

# Perception And Attitude of The Consumers Towards Eco-Conscious Products A Study in Tiruppur District

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**Abstract**—Environmental sustainability has emerged as one of the most pressing global concerns of the twenty-first century. Rapid industrialization, urbanization, population growth, excessive consumption of natural resources, and environmental degradation have intensified concerns regarding climate change, pollution, resource depletion, and biodiversity loss. These challenges have compelled governments, businesses, and consumers to adopt more sustainable practices that minimize environmental harm and promote ecological balance. Eco-conscious products, often referred to as green products or environmentally friendly products, are designed, manufactured, packaged, and distributed in a manner that minimizes adverse impacts on the environment. Such products typically utilize sustainable raw materials, consume less energy during production, generate lower levels of pollution, and are recyclable, biodegradable, or reusable. The growing popularity of these products reflects an increasing awareness among consumers regarding environmental protection and sustainable living. Consumer perception of eco-friendly products and services is shaped by several factors, including environmental awareness, perceived quality, trust in environmental claims, price sensitivity, personal values, social influence, and previous experiences. Consumers who possess a higher level of environmental consciousness are more likely to perceive eco-friendly products positively and demonstrate a willingness to support sustainable consumption practices. Such consumers often believe that their purchasing decisions can contribute to environmental protection and societal well-being.

**Index Terms**—Consumer perception, consumer attitude, Eco-Friendly Products, Sustainable Living, recyclable, biodegradable.

## I. INTRODUCTION

Environmental sustainability has emerged as one of the most pressing global concerns of the twenty-first

century. Rapid industrialization, urbanization, population growth, excessive consumption of natural resources, and environmental degradation have intensified concerns regarding climate change, pollution, resource depletion, and biodiversity loss. These challenges have compelled governments, businesses, and consumers to adopt more sustainable practices that minimize environmental harm and promote ecological balance. Eco-conscious products, often referred to as green products or environmentally friendly products, are designed, manufactured, packaged, and distributed in a manner that minimizes adverse impacts on the environment. Such products typically utilize sustainable raw materials, consume less energy during production, generate lower levels of pollution, and are recyclable, biodegradable, or reusable. The growing popularity of these products reflects an increasing awareness among consumers regarding environmental protection and sustainable living.

Consumer perception plays a vital role in determining the success of eco-conscious products in the marketplace. Perception refers to the process through which individuals select, organize, and interpret information to form meaningful opinions about products and services. In the context of eco-conscious products, consumer perception encompasses beliefs, attitudes, awareness, trust, and evaluations regarding the environmental benefits and effectiveness of such products. Positive consumer perceptions can enhance purchase intentions and foster long-term sustainable consumption patterns, whereas negative perceptions may hinder market growth despite environmental benefits. India has witnessed a remarkable transformation in consumer attitudes towards environmental sustainability over the past decade. Growing awareness of environmental problems,

increased educational attainment, government initiatives promoting sustainability, and widespread dissemination of information through digital media have contributed to the emergence of environmentally conscious consumers. The adoption of eco-friendly products has expanded across various categories, including organic food products, reusable household items, energy-efficient appliances, eco-friendly textiles, biodegradable packaging, personal care products, and sustainable fashion. Despite this growing interest, several challenges continue to affect consumer adoption, including higher prices, limited product availability, inadequate awareness, skepticism regarding environmental claims, and concerns about product performance. Studies have shown that while consumers often express positive attitudes toward sustainable products, these attitudes do not always translate into actual purchasing behaviour, creating what researchers describe as the "attitude-behaviour gap."

Consumer perceptions is the credibility of environmental claims. As demand for eco-friendly products increases, some firms have been accused of engaging in greenwashing, a practice whereby organizations make exaggerated or misleading environmental claims to attract environmentally conscious consumers. Such practices can create confusion and distrust among consumers, affecting their willingness to purchase eco-conscious products. Therefore, consumers increasingly seek reliable information, certifications, eco-labels, and transparent sustainability practices before making purchasing decisions. Eco-conscious products, commonly referred to as green products or environmentally friendly products, are designed, manufactured, packaged, distributed, and used in ways that reduce negative impacts on the environment. These products are generally made from sustainable or recyclable materials, consume fewer natural resources during production, generate less pollution, and often possess biodegradable or reusable characteristics. Eco-friendly products promote green living and environmentally responsible manufacturing practices by reducing the quantity and type of resources consumed throughout their lifecycle.

Perception is a complex and dynamic process that can be influenced by various factors, including individual differences, cultural background, emotions, and cognitive biases. It plays a crucial role in how people

understand and interact with the world around them, influencing behaviour, decision-making, and overall cognitive processes. Consumer perception of eco-friendly products and services is shaped by several factors, including environmental awareness, perceived quality, trust in environmental claims, price sensitivity, personal values, social influence, and previous experiences. Consumers who possess a higher level of environmental consciousness are more likely to perceive eco-friendly products positively and demonstrate a willingness to support sustainable consumption practices. Such consumers often believe that their purchasing decisions can contribute to environmental protection and societal well-being.

## II. LITERATURE REVIEW

Khandelwal and Bajpai (2011) investigated the impact of green advertising on consumer purchase intention. Their work emphasized that environmental advertising can shape consumers' perceptions of green products and influence their willingness to buy. However, the effectiveness of such advertising depends on the clarity, relevance, and credibility of the environmental information communicated. The study is significant because it connects consumer perception of green advertising with purchase intention, showing that marketing communication is an important component of eco-conscious consumption.

Chen and Chang (2012) examined the roles of green perceived value, green perceived risk, and green trust in shaping green purchase intentions. Their findings indicated that green perceived value and green trust positively influence purchase intention, whereas perceived green risk has a negative effect. Consumers are more willing to purchase eco-conscious products when they believe that the products provide meaningful environmental and functional benefits and when they trust the company's environmental claims. The study demonstrates that trust is especially important in markets where consumers cannot easily verify the environmental performance of products.

Karatu and Mat (2013) proposed a model of green purchase intention in Nigeria. Their study identified attitude, trust, and green perceived value as important variables in explaining consumers' intention to adopt green products. The findings suggested that attitude

contributed substantially to green purchase intention, while trust also played a meaningful role. This study supports the view that consumers' perceptions of product value and company credibility mediate the relationship between environmental awareness and purchasing intention.

Kumar and Anand (2013) investigated consumer purchase intention toward biodegradable footwear in Hyderabad, India. Although the respondents demonstrated considerable awareness of green products, purchase intention was influenced by product-specific considerations. The study recommended the use of advertising and online marketing to increase consumer interest in biodegradable footwear. Its findings reveal that awareness is a necessary but insufficient condition for purchase: consumers also need information about product performance, availability, usefulness, and suitability for their everyday needs.

