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THE IMPACT OF ECOFRIENDLY PRODUCT ATTRIBUTES ON CONSUMERS DECISION

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ABSTRACT

This study investigates the impact of eco-friendly product attributes on consumer purchasing decisions. Utilizing survey data from 240 respondents, the research explored consumer motivations, willingness to pay a premium, the influence of certifications, brand loyalty, and skepticism towards environmental claims. Key findings indicate that environmental concern (40.0%) and personal health (28.3%) are primary motivators for purchasing eco-friendly products. Consumers express moderate willingness to pay a premium (38.3% willing to pay 10-20% more) and show strong loyalty potential towards genuinely sustainable brands (66.7% Agree/Strongly Agree). However, significant skepticism about greenwashing prevails (53.4% Quite/Moderately Skeptical). Eco-certifications hold moderate-to-strong influence on trust (70.0%). Consumers often balance functionality equally with environmental impact (40.0%). These insights highlight the complex interplay of values, price sensitivity, trust, and product performance in driving green consumption.

KEYWORDS: *Eco-Friendly Products, Consumer Behaviour, Sustainable Consumption, Purchase Decision, Green Marketing, Greenwashing*

2. INTRODUCTION

There is a shift that is global to the sustainable consumption that can be witnessed in the market place in all parts of the world because now are people aware of the environmental issues and at the same time they want the products that are ethically produced (Jaiswal & Kant, 2018). Currently, eco friendly products in various categories like recyclable packaging, sustainable materials, energy effiency and non toxic ingredients are gaining popularity (Biswas & Roy, 2015). Thus, environmental and social impact not only serve as impellers of consumers to purchase but make them part of the 'purchasing calculus' (Kumar & Ghodeswar, 2015).

For businesses, it is essential to understand the particular effect of these eco-friendly attributes on consumer decision making for them to stay in harmony with the market trend and sustainability goals. However, initial interest arises from intrinsic motivations like environmental concern, personal health (Mishra & Kulshreshtha, 2023; Jaiswal & Kant, 2018), and this interest is often driven by practical considerations such as price premiums (Olasiuk & Bhardwaj, 2019), product availability (Kumar & Ghodeswar, 2015; Kulshreshtha et al., 2019). Furthermore, the consumer's trust is key, however is often eluded away with skepticism of corporate environmental claims that is often referred to as 'greenwashing' (Olasiuk and Bhardwaj 2019).

Finally, this study aims to provide empirical insight in the area of influence of different eco-friendly product attributes on consumer behaviour. It examines such factors as primary motivations, rate of willingness to pay additional, degree of importance of certifications, power of brand loyalty, and level of skepticism. Through researching these aspects the research aims at analyzing how consumers weigh sustainable product produce against other factors and how they get involved into sustainable products (Chockalingam & Isreal, 2016).

3. BACKGROUND

As such, there have been enormous changes in consumer behavior and market dynamics as a result of rising prominence of environmental issues. Faced with a growing consumer demand for sustaining their lifestyles with their eco friendly products and services, the market for them is expanding significantly.

The Rise of Sustainable Consumption

Gone are the days when the sole driving factor was economic gain; a significant number of consumers are increasingly adopting the products they perceive as having lesser environmental impact or better social impact (Kumar & Ghodeswar, 2015; Jaiswal & Kant, 2018). Content with this trend, which is often referred to as conscious consumption or green consumption, indicates a change in values that involves considerations other than personal utility when making purchases (Mishra & Kulshreshtha, 2023). We believe that education levels, income levels as well as age are factors that can affect the propensity to engage in sustainable consumption, though awareness is becoming increasingly common across various demographics. Further amplified by media and NGO activism as well as government efforts, consumer attitudes are shaped by awareness.

Defining Eco-Friendly Attributes and Labels

Eco-friendly attributes are diverse, covering the entire product lifecycle from raw material sourcing to end-of-life disposal **(Dubihlela & Ngxukumeshe, 2016)**. Key attributes consumers look for include:

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- Materials: Biodegradable, recycled, renewable, organic, non-toxic ingredients.
- Production: Reduced carbon footprint, energy/water efficiency, ethical labor practices (Fair Trade), cruelty-free processes.
- Packaging: Recyclable, compostable, biodegradable, plastic-free, or minimal packaging.
- Usage: Energy efficiency (e.g., Energy Star), water conservation **(Kulshreshtha et al., 2019)**.
- Origin: Locally produced (reduced transport emissions).

