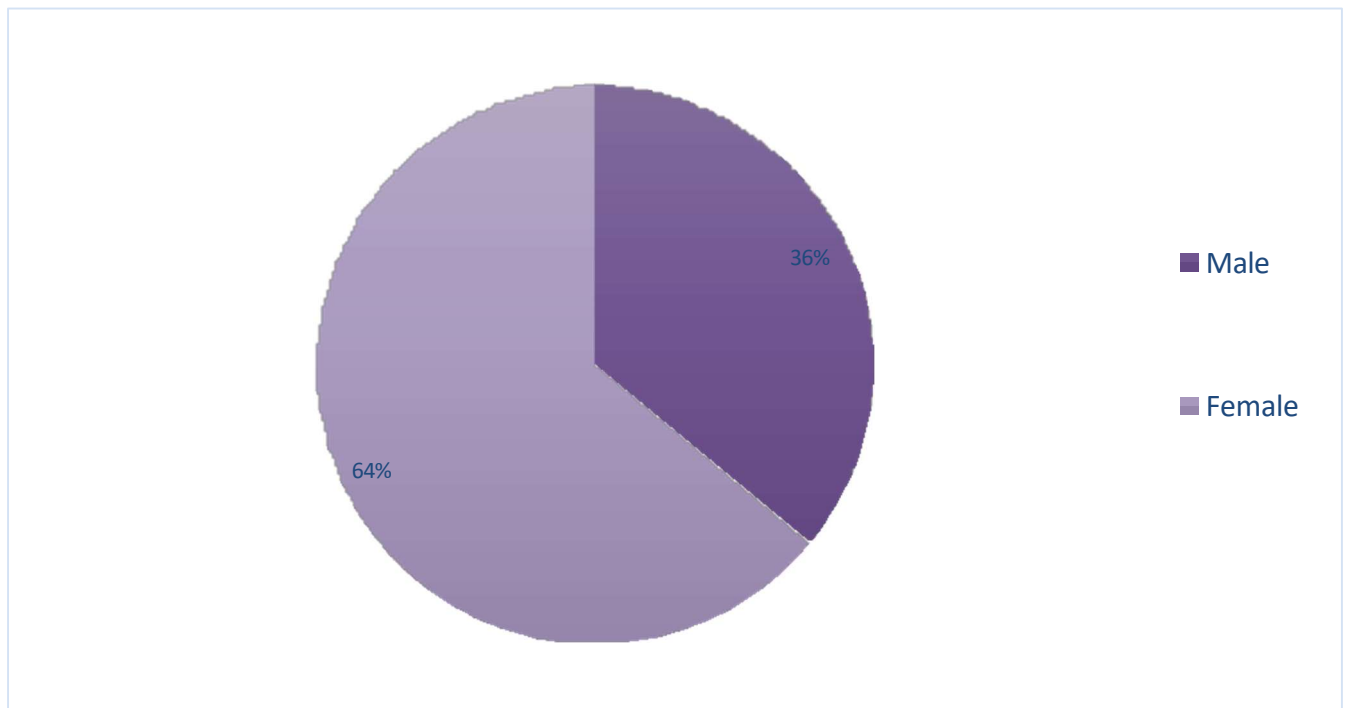
Chapter-II

Data analysis and interpretation

Table 2.1 Gender of the respondents

Options	Number of Respondents	Percentage
Male	9	36
Female	16	64
Total	25	100

Fig 2.1 Gender of the respondents



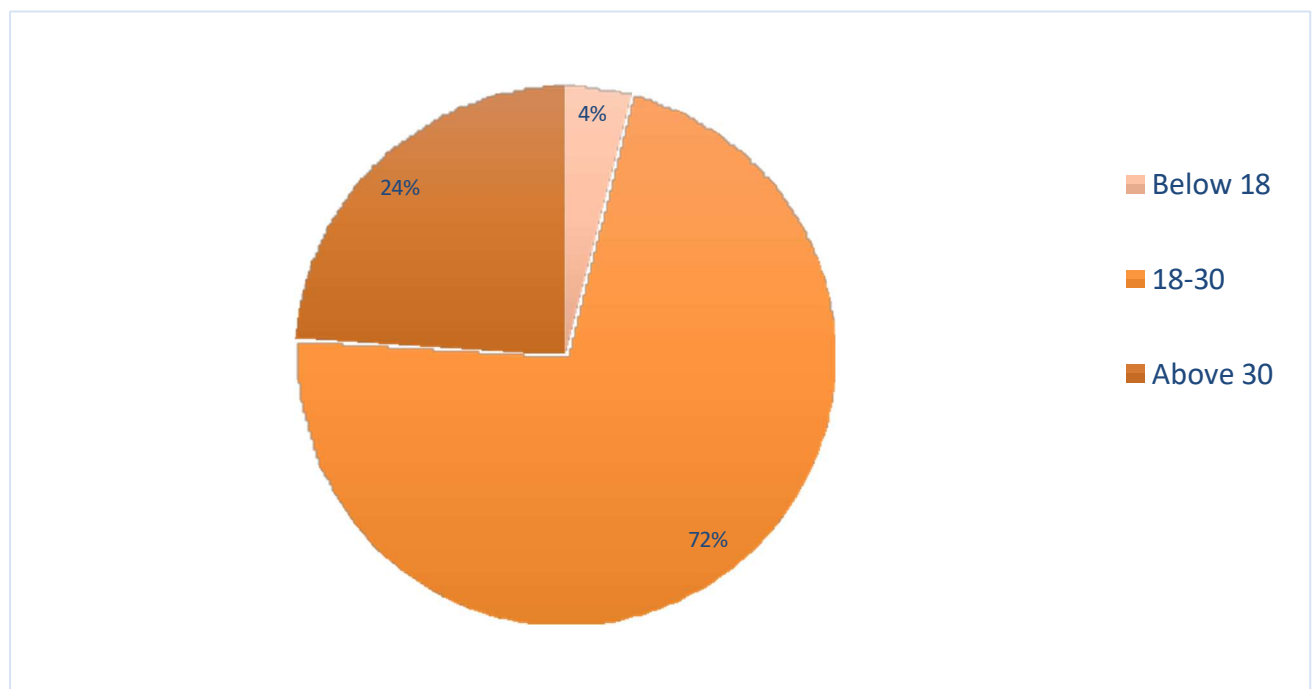
Interpretation

From the above data, we can see that the number of female respondents are more than male.

