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Consumer Perception Towards Sustainable and Eco-Friendly Products in India

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ABSTRACT

In recent years, consumer perception towards sustainable and eco-friendly products in India has evolved significantly, influenced by heightened environmental awareness and global sustainability trends. This study investigates the factors shaping Indian consumers' attitudes towards such products, focusing on the impact of environmental concerns, health consciousness, and social responsibility. Despite a growing inclination towards eco-friendly options, challenges like price sensitivity, especially in rural areas, and limited availability in smaller towns persist. However, governmental initiatives and corporate social responsibility efforts are gradually addressing these issues, fostering a more favourable environment for sustainable consumption.

Keywords: Consumer Perception, Sustainable Products, Eco-Friendly, India, Environmental Awareness, Green Marketing.

I. Introduction

Consumer perception towards sustainable and eco-friendly products in India has undergone a significant transformation in recent years, largely driven by increasing awareness about environmental degradation, health consciousness, and the growing influence of global sustainability trends. As India grapples with a multitude of environmental challenges such as air and water pollution, deforestation, and waste management issues, consumers are increasingly becoming more mindful of the environmental impact of their consumption patterns. This shift in mindset is gradually translating into more informed purchasing decisions, with an ever-growing demand for products that are not only environmentally responsible but also align with a broader sense of ethical and social responsibility. The rising awareness about climate change, coupled with the surge in media coverage around global sustainability movements, has made sustainability a central issue in the modern consumer landscape. As a result, Indian consumers are increasingly looking for products that are

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produced with minimal environmental harm, whether in terms of reduced carbon emissions, energy-efficient manufacturing processes, or the use of sustainable raw materials. The influence of social media and online platforms has also played a pivotal role in shaping consumer attitudes, as many brands, especially those with a younger consumer base, have used digital channels to spread messages about eco-friendly practices, ethical sourcing, and the long-term benefits of sustainable living. In parallel, the expanding middle class, especially in urban areas, is becoming more receptive to the idea of paying a premium for products that offer a blend of quality, health benefits, and environmental consciousness. While this growing inclination towards sustainable products is clear, consumer perception remains complex and multifaceted. The price sensitivity of Indian consumers, especially in rural areas, remains a significant barrier to the widespread adoption of eco-friendly alternatives. Many consumers still perceive sustainable products as being more expensive, which can limit their accessibility to a broader demographic [1-6].

Moreover, there is a lack of awareness in certain regions about the actual environmental benefits of these products, and the limited availability of sustainable goods in smaller towns and villages continues to impede growth. However, despite these challenges, the demand for sustainable and eco-friendly products is on the rise, driven by factors such as increased health awareness, the desire to reduce one's carbon footprint, and a broader commitment to preserving the planet for future generations. This shift in consumer mindset is further encouraged by governmental initiatives like the Swachh Bharat Abhiyan (Clean India Mission) and the promotion of alternative packaging methods to curb plastic waste. Additionally, corporations and brands that have embraced corporate social responsibility (CSR) practices have found a willing audience in Indian consumers who are increasingly aligning themselves with brands that reflect their values. Brands like Patanjali, Tata, and Fabindia have made significant strides in the eco-friendly product market by introducing goods made from natural, organic, or recycled materials, thereby meeting the growing demand for products that offer both quality and sustainability. Consumer perception towards sustainable products in India is still in its nascent stages, and while many urban consumers are actively embracing the concept, rural India remains a largely untapped market for eco-friendly goods. However, this is changing gradually, as the price points for sustainable goods are expected to drop with advancements in production techniques, economies of scale, and growing competition. As awareness continues to increase and sustainable products become more accessible across various price ranges, it is expected that consumer behaviour will shift even further towards sustainability. The future of sustainable consumption in India, therefore, lies in a comprehensive approach that addresses affordability, availability, education, and accessibility, ensuring that eco-friendly products are not just a niche but an integral part of mainstream consumption [7-9].