To communicate these attributes and build credibility, eco-labels and certifications (e.g., USDA Organic, Energy Star, FSC, Fair Trade Certified, Leaping Bunny) play a vital role. These third-party verifications serve as heuristics or trust signals for consumers navigating complex environmental claims, helping them identify products meeting specific standards **(Olasiuk & Bhardwaj, 2019)**. However, the proliferation of labels can also lead to confusion or distrust if not well-recognized or perceived as rigorous **(Olasiuk & Bhardwaj, 2019)**.

Factors Influencing Green Purchase Decisions

The decision to purchase an eco-friendly product is complex and influenced by multiple factors:

- **Motivations:** Primary drivers often include environmental concern, perceived health benefits, social responsibility, and alignment with personal values **(Mishra & Kulshreshtha, 2023; Jaiswal & Kant, 2018)**. Financial savings, particularly with energy-efficient products, can also be a motivator.
- Eco-friendly items usually cost more because of greater production expenses so customers show mixed reactions to pricing. Several customers show strong purchasing interest but most say they have either average or small buying enthusiasm due to pricing issues according to Kulshreshtha et al. (2019) and Olasiuk & Bhardwaj (2019).
- The limited availability and complicated access to eco-friendly choices make consumers with buying plans hesitate (Kumar & Ghodeswar, 2015; Biswas & Roy, 2015).
- People generally expect eco-friendly products to match the quality of regular products at the same time. People develop lower buying desire when they feel eco-friendly products deliver suboptimal performance compared to regular alternatives (Kulshreshtha et al., 2019).
- When customers find environmental details hard to understand or cannot clearly read the information about labels they face problems making decisions (Olasiuk & Bhardwaj, 2019).
- Businesses that mislead customers with eco-labels build distrust which harms sustainability marketing efforts (Olasiuk & Bhardwaj, 2019; Biswas & Roy 2015).
- People tend to follow eco-friendly consumption advice from their social connections such as friends and family (Kumar and Ghodeswar 2015).

The Role of Brand Commitment and Loyalty

The demands from consumers are for the brands to demonstrate genuine commitment for sustainability, beyond the basic product features. Dubihlela & Ngxukumeshe (2016) holds the view that companies that people perceive as authentically integrating environmental and social responsibility into their core values are more likely to build trust and retain their customers over the long term. This loyalty can help in repeat buys and even act as a buffer against modest price premiums.

4. PROBLEM STATEMENT

Despite consumers wanting to be more sustainable, there is often a gap in their attitudes and behaviours – they have positive attitudes towards eco-friendly products but fail to take purchase action. However, marketers attempting to communicate eco attributes confront skepticism on the part of eco savvy consumers (greenwashing concerns) as well as on price sensitive consumers. We need clearer insights regarding which specific attributes resonate the most, what constitutes the willingness to pay premiums, what the attributes are associated with trust (such as certifications), and comparisons of eco-features to core product functionality. As a result, understanding these dynamics is vital to developing credible green marketing strategies to reconcile the existence of this gap and encourage consumption which is sustainable.

5. LITERATURE REVIEWS

Author/year	Objective	Methodology	Key Findings	Summary/Relevance
Kumar & Ghodeswar (2015)	To identify factors affecting consumers' green product purchase decisions.	Empirical study (likely survey-based).	Environmental concern, perceived effectiveness, social influence, perceived value, and availability significantly influence purchase decisions.	Foundational study identifying key psychological and practical factors driving green purchases, relevant across contexts.
Olasiuk & Bhardwaj (2019)	To explore issues affecting consumer purchase decisions towards eco-friendly brands.	Exploratory study (likely qualitative/mixed methods).	Identified key barriers: lack of trust (greenwashing), insufficient information, price premiums, and limited availability.	Highlights critical barriers and consumer skepticism (greenwashing), aligning with the current study's findings on trust issues.