Table 2.2 Age of the respondents

Options	Number of Respondents	Percentage
Below 18	1	4
18-30	18	72
Above 30	6	24
Total	25	100

Fig 2.2 Age of the respondents



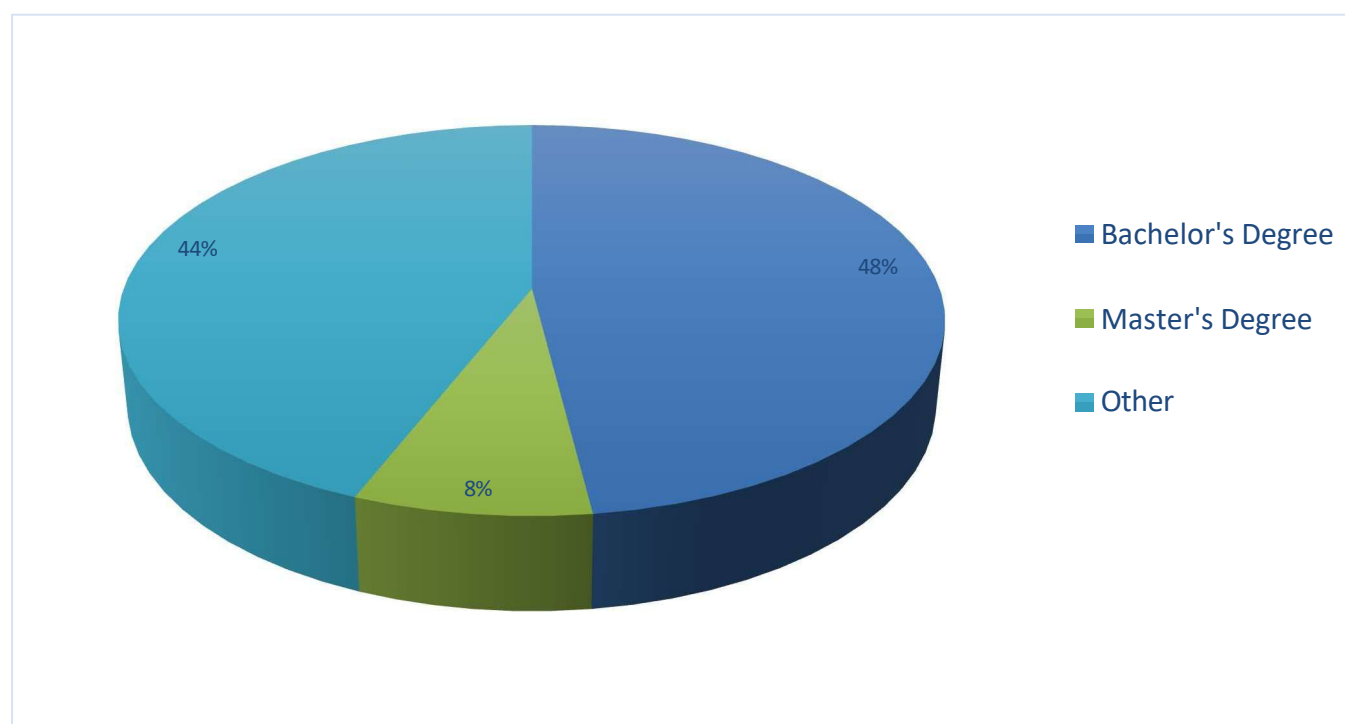
Interpretation

From the above table and figure, it can be seen that the majority of the respondents belong to the age group between 18-30 years, and a few of them are below 18 and above 30.

Table 2.3 Educational Qualifications of the respondents

Options	Number of Respondents	Percentage
Bachelor's Degree	12	48
Master's Degree	2	8
Other	11	44
Total	25	100

Fig 2.3 Educational Qualifications of the respondents



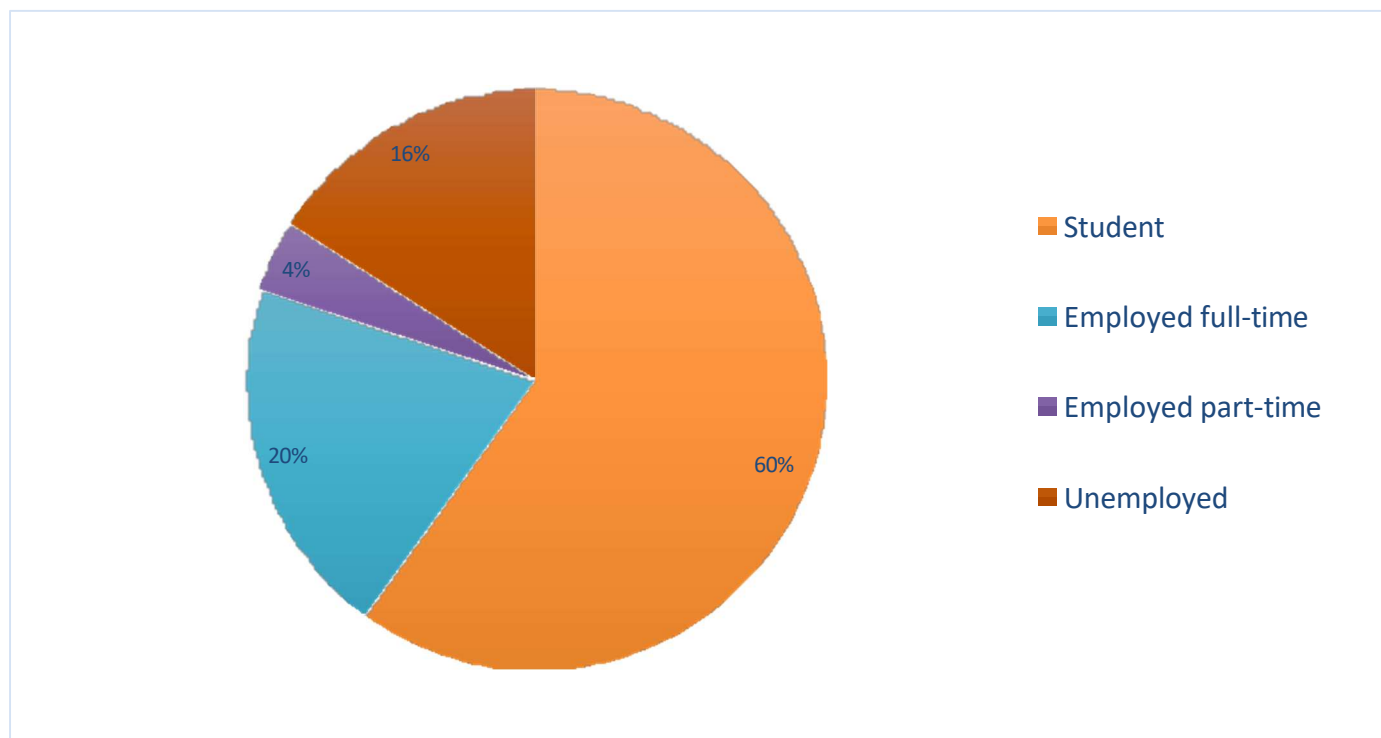
Interpretation

From the above data, majority of the respondents have Bachelor's Degree

Table 2.4 Occupation of the respondents

Options	Number of Respondents	Percentage
Students	15	60
Employed full-time	5	20
Employed part-time	1	4
Unemployed	4	16
Total	25	100

