

A Study on Analysing the Customers Perception on Eco-Friendly Products

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Rohan George, Sahala P.S & Muhammed Irfan

Department of Computer Application, M G University, Kottayam, Kerala, India

Dr. M. Omal

*Assistant Professor, Department of Computer Application
M G University, Kottayam, Kerala, India*

Abstract

This study examines how customers view eco-friendly products, looking at their attitudes, awareness, and buying habits regarding environmentally sustainable goods. As demand for eco-friendly options increases, understanding what drives customer choices becomes crucial for businesses wanting to make sustainable products. The study employs a combination of qualitative and quantitative techniques, such as surveys and interviews with a diverse range of customers. The study focuses on areas like consumer knowledge of eco-friendly certifications, the role of sustainability in purchasing decisions, and how effective eco-friendly products are in reducing environmental impact. The results show that while consumers are aware of environmental issues, they often prioritize price, product performance, and convenience over eco-friendly benefits. The study advises businesses to make eco-friendly products more appealing by educating consumers, making products more visible, and addressing cost concerns. The results offer useful information for companies hoping to take advantage of the rising demand for sustainable goods and encourage eco-friendly customer behavior.

Keywords: Green -Products, Customer Satisfaction, Customer Awareness, Eco-friendly

Introduction

The terms "green," "nature-friendly," "eco-friendly," and "environmentally friendly" refer to goods, services, regulations, and methods that reduce damage to ecosystems and the environment. The phrase "eco-friendly" refers to activities that benefit the environment, and is often used interchangeably with "ecologically friendly," "environmentally friendly," and "green." A product can be anything - a commodity, service, or idea - that meets market demands and needs. The success of a product depends on its ability to satisfy customer wants and needs. Therefore, it's crucial to ensure that products meet customer expectations while also being environmentally responsible.

Literature Review

The literature survey is the description of information found in the literature related to the research area of study. The reviews describe the concept, summarise the research related area, evaluate and clarify this literature.

- Rumman Hassan, Fredy Valenzuela, Contemporary Management Research 12 (2), 2016: Previous research has concentrated on how advertising affects customer behavior. However, eco-friendly products are becoming more and more important as green marketing becomes an area of study. The current study contributes to the body of knowledge on green marketing by investigating how Australian consumers are exposed to and trust green advertising in relation to fast-moving, environmentally friendly consumer items.

- Mark Anthony Camilleri, Livio Cricelli, Roberto Mauriello, Serena Strazzullo Sustainability 15 (11), 8923, 2023: By taking a holistic approach to sustainability and evaluating how customers handle the trade-offs between the different sustainability dimensions, businesses can seek to reach new customer segments and grow the market share of sustainable products. Practically speaking, this study gives managers a good place to start when identifying and evaluating the worth of sustainable products in light of sustainability aspects and target client segment characteristics.

Statement of the Problem

Today's marketers must deal with urgent environmental issues like pollution, global warming, and energy depletion. They must therefore prioritize sustainability and implement eco-friendly marketing techniques. Consumers are now looking for companies that support green initiatives and act responsibly as a result of increased environmental awareness over the past 20 years. As a result, eco-friendly product promotion and green marketing have emerged as crucial elements of contemporary marketing. This strategy has a good social impact in addition to environmental benefits. Research on customer behavior and attitudes toward eco-friendly items has been done in an effort to better understand this trend.

Objectives of the Study

- To ascertain the level of consumer awareness regarding eco-friendly and green
- To ascertain the difficulties associated with green products
- To gauge consumer satisfaction with eco-friendly products

Methodology

Research methodology pertains to the approaches employed by a researcher in carrying out a specific project report. It encompasses the precise procedures and techniques employed to identify, select, and analyse information pertaining to a particular topic.

Data Collection: Data is collected through primary and secondary sources.

- **Primary data:** This includes information gathered from first-hand sources. This information is gathered directly from respondents using questionnaires and surveys.
- **Secondary data:** These came from a variety of sources, including browsers, periodicals, newspapers, and journals.

Results and Discussion

Table 1 Awareness of the Customers about Eco-friendly Products

Awareness				
	Frequency	Percent	Valid percent	Cumulative Percent
Social media	17	37.8	37.8	37.8
Product Label	15	33.3	33.3	71.1

Word of mouth	7	15.6	15.6	86.7
Online reviews	6	13.3	13.3	100.0
Percent	45	100.0	100.0	

Interpretation

Out of 45 respondents 37.8% of the respondents chose Social media, 33.3% chose product labels, 15.6% of the respondents chose Word of mouth, 13.3% of the respondents chose online reviews.

Table 2 Challenges Faced While Choosing Eco-friendly Products

Challenges				
	Frequency	Percent	Valid percent	Cumulative Percent
Limited availability	10	22.2	22.2	22.2
Higher cost	22	48.9	48.9	71.1
Lack of information	13	28.9	28.9	100.0
Total	45	100.0	100.0	

Interpretation

Out of 45 respondents 22.2% of the respondents chose Limited Availability, 48.9% chose higher cost, 28.9% of the respondents chose Lack of information, 13.3% of the respondents chose online reviews.

Table 3 Satisfaction of the Customer

Satisfaction				
	Frequency	Percent	Valid percent	Cumulative Percent
Neutral	18	40.0	40.0	40.0
Very satisfied	7	15.6	15.6	55.6
Satisfied	19	42.2	42.2	97.8
Dissatisfied	1	2.2	2.2	100.0
Total	45	100.0	100.0	

Interpretation

Out of 45 respondents 40% of the respondents chose Neutral, 15.6% are very satisfied, 42.2% of the respondents are satisfied, 2.2% of the respondents were dissatisfied.

Findings

- Awareness to the customers about eco-friendly products: It was found that among 45 respondent 37.8% of the respondents chose Social media, 33.3% chose product labels, 15.6% of the respondents chose Word of mouth, 13.3% of the respondents chose online reviews.
- Challenges faced while choosing eco-friendly products: Among 45 respondents 22.2% of the respondents chose Limited Availability, 48.9% chose higher cost, 28.9% of the respondents chose Lack of information, and 13.3% of the respondents chose online reviews.
- Satisfaction of the customers: Among 45 respondents 40% of the respondents chose Neutral, 15.6% are very satisfied, 42.2% of the respondents are satisfied, and 2.2% of the respondents were dissatisfied.

Suggestion

1. More efforts are needed to encourage a wider segment of the population to adopt green lifestyle choices.
2. The inclusion of the economically disadvantaged segment of society within the realm of environmentally friendly products and services has the potential to create fresh employment prospects for them.
3. Consumers should be given more awareness about the green products by conducting classes or workshops

Conclusion

The study's key findings show that most individuals are knowledgeable about the benefits of eco-friendly products available in the market. While consumers are drawn to these products due to their advantages, they still have concerns about the higher prices. However, many are the study's key findings show that most individuals are knowledgeable about the benefits of willing to pay a premium for eco-friendly products, given their valuable features. Effective marketing strategies have significantly increased awareness of eco-friendly products, leading to a shift in consumer purchasing behaviour. This shift indicates a growing willingness among consumers to adopt a more environmentally conscious lifestyle. Despite this trend, transitioning to eco-friendly products is hindered by high costs and inadequate monitoring. To overcome these barriers, a fundamental change in mindset is necessary, one that prioritizes what is truly important for a sustainable future.

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