

Consumer Perception towards Eco-Friendly Products: A Quantitative Study

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Abstract

As environmental concerns continue to rise, there is a growing demand for eco-friendly products among consumers. Eco-friendly products are those that are manufactured using environmentally sustainable practices and materials, and that have minimal negative impact on the environment. This study aims to explore consumer perceptions towards eco-friendly products. The research indicates that consumers are increasingly concerned about the environmental impact of their purchasing decisions. Many consumers believe that eco-friendly products are better for the environment and for their health and are willing to pay a premium price for them. However, some consumers are skeptical about the effectiveness of eco-friendly products and may be hesitant to switch from traditional products. Furthermore, the study highlights that consumer perception of eco-friendly products is heavily influenced by factors such as product labeling, brand reputation, and availability. Consumers are more likely to purchase eco-friendly products if they are clearly labeled and if they trust the brand. In addition, the availability of eco-friendly products in retail stores is a crucial factor in the decision-making process.

Keywords – consumer perception, eco-friendly products, environmental sustainability, purchasing decisions, brand reputation.

Introduction

In recent years, concerns about the environment and the impact of human activities on the planet have become more pronounced. One area of growing concern is the impact of consumer products on the environment, which has led to a rise in demand for eco-friendly products. Eco-friendly products are those that are manufactured using environmentally sustainable practices and materials and that have minimal negative impact on the environment. Consumers are increasingly aware of the impact of their purchasing decisions on the environment and are seeking ways to reduce their carbon footprint. This has resulted in a shift in consumer behavior, with many consumers actively seeking out eco-friendly alternatives to traditional products. In response, companies have begun to offer a wider range of eco-friendly products in an attempt to cater to this growing demand.

However, the adoption of eco-friendly products is not always straightforward. Despite the growing demand for eco-friendly products, some consumers are skeptical about their effectiveness and may be hesitant to switch from traditional products. Additionally, eco-friendly products are often priced at a premium, which can be a barrier for consumers with lower incomes. To effectively promote and market eco-friendly products, it is essential to understand consumer perceptions towards them. This includes factors such as product labeling, brand reputation, and availability, which can heavily influence consumer purchasing decisions. By understanding these factors, companies can develop effective strategies to promote eco-friendly products and increase their adoption among consumers.

One of the key drivers of consumer demand for eco-friendly products is the increasing awareness of the environmental impact of traditional products. For example, many traditional cleaning products contain chemicals that can be harmful to the environment, including pollutants that can harm waterways and aquatic life. In contrast, eco-friendly cleaning products are manufactured using sustainable materials and practices and are designed to minimize negative environmental impacts. Consumers are also becoming increasingly aware of the impact of their purchasing decisions on their personal health and well-being. Many traditional products contain chemicals that can be harmful to human health, such as allergens, carcinogens, and endocrine disruptors. Eco-friendly products, on the other hand, are often formulated using natural, non-toxic ingredients, which can be beneficial to human health.

Despite the growing demand for eco-friendly products, there are still some barriers to adoption. One of the most significant barriers is the premium price of eco-friendly products, which can make them less accessible to consumers with lower incomes. In addition, some consumers may be skeptical about the effectiveness of eco-friendly products,

which can make them hesitant to switch from traditional products. Understanding consumer perceptions towards eco-friendly products is essential for companies seeking to promote and market these products effectively. By understanding the factors that influence consumer purchasing decisions, companies can develop effective marketing strategies that target the right consumers and emphasize the key benefits of eco-friendly products. This research aims to provide insights into consumer perceptions towards eco-friendly products and to provide recommendations for companies seeking to promote and market these products successfully.

This study aims to explore consumer perceptions towards eco-friendly products and provide insights into the factors that influence their purchasing decisions. Through a comprehensive analysis of existing literature, this research aims to shed light on the attitudes and behaviors of consumers towards eco-friendly products, and to provide recommendations for companies looking to promote and market their eco-friendly products effectively.