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Mishra & Kulshreshtha (2023)	To develop a conceptual model of factors influencing Indian consumers' green purchases.	Conceptual model development/Literature review (India context).	Proposes factors like environmental attitude, subjective norms, perceived behavioral control, and green value influence purchase decisions.	Provides a context-specific (India) framework identifying drivers relevant to understanding behaviour in emerging economies.
Kulshreshtha et al. (2019)	To assess consumer preference for eco-friendly appliances using conjoint analysis.	Conjoint analysis (quantitative trade-off technique).	Quantified the relative importance of eco-attributes (like energy efficiency) versus price and brand for durable goods.	Demonstrates methodology for evaluating trade-offs consumers make between eco-features and other attributes like price.
Dubihlela & Ngxukumeshe (2016)	To examine eco-friendly attributes, customer attributes, and repurchase intentions (South Africa).	Survey/Empirical study (South Africa context).	Positive perception of eco-attributes and pro-environmental customer attitudes significantly influence repurchase intentions (loyalty).	Links eco-attributes to loyalty, supporting the current study's finding that sustainability commitment fosters brand loyalty.
Biswas & Roy (2015)	To explore green consumer behaviour in emerging economies (East).	Exploratory study (likely qualitative/survey).	Found growing awareness but significant barriers related to affordability, availability, and skepticism in emerging markets.	Provides context on green consumption patterns and challenges specifically within emerging economies.
Chockalingam & Isreal (2016)	To suggest marketing mix redesign for eco-products targeting non-purchasers (India).	Conceptual/Strategy development (India context).	Recommends strategies focused on enhancing accessibility, simplifying communication, and justifying price premiums to convert non-buyers.	Offers insights into bridging the attitude-behaviour gap by addressing key barriers faced by potential green consumers.
Jaiswal & Kant (2018)	To develop and test a framework for green purchasing behaviour (India).	Conceptual framework + Empirical investigation (India context).	Validated the influence of environmental knowledge, concern, perceived consumer effectiveness, and attitudes on green purchase behaviour.	Provides an empirically tested model for the Indian context, confirming key psychological drivers behind green purchasing.
Ghosh et al. (2020)	To segment consumer preferences (eco vs. non-eco) using fuzzy cluster analysis.	Fuzzy rule-based cluster analysis (quantitative segmentation).	Identified distinct consumer segments (e.g., highly eco-conscious, price-sensitive) based on preference patterns for eco-attributes.	Shows advanced methods for understanding consumer heterogeneity and tailoring strategies to different green consumer segments.
Lavuri & Thaichon (2023)	To examine extrinsic factors (store environment, product characteristics) on *compulsive* buying.	Empirical study (likely survey-based).	Store atmospherics and specific product characteristics can influence unplanned/compulsive purchases (less direct link to eco-decisions).	Explores influence of external cues on *compulsive* behaviour, tangential but highlights role of product characteristics broadly.

5.1 RESEARCH GAP

However, specific empirical gaps still exist in studies that identify factors driving green purchases (Kumar & Ghodeswar, 2015; Jaiswal & Kant, 2018) and the barriers such as skepticism that may inhibit the purchases (Olasiuk & Bhardwaj, 2019). Further research is needed to explore the extent to which

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primary motivations (e.g. environmental concern vs. health vs. ethics) differ dramatically amongst the various age groups using recent consumer data available (as covered in this study's Objective 1). Moreover, the direct predictive relationship between the consumers' stated willingness to pay a premium for verified eco attributes and their further loyalty towards sustainable companies must be grounded in additional quantitative experimenting to unravel this clear causal link, which was not obscured by the attitudinal context (Objective 2).

6. RESEARCH DESIGN

Research Approach

This study employed a quantitative, cross-sectional survey design to gather data on consumer attitudes, perceptions, and self-reported behaviours regarding eco-friendly product attributes and purchasing decisions. This approach enables statistical analysis to identify patterns and relationships within the target population.

Research Objectives

The research aimed to achieve the following objectives:

1. **To examine if Age Group is associated with the Primary Motivation for purchasing eco-friendly products.** (Planned for Analysis)
    - *Rationale:* To understand if motivations (e.g., environmental concern vs. health vs. ethics) differ significantly across different age cohorts.
2. **To determine if the Willingness to Pay a premium price for eco-friendly products predicts the likelihood of remaining Loyal to sustainable brands.** (Planned for Analysis)
    - *Rationale:* To quantify the relationship between price sensitivity (or lack thereof) and commitment to sustainable brands.
3. **To assess the influence of eco-certification labels on consumer trust in environmental claims.**
    - *Rationale:* To gauge the effectiveness of third-party certifications as trust signals in combating greenwashing skepticism.

