ISSN:- 2231-5063

Golden Research Thoughts

**ABSTRACT:-**

With ‘eco-friendly’ becoming a crucial component of corporate business strategies, it is evidentto validate its infiltration to all the stakeholders. Customer being a major stakeholder widely influences the fate of such strategies. Present study endeavors to investigate the “reach and status” of eco-friendly attribute of a productamong customers. Researcher studied the awareness of customers about impact of buying activity of human beingon environment deterioration; Opinion of samples on steps would like to take for minimizing environment deterioration and for being environment friendly, awareness about eco-friendly product. Kind and Brand of eco-friendly products that customer uses as well as aware about. It has observed that, customers are aware about impact of buying activity on environment. Majority are aware about as well as they use eco-friendly products. Yet, majorities are unaware that, the product they presume to be eco-friendly, actually may not.

**KEYWORDS:**

Awareness, Eco-friendly Products,

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# AWARENESS OF CUSTOMERS ABOUTECO-FRIENDLY PRODUCTS- A STUDY OF SATARA DISTRICT

## INTRODUCTION

The issue of eco-friendly products is taking roots in developing countries like India. The changes in people's aspirations towards eco-friendly products and changes in the legislations would have impact on the entire business chain right from raw material sources to ultimate customer. Inculcating the significance of it to the stakeholders is a prime concern for corporates. On the other side of a coin, stakeholders too should attentive about such initiatives of corporates. This paper attempts to find out the awareness of major stakeholders i.e. customers about eco-friendly products and brands available in the market.

## REVIEW OF LITERATURE

Researcher studied various research papers available across the world. It has found that, in a research of (Gogia, 2012),respondents showed their admittance that conserving and caring for our environment is the need of the hour, together with the same proportion that agreed that polythene bags are harmful. While identifying the awareness of eco-friendly products, (Hindol Roy, 2012) , observed that, 70 per cent of respondents claimed they were aware a lot of the products. Only a small proportion of respondents had a little awareness about the products i.e.15.7 per cent. Similar results were also noticed by (Ishaswini, 2011), where, a majority of sample respondents are aware of eco-friendly products and are knowledgeable about environment related issues. Approximately 98% responders stated that they had heard and were aware of eco-friendly products.(B. Nagaraju, 2014)also found that, nearly 93.3% of the respondents are having awareness about the eco -friendly FMCG products, while (Modak, 2014) observed, 90% of the respondents were aware of the term 'green' or 'eco-friendly' product. Interestingly, in a research of (M.Nagamani, 2014), 100% of the respondents were found aware about green products. On the contrary (Kawitkar, 2013)witnessed, that there are very less people aware about the concept of eco-friendly products. Study conducted by, (Mahama Braimah, 2011)also noted a small number (15.5%) of the respondents were familiar with green brands.

Through severe review of research articles, it has found that, researchers attempted to study the awareness of eco-friendly products among the customers. Attempt has also been made to know, the kind of product the customer perceive as an eco-friendly. However, the attention of researcher has not been directed to study the awareness of customers about eco-friendlyproducts available inthe market as well as the manufacturers and brands of eco-friendly products.It has observed that, people are aware about the term eco-friendly, they know the parameters for determining a product as eco-friendly. But at the time of purchasing any product, they fail to recognize the eco-friendly attribute of a product. This leads to failure in identifying eco-friendly brands too. This confusion may leads to recognizing non eco-friendly or a costlier branded product as an eco-friendly product. Present study concentrates on studying whether this kind of confusion really prevails among the samples, whether samples promptly recall any eco-friendly brand that they are aware of or they use it.

## RESEARCH METHODOLOGY

Study is exploratory in nature, having the objective of studying the awareness of customers about eco-friendly products.

Quota sampling technique was used forselecting the samples. Quota was decided on the basis of 12 Socio-Economic Classes, A1 to E12. From these socio economic classes 360 samples were selected. Questions seeking awareness of samples about eco-friendly products have been framed. The awareness were sought on five point likert scale (1-Strongly Agree, 2-Agree, 3-Neither Agree nor Disagree, 4-Disagree, 5-Strongly Disagree). Five statements were constructed seeking opinion of samples about present material life has been developed. The variables were Industrial activities, like use of harmful chemicals by industries that causes air, water, soil pollutions, faulty government policies, lack of strict environmental laws, lack of awareness among citizens about environment protection, various individual human activities, like use of polythene bags for shopping, unnecessary use of water etc.

