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A CONCEPTUAL ANALYSIS OF CONSUMER AWARENESS AND ECO-FRIENDLY PRODUCTS

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ABSTRACT
Green products, commonly referred to as eco-friendly items, are typically manufactured using sustainable, locally sourced, non-toxic materials. Being environmentally conscious makes one's surroundings less hazardous for nearby animals and other people. Eco-friendly or "green" items play a major part in environmental preservation. Therefore, it is necessary to promote green products.The majority of people have a propensity of buying eco-friendly goods including paper bags, pottery, handicrafts, solar lights, solar heaters, and other.
Keywords:*Eco-friendly products, Sustainable development,Green marketing*

I. INTRODUCTION

If every country adopts tight regulations,the economic landscape will undergo a significant upheaval as environmentally friendly products are vital to preventing global pollution.From a business perspective,this makes sense: a skilled marketer engages the customer in the product in addition to persuading them. Because green products have an impact on the environment and society, they should be promoted with much more intensity than just another marketing strategy. Given the seriousness of the global warming problem, it is critical that green products become the standard rather than the exception or merely a passing trend. The importance of green products has begun to raise awareness about sustainable development, which is necessary for the next generation. A customer's positive behavior towards eco-friendly products, such as organic veggies, is correlated with their level of green consciousness.

Green marketing tactics used by the business or by consumer behavior can influence green awareness. Safe surroundings and eco-friendly products are the main goals of green marketing.Selling goods and services with an emphasis on their environmental advantages is referred to as being eco-friendly. Eco-friendly marketing is utilized to meet customer demands and preferences while safeguarding the environment and promoting social benefits in a more environmentally responsible manner. In terms of consumer behavior,there are a few instances where green awareness can be managed.These include green advertising,perceived value,brand image,and green brand attributes.

Green advertising has a greater impact on customers' understanding of environmental issues, making it a recommendation that the company's eco-friendly product-based approach be implemented. Concerning the pillars of green awareness,green advertising, perceived value, brand image, and attribute,all of these factors are directly tied to consumers' preferences for environmentally friendly goods like organic goods. Green advertising has been more wide spread recently. It is now frequently utilized by businesses to introduce their products as well as by the government to spread awareness of the value of environmental protection. Around 40 percent of environmental degradation has been attributed to private household consumption activities. Consequences of environmental degradation include acid rain, desertification, sea and river pollution, depletion of the stratosphere ozone layer, global warming, and noise and light pollution. Green marketing will contribute to a better future by increasing the production, sale, and awareness of the usage of green products,which will result in a happy tomorrow.We are a part of nature, not something separate from it. If modern society doesn't seriously examine its way of life, it won't be able to solve the ecological crisis. assurance of the usefulness and advantages of the eco-friendly products.

II. SIGNIFICANCE OF CONSUMER AWARENESS AND ECO- FRIENDLY PRODUCTS IN THE MODERN WORLD

Making the consumer aware of his or her rights is the goal of consumer awareness. It's a marketing word that denotes consumer awareness of goods and services, together with the other three ‘Ps’ of marketing: pricing, promotion, and place of purchase. The degree to which a brand is appropriately linked to a certain product and recognized by potential consumers is known as brand awareness.The Indian government, along with other

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organizations, is implementing "green initiatives" to promote environmental sustainability and protection, given the critical role that the environment plays in supporting human well-being. Many organizations have launched a number of projects to adopt eco-friendly or "green" practices.

HCL introduced their line of environmentally friendly notebooks, HCL ME 40. According to HCL, this notebook is environmentally benign and devoid of polyvinyl chloride (PVC). Furthermore, the Bureau of Energy Efficiency rated this device with fivestars.Additionally,they are100% recyclable and devoid of toxins,and they adhere to REACH (the European Community Regulation on chemicals and their safe use) criteria. Following the introduction of the 'Green' line of air conditioners by Voltas (Tata Group) in 2007, the government mandated that all electronic home appliances have an energy star rating.

