



Awareness Of Eco-Friendly Products And Their Effect On The Environment: A Survey Based Analysis

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Abstract: Green consumerism is linked to sustainable development or sustainable consumer behaviour. It is a way of living that safeguards the environment for both the current generation and the one to come. It holds consumers accountable or shares accountability for addressing environmental issues through the adoption of environmentally friendly practices, such as the use of organic products, clean energy, and the decision to purchase goods made by businesses with little to no environmental impact. The promotion of sustainable economic growth is anticipated to be fueled by green development. "Green consumerism" is the term used to describe the consumer demand for goods and services that were created in a way that was ecologically friendly, particularly one that involved recycling and safeguarding the planet's resources. Or, to put it another way, green consumerism is the creation, promotion, and usage of goods and services based on their favorable effects on the environment. The two main factors influencing consumers' green purchase behaviour have been identified as their environmental concern and the functional qualities of the products. The primary predictors of consumers' green purchase behaviour are discussed in the article with the help of data collected and analyzed. In this research study, a total number of 521 usable questionnaires were collected from the respondents around the world and mostly from India. A total of twenty-one questions were asked from the month of February 2023 to April 2023. Data analysis, utilizing the Statistical Package for Social Sciences, highlights the predictors of consumers' green purchase behavior, contributing valuable insights to the understanding of sustainable consumer choices.

Keywords: Green Consumerism • Sustainable Development • Eco-friendly Practices • Consumer Behavior

Introduction

A key strategy for achieving the global sustainable development goals is to practice green consumption. Green consumption promotion boosts sustainable industrial growth while also increasing resource utilization effectiveness. Green consumption, sometimes referred to as sustainable consumption, is a novel consumption pattern that promotes ecological conservation while avoiding or minimizing environmental harm through moderate consumption management (Abdal, A. and Suman, F. (2022). Consumers are encouraged to change their consumption habits,

concentrate on environmental protection, save resources, and use energy sparingly in order to achieve sustainable consumption (Gilg et al. 2005). Green consumption also encourages consumers to choose green products that support public health when they consume, pay attention to the disposal and recycling of wastes during the consumption process, and change their consumption behaviors.

The process of Green marketing strategy refers to the efforts that are aimed at improving the customer's satisfaction and reducing the impact of the environment. This process involves using various sustainable strategies and methods to



make the production process more sustainable. The protection and preservation of our environment is a crucial issue that businesses need to consider when it comes to operating. According to many executives, environmentalism will become a critical issue for companies in the future. They believe that it will require them to integrate it into their operations in order to succeed. Various groups and individuals are becoming more aware of the environment due to the increasing number of public events and activities related to it. According to a 1991 survey conducted by the Harvard Business Review, environmental issues are among the most important social concerns of business executives. According to a study conducted by the marketing association, the most important issue that marketers should consider when it comes to global marketing is the environment. (Abdal, A. et. al. (2023). In a study conducted by one of the leading business organizations, Forbes New York Council in 2018, unveiled that customers have a more productive likeness of those companies that usually support society and ecological affairs (Connolly, John, Prothero, Andrea, 2008). Many studies since the inception of green products awareness and manufacturing show that many customers are willing to procure and consume products associated with social and environmental positive causes.

Literature Review

The term Green Marketing became popular during the late 80s and the early 90s. The AMA's workshop on the subject led to the publication of a book about the subject. In 2010, Papadopoulos and colleagues noted that the green marketing industry is expected to reach a total of \$250 billion in the United States and Greece (Peattie, K, 2016). Developing and developed countries are taking various steps to implement policies that are geared toward

improving the environment. An elevation in the scrutinized policies all over the world by government agencies are driving and triggering the green market.

A survey conducted in India revealed that 86% of consumers believe that green product ads help them make informed decisions. In addition, 57% of the respondents stated that TV ads have the greatest impact on their willingness to buy green (Seth, S., & Khan, 2015). The survey also revealed that most of the consumers are most likely to purchase green products, such as household products and food and beverage products. This is in response to the increasing interest in green products globally. In developing countries like India, the number of consumers planning on buying eco-friendly products is increasing. In India, almost 30% of the respondents said that they intend to purchase green cars this year.