A dichotomous question to know the awareness of samples about buying activity of human being may result in environment deterioration has been asked.

Opinion of samples on steps would like to take for minimizing environment deterioration for being environment friendly has been asked on nominal scale with nine statements. These variables wereI will try to avoid waste generation, I will reuse the product to maximum extent instead of purchasing new one or throwing it away, I will not use disposables, as disposables don't decompose, I would prefer to share things with friends like, prefer public transport, sharing of a bike etc. thus minimizing usage of natural resources as well as minimizing pollution, I'll prefer to carry cloth bags while shopping instead of plastic carry bags, I'll prefer to purchase the products with natural ingredients than those with chemical ingredients, I'll prefer to purchase eco-friendly FMCG products from nearer shop and thus avoid using vehicle leading to less use of fuel and minimizing air and noise pollution, I'll prefer purchasing products whose packaging is also eco-friendly, I'll spread the message of being environment friendly among my friends, relatives and colleagues. Question to know awareness about eco-friendly product has been asked which was provided with 3 responses, viz,A) I have heard of eco-friendly products and I buy eco-friendly products, B) I have heard of eco-friendly products but I don't buy eco-friendly products,C) I have not heard of eco-friendly products

## DATAANALYSIS

Data was analyzed with the help of various statistical measures available in SPSS (Software Package for Social Sciences) software. Percentage, Mean, Standard Deviation, Rank were used for data analysis.

1. Opinion of samples about present material life destructing the environment.

With the intention to know the opinions of samples about role of present material life destructing the environment, following opinion statements were derived.

**Table.1**

**Opinion of samples about present material life destructing the environment.**

**n=360**

| Sr | Opinion Statements | Mean | S.D. | Rank |
|---|---|---|---|---|
| 1 | Industrial activities, like use of harmful chemicals by industries that causes air, water, soil pollutions | 4.81 | 0.65 | 1 |
| 2 | Faulty government policies | 4.13 | 1.09 | 5 |
| 3 | Lack of strict environmental laws | 4.21 | 1.07 | 4 |
| 4 | Lack of awareness among citizens about environment protection | 4.70 | 0.7 | 3 |
| 5 | Various Individual Human activities, like use of polythene bags for shopping, unnecessary use of water etc. | 4.71 | 0.8 | 2 |

(Source: Field Data)

It has seen from above table.1 that for all five statements related to the causes of destruction of environment samples has found to be agreed on the same. The overall mean score ranges from 4.13 to 4.81 with a standard deviation ranges from 0.65 to 1.09. samples prominently opine that industrial activities, like use of harmful chemicals by industries that causes air, water, soil pollutions since the mean value of this option is 4.84 and S.D. 0.65 securing 1st rank in the list of opinions. At 2nd rank, samples opine that various individual human activities, like use of polythene bags for shopping, unnecessary use of water etc. destruct the environment with mean value of 4.71 and S.D.0.8. According to samples, lack of awareness among citizens about environment protection also causes environment deterioration with 4.70 mean values and 0.7 S.D. securing 3rd rank. Lack of strict environmental laws secured 4th rank with 4.21 mean and 1.07 S.D. At last samples gave 5th rank to faulty government policies with mean value of 4.13 and S.D.1.09. Samples opined that government policies are good, but its implementation is not effective in minimizing environment deterioration.

Regarding the opinions of samples about present material life and its impact on destruction of environment it has found that for all five statements samples have favorable feedbacks. The mean response ranges from 4.13 to 4.81 with a standard deviation ranges from 0.65 to 1.09 states that the destruction of environment causes on a preferential mean score basis, due to industrial activities followed by human activities, lack of awareness, lack of environment laws and faulty government policies

## 2. Awareness about role of buying activity in environment deterioration

Researcher wanted to know the awareness among samples about role of buying activity in environment deterioration. Frequency and percentage of awareness presented below.

