



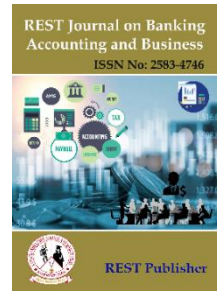
REST Journal on Banking, Accounting and Business

Vol: 3(1), March 2024

REST Publisher; ISSN: 2583 4746

Website: <http://restpublisher.com/journals/jbab/>

DOI: <https://doi.org/10.46632/jbab/3/1/6>



Enhancing Consumer Awareness of Eco-Friendly Products: A Key to Sustainable Consumption

*¹V. Usha, ²P. Ashok Kumar

¹AVS College of Arts and Science, Salem, Tamil Nadu, India.

²Sri Vasvi College, Erode, Tamil Nadu, India.

*Corresponding author: koushikmohi16@gmail.com

Abstract: As society's environmental consciousness grows, the importance of consumer awareness regarding eco-friendly products becomes increasingly significant. Sustainable goods are those designed to minimize their impact on the environment throughout their lifecycle, from production to consumption and disposal. Examples include reusable shopping bags, recyclable cleaning products, and energy-efficient appliances. To make informed choices, consumers interested in purchasing eco-friendly products can conduct research on the items they need and scrutinize labels to understand their ecological footprint. Additionally, seeking independent certifications such as Energy Star or Forest Stewardship Council can help ensure that products meet specific environmental standards. Moreover, consumers can educate themselves on the environmental implications associated with the production and disposal of products. This paper underscores the theoretical importance of consumer awareness in promoting the adoption of eco-friendly practices.

Keywords: consumer awareness, consumer protection, eco-friendly products, and green products.

1. INTRODUCTION

The term "enhancing" implies a proactive effort to improve or increase consumer awareness, indicating that there is room for improvement in current levels of understanding. "Consumer awareness" refers to the knowledge, understanding, and consciousness of individuals regarding the environmental impact of their consumption choices. By focusing on eco-friendly products, the title emphasizes the importance of considering environmental factors in purchasing decisions.

The phrase "A Key to Sustainable Consumption" underscores the significance of consumer awareness as a fundamental element in achieving sustainability goals. It suggests that informed consumer choices regarding eco-friendly products play a crucial role in promoting environmentally responsible behaviors and ultimately contributing to the broader objective of sustainable consumption patterns. Awareness among consumers refers to consumers' understanding and knowledge of the products or solutions that they purchase. This involves comprehending the features, advantages, and possible dangers or adverse reactions of the product. Awareness among customers is essential for making informed decisions and ensuring equal treatment in the marketplace. People may grow more aware through doing studies, perusing product reviews, and contrasting the prices and characteristics of comparable goods (Chang, p. 2022). Furthermore, governmental organizations and advocacy organizations for consumers contribute to consumer awareness by disseminating knowledge regarding the rights of customers, safety of goods, and fraudulent activities.

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2. OBJECTIVES

1. To know about the importance of green eco-friendly products.
2. To create impact of the need for green eco-friendly products among consumers.

3. THEORETICAL FRAMEWORK

The conceptual framework supporting "Enhancing Consumer Awareness of Eco-Friendly Products: A Key to Sustainable Consumption" is multifaceted and dynamic. Firstly, it delves into the complexities of consumer behavior, recognizing the myriad factors that influence individuals' choices. These factors encompass psychological, social, and economic dimensions, shaping consumers' perceptions of eco-friendly products and their willingness to prioritize sustainability in their purchasing decisions. Secondly, the framework emphasizes the pivotal role of eco-friendly products in promoting sustainability. These products are characterized by their reduced environmental impact throughout their lifecycle, encompassing aspects such as resource efficiency, renewable materials, and minimal carbon footprint. By highlighting the importance of eco-friendly alternatives, the framework underscores the need to shift consumer preferences towards more sustainable options. Thirdly, the conceptual framework underscores the transformative potential of enhanced consumer awareness. Through education, information dissemination, and awareness-raising initiatives, consumers can develop a deeper understanding of the environmental consequences of their consumption patterns. This heightened awareness empowers individuals to make conscientious choices, favoring eco-friendly products and practices that contribute to broader sustainability goals, the conceptual framework integrates insights from consumer behavior, eco-friendly product design, and awareness-building efforts to underscore the importance of enhancing consumer awareness as a driver of sustainable consumption. By elucidating the interconnectedness of these elements, the framework provides a comprehensive understanding of the pathways towards fostering more environmentally conscious consumer behaviors and promoting a shift towards sustainable consumption patterns.