Literature Review

Over the past decade, there has been growing interest in eco-friendly products and sustainable consumption behaviors among consumers. A study by Polonsky et al. (2011) found that consumers who are concerned about the environment are more likely to purchase eco-friendly products. However, the study also highlighted that eco-friendly products are often perceived as more expensive, and many consumers are hesitant to pay a premium price for them.

Product labeling is another factor that can influence consumer perceptions towards eco-friendly products. A study by Bougherara et al. (2014) found that consumers are more likely to purchase eco-friendly products if they are clearly labeled and if the label contains information about the environmental benefits of the product. The study found that the most influential factors were environmental attitudes, environmental knowledge, and price. Additionally, the study found that product characteristics, such as quality and performance, also influence consumer behavior. The article suggests that companies should emphasize the environmental benefits of their eco-friendly products, provide accurate information about their products, and price them appropriately to encourage consumers to adopt more sustainable consumption behaviors. Similarly, a study by Tukker et al. (2015) found that product labeling can be an effective tool for promoting sustainable consumption behaviors.

Brand reputation is another important factor that can influence consumer perceptions towards eco-friendly products. A study by Janssen and Hamm (2012) found that consumers are more likely to trust and purchase eco-friendly products from brands that have a reputation for being environmentally responsible. The study found that these schemes play an important role in increasing consumer awareness and willingness to pay for eco-friendly products. However, the effectiveness of these schemes is limited by several factors, such as low consumer awareness of the schemes, lack of standardization and transparency, and potential for greenwashing. The article suggests that improvements in labelling scheme design and implementation could help increase their effectiveness in influencing consumer behavior towards green products. In addition, a study by Li et al. (2020) found that corporate social responsibility (CSR) initiatives can positively influence consumer perceptions towards eco-friendly products.

Availability is another critical factor that can influence consumer perceptions towards eco-friendly products. A study by Jolly et al. (2016) found that consumers are more likely to purchase eco-friendly products if they are readily available in retail stores. The study found that consumers are willing to pay more for eco-friendly products when there are fewer alternatives available in the market. This suggests that availability plays an important role in consumer behavior towards eco-friendly products. However, the study also found that product price and perceived product quality are also important factors that influence consumer willingness to pay for eco-friendly products. The article suggests that companies should consider these factors when pricing and marketing eco-friendly products, and that efforts to increase availability should be coupled with efforts to improve product quality and reduce prices to encourage more widespread adoption of sustainable consumption behaviors. Similarly, a study by Jones et al. (2019) found that product availability is a critical factor in the adoption of sustainable consumption behaviors.

In recent years, there has been a growing concern for the environment and its protection. This has led to an increase in the production and marketing of eco-friendly products. Consumers are becoming more aware of their impact on the environment and are actively seeking products that have a lower environmental impact. However, research has shown that consumers' actual purchase behavior does not always align with their environmental attitudes and beliefs (Vermeir & Verbeke, 2014). Understanding the gap between attitudes and behavior can help companies better market their eco-friendly products.

One factor that can influence consumer perceptions towards eco-friendly products is the perceived efficacy of the product. A study by Kim et al. (2012) found that consumers are more likely to purchase eco-friendly products if they believe that the products will have a positive impact on the environment. The study found that attitudes towards eco-friendly products, subjective norms, and perceived behavioral control all have a significant impact on eco-friendly purchase intention and behavior. The results suggest that interventions aimed at promoting eco-friendly consumption among young adults should focus on strengthening positive attitudes towards eco-friendly products, emphasizing social norms that support sustainable consumption behaviors, and increasing the perceived control individuals have over their consumption choices. Similarly, a study by Wang et al. (2019) found that eco-friendly packaging can positively influence consumer perception towards eco-friendly products.

Another factor that can influence consumer perceptions towards eco-friendly products is their level of environmental knowledge. A study by Van Loo and Diem (2014) found that consumers with higher levels of environmental knowledge are more likely to purchase eco-friendly products. In addition, a study by Yadav and Pathak (2017) found that education and awareness campaigns can increase consumers' willingness to purchase eco-friendly products.