**Table.2**

**Awareness about role of buying activity in environment deterioration**

**n=360**

| Sr | Response | Frequency | Percentage |
|---|---|---|---|
| 1 | Yes | 335 | 93.1 |
| 2 | No | 25 | 6.9 |
| Total | | 360 | 100 |

(Source: Field Data)

It is clear from above table. 2 that 93.1 percent samples have awareness about the negligence and causality in buying any product, like use of plastic bag while shopping cause environment deterioration. While only 6.9 percent samples lack this awareness.

## 3. Steps, samples would like to take for minimizing environment deterioration.

Researcher wanted to study what steps, samples would like to take for minimizing environment deterioration. Following variables were identified by the researcher.

**Table.3**
**Steps, samples would like to take for minimizing environment deterioration.**
**n=360**

| Sr. | Statements | Frequency | Percentage |
|---|---|---|---|
| 1 | I will try to avoid waste generation | 351 | 97.5 |
| 2 | I will reuse the product to maximum extent instead of purchasing new one or throwing it away | 345 | 95.8 |
| 3 | I will not use disposables, as disposables don't decompose | 324 | 90 |
| 4 | I would prefer to share things with friends like, prefer public transport, sharing of a bike etc. thus minimizing usage of natural resources as well as minimizing pollution | 338 | 93.9 |
| 5 | I'll prefer to carry cloth bags while shopping instead of plastic carry bags | 353 | 98.1 |
| 6 | I'll prefer to purchase the products with natural ingredients than those with chemical ingredients | 336 | 93.3 |
| 7 | I'll prefer to purchase eco-friendly FMCG products from nearer shop and thus avoid using vehicle leading to less use of fuel and minimizing air and noise pollution | 332 | 92.2 |
| 8 | I'll prefer purchasing products whose packaging is also eco friendly | 327 | 90.8 |
| 9 | I'll spread the message of being environment friendly among my friends, relatives and colleagues | 349 | 96.9 |

(Source: Field Data)

Above mentioned table.3reveals that 98.1 percent samples are ready to carry cloth bags while shopping instead of plastic carry bags. One of the reasons behind this is, in Satara district, there is a ban on using polythene bags. Shopkeepers sell their products in cloth bags only. Similarly 97.5 percent samples have shown readiness in avoiding waste generation. Researcher had to explain this statement thoroughly for getting genuine responses. Samples have a habit of storing wet and dry waste in separate dustbins. It was observed that, samples use wet waste, like residues of vegetables, fruit peels, left-over food, egg shells, coconut shell, used flowers, non-veg food remains, bones, garden waste for composting. 96.9 percent samples have shown the interest in spreading the message of being environment friendly among friends, relatives and colleagues. 95.8 percent samples have shown readiness in reusing the product to maximum extent instead of purchasing new one or throwing it away. 93.9 percent samples have shown preference to share things with friends like, sharing of a bike, preferring public transport, etc. thus minimizing usage of natural resources as well as minimizing pollution. The reason observed here, is more economical than environmental. Rising petrol and diesel prices, force people to share a bike. 93.3 percent samples have shown preference to purchase the products with natural ingredients than those with chemical ingredients. 92.2 percent samples have shown readiness in purchasing eco-friendly FMCG products from nearer shop and thus avoiding use of vehicle leading to less use of fuel and minimizing air and noise pollution. 90.8 percent samples have shown preference in purchasing products whose packaging is also eco-friendly. For this statement also, a deep explanation was done by a researcher, as samples had never thought about eco-friendly packaging. Only 90 percent samples said that they will not use disposables, as disposables don't decompose. The reason found behind it is, the regular usage of disposable is negligible at domestic level.

It has observed that, for minimizing environment deterioration, samples expressed favorable response towards carrying cloth bags while shopping instead of plastic carry bags and avoiding waste generation. Samples have also found with positive attitude towards spreading message of being environment friendly and towards reusing the product to maximum extent instead of purchasing new one or throwing it away

## 4. Awareness among samples about Eco-friendly Products

With the intention to know the awareness about Eco-friendly Products, following options has been provided to the samples.