Olsen, Slotegraaf, and Chandukala (2014) investigated how green claims and message framing affect attitudes toward new environmentally sustainable products. Their research showed that the way environmental benefits are presented can influence brand attitudes and consumer responses. Green claims are more persuasive when they are specific, credible, and connected to meaningful product benefits rather than presented as vague promotional statements. The study is relevant to eco-conscious product research because it demonstrates that consumer perception is shaped not only by whether a product is green, but also by how its environmental attributes are framed.

Joshi and Rahman (2015) reviewed 53 empirical studies on green purchase behaviour published between 2000 and 2014. Their review identified environmental concern, perceived consumer effectiveness, social influence, product attributes, perceived value, trust, price, availability, and quality as important determinants of green purchasing. The authors also emphasized the persistent attitude-behaviour gap: consumers may express environmental concern but fail to purchase eco-conscious products because of higher prices, limited availability, doubts about product performance, or a lack of reliable information. Their review provides a comprehensive

foundation for analyzing consumer perception and purchase behaviour toward eco-conscious products.

Yadav and Pathak (2016) extended the theory of planned behaviour to examine young consumers' intention to purchase green products in a developing country. Their results showed that attitude, subjective norms, perceived behavioural control, environmental concern, and perceived consumer effectiveness were important determinants of purchase intention. The study highlights that young consumers may show strong environmental awareness, but their intentions are stronger when they believe that purchasing green products is socially approved and personally feasible.

Dangelico and Vocalelli (2017) conducted a systematic review of green marketing research. They analysed the meaning of green marketing, the steps involved in developing a green marketing strategy, and tools such as eco-labelling, green advertising, green product design, and environmental communication. The review suggests that green marketing affects consumer perception by communicating environmental value and corporate responsibility. However, green marketing is effective only when environmental claims are credible and supported by actual organizational practices.

Chaudhary (2018) studied green buying behaviour in India. The findings showed that perceived value and willingness to pay a price premium were significant predictors of green purchase intention. Green purchase intention, in turn, significantly influenced actual green buying behaviour. The study is important in the Indian context because it demonstrates that consumers may be willing to pay more for eco-friendly products when they perceive clear environmental and functional benefits. It also provides evidence that purchase intention can translate into actual behaviour under favourable conditions.

Paco, Shiel, and Alves (2019) proposed a new model of green consumer behaviour based on prosocial attitude, green consumption value, and green communication. The findings showed that prosocial attitudes positively influenced green consumption values, while green advertising positively influenced green buying behaviour.

The study suggests that consumers' purchase behaviour can be encouraged through communication that connects environmental products with social responsibility and collective welfare. It also demonstrates that advertising can be influential when it communicates authentic and meaningful environmental benefits.

Al Mamun, et, al., (2020) examined purchase intention and behaviour toward green skincare products using the theory of planned behaviour. The study showed that environmental concern, attitude, subjective norms, and perceived behavioural control influence green skincare purchase intention. Purchase intention operated as an important mediator between these psychological factors and actual purchase behaviour. The findings suggest that consumers are more likely to purchase eco-conscious skincare products when they perceive environmental responsibility as personally meaningful and socially supported.

### III. STATEMENT OF RESEARCH PROBLEM

Environmental issues are the major concerns around the globe, there are many concerns towards this impact, this is mostly due to the uncontrolled industrial development, and socially irresponsibility of the people, which has totally impacted the society and global living beings. Economic activists and scientists have been cautioning for a long-time to preserve the Earth from Pollution, Greenhouse effects and ecological imbalances that have caused environmental issues. Global nations have come forward to protect the Earth by enforcing strict enforcement of law to save the globe and make this Earth a 'Sustainable' place. India, has been taking up

regulations to ensure balance between development and environmental sustainability. Any remedy to preserve the resources of the planet needs not only a radical rethinking and action of the government and business organisation, as a responsible citizen, everyone has to contribute to the sustainable living towards present and future. As the concern and care for environment is increasing day-by-day consumers' give priority to buy and use eco-friendly products. Therefore, environmental concern is greatly influencing the consumers' decision making and purchasing behaviour towards the selection and purchase of required products. As a result, the business organisations are now in a position to incorporate the environmental-friendly strategies in the design and development of product, process of operation and the marketing activities of the products. Every research problem is a rational stimulus calling for a solution in the form of scientific inquiry. The present research is an effort to analyse the consumers' awareness, their perception, purchase behaviour, satisfaction, and problems faced on the various aspects towards purchase of eco-friendly products in Tiruppur district.

### IV. OBJECTIVES OF THE STUDY

- To assess the level of environmental knowledge and awareness of eco-friendly products among consumers.
- To examine consumers' attitudes, towards the adoption of eco-friendly products.
- To analyze consumers' perceptions regarding the quality, effectiveness, environmental benefits, and value of eco-friendly products.

Table 1

| RESPONDENTS DEMOGRAPHIC PROFILE FREQUENCY ANALYSIS |           |         |
|----------------------------------------------------|-----------|---------|
| GENDER                                             |           |         |
|                                                    | Frequency | Percent |
| MALE                                               | 397       | 49.8    |
| FEMALE                                             | 232       | 29.1    |
| PREFER NOT TO SAY                                  | 168       | 21.1    |
| Total                                              | 797       | 100.0   |
| AGE                                                |           |         |
|                                                    | Frequency | Percent |
| 21-30                                              | 162       | 20.3    |
| 31-40                                              | 138       | 17.3    |
| 41-50                                              | 174       | 21.8    |
| 51-60                                              | 224       | 28.1    |

|                                 |           |         |
|---------------------------------|-----------|---------|
| ABOVE 60                        | 99        | 12.4    |
| Total                           | 797       | 100.0   |
| MARITAL STATUS                  |           |         |
|                                 | Frequency | Percent |
| UNMARRIED                       | 138       | 17.3    |
| MARRIED                         | 280       | 35.1    |
| WIDOW (ER)                      | 208       | 26.1    |
| SEPARATED                       | 171       | 21.5    |
| Total                           | 797       | 100.0   |
| EDUCATIONAL QUALIFICATION       |           |         |
|                                 | Frequency | Percent |
| NO FORMAL QUALIFICATION         | 103       | 12.9    |
| UP TO SCHOOL                    | 65        | 8.2     |
| HIGHER SECONDARY/JUNIOR COLLEGE | 73        | 9.2     |
| GRADUATE                        | 128       | 16.1    |
| POST GRADUATE                   | 148       | 18.6    |
| PROFESSIONAL                    | 110       | 13.8    |
| DIPLOMA                         | 85        | 10.7    |
| VOCATIONAL TRAINING             | 85        | 10.7    |
| Total                           | 797       | 100.0   |
| OCCUPATION                      |           |         |
|                                 | Frequency | Percent |
| HOMEMAKER                       | 173       | 21.7    |
| SELF-EMPLOYED                   | 123       | 15.4    |
| PUBLIC                          | 151       | 18.9    |
| PRIVATE                         | 139       | 17.4    |
| AGRICULTURIST                   | 211       | 26.5    |
| Total                           | 797       | 100.0   |