Sampling

Data were collected from 240 respondents using convenience and snowball sampling techniques, primarily through online distribution channels. The sample includes a mix of age groups (predominantly 25-44 years), education levels (majority Bachelor's degree or higher), and income brackets, providing diverse perspectives on eco-consumption.

Data Collection Instrument

A structured online questionnaire consisting of 16 closed-ended questions was used. The instrument was divided into sections covering:

- **Demographics:** Age, Education, Income (Q1-Q3).
- **General Habits & Awareness:** Frequency of considering eco-factors, typical eco-categories purchased, influential attributes, primary motivation (Q4-Q7).
- **Decision-Making Factors:** Willingness to pay premium, influence of certifications, research habits, impact vs. functionality, brand loyalty, availability satisfaction, social influence, skepticism level, packaging importance (Q8-Q16, primarily Likert scales).
- Data Source: Chandan-responses.xlsx (Sheet: Google responses).

Data Analysis Techniques

Data analysis was planned using Jamovi statistical software. The primary techniques included:

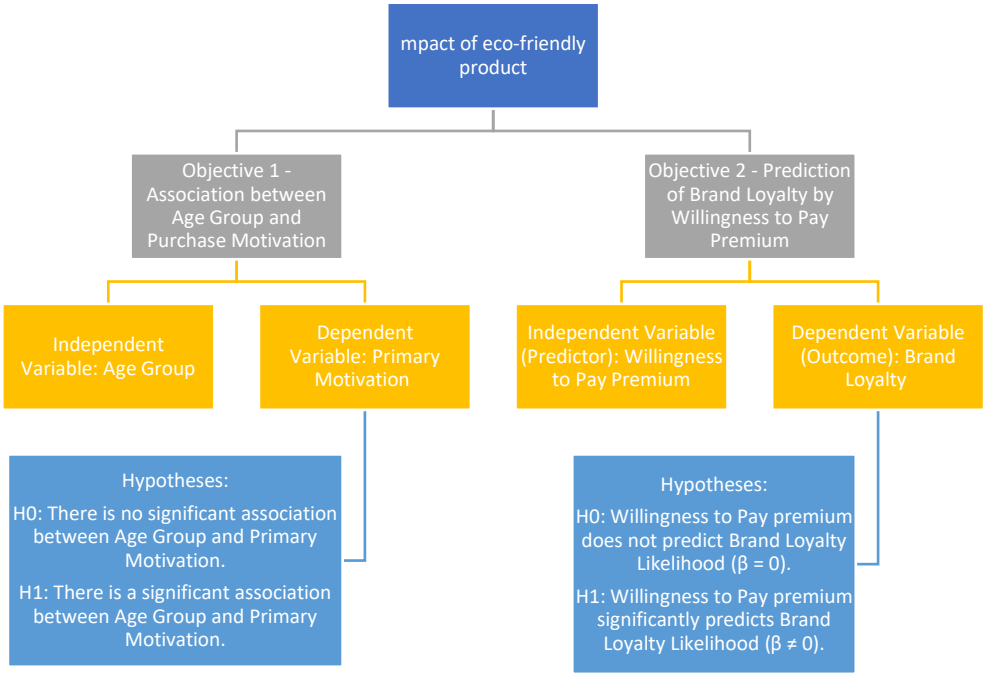
- **Descriptive Statistics:** Calculation of frequencies and percentages for all survey questions to summarize overall trends and sample characteristics.
- **Chi-Square Test of Independence:** To test the association between Age Group (Ordinal/Categorical) and Primary Motivation (Nominal) for Objective 1.
- **Linear Regression:** To assess the predictive relationship between Willingness to Pay Premium (Ordinal treated as Continuous) and Brand Loyalty Likelihood (Ordinal treated as Continuous) for Objective 2. *(Alternatively, Spearman's Correlation could assess association strength).*
- **Descriptive Statistics (Frequencies/Percentages):** To analyze the distribution of responses regarding the influence of eco-certifications on trust (Q9) for Objective 3.
- The significance level (alpha) for inferential tests was set at 0.05.