Fig 2.4 Occupation of the respondents



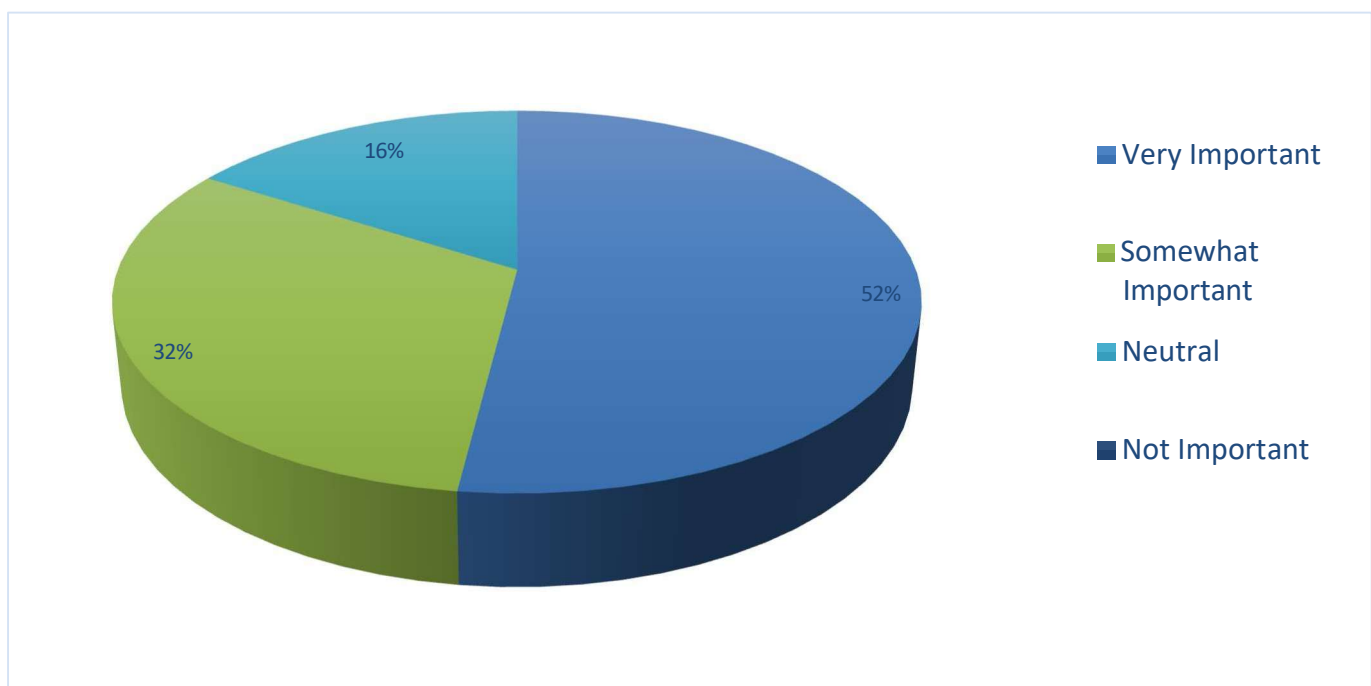
Interpretation

From the above data, it can be seen that most of the respondents are students with 60%. Few are employed full-time.

Table 2.5 How important is it for you, to purchase eco-friendly products?

Options	Number of Respondents	Percentage
Very Important	13	52
Somewhat Important	8	32
Neutral	4	16
Not important	0	0
Total	25	100

Fig 2.5 How important is it for you, to purchase eco-friendly products?



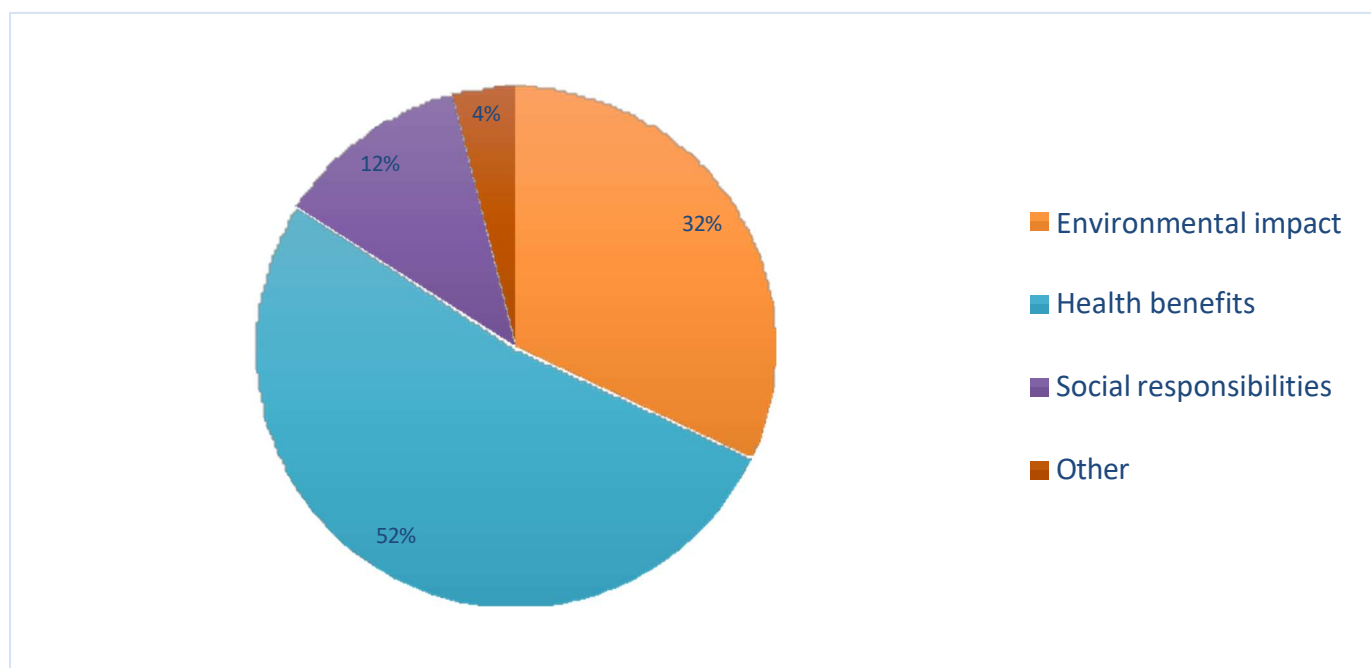
Interpretation

From the above table and figure, it can be seen that majority of the respondents thought that purchasing eco-friendly products is important for them. None of the them do not think purchasing eco-friendly products are not important.

Table 2.6 Factors influencing your decisions to buy eco-friendly products?

Options	Number of Respondents	Percentage
Environmental impact	8	32
Health benefits	13	52
Social responsibilities	3	12
Other	1	4
Total	25	100

Fig 2.6 Factors influencing your decisions to buy eco-friendly products?