An internationally recognized standard for energy-efficient consumer products, Energy Star was developed in the United States.In an effort to reduce e-waste, Wipro also unveiled environmentally friendly desktop computers as part of the Wipro Green Ware campaign. The activated systems follow a complete recycling program and are devoid of toxins. Wipro has 12 campuses in India that have been recognized as green buildings, and the company has 17 e-waste collection centers where goods are gathered and repurposed.Concrete+, ACC's environmentally friendly brand, was just introduced. Since fly ash disposal is a significant environmental issue, this firm employs fly ash—a hazardous industrial waste—to help save natural resources, making its product environmentally friendly. The new product's design was created specifically to guarantee exceptional durability.

Eco-friendly tubeless tires MRF ZSLK were introduced by MRF;they are composed of special rubber compounds based on silica and are designed to provide owners of vehicles with improved fuel efficiency.Fevicol AC Duct King Eco Fresh,an environmentally friendly synthetic resin glue, was introduced by Pidilite.It boasts of being an all-in-one glue and is said to be the first environmentally friendly adhesive from India. According to company representatives, this water-based glue is appropriate for both industrial and domestic projects and spreads smoothly and effortlessly at room temperature without producing any hazardous emissions. Environmental marketing is seen by organizations as a chance to accomplish their goals. Businesses have discovered that consumers favor goods that do not negatively impact the environment or public health.Businesses who market these environmentally friendly items are favored over those that don't, giving them a competitive edge while also achieving their corporate goals.Companies think it is morally required of them to take greater social responsibility.This aligns with the corporate social responsibility (CSR) attitude that numerous businesses have effectively implemented to enhance their corporate reputation.

Consumers are requesting environmentally friendly items and are becoming more conscious of their health and the environment. As a part of their social responsibility efforts, businesses have begun implementing green marketing strategies in an effort to reach out to customers with their eco-friendly messaging. Products that are considered eco-friendly are those that don't harm the environment or deplete natural resources; they may be recycled or preserved; they have natural ingredients; and they have organic aspects. The preservation of natural resources requires the promotion of green products.There is a good market for eco-friendly products these days, such as clay products, paper bags, handicrafts, solar heaters, and lights. Solar energy is used by solar heaters and lights. Products using solar electricity are cutting-edge devices that promote energy conservation.

(TABLE 1) RANKING OF THE TOP COUNTRIES FOR GREEN PRODUCTS

RANK	COUNTRY	GOLD	SILVER	BRONZ	MEDALS
1	GERMANY	3	0	0	3
2	INDIA	1	2	1	4
3	DENMARK	1	1	0	2
4	USA	0	1	2	3
5	AUSTRALIA	1	0	0	1
5	CHINA	1	0	0	1
5	FALKLAND ISLAND	1	0	0	1
5	FINLAND	1	0	0	1
5	JAPAN	1	0	0	1
5	PORTUGAL	1	0	0	1
5	URUGUAY	1	0	0	1

(Source : Journal of Social and Development Science Institute of Social and Cultural Anthropology University of Oxford)

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Based on the quantity of medals they have won, the table ranks the top nations for green products. The medals are divided into three categories: gold, silver, and bronze. The "Medals" column lists the total number of medals awarded to each nation.The primary motivation for starting a business and a requirement for continuing one is to make a profit. Plans and strategies that are focused on the needs of the client might help to integrate and coordinate all business activities in order to profitably satisfy their demands. Being committed to and conscious of different environmental issues is known as environmental concern. A person's awareness of and care for the environment will influence their intention to consume green items.