In the US, UK, and France, the consumers are planning on buying more eco-friendly technology products in the next year. As more people are getting aware and getting interest in buying green products and the demand for eco-friendly products will continue to grow.

Despite the various initiatives that the government, manufacturing have taken to encourage the consumption of eco-friendly products, there are still many issues that need to be resolved before the green consumerism can truly be achieved.

The concept of environmental motivation is a force that drives individuals to act in a way that is beneficial to the environment. It refers to the way where urge, drive, aspiration, strivings, needs or desires; direct, explain or control the behavior of an individual towards environmental well-being (Fuller, D., 1999). Organizations should take into consideration that if a product is developed with focus only on its greenness in different elements but does not fulfill the



satisfaction criteria of consumers, then also its adaptability will decline in the market

In 2013, a study revealed that the decision-making process regarding the purchase of green electronic products was weak due to the lack of awareness regarding the availability of these products. The study also revealed that the consumers' purchase intention and environmental knowledge were significantly related to their decision-making process when it came to choosing green electronic products. Young in 2010 suggested that the consumers should be educated about the various environmental issues that affect their lives. This could help them make informed decisions when it comes to purchasing products. The study revealed the various factors that influence the decisions that consumers make when it comes to green products. These included the product's performance in terms of safeguarding the environment, its re-use and manufacturing process, and its green values.

Hundal and Kumar in 2015 elucidated that the organizations should stimulate consumers to change over products or pay mark up towards the greener alternatives (Abdal, A. and Suman, F. (2022). According to a survey conducted by Ipsos, 60% of Italians believe that companies have a responsibility to address environmental issues. The number of people who have an understanding of the concept of sustainable has also increased over the years. This is because the number of individuals who are aware of the environmental issues has increased. The growing number of people who are committed to protecting our environment has also led to an increased number of people who are eager to take action. According to a survey, over 60% of Italians have become more protective towards eco-friendly products in the past couple of years due to covid-19 (Peattie, K, 2016)

Objectives of the Study

1. To assess the positive effects of ecological consumption on environment.
2. To evaluate the awareness level of green products among the consumers and their effect on environment according to consumers.

Hypothesis: H₁: Positive effect on environment can be seen through continuous consumption of green products.

H₂: Environmental concern plays a mediating role between environmental responsibility and green consumption by consumers.

Research Methodology

The research was conducted from February 2023 to April 2023. The primary data was collected by 21 questions questionnaire through Google forms. In this research researcher has used both primary and secondary data to frame and defend hypothesis. Total numbers of respondents were 533 out of which 10 respondents were outliers (533-10 = 523), which were excluded from total number. The survey was carried out through an online questionnaire. The responses were then analyzed and interpreted using SPSS software and applying chi-square test.

Data Analysis In this section of the study, the researcher conducted an analysis based on objectives. Data is gathered from the general public, or the targeted group, who are regarded to have responded to an online survey that was distributed via email, whatsapp, etc. The gender of the respondents who took part in data collection, their job status, the make-up of their households, their marital status, their awareness and attitudes towards green products, etc., are the demographic factors based on which they are categorised. With the aid of the data gathered, various relationships in this chapter are used to generate the status of past, present, and future customers of environmentally friendly items.



Due to respondent' distinct upbringing, socialisation, and participation in multiple other social groups, respondents have biological and psychological traits that represent various types of behaviour in various contexts. From the need for recognition to the behaviours demonstrated after making a purchase, men, women, students, and those with different levels of education all react differently to various stimuli and evaluation criteria. While some people seem to dislike shopping or using services more than others, others seem to find fulfilment and pleasure in doing so. In addition, a person's age is a significant factor that influences their purchasing behaviour. The consumer makes a variety of purchases throughout the course of an item's life cycle. Their preferences and tastes

alter along with changes in the life cycle. Some people are aware, while others don't give a damn. While some organisations work tirelessly to protect and sustain the environment, others don't give a damn.