II. Review

Troy and Kerry (2010) explored the complex relationship between consumer perception of quality and the food industry's efforts to meet consumer needs, highlighting the critical role of science and innovation in helping the industry respond to consumer expectations. Their study specifically focused on consumer perceptions of meat, particularly in the red meat sector, with an emphasis on

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intrinsic quality cues at the point of sale, such as colour, packaging, and the degree of visible fat. The authors discussed advancements in technology aimed at improving consumer perception, emphasizing the significance of quality cues like tenderness and flavour, which are known to greatly influence consumer satisfaction at the point of consumption. They also examined the impact of pre-rigor restraining techniques in altering traditional beef processing methods. Additionally, background factors such as safety, nutrition, animal welfare, and sustainability were discussed. The paper concluded that for the meat industry to remain sustainable, it needed to invest in innovation, embrace emerging scientific knowledge, and take a more proactive role in shaping a research agenda to address the challenges and opportunities it faced.

Royne, et.al. (2011) had examined the factors affecting an individual's willingness to pay more for environmentally friendly products. Their research highlighted that environmental concern had been a significant issue for over 40 years and had gained even more importance in the context of today's focus on sustainability and health. The study found that willingness to pay more varied across different demographic groups, with individuals who considered waste concern as highly important being more likely to spend extra on eco-friendly products. The results provided valuable insights for the development of targeted educational strategies aimed at encouraging various consumer groups to purchase environmentally conscious products, ultimately fostering a healthier environment for both current and future generations.

Singh, et.al. (2011) had discussed how eco-friendly pharmaceutical packaging materials were considered safe for the environment, as they enclosed pharmaceutical products in various dosage forms. These materials were derived from natural resources such as starches and proteins, causing minimal to no harm to the environment or species dependent on it. Their review had highlighted the different eco-friendly materials, their classifications, uses, and advantages, and had summarized the scope and future needs of pharmaceutical packaging. The classification was based on factors like their uses, chemical constituents, and the type of raw materials used in their manufacturing. The review had detailed these aspects and emphasized the pharmaceutical sector's responsibility in the progressive development of such sustainable packaging solutions.

Morel and Kwakye (2012) focused on consumer attitudes and purchase intentions toward eco-friendly products, specifically within the context of green marketing. The study addressed the global concern of environmental degradation and the importance of preserving the environment. Numerous studies had been conducted on green marketing, exploring its relationship with consumer attitudes and purchasing behaviour regarding eco-friendly products. By examining the marketing-mix elements, satisfaction, and word of mouth (WOM), the study aimed to understand their influence on consumer attitudes and purchase intentions for fast-moving consumer goods (FMCG). The researchers also sought to compare the attitudes of Swedish and non-Swedish consumers towards eco-friendly products. A questionnaire was used to gather data from 174 respondents, with a mix of paper and online versions distributed through Google Docs and Facebook. The study revealed that consumers who had previously purchased eco-friendly products and were satisfied with them were more likely to repurchase. Satisfaction was found to correlate with purchase intention, while WOM

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and advertising also played significant roles in influencing purchase behaviour. Positive attitudes toward eco-friendly products, including the willingness to pay a premium, were linked to higher purchase intentions. However, it was also found that positive attitudes did not always translate into actual purchases. The research highlighted differences in attitudes and purchase intentions, particularly between men and women, as well as between Swedish and non-Swedish consumers.

Kim, et.al. (2012) explored the role of normative social influence on eco-friendly behavioural intentions and its relationship with green identity. Their study examined how consumers' intentions to purchase eco-friendly products were influenced by green identity, with a focus on the mediating role of injunctive and descriptive social norms, as well as personal norms. An online survey was conducted with a sample of active online shoppers, and the results revealed that both injunctive and descriptive social norms mediated the relationship between green identity and purchase intentions, while personal norms did not. Furthermore, injunctive social norms were found to have a stronger impact on purchase intentions than descriptive social norms. The study highlighted the theoretical and managerial implications of these findings, noting limitations and suggesting directions for future research in the field.

Pusporini, et.al. (2013) discussed how green manufacturing, which addresses environmental concerns, had been growing and expanding into various industrial sectors. This trend had prompted industries to enhance their awareness of environmental issues by developing and producing environmentally friendly products. They noted that product acceptance was influenced not only by quality but also by environmental performance. To remain competitive in the global market, they argued, products needed to meet both customer expectations and environmental standards. The paper proposed integrating environmental requirements into the Quality Function Deployment (QFD) methodology for designing eco-friendly products. To achieve this, they employed fuzzy logic in combination with the House of Quality (HOQ) within QFD, aiming to align environmental goals with product development processes.