**Table.4**
**Awareness among samples about Eco-friendly Products**
**n=360**

| Sr. | Particulars | Frequency | Percentage |
|---|---|---|---|
| 1 | I have heard of eco-friendly products and I buy eco-friendly products | 160 | 44.4 |
| 2 | I have heard of eco-friendly products but I don't buy eco-friendly products | 151 | 41.9 |
| 3 | I have not heard of eco-friendly products | 49 | 13.6 |
| Total | | 360 | 100 |

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With the intention to know the awareness about Eco-friendly Products, following options has been provided to the samples.

**Table.4**
**Awareness among samples about Eco-friendly Products**
**n=360**

| Sr. | Particulars? / Socioeconomic Class? | Buy Eco-friendly Products | Column % (160) | Row % | Know about eco-friendly products but do not buy | Column % (151) | Row % | Do not know about eco-friendly product. | Column % (49) | Row % | Total | % |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 1 | **A1** | 50 | 31.3 | 51.02 | 46 | 30.5 | 46.94 | 2 | 4.1 | 2.04 | **98** | **100** |
| 2 | **A2** | 56 | 35 | 53.33 | 39 | 25.83 | 37.14 | 10 | 20.4 | 9.52 | **105** | **100** |
| 3 | **A3** | 30 | 18.8 | 41.67 | 34 | 22.51 | 47.22 | 8 | 16.3 | 11.11 | **72** | **100** |
| 4 | **B1** | 7 | 4.4 | 25.93 | 12 | 7.94 | 44.44 | 8 | 16.3 | 29.63 | **27** | **100** |
| 5 | **B2** | 5 | 3.1 | 25 | 10 | 6.62 | 50 | 5 | 10.2 | 25 | **20** | **100** |
| 6 | **C1** | 7 | 4.4 | 35 | 4 | 2.6 | 20 | 9 | 18.4 | 45 | **20** | **100** |
| 7 | **C2** | 2 | 1.3 | 28.57 | 3 | 2 | 42.86 | 2 | 4.1 | 28.57 | **7** | **100** |
| 8 | **D1** | 1 | 0.6 | 16.67 | 3 | 2 | 50 | 2 | 4.1 | 33.33 | **6** | **100** |
| 9 | **D2** | 2 | 1.3 | 100 | 0 | 0 | 0 | 0 | 0 | 0 | **2** | **100** |
| 10 | **E1** | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | **0** | **0** |
| 11 | **E2** | 0 | 0 | 0 | 0 | 0 | 0 | 3 | 6.1 | 100 | **3** | **100** |
| 12 | **E3** | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | | **0** | **0** |
| **Total** | | **160** | **100** | | **151** | **100** | | **49** | **100** | | **360** | |

(Source: Field Data)

From table.5, mentioned above it has been observed that from, A1 socio economic class 51.02 percent samples are aware of eco-friendly products and they buy eco-friendly products.46.94 percent samples have heard of eco-friendly products but they do not buy eco-friendly products. Very few percent of samples i.e. 2.04 percent sample found unaware about eco-friendly products.

From A2 socio economic class 53.33 percent samples are aware of eco-friendly products and they buy eco-friendly products.37.14 percent samples have heard of eco-friendly products but they do not buy eco-friendly products. Only 9.52 percent samples have found unaware about eco-friendly products. From Socio economic class A3, majority i.e. 47.22 percent samples have heard of eco-friendly products but they do not buy eco-friendly products.41.67 percent samples have found aware of eco-friendly products and they buy eco-friendly products. Only 11.11 percent sample found unaware about eco-friendly products. From B1 socio economic class 44.44 percent samples have heard of eco-friendly products but they do not buy eco-friendly products.29.63 percent sample found unaware about eco-friendly products and 25.93 percent have found aware of eco-friendly products and they buy eco-friendly products.