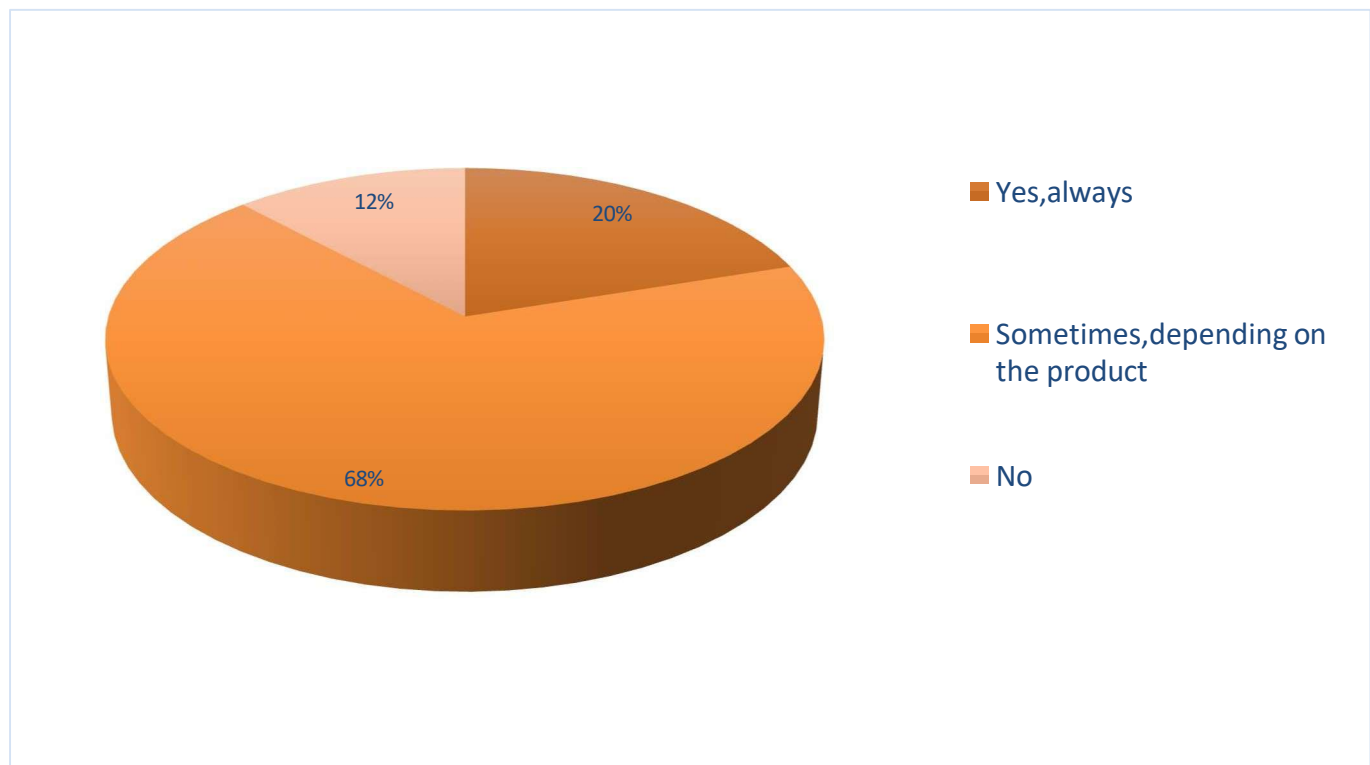
Interpretation

From the above data, health benefits is the factor that influence the majority of the respondents to buy eco-friendly products, next is the environmental impact.

Table 2.7 Are you willing to pay a higher price ?

Options	Number of Respondents	Percentage
Yes, always	5	20
Sometimes, depending on the product	17	68
No	3	12
Total	25	100

Fig. 2.7 Are you willing to pay a higher price?



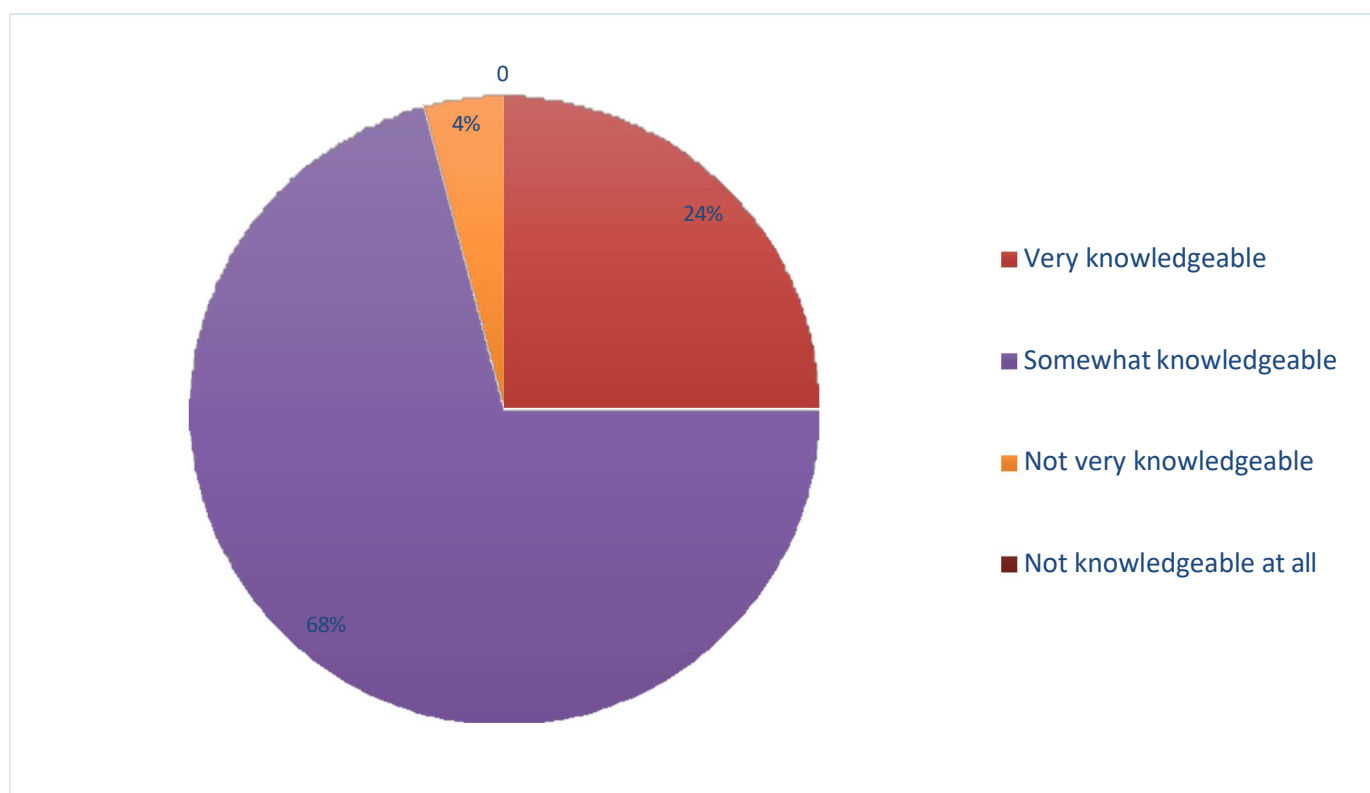
Interpretation

From the above data, it can be seen that majority of the respondents are willing to pay higher price for eco-friendly products depending on the product. Some people are willing to pay higher price for any eco-friendly products and fewer people with only 12% are not willing to pay price higher than normal products for eco-friendly.

Table 2.8 How knowledgeable are you, about the environmental impact of different products?

Options	Number of Respondents	Percentage
Very knowledgeable	6	24
Somewhat knowledgeable	17	68
Not very knowledgeable	2	8
Not knowledgeable at all	0	0
Total	25	100

Fig. 2.8 How knowledgeable are you, about the environmental impact of different products?