Park, et.al. (2013) conducted a study to examine the environmental consciousness of fashion consumers and their attitudes towards eco-friendly products and artificial leather purchase intentions. The survey, which took place between March 11 and March 15, 2012, included respondents who had previously purchased fashion items made of artificial leather. A total of 426 participants were surveyed, and statistical methods such as frequency analysis, factor analysis, reliability analysis, and multiple analysis were applied to the data. The findings revealed that environmental consciousness was influenced by three key dimensions: public participation, resource conservation, and recycling. These factors were found to positively affect attitudes towards eco-friendly products, which in turn influenced consumers' purchase intentions for artificial leather. The study concluded that fashion businesses should focus on offering products that balance design usefulness and business value, while also providing detailed information about the materials used, as well as eco-friendly techniques and recycling methods, to help consumers evaluate and appreciate environmentally conscious products.

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Nagaraju, B., & Thejaswini, H. D. (2014) noted that in recent years, environmental issues had garnered significant attention in the marketing field. As society became increasingly concerned with the natural environment, businesses began modifying their practices to address these concerns. With the rising awareness about the implications of global warming, non-biodegradable waste, and the harmful impacts of pollutants, both marketers and consumers had started to shift towards eco-friendly products. Many companies had accepted their responsibility to avoid harming the environment and wasting natural resources. The research, conducted in Mysore district of Karnataka, involved the use of a questionnaire designed to assess market awareness of eco-friendly products, analyze consumer perceptions towards such products, and determine how much consumers were willing to pay extra for eco-friendly options. The results revealed that both price and quality significantly influenced consumer purchasing decisions.

Choi, et.al. (2014) conducted a study to classify consumers' value inclination and identify ways to enhance their intention to purchase eco-friendly products. The study also examined the differences in eco-friendly product purchase intentions based on value inclination. The researchers established a structured model and hypotheses, using 202 valid questionnaires for data collection. To verify the hypotheses, they employed various statistical techniques, including single regression analysis, multiple regression, 3-step mediating regression, and path analysis. The results indicated that individualism positively influenced materialism, need for uniqueness, and face wants, while collectivism positively influenced materialism alone. Additionally, factors related to self-expressive consumption inclination positively impacted eco-friendly product purchase intention, with value inclination also showing a positive influence. The study further revealed that self-expressive consumption inclination mediated the relationship between value inclination and eco-friendly product purchase intention. In conclusion, it was found that consumers with an individualistic inclination tended to link the ownership of eco-friendly products to their extended self. The study emphasized the need for both government and businesses to enhance their public image regarding eco-friendly products to drive consumer purchase intentions.

Lorek (2015) discussed that research on environmental liability issues had already been undertaken in the 1970s and 1980s, at a time when only a few consumers were aware of the environmental impacts of products and services. By the time of the study, the term "green consumption" had become widely recognized, and creating environmentally friendly consumption patterns had become a key aspect of "green consumerism." The primary aim of the article was to identify current trends in consumer behaviour towards “green” products, using the example of Silesian Voivodeship. The first part of the article highlighted consumer behaviour trends in the green market of developed countries, while the second part focused on consumer behaviour related to environmental goods and services in the Silesian province, based on surveys conducted in 1999/2000 and 2012/2014. The analysis revealed a decline in the trend of making purchase decisions based on ecological criteria, with price remaining the dominant factor considered by over 80% of survey participants. Savings associated with energy-efficient appliances were also cited as a significant motivator for purchasing eco-friendly products. While 37% of respondents reported buying organic food, health benefits remained the most important factor in every round of the survey. A positive shift was observed in post-consumer waste management, with most households in the region now segregating waste. However, the number of individuals repairing broken electronic devices had significantly decreased, contributing to an increase in electronic waste.