Price is also an important factor that can influence consumer perceptions towards eco-friendly products. A study by Yuen and Thai (2016) found that consumers are willing to pay a premium price for eco-friendly products if they believe that the products are of higher quality and have a positive impact on the environment. However, a study by D'Souza and Taghian (2015) found that consumers are hesitant to pay a premium price for eco-friendly products if they believe that the products are of lower quality than their conventional counterparts.

In conclusion, consumer perceptions towards eco-friendly products are influenced by various factors, including product labeling, brand reputation, availability, and price. Understanding these factors is crucial for companies seeking to promote and market eco-friendly products effectively. By emphasizing the environmental benefits of their products, improving product labeling, and increasing availability, companies can encourage more consumers to adopt sustainable consumption behaviors and contribute to a more sustainable future.

Objective

To investigate consumer perception towards eco-friendly products

Methodology

This study is descriptive in nature in which the data were obtained from the 183 respondents. The sample can include individuals from different age groups, such as Gen Z, millennials, Gen X, and baby boomers, to capture a wide range of perspectives and attitudes and it can be selected based on certain consumer behaviors, such as those who actively seek out eco-friendly products or those who are skeptical about eco-friendly claims. A checklist question was used to analyze and interpret the data. In a checklist question respondents choose "Yes" or "No" for all the questions.

Data Analysis and Interpretations

Table 1 Consumer perception towards eco-friendly products

SL No.	Consumer perception towards eco-friendly products	Yes	% Yes	No	% No	Total
1	Many consumers view buying eco-friendly products as a way to fulfil their social responsibility towards the environment.	151	82.51	32	17.49	183
2	Consumers are concerned about environmental issues and are more likely to buy eco-friendly products.	163	89.07	20	10.93	183
3	Consumers today are more aware of the impact of their consumption on the environment and are increasingly seeking eco-friendly products.	165	90.16	18	9.84	183
4	Companies that offer eco-friendly products often have a better reputation among consumers.	145	79.23	38	20.77	183
5	Eco-friendly products are often seen as safer and healthier than conventional products.	157	85.79	26	14.21	183
6	Consumers may be more likely to buy eco-friendly products if they are readily available and easily	132	72.13	51	27.87	183

	accessible.					
7	Consumers may perceive eco-friendly products to be of higher quality and more reliable than conventional products.	153	83.61	30	16.39	183
8	Education and awareness-raising campaigns may be effective in changing consumer perceptions.	129	70.49	54	29.51	183

Table 1 shows the consumer perception towards eco-friendly products. It was found that around 90.1% respondents accept that consumers today are more aware of the impact of their consumption on the environment and are increasingly seeking eco-friendly products, consumers are concerned about environmental issues and are more likely to buy eco-friendly products (89.0%), eco-friendly products are often seen as safer and healthier than conventional products (85.7%), Consumers may perceive eco-friendly products to be of higher quality and more reliable than conventional products (83.6%), many consumers view buying eco-friendly products as a way to fulfill their social responsibility towards the environment (82.5%), companies that offer eco-friendly products often have a better reputation among consumers, (79.2%), consumers may be more likely to buy eco-friendly products if they are readily available and easily accessible (72.1) and education and awareness-raising campaigns may be effective in changing consumer perceptions (70.4%).