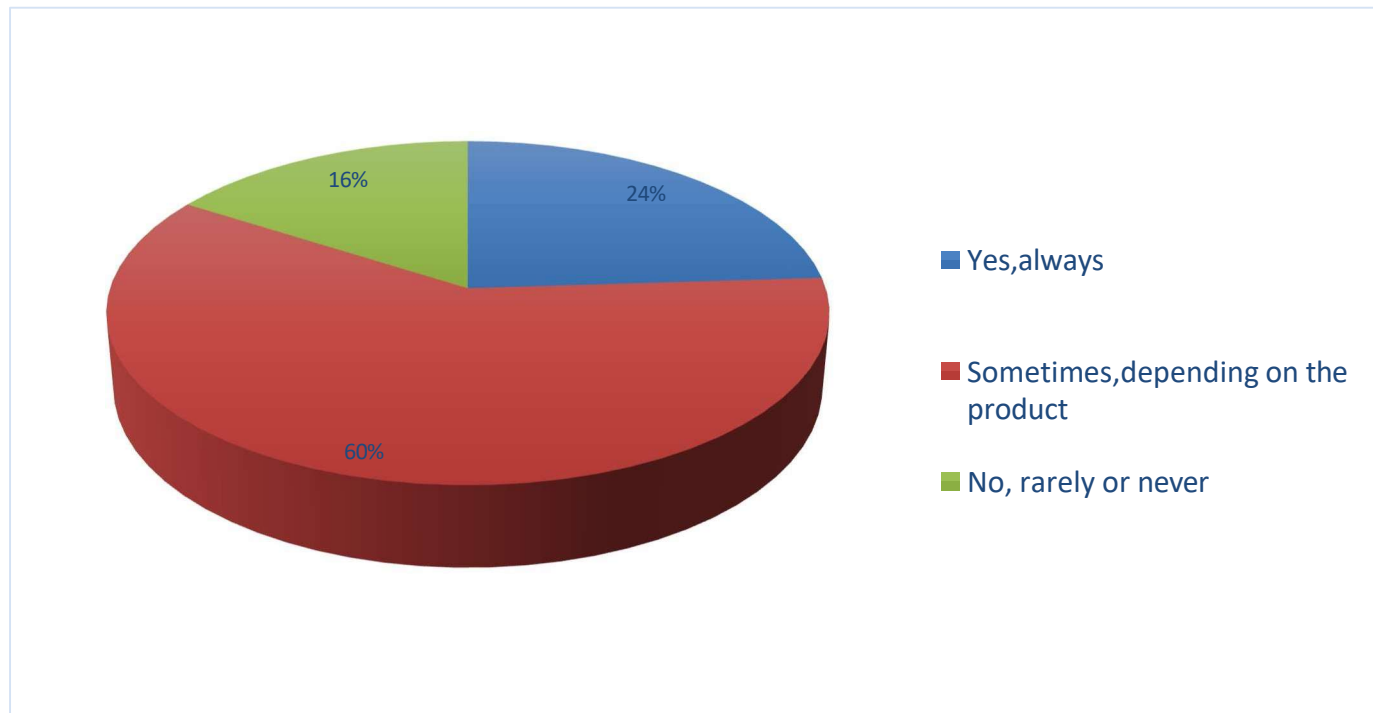
Interpretation

From the above table and figure, there are no one among the respondents who are not knowledgeable about the environmental impact of different products. Majority of them have some knowledge with 68%.

Table 2.9 Do you actively seek out eco-friendly alternatives when shopping?

Options	Number of Respondents	Percentage
Yes, always	6	24
Sometimes, depending on the product	15	60
No, rarely or never	4	16
Total	25	100

Fig. 2.9 Do you actively seek out eco-friendly alternatives when shopping?



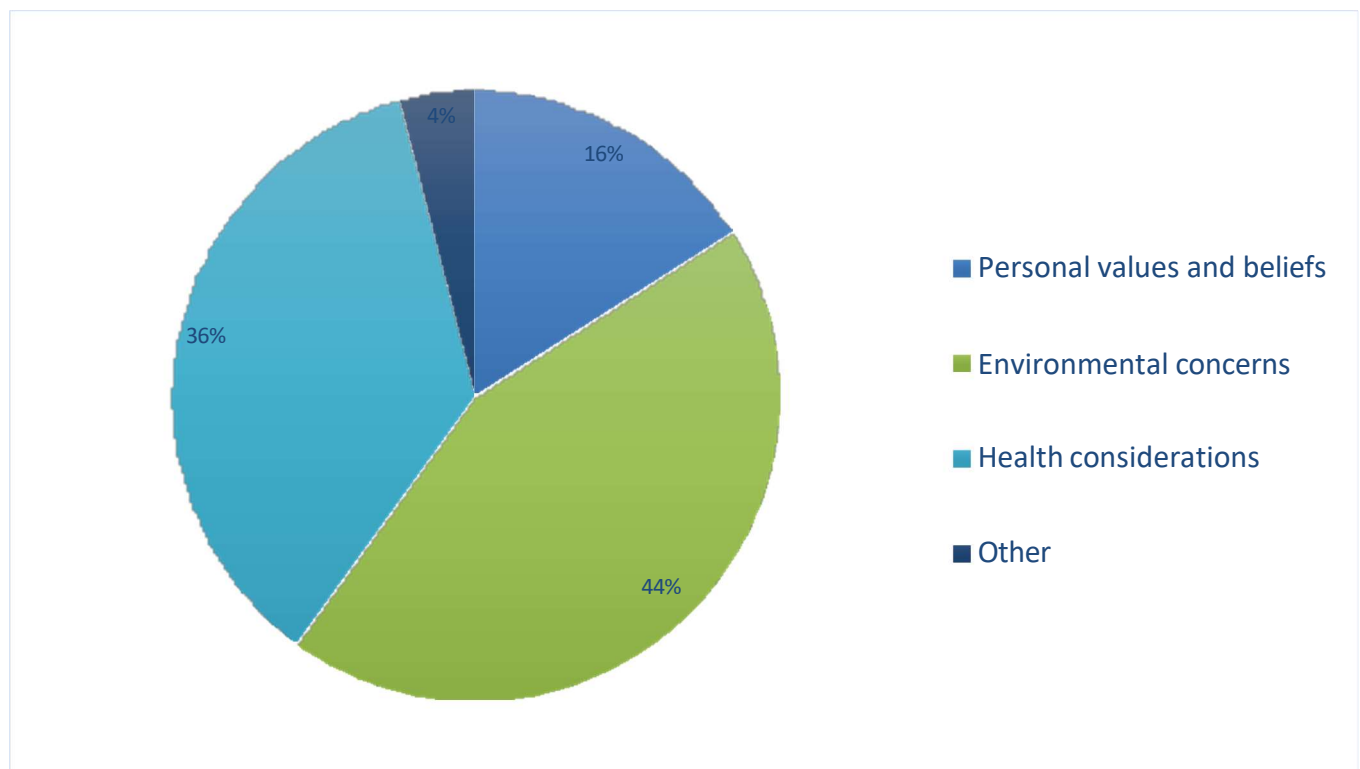
Interpretation

From the above data, depending on the product majority of the respondents actively seek out eco-friendly products. 24% actively seek out the products and 16% of the respondents never seek out the products of eco-friendly when shopping.

Table 2.10 What motivates you to choose eco-friendly products?

Options	Number of Respondents	Percentage
Personal values and beliefs	4	16
Environmental concerns	11	44
Health considerations	9	36
Other	1	4
Total	25	100

Fig. 2.10 What motivates you to choose eco-friendly products?



