

Exploring Consumer Awareness, Attitudes, and Adoption of Eco-Friendly Products: A Study with Special Reference to Mangalore City in Dakshina Kannada District

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Abstract: Growing environmental concerns have influenced consumer behaviour, increasing interest in sustainable and eco-friendly alternatives. This study examines consumer awareness, attitudes, and adoption of eco-friendly products in and around the city of Mangalore. Using a quantitative method, data was collected from 100 randomly selected individuals through a digital questionnaire. The findings show that although many respondents are aware of eco-friendly products and express environmental concern, this does not consistently lead to sustainable purchasing behaviour. Media platforms effectively raise awareness but have a limited impact on actual consumer action. While consumers value quality, durability, and environmental benefits, practical factors such as cost, brand loyalty, and accessibility often take precedence. The study emphasises the importance of collaborative efforts among producers, policymakers, and communities in promoting responsible consumption. Improving access to sustainable options and strengthening support systems are essential for encouraging long-term, environmentally conscious consumer behaviour.

Keywords: Eco-friendly products, Consumer Awareness, Consumer Attitude, Price of the product, Brand Loyalty, Government Policy Support.

I. Introduction

"Eco-friendly products are not a trend; they are the future." In today's rapidly evolving world, globalisation, technological advancement, and the exponential growth of the human population have led to accelerated consumption of natural resources in both industrial and personal spheres. This overconsumption has had a profound ecological impact, threatening the balance of nature and pushing critical natural resources toward depletion (Shirsavar & Fashkhamy, 2013). While modern society benefits from the ease and comfort of consumption, it is also growing more conscious of the environmental harm it causes.

The environment plays a crucial role in sustaining life. All living beings, especially humans, are intrinsically connected to nature, relying on its resources such as air, water, soil, and sunlight. Despite monumental technological progress, humans remain unable to replicate these essential elements, highlighting the indispensable value of nature in our existence. However, rather than protecting these natural systems, human activity continues to degrade them, causing widespread harm to the environment and, ultimately, to human well-being.

There is, however, a noticeable shift in public perception. People are becoming more conscious of the negative impacts of their actions and are gradually embracing environmentally friendly practices. This shift has given rise to what is now termed green consumerism, where individuals prefer products that are sustainable, biodegradable, reusable, and less harmful to both humans and nature. Eco-friendly products include cloth bags, bamboo items, solar-powered devices, electric vehicles, and more, all contributing to the larger goal of sustainable development.

Green products not only reduce environmental damage but also protect human health by avoiding the use of toxic materials commonly found in conventional products. Traditional products often contribute to allergies, respiratory issues, skin problems, and even hormonal disturbances. Thus, switching to eco-friendly alternatives is beneficial not only for the environment but also for personal well-being.

Despite increasing awareness, the adoption of eco-friendly products remains limited. The primary challenges include lack of awareness, limited availability, high cost, and low consumer satisfaction. Eco-friendly products are often difficult to find in local markets, and consumers frequently face challenges in distinguishing them from traditional alternatives. Additionally, their higher cost and the perception of reduced satisfaction discourage consumers from opting for sustainable choices, particularly when more affordable and familiar products are easily accessible. To bridge this gap, it is essential to reshape consumer perceptions and improve awareness about the long-term benefits of eco-friendly products. This calls for collective efforts from governments, NGOs, and other stakeholders to educate the public and promote sustainable choices.

In this context, the present study aims to examine the level of consumer awareness, attitudes, and adoption of eco-friendly products, with a particular focus on residents in and around Mangalore City.

Objectives of The Study

The following are the objectives coined for the present study:

- ❖ To evaluate the impact of consumer awareness on the purchase decisions of eco-friendly products.
- ❖ To examine how consumer attitudes influence the purchase decisions of eco-friendly products.
- ❖ To analyse the role of environmental concern in shaping the purchase decisions of eco-friendly products.
- ❖ To investigate the influence of product knowledge on the purchase decisions of eco-friendly products.
- ❖ To explore the effect of income level on consumers' purchase decisions regarding eco-friendly products.

Scope Of The Study

This study focuses on consumers residing in and around Mangalore City, aiming to assess their awareness, attitudes, and adoption of eco-friendly products. It examines categories such as biodegradable daily-use items, organic goods, and other sustainable alternatives. The research explores how factors like pricing, income levels, environmental concerns, and government initiatives influence purchasing decisions. Targeting individuals across various age groups, income brackets, and educational backgrounds. The primary data for this study was collected during March 2025. It emphasises individual consumer behaviour, excluding corporate or industrial practices. The insights generated are intended to support policymakers, marketers, and environmental advocates in promoting eco-friendly consumption in Mangalore City.

