

CUSTOMER AWARENESS AND ATTITUDE TOWARDS ECO-FRIENDLY PRODUCTS: AN EMPIRICAL ANALYSIS IN MALABAR REGION OF KERALA

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Abstract

The marketing of eco- friendly products has witnessed a sea change over the past few years. Changing customer attitude towards green products made significant impact on the business environment too. The present study attempts to analyse the factors influencing the consumers towards eco-friendly products and to identify the awareness level of consumers towards usage of eco-friendly products. This study tried to find out customers' attitude towards green products. The primary data required for the study have been collected from 100 sample customers selected through multi stage random sampling method in the Malabar region of Kerala with the help of a pre structured questionnaire. The statistical tools like Simple percentage analysis, Independent sample t test, One- way ANOVA and Factor analysis were applied for the analysis of data. It has been found that the awareness level of respondents towards the features of eco-friendly products is at above average. All the categories of the respondents are aware about the pros and cons of the usage of eco-friendly products. But the customer attitude towards the eco-friendly products consumption varies with different qualification category. The study found out the most influencing factor of the consumption of eco-friendly products is price. The study made an implication that the Government should need to take necessary measures to make aware the public about the importance of eco-product consumption.

Key words: Green marketing, eco- friendly products, Awareness level, customer attitude

Introduction

Eco-friendly marketing is an important approach of marketing in the current scenario of competitive world. There has been a rapid growth in economy with the increase in the consumption across the world. This over consumption has resulted in the deterioration of the environment which in turn resulted in pollution, global warming etc. This will become a cause of public concern. It necessitated the need for the green movement for the preservation of environment. Environment-friendly eco-green marketing is an attempt to protect consumer welfare and environment through production, consumption, and disposal of eco-friendly products. Green marketing is a marketing philosophy that promotes production and selling of eco- friendly products with protection of ecological balance.

Green marketing encourages production of pure products by pure technology, conservation of energy, preservation of environment, minimum use of natural resources, and more use of natural foods instead of processed foods. Efforts of people, social organizations, firms, and governments in this regard can be said as green marketing efforts (Jaideep, S). Green marketing raises the voice against production, consumption, and/or disposal of such products that harm consumers, the society, and the environment anyway. It is necessary that businessmen and users should refrain from harmful products. Green consumption is closely related to the notions of sustainable development or sustainable consumer behaviour. It is a form of consumption that is compatible with the safeguard of the environment for the present and for the next generations.

Many problems are created as a result of the use of plastic products. Due to this, several countries around the world have either enforced bans or restricted the use of it. The Government of India has also