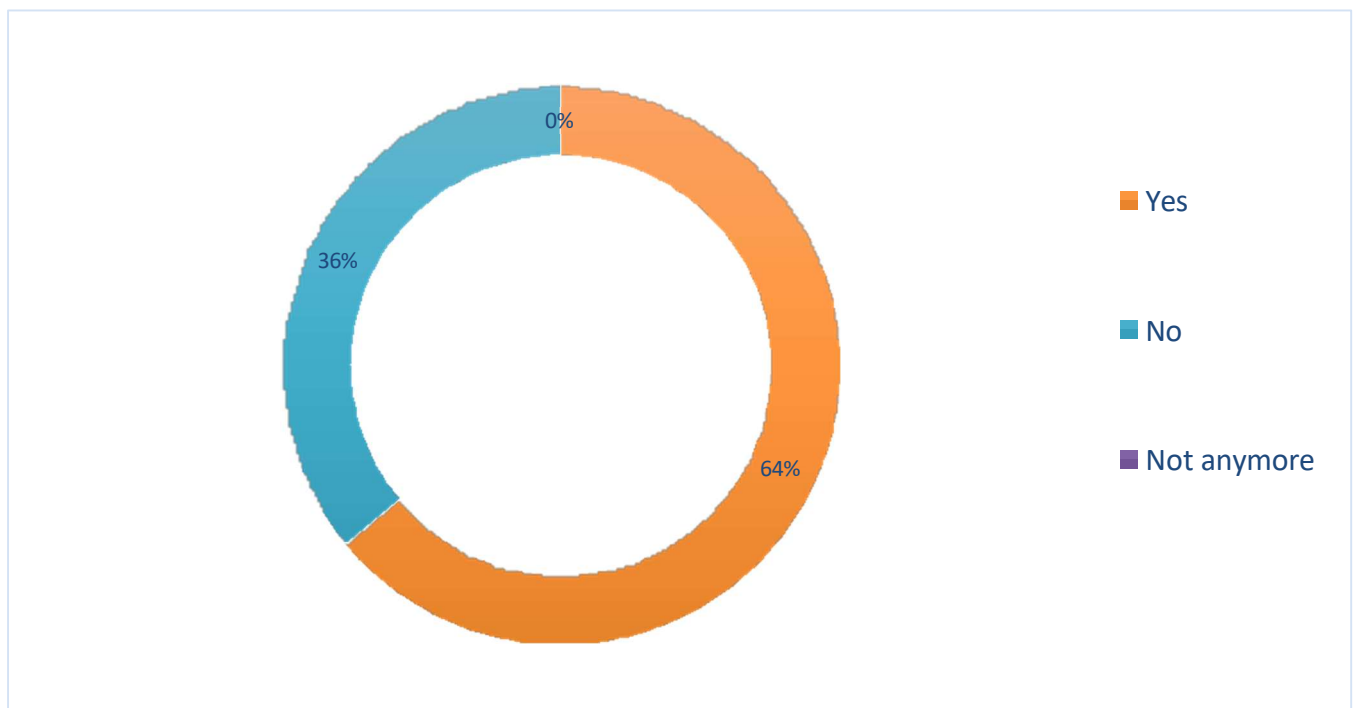
Interpretation

From the above figure and table, it can be said that majority of the respondents are motivated to choose eco-friendly products for environmental concerns. Many of them are also motivated by health considerations.

Table 2.11 Have you noticed any changes in your purchasing behaviour towards eco-friendly products over time?

Options	Number of Respondents	Percentage
Yes	16	64%
No	9	36%
Not anymore	0	0
Total	25	100

Fig.2.11 Have you notice any changes in your purchasing behaviour towards eco-friendly products over time?



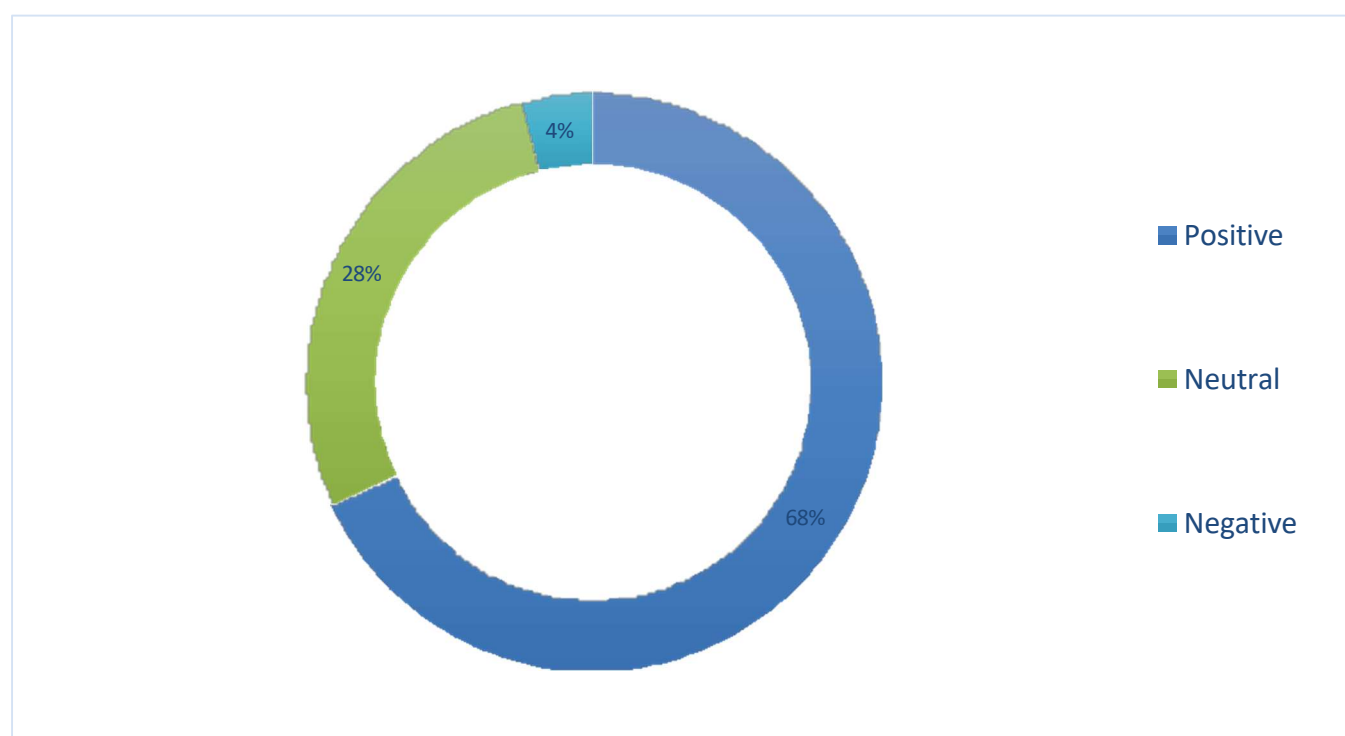
Interpretation

From the above data, it can be seen that majority of the respondents notice changes in their purchasing behaviour towards eco-friendly products.

Table 2.12 How do you feel when a brand promotes its eco-friendly products?

Options	Number of Respondents	Percentage
Positive	17	68
Neutral	7	28
Negative	1	4
Total	25	100

Fig. 2.12 How do you feel when a brand promotes its eco-friendly products?