Table 2 RESPONDENTS KNOWLEDGE AND AWARENESS TOWARDS ECO-FRIENDLY PRODUCTS

|                    |          | I know and understand the extent of harm that human beings cause to the earth. |          |         |                                   |                | Total |
|--------------------|----------|--------------------------------------------------------------------------------|----------|---------|-----------------------------------|----------------|-------|
|                    |          | STRONGLY DISAGREE                                                              | DISAGREE | NEUTRAL | AGREE                             | STRONGLY AGREE |       |
| AGE                | 21-30    | 5                                                                              | 20       | 30      | 49                                | 58             | 162   |
|                    | 31-40    | 6                                                                              | 21       | 13      | 41                                | 57             | 138   |
|                    | 41-50    | 21                                                                             | 19       | 23      | 62                                | 49             | 174   |
|                    | 51-60    | 44                                                                             | 15       | 23      | 76                                | 66             | 224   |
|                    | ABOVE 60 | 21                                                                             | 6        | 11      | 34                                | 27             | 99    |
| Total              |          | 97                                                                             | 81       | 100     | 262                               | 257            | 797   |
| Chi-Square Tests   |          |                                                                                |          |         |                                   |                |       |
|                    |          |                                                                                | Value    | df      | Asymptotic Significance (2-sided) |                |       |
| Pearson Chi-Square |          |                                                                                | 57.945   | 16      | 0.000                             |                |       |
| No. of Valid Cases |          |                                                                                | 797      |         |                                   |                |       |
|                    |          | Climate pattern of the earth has been changing because of the damage caused.   |          |         |                                   |                | Total |
|                    |          | STRONGLY DISAGREE                                                              | DISAGREE | NEUTRAL | AGREE                             | STRONGLY AGREE |       |
| AGE                | 21-30    | 30                                                                             | 11       | 19      | 57                                | 45             | 162   |
|                    | 31-40    | 24                                                                             | 9        | 12      | 36                                | 57             | 138   |
|                    | 41-50    | 10                                                                             | 9        | 45      | 67                                | 43             | 174   |
|                    | 51-60    | 6                                                                              | 34       | 45      | 59                                | 80             | 224   |
|                    | ABOVE 60 | 9                                                                              | 14       | 21      | 27                                | 28             | 99    |
| Total              |          | 79                                                                             | 77       | 142     | 246                               | 253            | 797   |
| Chi-Square Tests   |          |                                                                                |          |         |                                   |                |       |

|                    |          | Value                                                                                                                 | df       | Asymptotic Significance (2-sided) |       |                |       |
|--------------------|----------|-----------------------------------------------------------------------------------------------------------------------|----------|-----------------------------------|-------|----------------|-------|
| Pearson Chi-Square |          | 83.954                                                                                                                | 16       | 0.000                             |       |                |       |
| No. of Valid Cases |          | 797                                                                                                                   |          |                                   |       |                |       |
|                    |          | I am concerned about protecting the environment.                                                                      |          |                                   |       |                | Total |
|                    |          | STRONGLY DISAGREE                                                                                                     | DISAGREE | NEUTRAL                           | AGREE | STRONGLY AGREE |       |
| AGE                | 21-30    | 34                                                                                                                    | 14       | 12                                | 47    | 55             | 162   |
|                    | 31-40    | 11                                                                                                                    | 29       | 12                                | 23    | 63             | 138   |
|                    | 41-50    | 9                                                                                                                     | 13       | 47                                | 40    | 65             | 174   |
|                    | 51-60    | 21                                                                                                                    | 17       | 46                                | 53    | 87             | 224   |
|                    | ABOVE 60 | 7                                                                                                                     | 13       | 12                                | 17    | 50             | 99    |
| Total              |          | 82                                                                                                                    | 86       | 129                               | 180   | 320            | 797   |
| Chi-Square Tests   |          |                                                                                                                       |          |                                   |       |                |       |
|                    |          | Value                                                                                                                 | df       | Asymptotic Significance (2-sided) |       |                |       |
| Pearson Chi-Square |          | 83.726                                                                                                                | 16       | 0.000                             |       |                |       |
| No. of Valid Cases |          | 797                                                                                                                   |          |                                   |       |                |       |
|                    |          | We should learn to live in harmony with nature in order to survive.                                                   |          |                                   |       |                | Total |
|                    |          | STRONGLY DISAGREE                                                                                                     | DISAGREE | NEUTRAL                           | AGREE | STRONGLY AGREE |       |
| AGE                | 21-30    | 17                                                                                                                    | 14       | 24                                | 42    | 65             | 162   |
|                    | 31-40    | 15                                                                                                                    | 9        | 17                                | 47    | 50             | 138   |
|                    | 41-50    | 20                                                                                                                    | 16       | 29                                | 48    | 61             | 174   |
|                    | 51-60    | 29                                                                                                                    | 39       | 31                                | 55    | 70             | 224   |
|                    | ABOVE 60 | 18                                                                                                                    | 15       | 17                                | 28    | 21             | 99    |
| Total              |          | 99                                                                                                                    | 93       | 118                               | 220   | 267            | 797   |
| Chi-Square Tests   |          |                                                                                                                       |          |                                   |       |                |       |
|                    |          | Value                                                                                                                 | df       | Asymptotic Significance (2-sided) |       |                |       |
| Pearson Chi-Square |          | 28.116a                                                                                                               | 16       | 0.031                             |       |                |       |
| No. of Valid Cases |          | 797                                                                                                                   |          |                                   |       |                |       |
|                    |          | In my opinion, more importance should be given to environment education.                                              |          |                                   |       |                | Total |
|                    |          | STRONGLY DISAGREE                                                                                                     | DISAGREE | NEUTRAL                           | AGREE | STRONGLY AGREE |       |
| AGE                | 21-30    | 42                                                                                                                    | 11       | 16                                | 34    | 59             | 162   |
|                    | 31-40    | 39                                                                                                                    | 2        | 20                                | 42    | 35             | 138   |
|                    | 41-50    | 12                                                                                                                    | 19       | 41                                | 52    | 50             | 174   |
|                    | 51-60    | 13                                                                                                                    | 37       | 43                                | 78    | 53             | 224   |
|                    | ABOVE 60 | 1                                                                                                                     | 19       | 11                                | 33    | 35             | 99    |
| Total              |          | 107                                                                                                                   | 88       | 131                               | 239   | 232            | 797   |
| Chi-Square Tests   |          |                                                                                                                       |          |                                   |       |                |       |
|                    |          | Value                                                                                                                 | df       | Asymptotic Significance (2-sided) |       |                |       |
| Pearson Chi-Square |          | 120.698                                                                                                               | 16       | 0.000                             |       |                |       |
| N of Valid Cases   |          | 797                                                                                                                   |          |                                   |       |                |       |
|                    |          | I am very much bothered about my future and future generations who will have to live in this severely polluted place. |          |                                   |       |                | Total |
|                    |          | STRONGLY DISAGREE                                                                                                     | DISAGREE | NEUTRAL                           | AGREE | STRONGLY AGREE |       |
| AGE                | 21-30    | 0                                                                                                                     | 14       | 25                                | 51    | 72             | 162   |
|                    | 31-40    | 0                                                                                                                     | 10       | 23                                | 41    | 64             | 138   |
|                    | 41-50    | 9                                                                                                                     | 3        | 23                                | 59    | 80             | 174   |
|                    | 51-60    | 17                                                                                                                    | 5        | 47                                | 67    | 88             | 224   |
|                    | ABOVE 60 | 8                                                                                                                     | 4        | 19                                | 37    | 31             | 99    |
| Total              |          | 34                                                                                                                    | 36       | 137                               | 255   | 335            | 797   |
| Chi-Square Tests   |          |                                                                                                                       |          |                                   |       |                |       |
|                    |          | Value                                                                                                                 | df       | Asymptotic Significance (2-sided) |       |                |       |