B2 socio economic class consists, 50 percent samples that have heard of eco-friendly products but they do not buy eco-friendly products, 25 percent sample have found aware of eco-friendly products and they buy eco-friendly products as well as 25 percent sample found unaware about eco-friendly products.C1 socio economic class consists majority of 45 percent sample unaware about eco-friendly products.35 percent aware of eco-friendly products and they buy eco-friendly products and 20 percent samples have heard of eco-friendly products but they do not buy eco-friendly products. From C2 socio economic class it has observed that, 42.86 percent samples have heard of eco-friendly products but they do not buy eco-friendly products. 28.57 percent samples are aware of eco-friendly products and they buy eco-friendly products similarly, 28.57 percent sample found unaware about eco-friendly products. From D1 socio economic class it has been observed that 50 percent samples have heard of eco-friendly products but they do not buy eco-friendly products. 33.33 percent sample found unaware about eco-friendly products and only 16.67 percent have found aware of eco-friendly products and they buy eco-friendly products. Amazingly, it was observed that, 100 percent samples from D2 socio economic class are aware of eco-friendly products and they buy eco-friendly products. Similarly 100 percent samples from E2 socio economic class were found unaware about eco-friendly products.

Among all the socio economic classes, it has been observed that A1, A2 and D1 socio economic class, have majority (i.e.51.20 %, 53.33 % and 100%, respectively) samples that are aware of eco-friendly product and they buy eco-friendly product.

From A3, B1, B2, C2 and D1 socio economic class, majority (i.e.47.22 %, 44.44%, 50%, 42.86 % and 50 %, respectively) samples have heard of eco-friendly products but they do not buy eco-friendly products. From C1 and E2 socio economic class, majority (i.e. 45 % and 100% respectively) of samples have not heard of eco-friendly products. This observation indicates that awareness of eco-friendly products decreases with decrease in socio economic class.

**6. Analysis of data of Samples that are aware of eco-friendly products as well as they use it.**

With a view to know the nature of products that the samples consider eco-friendly, further questions seeking kind of eco-friendly products that samples aware of as well as they use it, has been asked to samples that are aware of eco-friendly products as well as they use it. This data is obtained from responses given by samples in table no.4. 160 samples were identified. The data has analyzed using mean, S.D, rank, frequency and percentage. Analysis of data was also performed related to samples buy eco-friendly products as per socio economic class, samples aware of eco-friendly products as per socio economic class,

6.1To the samples that are aware of eco-friendly products and they buy eco-friendly products, an open ended question was asked seeking which generic eco-friendly product they have purchased as well as brand of that product. Answers given by samples are based on their awareness and knowledge of eco-friendly products. Although samples feel that they are using eco-friendly product, that product may not be actually an eco-friendly product. Following table presents the socioeconomic class wise distribution of samples according to the generic eco-friendly product that samples use.