II. Research Methodology

Research Design: This study employed a survey-based descriptive research design to explore the perceptions and experiences of individuals regarding the selected topic. The research was entirely based on primary data, enabling a first-hand understanding of the respondents' viewpoints.

Study Area: The geographical scope of the study included Mangalore City, encompassing various regions in and around the City. This area was chosen due to its diverse population and relevance to the research topic.

Sample Size and Sampling Technique: A total of 100 respondents were selected for the study. The Simple Random Sampling technique was adopted to ensure that each individual in the population had an equal chance of being selected, thus minimising selection bias and enhancing the representativeness of the sample.

Data Collection Tool and Procedure: Data was collected using a structured questionnaire, which was designed to capture both quantitative and qualitative aspects of the study. The questionnaire was distributed via Google Forms, offering ease of access, time efficiency, and convenience for participants. The questionnaire featured various formats, including short answer, multiple choice, linear scale (rating), and multiple choice grid questions. This structure allowed for a comprehensive analysis of respondent opinions and experiences.

Period of Study: The data collection process was carried out during the month of March 2025.

Limitations Of The Study

The study is based on a limited sample of 100 respondents from Mangalore City, making the findings less generalizable to the entire population. Additionally, the geographic focus on Mangalore and surrounding areas may not accurately represent consumer behaviour in other regions, limiting the broader applicability of the results.

III. Review of Literature

❖ Tamboli et al. (2023): This study investigate how sustainability awareness affects consumer preferences for eco-friendly products. This study, based on a pan-India survey, reveals that consumers who are well-informed about environmental issues are more likely to prefer and adopt green products. Regression analysis confirmed that a strong relationship exists between sustainability consciousness and eco-product preference. The study suggests that integrating sustainability education at different levels—academic, governmental, and societal—is essential for nurturing long-term eco-conscious behaviour. The authors emphasize that to create a green consumer base, awareness alone is insufficient; accessibility and trust in products must also be prioritized. The research points to the necessity for localized studies in smaller towns to further understand region-specific drivers of green consumerism.

❖ Malhotra et al. (2024): This study assess the impact of environmental concern and product perception on consumer behaviour. The study uses surveys and prior literature to analyse how consumers perceive the effectiveness, affordability, and accessibility of eco-friendly products. Statistical findings suggest that while consumers often have a positive attitude, barriers such as high prices and scepticism about product authenticity impede regular purchases. Demographics like age, education, and income also play a crucial role in shaping attitudes. The research concludes that to boost sales of eco-friendly goods, marketers should focus on transparency, trust-building, and creating emotional connections with consumers. Moreover, strategic branding and policy interventions can significantly drive eco-conscious behaviour in mainstream markets.

❖ Esakki and Saradha (2022): It examines consumer attitudes and perceptions toward eco-friendly products using a survey of 250 respondents. Their findings show that high-income consumers are more inclined to purchase eco- friendly health care products and expect ethical production from brands. The study indicates that word-of-mouth, brand trust, and awareness initiatives play crucial

roles in shaping green behaviour. Importantly, the study suggests that companies embracing green marketing should ensure that environmental claims are credible and backed by real efforts. This fosters trust and long-term loyalty among consumers. It also recommends government-supported education programs to increase awareness across different demographic groups.

❖ Soegoto (2018): The study examines the relationship between eco-friendly product preference, quality, and customer satisfaction in Bandung's modern retail markets. Utilizing a quantitative design and multiple linear regression, the study finds that both eco-friendly preference and perceived product quality significantly affect satisfaction. When companies ensure that green products are not only ethical but also high in quality, customer trust and loyalty increase. The research supports the view that sustainability and product performance must go hand-in-hand to retain consumer interest. It serves as a practical guide for retail companies aiming to differentiate their offerings in a competitive yet environmentally aware market.

❖ Jacob, Cherian & Jacob, Jolly. (2024): The study introduces the concept of green marketing and examines the various ways in which different consumer attributes relate to this concept. Increasing awareness of environmental problems has led to a noticeable shift in the way consumers approach their lives, with a growing inclination towards a green lifestyle. Many individuals are actively attempting to reduce their environmental impact; however, this trend is not yet widespread and continues to evolve. Organizations and businesses are observing this change in consumer attitudes and are seeking to gain a competitive advantage by capitalizing on the potential of the green market industry. Many businesses are repackaging their products to be more environmentally friendly, cutting down on unnecessary extras and waste, and transforming their operations into more efficient and sustainable processes. Additionally, companies are increasingly focusing on educating the public through advertising campaigns that emphasize the benefits of green products, highlighting their positive environmental impact and advantages for consumers.