|                    |          |                                                                      |                     |         |       |                                   |       |
|--------------------|----------|----------------------------------------------------------------------|---------------------|---------|-------|-----------------------------------|-------|
| Pearson Chi-Square |          |                                                                      | 46.579 <sup>a</sup> |         | 16    | 0.000                             |       |
| N of Valid Cases   |          |                                                                      | 797                 |         |       |                                   |       |
|                    |          | I, as an individual, cannot do anything to preserve the environment. |                     |         |       |                                   | Total |
|                    |          | STRONGLY DISAGREE                                                    | DISAGREE            | NEUTRAL | AGREE | STRONGLY AGREE                    |       |
| AGE                | 21-30    | 11                                                                   | 2                   | 31      | 58    | 60                                | 162   |
|                    | 31-40    | 15                                                                   | 2                   | 27      | 46    | 48                                | 138   |
|                    | 41-50    | 14                                                                   | 13                  | 30      | 41    | 76                                | 174   |
|                    | 51-60    | 22                                                                   | 5                   | 38      | 49    | 110                               | 224   |
|                    | ABOVE 60 | 2                                                                    | 2                   | 15      | 25    | 55                                | 99    |
| Total              |          | 64                                                                   | 24                  | 141     | 219   | 349                               | 797   |
| Chi-Square Tests   |          |                                                                      |                     |         |       |                                   |       |
|                    |          |                                                                      | Value               |         | df    | Asymptotic Significance (2-sided) |       |
| Pearson Chi-Square |          |                                                                      | 41.377              |         | 16    | 0.000                             |       |
| N of Valid Cases   |          |                                                                      | 797                 |         |       |                                   |       |

Data Source: Primary

Table 3

| RESPONDENTS KNOWLEDGE AND AWARENESS OF ECO-FRIENDLY PRODUCTS                                                          | N   | Mean | Std. Deviation | t       | df  | sig   |
|-----------------------------------------------------------------------------------------------------------------------|-----|------|----------------|---------|-----|-------|
| I know and understand the extent of harm that human beings cause to the earth.                                        | 797 | 3.63 | 1.347          | 76.056  | 796 | 0.000 |
| Climate pattern of the earth has been changing because of the damage caused.                                          | 797 | 3.65 | 1.286          | 80.123  | 796 | 0.000 |
| I am concerned about protecting the environment.                                                                      | 797 | 3.72 | 1.357          | 77.277  | 796 | 0.000 |
| We should learn to live in harmony with nature in order to survive.                                                   | 797 | 3.58 | 1.376          | 73.447  | 796 | 0.000 |
| In my opinion, more importance should be given to environment education.                                              | 797 | 3.50 | 1.364          | 72.499  | 796 | 0.000 |
| I am very much bothered about my future and future generations who will have to live in this severely polluted place. | 797 | 4.03 | 1.076          | 105.757 | 796 | 0.000 |
| I, as an individual, cannot do anything to preserve the environment.                                                  | 797 | 3.96 | 1.208          | 92.577  | 796 | 0.000 |

Data Source: Primary

Table 4 MEDIA AWARENESS

| SOCIAL MEDIA AND DIGITAL PLATFORMS                                                            |     |      |                |         |     |                 |
|-----------------------------------------------------------------------------------------------|-----|------|----------------|---------|-----|-----------------|
|                                                                                               | N   | Mean | Std. Deviation | t       | df  | Sig. (2-tailed) |
| Social media platforms have increased my awareness of eco-conscious products.                 | 797 | 4.21 | 1.041          | 114.200 | 796 | 0.000           |
| Online advertisements frequently inform me about environmentally friendly products.           | 797 | 4.09 | 1.261          | 91.652  | 796 | 0.000           |
| Influencers and content creators positively influence my awareness of eco-conscious products. | 797 | 4.25 | 1.067          | 112.371 | 796 | 0.000           |
| Traditional Media                                                                             |     |      |                |         |     |                 |

|                                                                                              | N   | Mean | Std. Deviation | t      | df  | Sig. (2-tailed) |
|----------------------------------------------------------------------------------------------|-----|------|----------------|--------|-----|-----------------|
| Television advertisements help me become aware of eco-conscious products.                    | 797 | 4.15 | 1.216          | 96.406 | 796 | 0.000           |
| Newspapers and magazines provide useful information about environmentally friendly products. | 797 | 4.13 | 1.229          | 94.876 | 796 | 0.000           |
| Radio programs and advertisements contribute to my awareness of sustainable products.        | 797 | 4.13 | 1.252          | 93.111 | 796 | 0.000           |

