



# CONSUMERS' AWARENESS AND PERCEPTION TOWARDS ECO-FRIENDLY PRODUCTS: A STUDY WITH REFERENCE TO MANGALORE CITY

**Ms. Pushpalatha B**

Lecturer

Department of Commerce and Management

University College

Mangalore 575001

Phone : 9900712888

Email : [push.pumpwell@gmail.com](mailto:push.pumpwell@gmail.com)

**Abstract:** Environmental degradation and growing ecological concerns have significantly influenced consumer behavior in recent years. Eco-friendly products are increasingly promoted as a solution to environmental problems; however, their acceptance largely depends on consumers' awareness and perception. This research paper aims to study consumers' awareness and perception towards eco-friendly products and to identify the factors influencing their purchasing decisions. The study is based on secondary data collected from journals, books, and published reports. The findings indicate that while awareness of eco-friendly products is steadily increasing, factors such as price, trust, and availability strongly influence consumer perception and buying behavior.

**Keywords:** Eco-friendly products, consumer awareness, consumer perception, green marketing, sustainability

## INTRODUCTION:

The growing concern over environmental degradation, climate change, and unsustainable consumption patterns has drawn global attention towards the adoption of eco-friendly products. Rapid industrialization, urban expansion, and population growth have resulted in increased pollution, depletion of natural resources, and ecological imbalance. In response to these challenges, governments, organizations, and consumers are emphasizing sustainability and environmental responsibility.

Eco-friendly products, also known as green or sustainable products, are designed to reduce negative environmental impacts throughout their life cycle, including production, consumption, and disposal. These products use renewable resources, generate less waste, and are often recyclable or biodegradable. Despite increased promotion of eco-friendly products, their market penetration remains relatively low when compared to conventional products.

Consumer behavior plays a critical role in determining the success of eco-friendly products. Awareness and perception significantly influence consumers' purchasing decisions. Awareness helps consumers understand the environmental and health benefits of green products, while perception shapes their attitudes and beliefs regarding price, quality, and performance. Therefore, analyzing consumers' awareness and perception towards eco-friendly products is essential for marketers, policy makers, and environmental advocates.

## OBJECTIVES OF THE STUDY:

- To examine the level of consumer awareness towards eco-friendly products
- To analyze consumers' perception towards eco-friendly products
- To identify factors influencing consumers' purchase decisions of eco-friendly products
- To study the challenges faced in promoting eco-friendly products
- To suggest measures for improving consumer acceptance of eco-friendly products.

## REVIEW OF LITERATURE

Numerous studies have explored consumer behavior towards eco-friendly products. Ottman (2011) emphasized that consumers are more likely to purchase eco-friendly products when they perceive them as credible and value-oriented. The study highlighted that effective green marketing requires transparency and honesty to gain consumer trust.

Jain and Kaur (2004) conducted a study on Indian consumers and found that while awareness of green products was relatively high, actual purchasing behavior was influenced by price sensitivity and availability. Their research revealed a gap between consumers' positive attitudes and actual buying behavior.

Peattie (2010) discussed the concept of green consumption and emphasized that skepticism regarding green claims and greenwashing practices negatively affect consumer perception. According to the study, consumers demand proof and certification to validate eco-friendly claims.

Kotler and Keller (2016) suggested that green marketing strategies must align environmental benefits with consumer value propositions such as quality, convenience, and cost-effectiveness. Other studies indicate that social influence, education level, and environmental concern play a significant role in shaping consumer attitudes.

## STATEMENT OF THE PROBLEM

Despite increased awareness of environmental issues, the adoption rate of eco-friendly products remains relatively low. Many consumers perceive eco-friendly products as expensive, less effective, or inconvenient to use. In addition, misleading green claims have created confusion and distrust among consumers. These issues highlight the need to examine consumers' awareness and perception towards eco-friendly products and identify the key factors affecting their purchase decisions.

## METHODOLOGY:

The study is descriptive in nature and is based on secondary data. Secondary data were collected from various sources including academic journals, books, research papers, government publications, and online databases. The data collected were reviewed and analyzed qualitatively to understand patterns in consumer awareness and perception towards eco-friendly products.

## CONCEPTUAL FRAMEWORK OF ECO-FRIENDLY PRODUCTS

Eco-friendly products are those that have minimal impact on the environment. These products are manufactured using sustainable practices, consume fewer natural resources, and generate minimal waste. The conceptual framework of eco-friendly products involves environmental concern, consumer awareness, perception, attitude, and purchase behavior. Awareness influences perception, which in turn affects purchase intention and actual buying behavior.

## CONSUMER AWARENESS TOWARDS ECO-FRIENDLY PRODUCTS

Consumer awareness refers to the extent of knowledge consumers possess about eco-friendly products and their environmental benefits. Awareness is influenced by various factors such as advertising, social media, government campaigns, environmental education, and word-of-mouth communication. Increased awareness enables consumers to differentiate between green and non-green products and make informed decisions.

In recent years, digital platforms and social media have played a significant role in spreading environmental awareness. Government initiatives such as plastic bans, eco-labeling, and sustainability campaigns have also contributed to increased awareness.

## CONSUMER PERCEPTION TOWARDS ECO-FRIENDLY PRODUCTS

Consumer perception refers to consumers' beliefs, attitudes, and opinions regarding eco-friendly products. Perception is shaped by personal values, past experiences, social influence, and marketing communication.

### POSITIVE PERCEPTION

Consumers perceive eco-friendly products as environmentally responsible, safe for health, and socially ethical. Many consumers associate green products with superior quality and long-term benefits.

### NEGATIVE PERCEPTION

Negative perceptions include higher prices, limited availability, doubts about performance, and skepticism towards green claims. These perceptions often discourage consumers from purchasing eco-friendly products.

### FACTORS INFLUENCING CONSUMER AWARENESS AND PERCEPTION

Several factors influence consumer awareness and perception towards eco-friendly products:

Environmental concern and ethical values

Price sensitivity and income level

Product quality and performance

Brand image and credibility

Social and cultural influence

### FINDINGS:

Consumers are increasingly aware of eco-friendly products

Environmental concern positively influences perception

High prices remain a major barrier to purchase

Trust and authenticity of green claims affect buying behavior

The majority of employees believe that a good work-life balance is positively linked to improved performance in the organisation.

### SUGGESTIONS:

Increase environmental education and awareness programs

Encourage transparent eco-labeling and certification

Provide government incentives and subsidies

Improve availability through efficient distribution channels

### **CONCLUSION :**

The study reveals that consumers' awareness and perception towards eco-friendly products are gradually improving. However, challenges such as high prices, limited availability, and lack of trust continue to restrict widespread adoption. Coordinated efforts by businesses, governments, and consumers are essential to promote sustainable consumption and environmental protection.

### **REFERENCE:**

Ottman, J. A. (2011). *The New Rules of Green Marketing*. Greenleaf Publishing.

Kotler, P., & Keller, K. L. (2016). *Marketing Management*. Pearson Education.