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Mukherjee (2015) highlighted that the fashion industry is one of the largest industrial sectors globally, with a supply chain that is both diverse and complex, spanning multiple tiers such as design, raw material harvesting, spinning, yarn production, dyeing, weaving, cutting, stitching, and garment construction. The emergence of fast fashion, which focuses on quick product turnover, has significantly impacted the industry. Fast fashion brands frequently introduce new styles, prioritizing low costs and up-to-the-minute designs over durability. This approach has led to increased consumption and waste, leaving a significant pollution footprint at each stage of the clothing life cycle, from production to disposal. Mukherjee pointed out that the textile and apparel industry has a substantial environmental impact, involving the exploitation of both natural and social environments. In response, sustainable or ethical fashion emerged as a solution to address the environmental and social consequences of conventional production methods. The paper aimed to raise consumer awareness about the physical and physiological needs that fashion fulfils, while also encouraging a broader consideration of the life cycle impacts of clothing, from raw material to final disposal.

Barbarossa and De Pelsmacker (2016) aimed to analyse the factors driving and preventing the purchase of eco-friendly products across different consumer groups, developing a conceptual model that included positive altruistic motives (concern for environmental consequences), positive ego-centric motives (green self-identity and moral obligation), and negative ego-centric motives (perceived personal inconvenience). They empirically validated the model with two groups of consumers: green consumers (n = 453), who engage in pro-environmental behaviours for environmental reasons, and non-green consumers (n = 473), who do not engage in such behaviours. The data were analyzed using structural equation modelling and multi-group analysis. The results confirmed the relevance of the factors in the model, revealing significant differences in purchasing patterns between the two groups. Altruistic motives were more significant for green consumers, while negative ego-centric motives had a greater impact on the purchasing intentions of non-green consumers. Interestingly, the impact of negative ego-centric motives on actual purchasing behaviour was stronger for green consumers than non-green consumers. The study made two key contributions: first, it developed and tested a model that integrates both positive (altruistic and ego-centric) and negative (ego-centric) antecedents of eco-friendly product purchasing, which had been theoretically suggested but rarely empirically tested together. Second, it provided insights into the specific antecedents of eco-friendly product purchasing for both green and non-green consumers, shedding light on the similarities and differences in their purchasing processes and the intention–behaviour relationship.

Chockalingam and Isreal (2016) aimed to customize the marketing mix for non-purchasers of eco-friendly products by examining their perspectives on the introduction of eco-friendly variants of regular products, particularly in the personal care and home care categories. Previous literature had highlighted a gap in the scientific understanding of how to develop a marketing mix that could convert non-purchasers into buyers of eco-friendly products, thus boosting eco-friendly product sales and promoting green marketing. Given that green purchasers were found to be a small segment compared to non-purchasers, the purpose of the study was to identify new opportunities for successful green marketing. The researchers employed a descriptive research design, surveying 885 respondents across two cities in Tamil Nadu, India, to gain an in-depth understanding of consumer behaviour and facilitate eco-friendly product consumption among non-purchasers. The findings revealed the necessary marketing mix elements,

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including product, price, and promotional strategies, that would attract non-purchasers to buy eco-friendly variants. The study provided valuable insights for adapting the green marketing mix, contributing to the formulation of effective strategies for promoting eco-friendly products across different geographic regions and product categories.

Kim, et.al. (2016) examined the adoption of Eco-Friendly Faux Leather (EFFL), a product developed to minimize environmental impacts and offer a low carbon footprint. They noted that despite its benefits, consumer adoption of eco-friendly products like EFFL remained sluggish due to gaps in values, beliefs, and attitudes. To better understand consumer behaviour, the researchers tested the consumer attitude model as an extension of the Value-Belief-Norm (VBN) framework, using data from an online survey of 602 respondents from the U.S. and U.K. The analysis, conducted through Structural Equation Modeling and Multiple Group Analysis, revealed significant causality between environmental values, pro-environmental beliefs, and the norm of individual responsibility. However, they found no differences in the VBN framework's applicability between the two countries. The study concluded with practical implications and theoretical suggestions for better understanding consumer attitudes toward new eco-friendly products.