Table 5 RESPONDENTS ATTITUDE TOWARD ECO-CONSCIOUS PRODUCTS

| Respondents General Attitude                                           | Chi-Square | df | Sig   |
|------------------------------------------------------------------------|------------|----|-------|
| I have a positive attitude towards eco-conscious products              | 124.913    | 4  | 0.000 |
| Using eco-conscious products is a responsible consumer behaviour.      | 104.901    | 4  | 0.000 |
| Eco-conscious products are beneficial for society and the environment. | 104.499    | 4  | 0.000 |
| Purchasing eco-conscious products is a worthwhile decision.            | 115.729    | 4  | 0.000 |
| I feel good when I buy eco-conscious products.                         | 181.827    | 4  | 0.000 |

Table 6

| CONSUMERS' PERCEPTION OF ECO-FRIENDLY PRODUCTS                                       |                   | N   | Mean | Std. Deviation | Sum of Squares | df  | Mean Square | F      | Sig. |
|--------------------------------------------------------------------------------------|-------------------|-----|------|----------------|----------------|-----|-------------|--------|------|
| Eco-conscious products help reduce environmental pollution.                          | MALE              | 397 | 3.46 | 1.358          | .756           | 2   | .378        | .211   | .810 |
|                                                                                      | FEMALE            | 232 | 3.52 | 1.306          | 1424.403       | 794 | 1.794       |        |      |
|                                                                                      | PREFER NOT TO SAY | 168 | 3.52 | 1.340          | 1425.159       | 796 |             |        |      |
|                                                                                      | Total             | 797 | 3.49 | 1.338          | 230.201        | 2   | 115.100     | 65.548 | .000 |
| Eco-conscious products contribute to the conservation of natural resources.          | MALE              | 397 | 2.94 | 1.439          | 1394.234       | 794 | 1.756       |        |      |
|                                                                                      | FEMALE            | 232 | 4.13 | .995           | 1624.434       | 796 |             |        |      |
|                                                                                      | PREFER NOT TO SAY | 168 | 3.79 | 1.439          | 275.205        | 2   | 137.603     | 83.346 | .000 |
|                                                                                      | Total             | 797 | 3.47 | 1.429          | 1310.877       | 794 | 1.651       |        |      |
| Using eco-conscious products can help address environmental challenges.              | MALE              | 397 | 2.95 | 1.476          | 1586.083       | 796 |             |        |      |
|                                                                                      | FEMALE            | 232 | 4.22 | .794           | 249.380        | 2   | 124.690     | 82.924 | .000 |
|                                                                                      | PREFER NOT TO SAY | 168 | 3.98 | 1.345          | 1193.905       | 794 | 1.504       |        |      |
|                                                                                      | Total             | 797 | 3.54 | 1.412          | 1443.285       | 796 |             |        |      |
| Eco-conscious products have a lower environmental impact than conventional products. | MALE              | 397 | 3.08 | 1.425          | 285.119        | 2   | 142.560     | 94.622 | .000 |
|                                                                                      | FEMALE            | 232 | 4.27 | .732           | 1196.261       | 794 | 1.507       |        |      |
|                                                                                      | PREFER NOT TO SAY | 168 | 4.07 | 1.263          | 1481.380       | 796 |             |        |      |
|                                                                                      | Total             | 797 | 3.63 | 1.347          | 281.724        | 2   | 140.862     | 84.984 | .000 |
| Purchasing eco-conscious products contributes to environmental sustainability.       | MALE              | 397 | 3.30 | 1.471          | 1316.067       | 794 | 1.658       |        |      |
|                                                                                      | FEMALE            | 232 | 4.62 | .606           | 1597.792       | 796 |             |        |      |
|                                                                                      | PREFER NOT TO SAY | 168 | 4.26 | 1.234          | 306.726        | 2   | 153.363     | 96.794 | .000 |
|                                                                                      | Total             | 797 | 3.88 | 1.364          | 1258.032       | 794 | 1.584       |        |      |
| Eco-conscious products are of high quality.                                          | MALE              | 397 | 2.84 | 1.476          | 1564.758       | 796 |             |        |      |
|                                                                                      | FEMALE            | 232 | 4.13 | .810           | 304.370        | 2   | 152.185     | 95.150 | .000 |

|                                                                                         |                   |     |      |       |          |     |         |        |      |
|-----------------------------------------------------------------------------------------|-------------------|-----|------|-------|----------|-----|---------|--------|------|
|                                                                                         | PREFER NOT TO SAY | 168 | 3.88 | 1.346 | 1269.937 | 794 | 1.599   |        |      |
|                                                                                         | Total             | 797 | 3.43 | 1.417 | 1574.306 | 796 |         |        |      |
| Eco-conscious products perform as effectively as conventional products.                 | MALE              | 397 | 3.21 | 1.500 | 307.260  | 2   | 153.630 | 93.243 | .000 |
|                                                                                         | FEMALE            | 232 | 4.57 | .640  | 1308.220 | 794 | 1.648   |        |      |
|                                                                                         | PREFER NOT TO SAY | 168 | 4.24 | 1.277 | 1615.481 | 796 |         |        |      |
|                                                                                         | Total             | 797 | 3.83 | 1.402 | 290.556  | 2   | 145.278 | 85.352 | .000 |
| Eco-conscious products are durable and reliable.                                        | MALE              | 397 | 3.14 | 1.489 | 1351.474 | 794 | 1.702   |        |      |
|                                                                                         | FEMALE            | 232 | 4.48 | .690  | 1642.030 | 796 |         |        |      |
|                                                                                         | PREFER NOT TO SAY | 168 | 4.19 | 1.299 | 305.564  | 2   | 152.782 | 88.234 | .000 |
|                                                                                         | Total             | 797 | 3.75 | 1.406 | 1374.855 | 794 | 1.732   |        |      |
| The quality of eco-conscious products meets my expectations.                            | MALE              | 397 | 3.10 | 1.508 | 1680.419 | 796 |         |        |      |
|                                                                                         | FEMALE            | 232 | 4.45 | .713  | 283.444  | 2   | 141.722 | 86.670 | .000 |
|                                                                                         | PREFER NOT TO SAY | 168 | 4.15 | 1.318 | 1298.340 | 794 | 1.635   |        |      |
|                                                                                         | Total             | 797 | 3.72 | 1.425 | 1581.784 | 796 |         |        |      |
| Eco-conscious products provide satisfactory performance in daily use.                   | MALE              | 397 | 2.98 | 1.508 | 284.626  | 2   | 142.313 | 92.799 | .000 |
|                                                                                         | FEMALE            | 232 | 4.29 | .794  | 1217.645 | 794 | 1.534   |        |      |
|                                                                                         | PREFER NOT TO SAY | 168 | 4.02 | 1.351 | 1502.271 | 796 |         |        |      |
|                                                                                         | Total             | 797 | 3.58 | 1.436 | 244.239  | 2   | 122.119 | 78.434 | .000 |
| Eco-conscious products provide good value for money.                                    | MALE              | 397 | 2.83 | 1.522 | 1236.233 | 794 | 1.557   |        |      |
|                                                                                         | FEMALE            | 232 | 4.16 | .800  | 1480.472 | 796 |         |        |      |
|                                                                                         | PREFER NOT TO SAY | 168 | 3.89 | 1.363 | 289.851  | 2   | 144.926 | 87.151 | .000 |
|                                                                                         | Total             | 797 | 3.44 | 1.453 | 1320.355 | 794 | 1.663   |        |      |
| The benefits of eco-conscious products justify their price.                             | MALE              | 397 | 3.15 | 1.475 | 1610.206 | 796 |         |        |      |
|                                                                                         | FEMALE            | 232 | 4.45 | .815  | 306.890  | 2   | 153.445 | 97.810 | .000 |
|                                                                                         | PREFER NOT TO SAY | 168 | 4.17 | 1.303 | 1245.627 | 794 | 1.569   |        |      |
|                                                                                         | Total             | 797 | 3.74 | 1.410 | 1552.517 | 796 |         |        |      |
| Eco-conscious products offer long-term economic and environmental benefits.             | MALE              | 397 | 3.15 | 1.454 | 287.126  | 2   | 143.563 | 91.844 | .000 |
|                                                                                         | FEMALE            | 232 | 4.45 | .694  | 1241.120 | 794 | 1.563   |        |      |
|                                                                                         | PREFER NOT TO SAY | 168 | 4.17 | 1.270 | 1528.246 | 796 |         |        |      |
|                                                                                         | Total             | 797 | 3.74 | 1.374 | 179.999  | 2   | 90.000  | 80.135 | .000 |
| Purchasing eco-conscious products is a worthwhile investment.                           | MALE              | 397 | 3.04 | 1.437 | 891.737  | 794 | 1.123   |        |      |
|                                                                                         | FEMALE            | 232 | 4.24 | .767  | 1071.737 | 796 |         |        |      |
|                                                                                         | PREFER NOT TO SAY | 168 | 4.00 | 1.299 | 153.320  | 2   | 76.660  | 72.522 | .000 |
|                                                                                         | Total             | 797 | 3.59 | 1.364 | 839.300  | 794 | 1.057   |        |      |
| Eco-conscious products provide greater overall value compared to conventional products. | MALE              | 397 | 3.04 | 1.507 | 992.620  | 796 |         |        |      |
|                                                                                         | FEMALE            | 232 | 4.35 | .746  | 210.471  | 2   | 105.236 | 86.177 | .000 |
|                                                                                         | PREFER NOT TO SAY | 168 | 4.07 | 1.323 | 969.594  | 794 | 1.221   |        |      |