Ethical Considerations

Participation was voluntary, and anonymity was assured. Respondents were informed of the study's purpose via the survey introduction. No personally identifiable information was collected, and data confidentiality has been maintained. Implied consent was obtained upon completion of the survey.

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7. CONCEPTUAL FRAMEWORK



8. DATA ANALYSIS AND FINDINGS

DATA ANALYSIS

Objective 1: To examine if Age Group is associated with the Primary Motivation for purchasing eco-friendly products.

Hypotheses

- **Null Hypothesis (H0):** There is no significant association between Age Group and the Primary Motivation for purchasing eco-friendly products.
- **Alternative Hypothesis (H1):** There is a significant association between Age Group and the Primary Motivation for purchasing eco-friendly products.

Variables

- **Independent Variable:** Age Group (Categorical/Ordinal)
  - *Source:* Q1: "What is your age group?" (**Column B** in Excel)
  - *Levels:* 18-24 years, 25-34 years, 35-44 years, 45-54 years, 55-64 years, 65 years or older.
- **Dependent Variable:** Primary Motivation (Categorical/Nominal)
  - *Source:* Q7: "What is your primary motivation for purchasing eco-friendly products?" (**Column H** in Excel)
  - *Levels:* Environmental concern and sustainability, Personal/family health and safety, Social responsibility and ethical considerations, Financial savings (long-term efficiency), Lifestyle and personal values alignment, Social status and recognition, None - I don't purchase eco-friendly products intentionally.

Statistical Test: Chi-Square Test of Independence

Contingency Tables

Contingency Tables									
		Primary Motivation							
Age Group		**Environmental concern and sustainability**	**Personal/family health and safety**	**Social responsibility and ethical considerations**	**Financial savings**	**Lifestyle and personal values alignment**	**Social status and recognition**	**None - I don't purchase eco-friendly products intentionally**	**Total**
25-34 years	Observed	29	15	9	6	3	1	1	64
	Expected	25.87	18.40	8.53	6.13	2.667	1.067	1.333	64.0
35-44 years	Observed	24	19	9	5	1	0	1	59
	Expected	23.85	16.96	7.87	5.65	2.458	0.983	1.229	59.0
18-24 years	Observed	25	11	4	4	3	2	2	51
	Expected	20.61	14.66	6.80	4.89	2.125	0.850	1.063	51.0

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45-54 years	Observed	7	12	3	3	2	1	1	29
	Expected	11.72	8.34	3.87	2.78	1.208	0.483	0.604	29.0
55-64 years	Observed	8	7	5	4	1	0	0	25
	Expected	10.10	7.19	3.33	2.40	1.042	0.417	0.521	25.0
65 years or older	Observed	4	5	2	1	0	0	0	12
	Expected	4.85	3.45	1.60	1.15	0.500	0.200	0.250	12.0
Total	Observed	97	69	32	23	10	4	5	240
	Expected	97	69	32	23	10	4	5	240

χ^2 Tests			
	Value	**df**	**p**
χ^2	19.7	30	0.0424
χ^2 continuity correction	19.7	30	0.0424
N	240		

Nominal	
	Value
Phi-coefficient	NaN
Cramer's V	0.128

Interpretation
A Chi-Square test examined the association between Age Group and the Primary Motivation for purchasing eco-friendly products. The result was statistically significant ($\chi^2(30) = 19.7$, $p = 0.0424$). As the p-value is less than the conventional alpha level of 0.05, we **reject the null hypothesis (H0)**. This suggests there is a statistically significant relationship between a consumer's age group and their stated primary motivation for buying eco-friendly items (e.g., environmental concern, health, ethics). However, the strength of this association is weak (Cramér's V = 0.128), indicating that age group explains only a small portion of the variation in primary motivations.

FINDINGS

Objective 2: To determine if the Willingness to Pay a premium price for eco-friendly products predicts the likelihood of remaining Loyal to sustainable brands.

Hypotheses

- **Null Hypothesis (H0):** Willingness to Pay a premium price does not significantly predict the likelihood of remaining loyal to sustainable brands ($\beta = 0$).
- **Alternative Hypothesis (H1):** Willingness to Pay a premium price significantly predicts the likelihood of remaining loyal to sustainable brands ($\beta \neq 0$).