Umaraw and Verma (2017) discussed the various functions of packaging materials, which include preventing moisture loss, reducing lipid oxidation, and enhancing sensory properties such as color, taste, and smell, while also providing microbial stability to foods. They explained that edible films can be made from proteins, polysaccharides, lipids, or a combination of these to form composite films. Nanocomposites, as they described, are composite films created by incorporating nanoparticles. The authors highlighted that edible packaging and coating for meat and meat products can extend shelf life by incorporating active compounds, such as antimicrobial and antioxidant agents, into the packaging matrix. Additionally, the inclusion of certain ingredients into the matrix may improve both the nutritional and sensory qualities of the packed products. Moreover, they pointed out that edible packaging materials contribute to reducing environmental pollution since these films are biodegradable, making them eco-friendly and a sustainable alternative to conventional packaging.

Handayani (2017) conducted research to analyse the influence of consumer attitudes towards green products on purchase intentions. The study defined consumer attitude towards green products as a psychological tendency expressed through the evaluation of a product, considering its advantages and disadvantages. The research highlighted a key issue—the low consumer awareness regarding the benefits of green products, particularly the lack of understanding about their health and environmental advantages. The purpose of the research was to test the impact of consumer attitudes on the intention to purchase green products. Using Partial Least Square (PLS) for hypothesis testing, the results indicated a significant influence of consumer attitudes towards green products on purchase intentions.

Gebrechristos and Chen (2018) had discussed how the concept of eco-friendly products had become a primary agenda for global scientists in the twenty-first century, with a major focus on by-product recycling within food processing industries. They highlighted that for a long time, food industry byproducts had been converted into energy and value-added products, and the potato processing sector had emerged as a significant area of interest in developing countries, given that potato was the fourth most important crop globally. Over the past two decades, food demand had

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increased dramatically, which had led to the expansion of food processing industries. Particularly, processed potato manufacturers had been generating large volumes of potato peel, a by-product that caused environmental pollution due to its decomposition. However, the authors emphasized that potato peel contained essential organic matter, and they introduced its potential use in promoting eco-friendly food industries, specifically as a food preservative, pharmaceutical ingredient, renewable energy source, and animal feed.

Singh, P. K., & Sarkar, P. (2019) highlighted that producing eco-friendly products had become essential due to the alarming issues of global warming and the depletion of natural resources. These environmental challenges had prompted industries to adopt eco-design strategies in their production processes. The authors noted that eco-design approaches were employed by designers not only to create eco-friendly products but also to develop sustainable buildings, eco-industrial parks, and services. Despite the benefits of integrating eco-design into product development, they pointed out that its efficient integration remained uncertain due to the challenges and uncertainties inherent in the eco-design methods. The study provided valuable insights into the various eco-design tools and methods available for creating eco-friendly products, while also addressing the barriers and challenges faced in implementing these approaches. Furthermore, the authors discussed the uncertainties involved in applying eco-design methods effectively.

Pahlevi and Suhartanto (2020) examined the growing awareness of environmental protection driven by the rise of pollution from widespread plastic use, which has led to increased consumption of eco-friendly plastic products. However, they noted that the high production cost of such products results in lower consumption. In light of this, they highlighted the importance of understanding and developing strategies to foster customer loyalty in the eco-friendly plastic product market. The study aimed to provide a comprehensive understanding of loyalty formation by integrating trust and perceived risk into the loyalty model. Data was collected through questionnaires distributed to 400 consumers of eco-friendly plastic products in Bandung, Indonesia, and analysed using partial least squares structural equation modelling. The results indicated that combining green trust and green perceived risk in the Quality-Loyalty Model enhanced the prediction of consumer loyalty towards eco-friendly plastic products. Additionally, the study found that green perceived quality and green perceived value were the primary factors driving loyalty. The identified relationships between these variables offered insights for eco-friendly businesses to strengthen their innovation and competitive edge, enabling them to better address environmental challenges.