(TABLE 2) GLOBAL LEADERS IN CARBON DIOXIDE EQUIVALENT EMISSIONS FROM DEFORESTATION

Country	Share of Emissions from Deforestation(%)
Indonesia	33.7
Brazil	18.0
Malaysia	9.2
Myanmar	5.6
Congo	4.2
Zambia	3.1
Nigeria	2.6
Peru	2.5
Papua New Guinea	1.9
Total	80.8

Source : Boucher 2008

With a percentage proportion of emissions assigned to each nation, the table presents information on the top countries in the world for carbon dioxide equivalent (CO2e) emissions from deforestation.It emphasizes how crucial it is to deal with deforestation as a part of initiatives to lessen climate change and support sustainable land management techniques. To achieve sustainable consumption, consumers are urged to modify their consumption patterns, prioritize environmental preservation, conserve resources, and utilize energy sparingly. Green consumption also motivates people to modify their consumption patterns, choose environmentally friendly items that promote public health when they consume, and pay attention to the recycling and disposal of wastes during the consuming process.

Three stages may be distinguished in the development of green marketing. The first was known as "Ecological" green marketing and aimed to address environmental issues by using remedies. The second stage of green marketing was "environmental," with an emphasis on clean technology and the creation of novel new goods that addressed waste and pollution problems.The third phase was "Sustainable," during which businesses had to manufacture environmentally friendly goods because consumers were expecting more environmentally friendly goods and technologies and there was growing awareness of the need for them. People are becoming more conscious of environmental protection these days because they know that the ozone layer is thinning, forests are being destroyed, and other issues. These elements contribute to the increased awareness of green products in the modern world One of the main obstacles a businessman wants to overcome in the current world is competition.

III. CONCLUSION

Green marketing can be rather costly because it needs the use of green technology,which can be acquired through new technology acquisitions or modifications to already-existing technology. Consumers have stated their desire to purchase environmentally friendly products if they are readily available, as well as their responsibility and care for environmental issues.This implies that if marketers make green products easily accessible to consumers,they will buy more of them.Customers are very aware of green products and want to buy them because they think that manufacturing and consumption of these products depletes the natural resources of the environment. It is imperative for marketers, government authorities, environmental agencies, and the media to endorse eco-friendly products and underscore their significance for sustainability. Additionally, this will strengthen the companies' favorable reputation and increase their good will with customers. Protecting the environment is our responsibility since it is dynamic.

Consumers are becoming more ecologically aware and inclined to purchase eco- friendly products.It is the combined responsibility of the government, producers, and consumers to advance sustainability. Through exhibiting their inclination for environmentally conscious merchandise, buyers can integrate sustainability

concepts into their everyday existence.It is challenging for the government and manufacturers to address issues and satisfy consumer demands,though, because of their complicated and disorderly behavior.Distributing green products through appropriate channels is crucial for their marketers to guarantee their widespread availability. A just and equal market is built on consumer awareness, which enables people to stand up for their rights and make educated decisions. But overcoming the obstacles posed by consumer awareness calls for coordinated action from a range of stake holders, including corporations, governments,civil society organizations,and individual consumers.

We can promote a culture of openness,responsibility,and consumer empowerment that is advantageous to society at large by tackling problems like information overload, complicated terminology, restricted access,and regulatory obstacles.The changing market place of today presents several problems for customer awareness. These issues highlight the need for coordinated efforts to provide consumers with the information and tools they need to make wise decisions. Inorder to make green products affordable for customers in varying social strata, it is imperative to comprehend the duality that exists between green marketing and the rising cost of green products.Innovative technology is needed to address some of the issues posed by"green marketing"inorder to expand the market for"green products"both domestically and internationally. It is necessary to periodically assess "green products" in order for them to become both "economically and ecologically viable" for consumers, particularly those from middle-class and lower-class backgrounds. In conclusion, it is imperative for suppliers, industrial buyers, and consumers to exert pressure towards minimizing the adverse consequences on the environment. In developing nations like India, the significance and applicability of green marketing are even greater.This is the ideal moment to choose "Green Marketing" on a worldwide scale. If all countries adopt rigorous policies, the business landscape will under go a significant upheaval since green marketing is crucial to protecting the environment from pollution.From a business perspective,a shrewd marketer is one who, in addition to persuading the customer, also gets the customer involved in promoting his product.Given that it has an impact on the environment and society,green marketing should be actively pursued rather than being seen as merely another marketing strategy.

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