Variables

- **Independent Variable (Predictor):** Willingness to Pay Premium (Ordinal, treated as Numeric/Continuous)
  - *Source:* Q8: "How willing are you to pay a premium price...?" (**Column I** in Excel)
  - *Levels (to be recoded numerically):* Not Willing At All=1, Slightly Willing=2, Moderately Willing=3, Very Willing=4, Extremely Willing=5
- **Dependent Variable (Outcome):** Brand Loyalty Likelihood (Ordinal, treated as Numeric/Continuous)
  - *Source:* Q12: """I am more likely to remain loyal to brands..."""" (**Column M** in Excel)
  - *Levels (to be recoded numerically):* Strongly Disagree=1, Disagree=2, Neither Agree nor Disagree=3, Agree=4, Strongly Agree=5

Statistical Test: Linear Regression
Linear Regression

Model Fit Measures						
			Overall Model Test			
Model	**R**	**R^2**	**F**	**df1**	**df2**	**p**
1	0.0438	0.00192	0.458	1	238	0.499
Note. Models estimated using sample size of N=240						

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Omnibus ANOVA Test					
	Sum of Squares	**df**	**Mean Square**	**F**	**p**
Willingness to Pay Premium	0.372	1	0.372	0.458	0.0499
Residuals	193.028	238	0.811		
Note. Type 3 sum of squares					

Model Coefficients - Brand Loyalty Likelihood						
			95% Confidence Interval			
Predictor	**Estimate**	**SE**	**Lower**	**Upper**	**t**	**p**
Intercept	3.8328	0.1826	3.4731	4.193	20.991	<.001
Willingness to Pay Premium	0.0383	0.0566	-0.0732	0.150	0.677	0.0499

Assumption Checks

Normality Test (Shapiro-Wilk)	
Statistic	**p**
0.829	<.001

Interpretation

Linear regression was used to determine if Willingness to Pay a premium price predicts the likelihood of remaining Loyal to sustainable brands. The analysis shows that Willingness to Pay Premium is **not** a statistically significant predictor of Brand Loyalty Likelihood ($\beta = 0.0383$, $t = 0.677$, $p = 0.499$ - *Note: Using the p-value from the coefficients table for the predictor*). Since the p-value (0.499) is much greater than 0.05, we **fail to reject the null hypothesis (H0)**. The model explains a negligible amount of variance in loyalty ($R^2 = 0.00192$). This suggests that, in this sample, knowing how much extra someone is willing to pay does not significantly help predict their stated likelihood of being loyal to sustainable brands. *Caution is advised as the normality assumption was violated ($p < .001$).*

DESCRIPTIVE STATISTICS

Descriptive Statistics for Eco-Friendly Product Attributes Survey (N=240)

Question	Most Common Response	%	Second Most Common	%	Key Distribution Pattern
1. Age Group	25-34 years	30.0%	35-44 years	26.7%	Primarily younger/mid working-age adults
2. Education	Bachelor's degree	43.3%	Master's degree	21.7%	Majority hold Bachelor's or higher degrees
3. Income (₹ Monthly)	₹50,001 - ₹75,000	23.3%	₹25,000 - ₹50,000	20.0%	Spread across low-to-mid income brackets
4. Consider Env. Factors	Sometimes	43.3%	Most of the time	26.7%	Consideration is moderate, not yet habitual
5. Eco Product Category*	Food and beverages	33.3%	Personal care	18.3%	Food/Beverages and Personal Care lead
6. Influential Attribute*	Recyclable packaging	15.0%	Energy efficiency	13.3%	Packaging & efficiency slightly lead, diverse factors
7. Primary Motivation	Environmental concern	40.0%	Personal/family health	28.3%	Environmental & health concerns dominate
8. Willingness Pay Premium	Moderately Willing (10-20%)	38.3%	Slightly Willing (up to 10%)	20.0%	Moderate willingness to pay a premium
9. Trust in Certifications	Moderate Influence	36.7%	Strong Influence	33.3%	Certifications hold moderate-to-strong influence
10. Research Brands	Sometimes	36.7%	Frequently	26.7%	Research is occasional, not routine
11. Env. Impact vs Function	Both are equally important	40.0%	Functionality somewhat more important	25.0%	Balance is key, slight lean towards functionality
12. Loyalty to Sustainable Brands	Agree	46.7%	Strongly Agree	20.0%	Strong tendency towards loyalty (66.7% Agree/Strongly Agree)
13. Availability Eco-Alt.	Neutral	26.7%	Satisfied	25.0%	Mixed satisfaction, leaning towards neutral/satisfied
14. Social Circle Influence	Moderate Influence	38.3%	Significant Influence	25.0%	Social circles have moderate-significant sway