**Table.6.1**
**Eco-friendly Products that sample buy**

**n=160**

| Sr. | Product Buy | A1 | % | A2 | % | A3 | % | B1 | % | B2 | % | C1 | % | C2 | % | D1 | % | D2 | % |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | 50 | | 56 | | 30 | | 7 | | 5 | | 7 | | 2 | | 1 | | 2 | |
| 1 | 5 Star Refrigerator | 6 | 12 | 4 | 7.14 | 3 | 10 | 1 | 14.29 | 1 | 20 | 0 | 0 | 0 | 0 | 1 | 100 | 0 | 0 |
| 2 | Ayurvedic medicine | 1 | 2 | 3 | 5.36 | 2 | 6.67 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 3 | Bamboo tray, Furniture | 2 | 4 | 3 | 5.36 | 3 | 10 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 4 | Bulbs | 0 | 0 | 1 | 1.79 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 5 | Clothes Bags | 15 | 30 | 6 | 10.71 | 6 | 20 | 3 | 42.86 | 2 | 40 | 2 | 28.57 | 0 | 0 | 0 | 0 | 1 | 50 |
| 6 | Coal Shegadi,Bumb | 0 | 0 | 3 | 5.36 | 1 | 3.33 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 7 | Coconut oil | 0 | 0 | 1 | 1.79 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 8 | Coffee | 1 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 9 | Cosmetics | 5 | 10 | 1 | 1.79 | 1 | 3.33 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 10 | Cotton Clothes, Khaadi | 1 | 2 | 0 | 0 | 2 | 6.67 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 11 | Cough Syrup | 0 | 0 | 1 | 1.79 | 1 | 3.33 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 12 | Dera (Earthen Pot) | 1 | 2 | 0 | 0 | 1 | 3.33 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 13 | Eco-friendly Ganapati | 9 | 18 | 14 | 25 | 6 | 20 | 3 | 42.86 | 1 | 20 | 3 | 42.86 | 0 | 0 | 0 | 0 | 0 | 0 |
| 14 | Godhadi | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 20 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 15 | HaldiChandanFacepack | 1 | 2 | 0 | 0 | 0 | 0 | 1 | 14.29 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 16 | Hanumaanlep | 0 | 0 | 1 | 1.79 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 17 | Honey,Chyawanprash | 0 | 0 | 1 | 1.79 | 1 | 3.33 | 0 | 0 | 1 | 20 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 18 | Jate | 0 | 0 | 1 | 1.79 | 1 | 3.33 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 19 | Jute Bag | 0 | 0 | 1 | 1.79 | 1 | 3.33 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 20 | Kajal | 0 | 0 | 2 | 3.57 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 21 | Kharata | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 20 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 22 | Mehandi | 1 | 2 | 2 | 3.57 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 23 | Metal Statue of Ganesha | 1 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 24 | Milk and Milk Products | 0 | 0 | 1 | 1.79 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 14.29 | 0 | 0 | 0 | 0 | 0 | 0 |
| 25 | Natural Holicolours | 4 | 8 | 3 | 5.36 | 2 | 6.67 | 1 | 14.29 | 0 | 0 | 0 | 0 | 1 | 50 | 0 | 0 | 0 | 0 |
| 26 | Notebook,Paper | 6 | 12 | 4 | 7.14 | 6 | 20 | 0 | 0 | 0 | 0 | 1 | 14.29 | 0 | 0 | 0 | 0 | 1 | 50 |
| 27 | Olive Oil | 1 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 28 | Organic Jaggery | 1 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 20 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 29 | Organic Manure | 1 | 2 | 0 | 0 | 1 | 3.33 | 0 | 0 | 0 | 0 | 1 | 14.29 | 0 | 0 | 0 | 0 | 0 | 0 |
| 30 | Fruits , Organic Vegetables, | 9 | 18 | 5 | 8.93 | 3 | 10 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 50 | 0 | 0 | 0 | 0 |
| 31 | Oven | 0 | 0 | 1 | 1.79 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 32 | Paatawarwanta | 0 | 0 | 1 | 1.79 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 33 | Paper pulp products | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 14.29 | 0 | 0 | 0 | 0 | 0 | 0 |
| 34 | Paypusani | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 20 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 35 | Personal Care | 15 | 30 | 15 | 26.79 | 10 | 33.33 | 1 | 14.29 | 1 | 20 | 1 | 14.29 | 1 | 50 | 0 | 0 | 0 | 0 |
| 36 | Soap | 1 | 2 | 1 | 1.79 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 37 | Solar Products | 6 | 12 | 6 | 10.71 | 1 | 3.33 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 38 | Tea | 1 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 39 | Ubtan | 0 | 0 | 2 | 3.57 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 40 | Wooden Toys | 0 | 0 | 2 | 3.57 | 0 | 0 | 0 | 0 | 1 | 20 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 41 | Water Bottle | 0 | 0 | 1 | 1.79 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 42 | Television | 0 | 0 | 1 | 1.79 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |

(Source: Field Data)

From the table.6.1presented above, it has observed that, 10-30 percent samples from A1, A2 and A3 socio economic class purchased eco-friendly products like, Cloth bags and personal care products more. 28.57 to 42.86 percent samples from Socio economic B1, B2 and C1 also exhibit similar purchase pattern with respect to eco-friendly products, like cloth bag and eco-friendly Ganapti. From C2 socio economic class 50 percent samples purchased products like Natural Holicolours, organic vegetables and personal care products. From D1 socio economic class 100 percent samples purchased 5 star refrigerators. Percentage seems higher as this class has only one sample. 50 percent samples from D2 socioeconomic class purchased cloth bag, notebook. Samples that purchased other products are 1.79 to 20 percent. Percentage varies from class to class as each class does not have equal no. of samples.

The options presented in the table were obtained from the answers given by samples to an open ended question. So the following product options, viz., Air, Conditioner, Automobile Parts, CNG Vehicles, E bike, Eco Friendly House, Jeans, Windmills, Shikakaiwere found aware by the samples, but samples do not use those, hence, these options received zero responses and deleted from the table

6.2With the intention of knowing, the kind of eco-friendly products, samples aware of but didn't purchase for some reason, researcher asked sample to recall an eco-friendly product that sample aware of. The responses obtained were recorded in the table.