|                                                                                               |                   |     |      |       |          |     |         |        |      |
|-----------------------------------------------------------------------------------------------|-------------------|-----|------|-------|----------|-----|---------|--------|------|
|                                                                                               | Total             | 797 | 3.64 | 1.422 | 1180.065 | 796 |         |        |      |
| I trust the environmental claims made by eco-conscious product manufacturers.                 | MALE              | 397 | 3.20 | 1.489 | 222.744  | 2   | 111.372 | 87.127 | .000 |
|                                                                                               | FEMALE            | 232 | 4.56 | .642  | 1014.950 | 794 | 1.278   |        |      |
|                                                                                               | PREFER NOT TO SAY | 168 | 4.24 | 1.277 | 1237.694 | 796 |         |        |      |
|                                                                                               | Total             | 797 | 3.81 | 1.397 | 194.988  | 2   | 97.494  | 78.015 | .000 |
| Eco-labels and environmental certifications increase my confidence in eco-conscious products. | MALE              | 397 | 3.18 | 1.469 | 992.249  | 794 | 1.250   |        |      |
|                                                                                               | FEMALE            | 232 | 4.48 | .708  | 1187.237 | 796 |         |        |      |
|                                                                                               | PREFER NOT TO SAY | 168 | 4.21 | 1.272 | 199.863  | 2   | 99.932  | 74.459 | .000 |
|                                                                                               | Total             | 797 | 3.78 | 1.386 | 1065.625 | 794 | 1.342   |        |      |
| Companies producing eco-conscious products are generally trustworthy.                         | MALE              | 397 | 3.47 | 1.252 | 1265.488 | 796 |         |        |      |
|                                                                                               | FEMALE            | 232 | 4.50 | .581  | 305.915  | 2   | 152.957 | 94.117 | .000 |
|                                                                                               | PREFER NOT TO SAY | 168 | 4.27 | 1.075 | 1290.392 | 794 | 1.625   |        |      |
|                                                                                               | Total             | 797 | 3.94 | 1.160 | 1596.306 | 796 |         |        |      |
| I believe that most eco-conscious products genuinely benefit the environment.                 | MALE              | 397 | 3.39 | 1.206 | 255.055  | 2   | 127.528 | 90.156 | .000 |
|                                                                                               | FEMALE            | 232 | 4.34 | .575  | 1123.125 | 794 | 1.415   |        |      |
|                                                                                               | PREFER NOT TO SAY | 168 | 4.11 | 1.058 | 1378.181 | 796 |         |        |      |
|                                                                                               | Total             | 797 | 3.82 | 1.117 | 241.072  | 2   | 120.536 | 87.663 | .000 |
| Environmental information provided on eco-conscious products is reliable.                     | MALE              | 397 | 3.42 | 1.323 | 1091.751 | 794 | 1.375   |        |      |
|                                                                                               | FEMALE            | 232 | 4.53 | .580  | 1332.823 | 796 |         |        |      |
|                                                                                               | PREFER NOT TO SAY | 168 | 4.30 | 1.092 | 262.464  | 2   | 131.232 | 80.531 | .000 |
|                                                                                               | Total             | 797 | 3.93 | 1.218 | 1293.885 | 794 | 1.630   |        |      |
| Eco-conscious products are easily available in the market.                                    | MALE              | 397 | 3.33 | 1.367 | 1556.349 | 796 |         |        |      |
|                                                                                               | FEMALE            | 232 | 4.47 | .581  | 295.293  | 2   | 147.646 | 94.434 | .000 |
|                                                                                               | PREFER NOT TO SAY | 168 | 4.24 | 1.086 | 1241.413 | 794 | 1.563   |        |      |
|                                                                                               | Total             | 797 | 3.86 | 1.247 | 1536.705 | 796 |         |        |      |
| I can easily find eco-conscious products when shopping.                                       | MALE              | 397 | 3.25 | 1.325 | 253.889  | 2   | 126.945 | 93.866 | .000 |
|                                                                                               | FEMALE            | 232 | 4.33 | .594  | 1073.804 | 794 | 1.352   |        |      |
|                                                                                               | PREFER NOT TO SAY | 168 | 4.08 | 1.137 | 1327.694 | 796 |         |        |      |
|                                                                                               | Total             | 797 | 3.74 | 1.221 | 236.797  | 2   | 118.398 | 87.382 | .000 |
| There is sufficient variety of eco-conscious products to meet consumer needs.                 | MALE              | 397 | 3.16 | 1.346 | 1075.838 | 794 | 1.355   |        |      |
|                                                                                               | FEMALE            | 232 | 4.25 | .693  | 1312.635 | 796 |         |        |      |
|                                                                                               | PREFER NOT TO SAY | 168 | 4.02 | 1.191 | 270.429  | 2   | 135.214 | 93.609 | .000 |
|                                                                                               | Total             | 797 | 3.66 | 1.261 | 1146.896 | 794 | 1.444   |        |      |
| Eco-conscious products are becoming more accessible to consumers.                             | MALE              | 397 | 3.14 | 1.507 | 1417.325 | 796 |         |        |      |
|                                                                                               | FEMALE            | 232 | 4.48 | .702  | 279.167  | 2   | 139.583 | 96.206 | .000 |
|                                                                                               | PREFER NOT TO SAY | 168 | 4.20 | 1.288 | 1151.998 | 794 | 1.451   |        |      |
|                                                                                               | Total             | 797 | 3.75 | 1.416 | 1431.164 | 796 |         |        |      |
|                                                                                               | MALE              | 397 | 3.20 | 1.425 | 251.192  | 2   | 125.596 | 89.869 | .000 |