Below correlations reflects these behaviour in relation with green products in the form of tables and their description, which was asked from respondents with the help of online questionnaire. Table 1 indicates that the collected data on awareness and their gender-based distribution, from the total respondents 45.3% (237) are female and 54.7% (286) are male and out of them 94.6% (495) says that they are aware of the concept of green marketing and very fewer respondents say no or they have heard this for the first time.

Table 1. Awareness and Gender based distribution

Awareness		Gender		Total
		Female	Male	
Yes	Count	184	235	419
	Percentage	43.90%	56.10%	100.00%
No	Count	5	5	10
	Percentage	50.00%	50.00%	100.00%
A Little	Count	38	38	76
	Percentage	50.00%	50.00%	100.00%
First time from this questionnaire	Count	10	8	18
	Percentage	55.60%	44.40%	100.00%
Total	Count	237	286	523
	Percentage	45.30%	54.70%	100.00%

Source: Self collected primary data from online questionnaire 2021-22

Findings: Therefore, it is inferred from the data that most of the consumers agree that the green marketing plays an important role in creating

value, understanding consumer needs and requirements and resolving environmental problems and they are well aware of this concept

Table 2. Gender and Consume Green Products based distribution

Gender		Consume Green Products			Total
		Yes	No	Can't say	
Female	Count	188	12	37	237
	Percentage	79.30%	5.10%	15.60%	100.00%
Male	Count	226	29	31	286
	Percentage	79.00%	10.10%	10.80%	100.00%
Count		414	41	68	523
Percentage		79.20%	7.80%	13.00%	100.00%

Source: Self collected primary data from online questionnaire 2021-22



Table 2 indicates that the collected data on gender and consumption of green products based distribution, from the total respondents 45.3% (237) are female and 54.7% (286) are male and 79.2% (414) said yes, 7.8% (41) said no and 13% said can't say about the consumption. Its means that majority of consumers are in favor of

green products consumption and very small quantity of the respondents said against it.

Findings: Therefore, it can be inferred from the collected data that the majority of the consumers begins to use green products due to realization of the importance of green marketing and its advantages over conventional products

Table 3. Age and Consume Green Products based distribution

Age		Consume Green Products			Total
		Yes	No	Can't say	
18 – 24	Count	74	6	10	90
	Percentage	82.20%	6.70%	11.10%	100.00%
25 - 34	Count	142	13	26	181
	Percentage	78.50%	7.20%	14.40%	100.00%
35 - 44	Count	130	14	23	167
	Percentage	77.80%	8.40%	13.80%	100.00%
45 - 54	Count	52	4	9	65
	Percentage	80.00%	6.20%	13.80%	100.00%
55 - 64	Count	13	4	0	17
	Percentage	76.50%	23.50%	0.00%	100.00%
65 above	Count	3	0	0	3
	Percentage	100.00%	0.00%	0.00%	100.00%
Total	Count	414	41	68	523
	Percentage	79.20%	7.80%	13.00%	100.00%

Source: Self collected primary data from online questionnaire 2021-22

Table 3 indicates that the collected data on age and use green products based on distribution, from the total respondents 83.7% (438) fall under 18-44 age group and 16.3% (85) fall under the 45-65 & above category. Out of total, 79.2% (414) said yes, 7.8% (41) and 13% (68) said can't say. Therefore, it can be inferred from the data collected that the majority of respondents are already consuming green products.

anything. Therefore, it can be inferred from the data collected that majority of respondents think that pandemic covid-19 has given more awareness to healthy green products Table 5 indicates that the collected data on age and lack of awareness & availability of green products based distribution, from the total respondents 83.7% (438) fall under 18-44 age group and 16.3% (85) fall under 45-65 & above category. Out of total respondents, 76.9% (402) said yes, 7.3% (38) said can't say. Therefore, it can be inferred from the collected data that majority of respondents, including all age group, agreed that there is lack of awareness and availability of green products in the market to meet the demand and supply

Table 4 indicates that the collected data on age and pandemic leads to awareness of Green Products based distribution, from the total respondents of 83.7% (438) fall under 18-44 age group and 16.3% (85) falls under the 45-65 & above category. Out of total 75.1% (393) said yes, 14% (73) said no and 10.9% said can't say