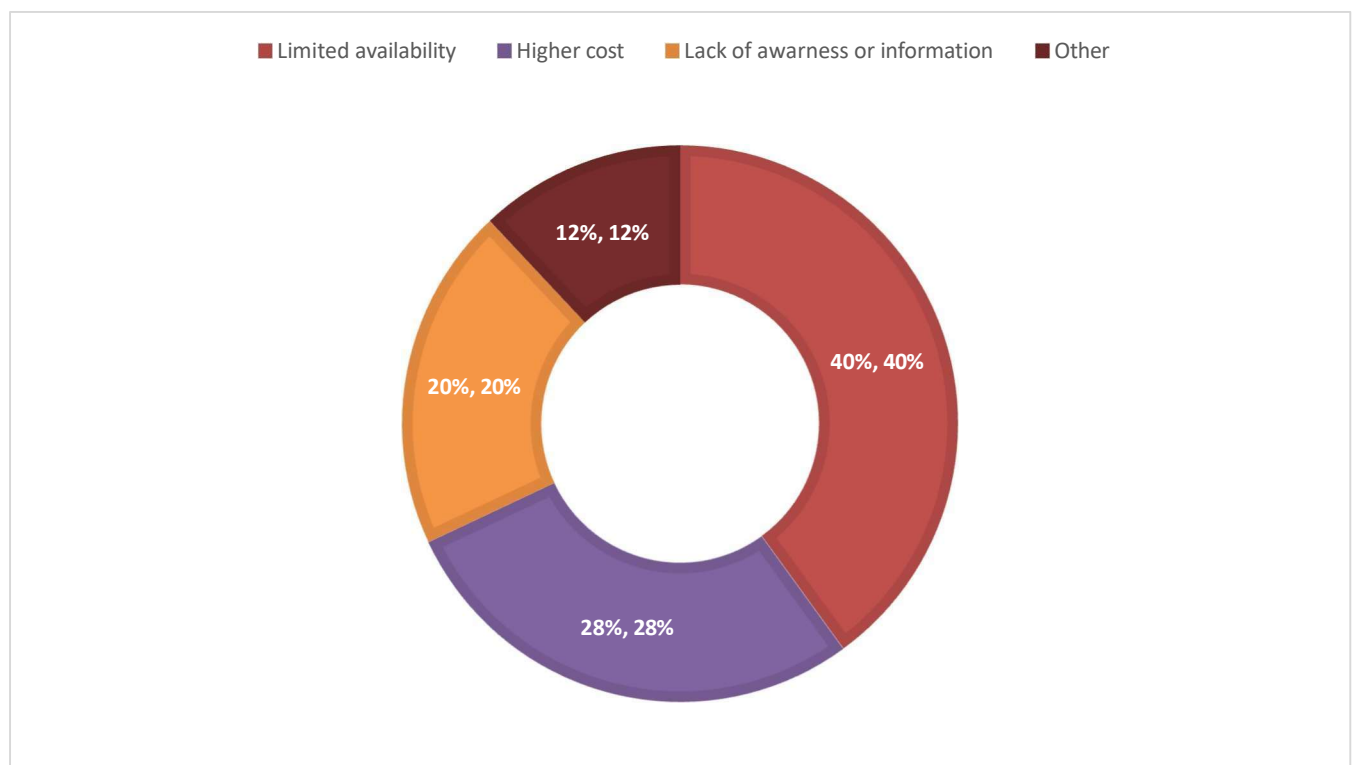


Interpretation: From the above table and figure, majority of the respondents are more likely to support the product when a brand promotes its eco-friendly initiatives. Few people are neutral in this statement and a lesser number with only 4% are negative and question the authenticity of the brand's claim.

Table 2.13 What prevent you from purchasing more eco -friendly products?

Options	Number of Respondents	Percentage
Limited availability	10	40
Higher cost	7	28
Lack of awareness or information	5	20
Other	3	12
Total	25	100

Fig. 2.13 What prevent you from purchasing more eco- friendly products?

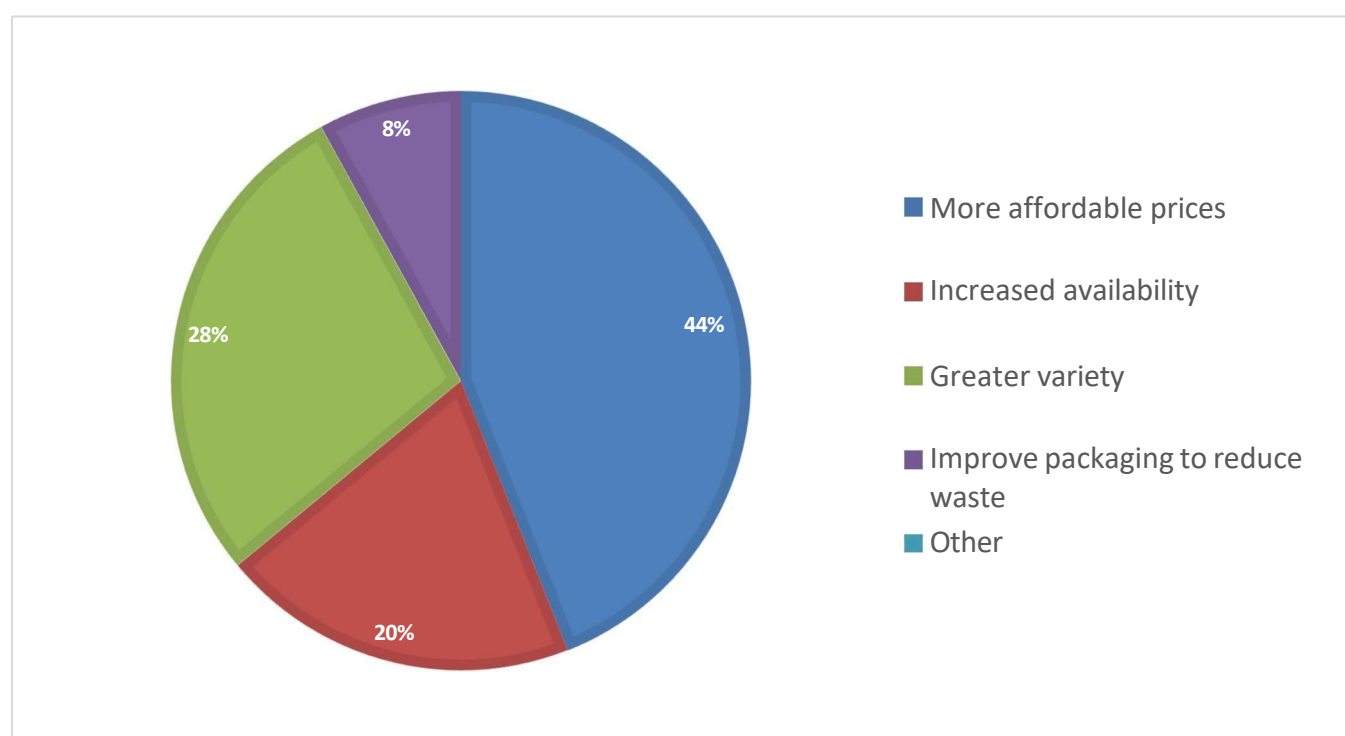


Interpretation: From the above data, it can be seen that majority of the respondents are prevented from buying more eco-friendly products because of limited availability. Higher cost of the products are also chosen by many respondents.