|                                                                                          |                   |     |      |       |          |     |         |        |      |
|------------------------------------------------------------------------------------------|-------------------|-----|------|-------|----------|-----|---------|--------|------|
| Retail stores provide adequate information about eco-conscious products.                 | FEMALE            | 232 | 4.42 | .626  | 1109.649 | 794 | 1.398   |        |      |
|                                                                                          | PREFER NOT TO SAY | 168 | 4.18 | 1.170 | 1360.841 | 796 |         |        |      |
|                                                                                          | Total             | 797 | 3.76 | 1.316 | 235.630  | 2   | 117.815 | 78.628 | .000 |
| Using eco-conscious products enhances my sense of social responsibility.                 | MALE              | 397 | 3.18 | 1.409 | 1189.712 | 794 | 1.498   |        |      |
|                                                                                          | FEMALE            | 232 | 4.34 | .678  | 1425.343 | 796 |         |        |      |
|                                                                                          | PREFER NOT TO SAY | 168 | 4.17 | 1.094 | 284.621  | 2   | 142.310 | 91.504 | .000 |
| Purchasing eco-conscious products reflects my concern for the environment.               | MALE              | 397 | 3.01 | 1.471 | 1519.481 | 796 |         |        |      |
|                                                                                          | FEMALE            | 232 | 4.24 | .800  | 299.118  | 2   | 149.559 | 89.240 | .000 |
|                                                                                          | PREFER NOT TO SAY | 168 | 4.02 | 1.315 | 1330.684 | 794 | 1.676   |        |      |
| Using eco-conscious products makes me feel that I am contributing positively to society. | MALE              | 397 | 3.16 | 1.483 | 306.587  | 2   | 153.294 | 94.081 | .000 |
|                                                                                          | FEMALE            | 232 | 4.48 | .664  | 1293.721 | 794 | 1.629   |        |      |
|                                                                                          | PREFER NOT TO SAY | 168 | 4.20 | 1.268 | 1600.309 | 796 |         |        |      |
| Eco-conscious products support a healthier lifestyle.                                    | MALE              | 397 | 3.30 | 1.413 | 1201.051 | 794 | 1.513   |        |      |
|                                                                                          | FEMALE            | 232 | 4.52 | .566  | 1489.468 | 796 |         |        |      |
|                                                                                          | PREFER NOT TO SAY | 168 | 4.27 | 1.119 | 273.568  | 2   | 136.784 | 86.773 | .000 |
| Choosing eco-conscious products improves my overall satisfaction as a consumer.          | MALE              | 397 | 3.33 | 1.390 | 1525.182 | 796 |         |        |      |
|                                                                                          | FEMALE            | 232 | 4.52 | .588  | 254.947  | 2   | 127.473 | 90.633 | .000 |
|                                                                                          | PREFER NOT TO SAY | 168 | 4.24 | 1.175 | 1116.742 | 794 | 1.406   |        |      |
| Eco-conscious products represent an important solution to environmental problems.        | MALE              | 397 | 3.27 | 1.441 | .756     | 2   | .378    | .211   | .810 |
|                                                                                          | FEMALE            | 232 | 4.53 | .637  | 1424.403 | 794 | 1.794   |        |      |
|                                                                                          | PREFER NOT TO SAY | 168 | 4.27 | 1.176 | 1425.159 | 796 |         |        |      |
| I perceive eco-conscious products as innovative and future-oriented.                     | MALE              | 397 | 3.20 | 1.449 | 1394.234 | 794 | 1.756   |        |      |
|                                                                                          | FEMALE            | 232 | 4.47 | .670  | 1624.434 | 796 |         |        |      |
|                                                                                          | PREFER NOT TO SAY | 168 | 4.24 | 1.140 | 275.205  | 2   | 137.603 | 83.346 | .000 |
| Eco-conscious products are more ethical than conventional alternatives.                  | MALE              | 397 | 3.23 | 1.419 | 1586.083 | 796 |         |        |      |
|                                                                                          | FEMALE            | 232 | 4.44 | .668  | 249.380  | 2   | 124.690 | 82.924 | .000 |
|                                                                                          | PREFER NOT TO SAY | 168 | 4.23 | 1.120 | 1193.905 | 794 | 1.504   |        |      |
| I believe eco-conscious products are produced                                            | MALE              | 397 | 3.28 | 1.420 | 285.119  | 2   | 142.560 | 94.622 | .000 |
|                                                                                          | FEMALE            | 232 | 4.44 | .815  | 1196.261 | 794 | 1.507   |        |      |