**Table .6.2**
**Samples aware of Eco-friendly Products**

**n=160**

| Sr. | Product Aware | A1 | % | A2 | % | A3 | % | B1 | % | B2 | % | C1 | % | C2 | % | D1 | % | D2 | % |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | **50** | | **56** | | **30** | | **7** | | **5** | | **7** | | **2** | | **1** | | **2** | |
| 1 | 5 Star Refrigerator | 1 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 2 | Ayurvedic medicine | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 3 | Bamboo tray, Furniture | 0 | 0 | 1 | 1.8 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 4 | Bulbs | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 5 | Clothes Bags | 0 | 0 | 4 | 7.1 | 1 | 3.3 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 6 | Eco-friendly Ganapati | 3 | 6 | 4 | 7.1 | 3 | 10 | 1 | 14 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 7 | Notebook, Paper | 1 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 8 | Organic Vegetables, Fruits | 0 | 0 | 1 | 1.8 | 1 | 3.3 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 9 | Solar Products | 1 | 2 | 1 | 1.8 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 10 | Wooden Toys | 0 | 0 | 1 | 1.8 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 11 | Air Conditioner | 1 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 12 | CNG Vehicles | 1 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 13 | E bike | 1 | 2 | 0 | 0 | 1 | 3.3 | 0 | 0 | 1 | 20 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 14 | Eco-friendly House | 0 | 0 | 0 | 0 | 1 | 3.3 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 15 | Jeans | 0 | 0 | 0 | 0 | 1 | 3.3 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 16 | Windmills | 1 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 17 | Automobile Parts | 0 | 0 | 1 | 1.8 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |

(Source: Field Data)

It has observed from the table.6.2 that 6 to 20 percent samples from all the socio economic classes are aware about eco-friendly products like, Eco-friendly Ganapati (6 percent from A1, 7.1 percent from A2, 10 percent from A3, 14 percent from B1) cloth bags (7.1 percent from A2) e bike (20 percent from B2). Awareness of other products among socio economic classes is 3.3 to 1.8 percent.

The options presented in the table were obtained from the answers given by samples to an open ended question. So the following product options, viz., Coal Shegadi, Bumb, Coconut oil, Coffee, Cosmetics, Cotton Clothes, Khaadi, Godhadi, HaldiChandanFacepack, Hanumaanlep, Honey, Chyawanprash Cough Syrup, Dera (Earthen Pot), Jate, Jute Bag, Kajal, Kharata, Mehandi, Metal Statue of Ganesha, Milk and Milk Products, Natural Holicolours, Olive Oil, Organic Jaggery, Organic Manure, Oven, Paatawarwanta, Paper pulp products, Paypusani, Personal Care, Soap, Tea. Ubtan, Shikakai, Water Bottle, Television, were received zero response. It should be noted here, samples may be aware about these products, and they might be using these product, but they didn't responded it, when an open ended question was asked to them. Hence these responses were deleted from the table.

6.3In a view to know the brands that sample use as eco-friendly brand, following responses were sought.