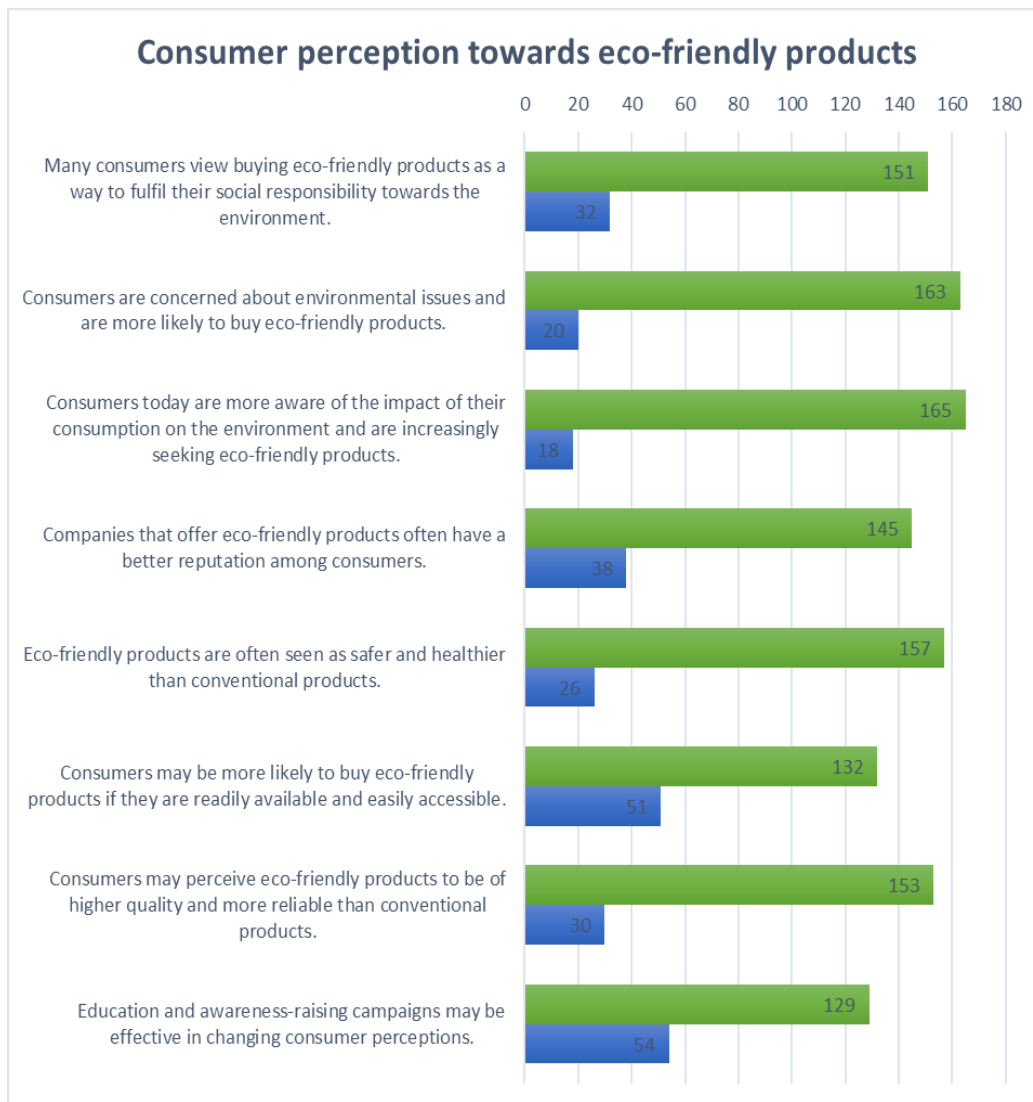


Figure 1 Consumer perception towards eco-friendly products

Conclusion

In conclusion, eco-friendly consumption behaviors are becoming increasingly important in today's world, as individuals and organizations alike seek to reduce their environmental impact. This requires a shift towards more sustainable consumption patterns, which can be influenced by a range of factors, such as environmental attitudes, knowledge, product availability, and labeling schemes. The literature reviewed in this discussion highlights the importance of understanding these factors in promoting eco-friendly consumption behaviors among individuals, particularly young adults. The findings suggest that interventions aimed at promoting sustainable consumption should focus on improving attitudes towards eco-friendly products, emphasizing social norms that support sustainable consumption, and increasing perceived control over consumption choices. However, it is also clear that there are challenges to promoting sustainable consumption behaviors, such as the potential for greenwashing, lack of standardization and transparency in labeling schemes, and the need to balance environmental concerns with economic and social considerations. As such, there is a need for ongoing research and policy development to address these challenges and promote more sustainable consumption behaviors at the individual and societal levels.

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