Chen et al. (2021) examined the factors influencing the purchase of eco-friendly products, emphasizing the role of government encouragement due to its contribution to environmental sustainability. They proposed a conceptual model based on the attitude-behaviour-context (ABC) theory to explore how a consumer's perceived effectiveness impacts their purchase behaviour. The study delved into the mediating role of consumption attitude towards eco-friendly products and the moderating effect of information and communication technologies (ICT) innovation. Using a Hidden Markov Model (HMM), the authors tested the model, calculating the consumption probabilities of eco-friendly products based on different perceived effectiveness levels under various ICT applications. Additionally, they computed the consumption transition probabilities of eco-friendly

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products using a dynamic time series and analysed the concepts of continuity, dependence, and inertia in consumption behaviour. The research used an algorithm to forecast real-world consumption patterns, validating the HMM's reliability and probability calculation accuracy. This study extended existing research and provided management implications for eco-friendly product consumption.

Yadav (2022) explored the factors influencing the demand for eco-friendly products, particularly challenging the prevalent notion that high prices limit their demand, as suggested by the law of demand. The study aimed to identify key factors, often overlooked, that contribute to the demand for these products, alongside examining whether price plays a significant role. Using an automatic linear model, the research found that several variables affect the demand for green products. Notably, accessibility, quality, and brand emerged as the most significant factors, with price having a minimal impact on the demand for eco-friendly products. This finding highlighted the complexity of consumer behaviour, suggesting that other elements, beyond cost, play a more substantial role in shaping demand.

III. Eco-Friendly Products

Eco-friendly products are designed to have a minimal impact on the environment throughout their lifecycle, from production to disposal. These products are made with sustainable materials, use less energy, and reduce waste. As consumer demand for sustainability grows, eco-friendly products are becoming more diverse and accessible across various sectors. Below are some common types of eco-friendly products:

Fig 1: Figure Encapsulates India's Evolving Consumer Perception Towards Sustainable

This figure encapsulates India's evolving consumer perception towards sustainable, eco-friendly products. Emphasizing innovative eco-solutions, the curated personal care kit reflects growing environmental consciousness. Consumers embrace green alternatives combining functionality with ethical production, significantly influencing market trends and demand in India's sustainable product landscape, ultimately fostering nationwide commitment to responsible consumption.

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Organic and Natural Food Products: Eco-friendly food products are those that are grown without the use of synthetic pesticides, fertilizers, or genetically modified organisms (GMOs). Organic foods are produced with sustainable farming practices that protect the environment, promote biodiversity, and reduce the carbon footprint. These include organic fruits, vegetables, grains, dairy products, and packaged foods that use minimal or no plastic packaging. Plant-based food products, such as vegan alternatives to meat, are also increasingly considered eco-friendly due to the lower environmental impact of plant-based agriculture compared to animal farming [10].

Reusable and Biodegradable Packaging: Plastic packaging has long been a major environmental issue, contributing to pollution and waste. Eco-friendly alternatives include reusable packaging options such as cloth bags, stainless steel containers, and glass jars. Biodegradable packaging made from materials like cornstarch, bamboo, or seaweed is another eco-friendly option. These alternatives break down naturally over time, reducing the burden on landfills and oceans. Brands are increasingly opting for packaging made from recycled or upcycled materials, as well as minimizing packaging altogether.

Eco-Friendly Cleaning Products: Traditional cleaning products often contain harsh chemicals that are harmful to the environment and human health. Eco-friendly cleaning products are made from natural, non-toxic ingredients such as vinegar, baking soda, and plant-based surfactants. These products are free from harmful chemicals like ammonia, bleach, and phosphates, which can pollute water systems. Many eco-friendly cleaning brands also offer refillable bottles or packaging made from recycled materials, further reducing waste.

Sustainable Fashion and Textiles: Sustainable fashion refers to clothing and accessories made with environmentally friendly materials, such as organic cotton, hemp, bamboo, or recycled fabrics. These items are produced using ethical labour practices and with a focus on reducing water, energy, and chemical use. Brands like Patagonia and Stella McCartney are leading the way in eco-conscious fashion, offering everything from recycled polyester jackets to vegan leather shoes. Eco-friendly fashion also includes secondhand clothing and upcycled garments, promoting a circular economy and reducing the need for new materials.