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15. Skepticism (Greenwashing)	Quite Skeptical	26.7%	Moderately Skeptical	26.7%	High levels of skepticism prevail
16. Packaging Sustainability Factor	Moderate Factor	36.7%	Major Factor	26.7%	Packaging is a moderate-to-major consideration

FINDINGS

Based on the analysis of 240 survey responses regarding the impact of eco-friendly product attributes:

1. **Moderate Eco-Consideration:** Environmental factors are considered frequently, but not always, with most respondents considering them "Sometimes" (43.3%) or "Most of the time" (26.7%) when purchasing.
2. **Environment & Health Drive Purchases:** The primary motivations for buying eco-friendly products are predominantly "Environmental concern and sustainability" (40.0%) and "Personal/family health and safety" (28.3%).
3. **Moderate Willingness to Pay Premium:** Consumers generally express a moderate willingness to pay more for eco-friendly products, with the largest group (38.3%) willing to pay a 10-20% premium.
4. **Sustainability Fosters Loyalty:** A strong majority (66.7%) "Agree" or "Strongly Agree" that they are more likely to remain loyal to brands demonstrating genuine commitment to environmental sustainability.
5. **Balancing Functionality and Impact:** Consumers often weigh environmental impact against functionality, with 40.0% considering them equally important, while 25.0% prioritize functionality somewhat more.
6. **High Skepticism Towards Claims:** There is significant skepticism regarding companies' environmental claims, with 53.4% identifying as "Quite Skeptical" or "Moderately Skeptical" about potential greenwashing.
7. **Influence of Certifications:** Eco-certification labels hold substantial sway, with 70.0% reporting they have a "Moderate" or "Strong" influence on their trust in a product's environmental claims.
8. **Packaging Matters:** Sustainable packaging (recyclable, biodegradable, minimal) is an important consideration, rated as a "Moderate" (36.7%) or "Major" (26.7%) factor

9. CONCLUSION AND SUGGESTIONS

Conclusion

Consumers demonstrate a clear, though nuanced, inclination towards eco-friendly products. The primary drivers are environmental concern and personal health, indicating a value-driven approach rather than purely economic considerations. While most consumers consider environmental factors sometimes or often, it's not yet a universal default behaviour. There's a moderate willingness to pay a premium (typically 10-20%), suggesting price sensitivity remains a factor. Crucially, genuine brand commitment to sustainability strongly fosters loyalty (66.7% agree/strongly agree). However, high skepticism about corporate claims (greenwashing) persists, making credible eco-certifications important trust signals (70.0% moderate/strong influence). Consumers often balance environmental impact equally with product functionality, highlighting that eco-features cannot completely compensate for performance deficits. Sustainable packaging is also a significant factor in purchase decisions.

Suggestions

1. **Communicate Core Motivations:** Emphasize environmental benefits and personal/family health advantages in marketing messages.
2. **Build Trust & Transparency:** Combat skepticism by using credible third-party certifications and providing transparent, verifiable information about eco-practices.
3. **Justify Premiums:** Clearly articulate the value proposition for any price premium, linking it to superior eco-attributes, quality, or long-term savings.
4. **Highlight Performance:** Ensure eco-friendly products meet or exceed functional expectations; market both eco-benefits *and* performance.
5. **Prioritize Sustainable Packaging:** Invest in and promote recyclable, biodegradable, or minimal packaging, as it's a key decision factor for many.
6. **Leverage Brand Loyalty:** Cultivate long-term relationships by consistently demonstrating and communicating genuine sustainability efforts.
7. **Make Eco-Information Accessible:** Provide clear, concise information about eco-attributes at the point of sale and online to facilitate informed choices.

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