Data Analysis And Interpretation

❖ The demographic profile of the respondents shows that most of the respondents are between the age group of 21-30 and also maximum female respondents constituting than 63%. Also most of the respondents are within the income range of below 20000 indicates that majorly middle income level respondents. The data also shows that most of the respondents belongs to urban area.

❖ According to the study, 62% of respondents strongly agree and 30% agree that they are aware of the negative environmental effects of non-eco-friendly items. Of those surveyed, 8% are neutral about their awareness and no one has disagreed. It shows majority of respondents have strongly agreed.

❖ According to the data it can be seen all of the elements—price, availability, quality and durability, brand reputation, and environmental benefits—have a significant impact on the decision to buy. It demonstrates that consumers are price sensitive and prefer low-cost products, but they should be of high quality, come from reputable brands, and be readily available. Since environmental benefits are also given top priority, it indicates that consumers care about the environment.

❖ It is evident from the data many of the respondents have selected strongly agree and agree regarding their ability to identify the ecofriendly product and understand their certifications, marks and stay updated about the recent information about ecofriendly products still a significant percentage of respondents are out of this scope.

❖ The data shows majority of respondents prefer eco-friendly products and often compare them with regular products before purchasing. Many also recommend such products to others based on personal experience. However, fewer respondents actively visit specific stores or participate in community events related to eco-friendly products. This indicates a positive attitude, but a need for more active engagement and awareness.

❖ According to this table, 73% of respondents believe that price reductions would encourage more people to buy eco-friendly products, 66% believe that better and more consistent product availability would encourage more people to buy, and 36% believe that government incentives would encourage people to buy more eco-friendly products. The remaining 11% of respondents have chosen an alternative.

IV. Major Findings

- ❖ Majority 62% of respondents strongly agree that they are aware of the harmful effects of non-eco-friendly products on the environment
- ❖ Most (46%) of the respondents agree that they are familiar with eco-friendly product alternatives available in the market.
- ❖ Majority 61% of respondents strongly agree that they understand the environmental benefits of using eco-friendly products
- ❖ Most (44%) of the respondents agree that they are aware of government initiatives and policies promoting eco-friendly products.
- ❖ Most (45%) of the respondents consider price of the product is important factor while purchasing the product.
- ❖ Majority 51% of respondents consider environmental benefits are most important factor while purchasing the product.
- ❖ Majority 56% of respondents consider quality and durability is most important factor while purchasing the product.
- ❖ Most (46%) of the respondents consider brand reputation is important factor while purchasing the product.

- ❖ Most (49%) of the respondents consider availability in the market is most important factor while purchasing the product.
- ❖ Most (49%) of the respondents strongly agree that they are concerned about the impact of their purchasing decisions on the environment.
- ❖ Most (46%) of the respondents agree that they actively look for products that minimize environmental harm.
- ❖ Most (43%) of the respondents strongly agree that they support businesses that adopt eco-friendly practices.
- ❖ Most (46%) of the respondents agree that it's their personal responsibility to reduce environmental impact through their purchases.
- ❖ Most (43%) of the respondents strongly agree that collective consumer actions can significantly reduce environmental damage.

Suggestions

- ❖ According to the study, the primary factor influencing a buyer's decision to buy a product is its price. Generally speaking, eco-friendly products are more expensive than alternatives. Therefore, it is essential to provide eco-friendly items at a reasonable cost.
- ❖ An additional issue is that eco-friendly items are not easily accessible, which is the main reason why consumers are not switching to them. Therefore, regular availability should be prioritized.
- ❖ Along with promoting environmentally friendly products, the government should take steps to decrease the supply of other non-economical goods.
- ❖ The government ought to offer incentives and subsidies to encourage individuals to purchase environmentally friendly goods.

V. Conclusion

As a result of hearing about eco-friendly products, the majority of people today are aware of them, according to the survey. Since the world is currently dealing with numerous environmental issues that could affect human life, people are aware that adopting sustainable practices is the only way to benefit from eco-friendly products. However, despite this awareness, people are still drawn to other branded, luxury, or inexpensive products, so adoption of eco-friendly products has not been fully influenced. Regarding awareness, information is being provided by a variety of communication channels, including websites, newspapers, television, and others. However, it is evident that their function has been restricted to providing information rather than encouraging people to use environmentally friendly items. It should be mentioned that although people are aware of different eco-friendly products, they merely view them as regular things. Even though the study shows that customers prioritize companies that promote environmentally friendly products and participate in sustainability promotion initiatives, many consumers have not changed their purchasing habits in reality. Therefore, it is crucial that everyone, including manufacturers, the government, and society, play an active part in encouraging a greater proportion of people to switch to environmentally friendly products, as this is the modern world's need to protect the environment.

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