Energy-Efficient Appliances: Eco-friendly appliances are designed to use less energy, thereby reducing household carbon footprints. Examples include LED light bulbs, energy-efficient refrigerators, washing machines, air conditioners, and water heaters that have high Energy Star ratings or other energy-efficient certifications. These products are designed to consume less electricity, which not only reduces environmental impact but also helps consumers save on energy bills.

Sustainable Personal Care Products: Many personal care products, such as shampoos, soaps, toothpaste, and deodorants, contain chemicals that can harm both users and the environment. Eco-friendly personal care items are made from natural ingredients and are free from synthetic fragrances, parabens, sulfates, and plastic microbeads. These products often come in biodegradable or reusable packaging, like bamboo toothbrushes, shampoo bars, and refillable deodorant sticks, reducing plastic waste.

Eco-Friendly Furniture and Home Goods: Eco-friendly furniture and home goods are made from sustainable materials, such as reclaimed wood, bamboo, or recycled metals. These products are manufactured using environmentally conscious processes that minimize waste, water, and energy

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consumption. Eco-friendly home items also include low-VOC paints, energy-efficient lighting, and sustainable textiles for bedding and upholstery.

Electric and Hybrid Vehicles: Electric vehicles (EVs) and hybrid cars are among the most eco-friendly products in the transportation sector. They use significantly less fuel than traditional gasoline-powered vehicles and have lower carbon emissions, helping to combat climate change. EVs are powered by electricity, often from renewable sources, and require less maintenance, making them both cost-effective and environmentally friendly in the long term.

Solar-Powered Products: Solar-powered products harness the energy of the sun to operate, reducing dependence on fossil fuels. These include solar-powered lights, phone chargers, outdoor lanterns, and water heaters. By converting sunlight into energy, solar products help reduce carbon footprints while promoting the use of renewable energy. Solar panels for homes and businesses are also a growing eco-friendly investment, helping reduce reliance on grid electricity.

Eco-Friendly Baby Products: Eco-conscious parents are increasingly turning to eco-friendly baby products, such as cloth diapers, organic cotton baby clothes, natural baby lotions, and non-toxic toys. These products avoid harmful chemicals and reduce waste, especially in the case of cloth diapers, which can be reused multiple times. Many baby products now also feature biodegradable or recyclable packaging to further reduce environmental impact [11-16].

IV. Consumer Perception

Consumer perception refers to how individuals view and interpret products, brands, or services based on their personal experiences, beliefs, and social influences. It plays a crucial role in shaping purchasing decisions and brand loyalty. In the context of eco-friendly products, consumer perception is heavily influenced by factors such as environmental concerns, health consciousness, and social responsibility. Consumers today are more aware of the environmental challenges the world faces, such as climate change, pollution, and resource depletion. This growing environmental consciousness has shifted the perception of sustainable and eco-friendly products from being a niche to a mainstream choice. Many consumers now view eco-friendly products as not just a way to reduce their personal carbon footprint, but also as a means of supporting ethical brands that care about the planet. This shift is particularly evident in sectors like fashion, food, and personal care, where consumers are increasingly seeking out organic, biodegradable, and recyclable options. However, consumer perception is also shaped by price sensitivity. Many consumers perceive eco-friendly products as expensive, which can deter budget-conscious buyers. This is particularly true in India, where price is often a key determinant of purchase decisions. While eco-friendly products are seen as higher quality and more sustainable in the long run, the higher upfront cost can be a barrier for many, especially in rural areas. Despite this, there is a growing trend where consumers are willing to pay a premium for sustainable goods if they believe the benefits—such as health advantages, environmental impact, or supporting ethical businesses—outweigh the additional cost. Education, awareness campaigns, and wider accessibility can further influence consumer perception, making sustainable products an integral part of mainstream consumption [17-21].

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V. Conclusion

The shift in Indian consumer behaviour towards sustainable and eco-friendly products signifies a positive trend towards environmental consciousness. While urban consumers are increasingly adopting green products, rural markets remain underpenetrated due to price sensitivity and limited awareness. Bridging this gap requires strategic efforts from both the government and private sectors, including educational campaigns, subsidies, and the development of affordable eco-friendly alternatives. As these initiatives gain momentum, it is anticipated that sustainable consumption will become an integral aspect of mainstream consumer behaviour across India.

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