|                                                                                          |                   |     |      |       |          |     |         |        |      |
|------------------------------------------------------------------------------------------|-------------------|-----|------|-------|----------|-----|---------|--------|------|
| using environmentally responsible practices.                                             | PREFER NOT TO SAY | 168 | 4.24 | 1.195 | 1481.380 | 796 |         |        |      |
|                                                                                          | Total             | 797 | 3.82 | 1.338 | 281.724  | 2   | 140.862 | 84.984 | .000 |
| My perception of eco-conscious products is influenced by their environmental reputation. | MALE              | 397 | 3.12 | 1.480 | 1316.067 | 794 | 1.658   |        |      |
|                                                                                          | FEMALE            | 232 | 4.41 | .726  | 1597.792 | 796 |         |        |      |
|                                                                                          | PREFER NOT TO SAY | 168 | 4.17 | 1.214 | 306.726  | 2   | 153.363 | 96.794 | .000 |
|                                                                                          | Total             | 797 | 3.72 | 1.382 | 1258.032 | 794 | 1.584   |        |      |
| Eco-conscious products are compatible with my lifestyle and values.                      | MALE              | 397 | 3.05 | 1.512 | 1564.758 | 796 |         |        |      |
|                                                                                          | FEMALE            | 232 | 4.38 | .747  | 304.370  | 2   | 152.185 | 95.150 | .000 |
|                                                                                          | PREFER NOT TO SAY | 168 | 4.08 | 1.333 | 1269.937 | 794 | 1.599   |        |      |
|                                                                                          | Total             | 797 | 3.66 | 1.431 | 1574.306 | 796 |         |        |      |
| I perceive eco-conscious products as a symbol of responsible consumption.                | MALE              | 397 | 3.13 | 1.504 | 307.260  | 2   | 153.630 | 93.243 | .000 |
|                                                                                          | FEMALE            | 232 | 4.48 | .702  | 1308.220 | 794 | 1.648   |        |      |
|                                                                                          | PREFER NOT TO SAY | 168 | 4.19 | 1.304 | 1615.481 | 796 |         |        |      |
|                                                                                          | Total             | 797 | 3.75 | 1.418 | 290.556  | 2   | 145.278 | 85.352 | .000 |
| Eco-conscious products positively differentiate themselves from conventional products.   | MALE              | 397 | 3.24 | 1.467 | 1351.474 | 794 | 1.702   |        |      |
|                                                                                          | FEMALE            | 232 | 4.56 | .608  | 1642.030 | 796 |         |        |      |
|                                                                                          | PREFER NOT TO SAY | 168 | 4.24 | 1.255 | 305.564  | 2   | 152.782 | 88.234 | .000 |
|                                                                                          | Total             | 797 | 3.84 | 1.368 | 1374.855 | 794 | 1.732   |        |      |
| I believe eco-conscious products will become increasingly important in the future.       | MALE              | 397 | 3.09 | 1.463 | 1680.419 | 796 |         |        |      |
|                                                                                          | FEMALE            | 232 | 4.36 | .731  | 283.444  | 2   | 141.722 | 86.670 | .000 |
|                                                                                          | PREFER NOT TO SAY | 168 | 4.10 | 1.296 | 1298.340 | 794 | 1.635   |        |      |
|                                                                                          | Total             | 797 | 3.67 | 1.384 | 1581.784 | 796 |         |        |      |
| My overall perception of eco-conscious products is favourable and positive.              | MALE              | 397 | 3.31 | 1.419 | 284.626  | 2   | 142.313 | 92.799 | .000 |
|                                                                                          | FEMALE            | 232 | 4.55 | .564  | 1217.645 | 794 | 1.534   |        |      |
|                                                                                          | PREFER NOT TO SAY | 168 | 4.26 | 1.214 | 1502.271 | 796 |         |        |      |
|                                                                                          | Total             | 797 | 3.87 | 1.313 | 244.239  | 2   | 122.119 | 78.434 | .000 |

Data Source: Primary

## V. DISCUSSION AND FINDINGS

Male respondents are nearly 50 per cent of the population, female accounts for 29.1 percent and others 21.1 percent. In the age category 28.1 per cent is found in 51-60 age group; second 20.3 per cent; followed by 41-50 age group. Marital group married account for 35.1 per cent; 26.1 are widow /(er); education category post graduate is about 18.6; graduates 16.1 per cent respectively; in the occupation classification home-maker 21.7 and Public employee 18.9 per cent are forming part of the respondents

towards eco-friendly products and their attitude. Examining the association between respondents' age and environmental knowledge/awareness across seven statements. The Pearson Chi-square results indicate that age has a statistically significant association with all the environmental knowledge statements ( $p < 0.05$ ). Specifically, significant associations were observed for understanding the harm caused by human beings to the earth ( $\chi^2 = 57.945$ ,  $p < 0.001$ ), perceptions regarding changes in the earth's climate pattern ( $\chi^2 = 83.954$ ,  $p < 0.001$ ), concern for protecting the environment ( $\chi^2 = 83.726$ ,  $p < 0.001$ ), the need to

live in harmony with nature ( $\chi^2 = 28.116$ ,  $p = 0.031$ ), the importance of environmental education ( $\chi^2 = 120.698$ ,  $p < 0.001$ ), concern for future generations living in a polluted environment ( $\chi^2 = 46.579$ ,  $p < 0.001$ ), and the perception of individual inability to preserve the environment ( $\chi^2 = 41.377$ ,  $p < 0.001$ ). The findings show that environmental knowledge and perceptions differ significantly across age groups. In general, respondents in the 51–60 and 21–30 age groups show relatively strong levels of agreement on several environmental concerns, while the above-60 group displays comparatively varied responses. Therefore, the analysis result indicates that age is also an important factor influencing respondents' environmental knowledge and awareness. The findings demonstrate that the respondents possess a relatively high level of environmental knowledge and awareness, particularly concerning environmental protection, pollution, and the wellbeing of future generations. The results demonstrate that the respondents possess a strong level of environmental knowledge and awareness, particularly regarding the benefits of eco-conscious products and the environmental consequences of consumer purchasing decisions. The findings state that the respondents have good acquaintance to social media and traditional media from where they are able to acquire knowledge and awareness towards eco-conscious products. From the attitude analysis, it is found that respondents have a favourable attitude towards eco-conscious products. The grand mean of 3.50 indicates that respondents generally hold a positive attitude towards eco-conscious options. Furthermore, the Hotelling's  $T^2$  test ( $F = 38.881$ ,  $p < 0.001$ ) confirms that the differences among the attitude statements are statistically significant.

## VI. SUGGESTION AND CONCLUSION

Earth gets warmer and warmer due to various economic activities, it is advised by the eco-scientist and environmental activists to protect the environment by reverse processing, recycling, use of alternate energy, etc., for sustainable living, all citizen of the Earth have a responsibility to promote and preserve this Earth, through the use of eco-products. In this study on the consumer perception and attitude towards eco-friendly products, all the respondents are have appreciable knowledge and awareness towards eco-

products, the analysis also reveals that consumer perception also is positive in nature, this practice will certainly promote sustainable living for present and future generation on the Earth.

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