Table 4. Age and Pandemic Leads Awareness Green Products based distribution

Age		Pandemic Leads to Awareness of Green Products			Total
		Yes	No	Can't say	
18 – 24	Count	69	15	6	90
	Percentage	76.70%	16.70%	6.70%	100.00%
25 - 34	Count	126	34	21	181
	Percentage	69.60%	18.80%	11.60%	100.00%
35 - 44	Count	131	15	21	167
	Percentage	78.40%	9.00%	12.60%	100.00%
45 - 54	Count	50	7	8	65
	Percentage	76.90%	10.80%	12.30%	100.00%
55 - 64	Count	14	2	1	17
	Percentage	82.40%	11.80%	5.90%	100.00%
65 above	Count	3	0	0	3
	Percentage	100.00%	0.00%	0.00%	100.00%
Total	Count	393	73	57	523
	Percentage	75.10%	14.00%	10.90%	100.00%

Source: Self collected primary data from online questionnaire 2021-22

Table 5: Age and Lack of Awareness & Availability based distribution

Age		Lack of Awareness & Availability			Total
		Yes	No	Can't say	
18 – 24	Count	71	14	5	90
	Percentage	78.90%	15.60%	5.60%	100.00%
25 - 34	Count	132	34	15	181
	Percentage	72.90%	18.80%	8.30%	100.00%
35 - 44	Count	133	22	12	167
	Percentage	79.60%	13.20%	7.20%	100.00%
45 - 54	Count	51	9	5	65
	Percentage	78.50%	13.80%	7.70%	100.00%
55 - 64	Count	13	3	1	17
	Percentage	76.50%	17.60%	5.90%	100.00%
65 above	Count	2	1	0	3
	Percentage	66.70%	33.30%	0.00%	100.00%
Total	Count	402	83	38	523
	Percentage	76.90%	15.90%	7.30%	100.00%

Source: Self collected primary data from online questionnaire 2021-22



Table 6. Region and Care & Concern about Env. based distribution

Region		Care & Concern about Env.			Total
		Yes	No	Can't say	
East	Count	65	2	1	68
	Percentage	95.60%	2.90%	1.50%	100.00%
West	Count	57	1	1	59
	Percentage	96.60%	1.70%	1.70%	100.00%
North	Count	260	7	8	275
	Percentage	94.50%	2.50%	2.90%	100.00%
South	Count	100	1	6	107
	Percentage	93.50%	0.90%	5.60%	100.00%
International	Count	11	2	1	14
	Percentage	78.60%	14.30%	7.10%	100.00%
Total	Count	493	13	17	523
	Percentage	94.30%	2.50%	3.30%	100.00%

Source: Self collected primary data from online questionnaire 2021-22

Table 6 indicates that the collected data on region and care & concern about environment based distribution, from the total respondents 52.5% (275) are from the north, 20.5% (107) are from the south, 13% (68) are from the east, 11% (59) are from the west and 3% (14) are international. Out of total respondents, 94.3% (493) said yes, 2.5% (13) said no and 3.3% (17) said can't say anything. Therefore, it can be inferred from the collected data that majority of respondents, including all regions, agreed that they have care and concern about environmental protection and development. All the objectives have been fulfilled and hence proved with the help of hypothesis. We can see that consumption of green products and their consumption effect can be seen on environment.

Conclusion

In light of the growing environmental consciousness among individuals and the increasing corporate commitment to addressing environmental concerns, the importance of embracing environmental sustainability has become paramount. Environmental sustainability serves as a guiding concept for both consumers and companies, offering a framework to achieve their goals within an

ethical and regulatory framework. This study specifically explored the influence of green product awareness on the environment, with objectives including assessing the positive effects of ecological consumption and evaluating consumer awareness of green products. The findings underscored the significant positive impact of green perceived quality on the environment, emphasizing its crucial role. While green perceived pricing also played a role, the study identified a favorable correlation between ecological consumption and environmental impact, highlighting the importance of promoting environmentally conscious choices. Notably, the perceived availability of green products did not exhibit a statistically significant link to consumer intentions to purchase.

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