Table 2.14 What improvements would you like to see in eco-friendly products or the availability of eco-friendly options?

Options	Number of respondents	Percentage
More affordable prices	11	44
Increased availability	5	20
Greater variety	7	28
Improve packaging to reduce waste	2	8
Other	0	0
Total	25	100

Fig. 2.14 What improvements would you like to see in eco-friendly products or the availability of eco- friendly options?



Interpretation: From the above table and figure, no one among the respondents suggest or write their suggestion for improvement other than the provided options. It can be seen that majority of the respondents want more affordable prices on the existing and availability of eco-friendly products.

CHAPTER-III

Result and Discussion

This chapter contains the result and discussion of the data. The following are the main findings of the present study.

- The total respondents of the survey are 25; among them 36% of them were male and 64% were female. Majority of the respondents were female.
- 72% respondents were between the age of 18 and 30 years, 24% respondents were above 30 years, and the remaining 4% were below 18 years of age.
- The study reveals that among the respondents, 48% have a bachelor's degree; 8% have a master's degree, and the remaining 44% have neither bachelor's degree or master's degree.
- Among the respondents, majority i.e., 60% respondents are students, 20% are employed full-time, 16% were unemployed and, 4% were employed part-time.
- Purchasing eco-friendly products are important for majority of the respondents i.e., 52%. None of the respondents did not think that it is not important to purchase eco-friendly products.
- Majority of the respondents 52% were influenced to buy eco-friendly products for their health benefits. 32% respondents were influenced by environmental impact, and 12% were influenced to buy eco-friendly products for social responsibilities.
- The study reveals that majority of the respondents are willing to pay a higher price of eco-friendly products depending on the product.
- Among the respondents, majority of them with 68% are somewhat knowledgeable about the environmental impact of different products.
- When shopping, majority of the respondents 60% seek out eco-friendly alternatives depending on the product; 25% of the respondents actively seek out, and 16% rarely seek out eco-friendly alternatives.
- The study reveals that 44% of the respondents are motivated by environmental concerns to choose eco-friendly products, 36% of the respondents are motivated by health considerations, 16% of the respondents are motivated by personal values and beliefs, and the remaining 4% are motivated by none of these.
- Majority of the respondents 64% noticed changes in their purchasing behaviour towards eco-friendly products over time.
- Among the respondents, majority of them feel positive when a brand promotes its eco-friendly products.
- The study reveals that majority of the respondents are prevented from purchasing more eco-friendly products due to higher cost, and lack of awareness or information.
- Majority of the respondents wants to see improvements by more affordable prices of the eco-friendly products.

CHAPTER-IV

Suggestion and Conclusion

Suggestions:

There is a requirement for developing a marketing communication campaign to promote green products among customers. As a result, it is the government's responsibility to monitor the credibility and trustworthiness of these campaigns, as well as to move forward and inform citizens about the meaning and availability of new green products on the market, as well as to assist consumers in understanding the environmental benefits of using them.

Conclusion:

One thing that is being reiterated is that the current consumption levels are too high and are unsustainable. Therefore there is a need for green marketing and a need for a shift in the consumer's behavior and attitude towards more environmental friendly life styles. The current study is a compilation of various aspects related to green marketing. It is clearly evident from review of literatures and the conceptual model that the majority of the consumers still lack 'green' knowledge and because of such low awareness towards green products organizations are still not pushing towards developing more green products nor are they working hard on green packaging. Organizations still believe that marketing aspects such as developing a proper supply chain, packaging, pricing, etc., take precedence over green marketing initiatives. However, this is all changing. People are beginning to realize their role and responsibilities towards the environment. Although this change is not happening quickly, it is happening. Businesses are looking towards gaining an edge in the green market industry by trying to re-package their products into a more environmental friendly product. They are cutting down on extras and wasted materials and turning their operations into more efficient and green operation. Companies are also starting to educate the masses with an increase in advertising that puts emphasis on green products and how they are more beneficial for the consumers. This kind of advertising goes a long way in educating the masses and promoting the concept of green products among the people. With more and more consumers willing to pay a little extra towards green products, organizations are taking notice of the demands and behavior and attitude of the customer.

Biography:**References-**

- i. P.Pillai and Indra Meghrajani ,Consumer Attitude Towards Eco-Friendly Goods A Study Of Electronic Products In Ahmedabad City, International Journal of Engineering Research & Technology (IJERT) Vol. 2 Issue 7, July – 2013 ISSN: 2278-0181, (2013)
- ii. Kumar n.Anil, ” Buying Behaviour of Consumers towards Eco friendly Products” ICFAI University, Jharkhand Created and maintained by INFLIBNET Centre, (2021)
- iii. <https://www.signupgenius.com/home/ways-to-go-green.cfm>
- iv. (iv)<https://www.parents.com/parenting/better-parenting/green/ways-to-protect-the-earth/>
- v. https://www.google.com/search?sxsrf=AOaemvLYawG_L8BofDp7hlOfAdpv8QIkw:16
- vi. Anupreet Kaur Mokha, Green Marketing: A Study of Consumer Perception on using Eco-Friendly Products, (2017)
https://www.researchgate.net/publication/285843365_Consumer_attitude_towards_eco-friendly_goods_-_A_study_of_electronic_products_in_Ahmedabad_city
- vii. https://www.google.com/search?q=some+ways+to+encourage+your+family+and+friends+to+go+green&sxsrf=AOaemvKShENZr6_FqI9H8a6XSzP0BE5sNA%3A164259180211&ei=

Annexure

1. Gender of the respondents?

- a. Male
- b. Female

2. Age of the respondents?

- a. Below 18
- b. 18-30
- c. Above 30

3. Educational Qualifications of the respondents?

- a. Bachelor's degree
- b. Master's degree
- c. Other

4. Occupation of the respondents?

- a. Students
- b. Employed full-time
- c. Employed part-time
- d. Unemployed

5. How important is it for you, to purchase eco-friendly products?

- a. Very important
- b. Somewhat important
- c. Neutral
- d. Not important

6. What factors influence your decisions to buy eco-friendly products?

- a. Environmental impact
- b. Health benefits
- c. Social responsibilities
- d. Other

7. Are you willing to pay a higher price?

- a. Yes, always
- b. Sometimes, depending on the product
- c. No

8. How knowledgeable are you, about the environmental impact of different products?

- a. Very knowledgeable
- b. Somewhat knowledgeable
- c. Not very knowledgeable

- d. Not knowledgeable at all

9. Do you actively seek out eco-friendly alternatives when shopping ?

- a. Yes, always
- b. Sometimes, depending on the product
- c. No, rarely or never

10. What motivates you to choose eco-friendly products?

- a. Personal values and beliefs
- b. Environmental concerns
- c. Health considerations
- d. Other

11. Have you noticed any changes in your purchasing behaviour towards eco-friendly products?

- a. Yes
- b. No
- c. Not anymore

12. How do you feel when a brand promotes its eco-friendly products?

- a. Positive
- b. Neutral
- c. Negative

13. What prevent you from purchasing more eco-friendly products?

- a. Limited availability
- b. Higher cost
- c. Lack of awareness or information
- d. Other

14. What improvements would you like to see in eco-friendly products or the availability of eco-friendly options?

- a. More affordable prices
- b. Increased availability
- c. Greater variety
- d. Improve packaging to reduce waste
- e. Other