In recent years, the nation of India has experienced an enormous rise of interest for environmentally friendly products. (Kalaiarasi, 2022) Customers are growing more aware of the environmental impact of their purchasing decisions as well as are constantly seeking towards environmentally friendly and sustainable products. Here are some examples of popular eco-friendly products in our country. There are,

The bamboo species things: Bamboo, also known as is a renewable and rapidly growing substance that may be utilized to create a wide range of products such as furnishings, cookware, and decor for the home. Bamboo goods are environmentally friendly since they decompose as well as never cause the loss of forests.

Organic Food: Foods that are organic are produced without the application of chemical fertilizers and herbicides, that may be harmful to the environment and the well-being of humans. Natural goods have grown more and more common in India, with a wide range of organic products available in grocery stores and via the internet.

Solar Products: The solar panel products, such as rooftop water heaters and solar lights, are an environmentally friendly alternative to traditional sources of energy. It uses solar energy, which decreases emissions of greenhouse gases and aids in the fight towards global warming.

Biodegradable Products: The biodegradable detergents are composed from organic components and are free of dangerous substances which may contaminate rivers and lakes and damage creatures of all kinds. They are a more beneficial to the environment and safer substitute to conventional cleaning solutions.

Consumer understanding of green products is crucial over various reasons (Elbaz, 2022):

Encourages environmentally friendly choices: Consumer education may assist in promoting green living by encouraging people to choose ecologically friendly alternatives. That may assist with reducing the adverse environmental effects of human behavior and preserve biodiversity for generations to come.

Promotes creativity: By creating a demand for sustainable alternatives to traditional products, consumer awareness can drive innovation in eco-friendly products. It in turn, may result in the creation of new environmentally friendly technologies and products.

Avoids ecological consequences: While customers become conscious about the detrimental effects caused by their decisions, they will be inclined to select environmentally friendly products. This can aid in the reduction of waste, pollution, and emission of greenhouse gases.

Encourages companies to produce and market eco-friendly products: Awareness among consumers can additionally encourage responsible business practices through motivating companies to generate and the marketplace products that are environmentally friendly. It can contribute to a more environmentally friendly and ethical business environment through urging companies to think about the ecological consequences of their actions.

Safeguards for public safety: Several conventional goods contain dangerous substances that are hazardous to public health. Consumers can reduce their exposure to those dangerous substances while safeguarding their own as well as their families' health by purchasing eco-friendly products.

However, Awareness among consumers of environmentally friendly products is critical to encouraging sustainability, (Suguna, 2020) safeguarding public health, and fostering an increasingly accountable and moral workplace. Consumers can help create a more sustainable future for all by making informed choices and supporting environmentally friendly products.

4. CONCLUSION

In a nutshell, awareness among consumers of eco-friendly products is critical to encouraging sustainability, decreasing the ecological footprint, promoting legitimate business practises, safeguarding the health of the public, and establishing a more accountable and ethical company culture. Consumers can help create a more sustainable future for all people by making educated decisions and purchasing green goods. In India, the need for environmentally friendly goods is growing, and customers are continually searching for environmentally friendly alternatives to conventional products. Individuals can reduce garbage, decrease their environmental impact, enhance the cleanliness of their homes, encourage long-term viability and safeguard the environment by using eco-friendly products. Therefore, essential for customers to remain conscious of the effect of what they buy and take steps to look for out environmentally friendly goods so as to make a contribution to a cleaner, healthier, and more environmentally friendly future.

Implications: The implications of "Enhancing Consumer Awareness of Eco-Friendly Products: A Key to Sustainable Consumption" are significant across various sectors and stakeholders. Firstly, for consumers, increased awareness of eco-friendly products can lead to more informed purchasing decisions aligned with their values and sustainability goals. This can result in positive environmental impacts by reducing resource consumption, minimizing waste generation, and mitigating pollution. Secondly, for businesses, recognizing the growing demand for eco-friendly products presents opportunities for innovation and market differentiation. By offering sustainable alternatives and transparently communicating their environmental benefits, companies can attract environmentally conscious consumers and enhance brand reputation while contributing to sustainable development goals. Thirdly, for policymakers, promoting consumer awareness of eco-friendly products can inform regulatory frameworks and incentivize sustainable practices. Policies supporting eco-labeling schemes, environmental education initiatives, and incentives for sustainable production and consumption can further accelerate the adoption of eco-friendly products and drive systemic change towards sustainability. Moreover, for society at large, fostering consumer awareness of eco-friendly products can contribute to broader efforts to address pressing environmental challenges, such as climate change, biodiversity loss, and resource depletion. By promoting sustainable consumption patterns, individuals can collectively contribute to building a more resilient and environmentally sustainable future for current and future generations.

Overall, "Enhancing Consumer Awareness of Eco-Friendly Products: A Key to Sustainable Consumption" underscores the transformative potential of consumer awareness in driving positive environmental outcomes and advancing sustainability goals across diverse sectors and stakeholders.

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