**Table.6.3**
**Brand of Eco-friendly Product that sample buy**

**n=160**

| Sr. | Brand Buy | A1 | % | A2 | % | A3 | % | B1 | % | B2 | % | C1 | % | C2 | % | D1 | % | D2 | % |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | **50** | | **56** | | **30** | | **7** | | **5** | | **7** | | **2** | | **1** | | **2** | |
| 1 | Amway | 9 | 18 | 9 | 16.07 | 4 | 13.33 | 0 | 0 | 0 | 0 | 1 | 14.29 | 0 | 0 | 0 | 0 | 0 | 0 |
| 2 | Arkshala | 1 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 3 | Ayur | 2 | 4 | 0 | 0 | 1 | 3.33 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 4 | Deha | 1 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 5 | Eco buddy | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 14.29 | 0 | 0 | 0 | 0 | 0 | 0 |
| 6 | Hamam | 0 | 0 | 0 | 0 | 1 | 3.33 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 7 | Heena | 0 | 0 | 1 | 1.79 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 8 | Himalaya | 0 | 0 | 1 | 1.79 | 1 | 3.33 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 9 | Khaadi | 1 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 10 | LG | 3 | 6 | 1 | 1.79 | 1 | 3.33 | 1 | 14.29 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 11 | Lux | 0 | 0 | 1 | 1.79 | 0 | 0 | 0 | 0.00 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 12 | Medimix | 1 | 2 | 1 | 1.79 | 0 | 0 | 1 | 14.29 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 13 | Miswak | 1 | 2 | 1 | 1.79 | 0 | 0 | 1 | 14.29 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 14 | Modicare | 3 | 6 | 1 | 1.79 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 15 | Morarka | 1 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 16 | Mysore sandal | 0 | 0 | 0 | 0 | 1 | 3.33 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 17 | Navneet | 4 | 8 | 5 | 8.93 | 6 | 20.00 | 0 | 0 | 0 | 0 | 1 | 14.29 | 0 | 0 | 0 | 0 | 1 | 50 |

| | | | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 18 | Netrajal | 0 | 0 | 1 | 1.79 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 19 | Patanjali | 2 | 4 | 4 | 7.14 | 2 | 6.67 | 0 | 0 | 1 | 20 | 0 | 0 | 1 | 50 | 0 | 0 | 0 | 0 |
| 20 | Philips | 0 | 0 | 1 | 1.79 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 21 | Prakruti | 0 | 0 | 1 | 1.79 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 22 | Rustic Art | 1 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 23 | Samsung | 1 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 20 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 24 | Sativika | 1 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 25 | Tupperware | 0 | 0 | 1 | 1.79 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 26 | Vicco | 1 | 2 | 1 | 1.79 | 0 | 0 | 1 | 14.29 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 27 | Voltas | 0 | 0 | 1 | 1.79 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 28 | Levis | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 29 | SanatanPrabhat | 1 | 2 | 1 | 1.79 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 30 | Praveen | 0 | 0 | 1 | 1.79 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 31 | Babool | 0 | 0 | 0 | 0 | 1 | 3.33 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 32 | Ideal Dry | 1 | 2 | 0 | 0 | 1 | 3.33 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |

(Source: Field Data)

Majority samples from A1, A2, and A3 socio economic class purchase products of Amway and Navneet and Patanjali brand with percentage ranging from 6.67 to 20. Samples from B1 to D2 socio economic class were found using brands like Amway, Eco buddy, LG, Medimix, Miswak, Navneet, Patanjali, Samsung, and Vicco with 14.29 to 50 percent. Very few i.e.1.79 to 3.33 percent samples from all the socio economic classes use other brands as mentioned in the table.6.3.

6.4To know the awareness of samples about brands of eco-friendly products open ended question was asked. Responses were recorded as follows

**Table 6.4**

**Brand of Eco-friendly Product that sample aware of**

**n=160**

| Sr. | Brand Aware | A1 | % | A2 | % | A3 | % | B1 | % | B2 | % | C1 | % | C2 | % | D1 | % | D2 | % |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | **50** | | **56** | | **30** | | **7** | | **5** | | **7** | | **2** | | **1** | | **2** | |
| 1 | Navneet | 1 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 2 | Voltas | 1 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 3 | Levis | 0 | 0 | 0 | 0 | 1 | 3.33 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |

(Source: Field Data)

It has observed from table.6.4, that 2 to 3.33 percent samples from A1 and A3 socio economic class are aware about Navneet, Voltas, and Levis brands as eco-friendly brands.

It should be noted here that, samples from other category might also aware about these brands but they might not thought about these brands as eco-friendly brands, hence they didn't mentioned.

The open ended question was about mentioning only awareness of Eco Friendly Product Brands, other than those Eco Friendly Brands that samples are using. So the brands like, Amway, Arkshala,Ayur,Deha,Eco buddy,HamamHeena,Himalaya,Khaadi,LG , Lux, Medimix, Miswak, Modicare, Morarka, Mysore sandal,NetrajalPatanjali, Philips , Prakruti , Rustic Art , Samsung ,Sativika, Tupperware,Vicco, SanatanPrabhat, Praveen, Babool, Ideal Dry,received zero responses in the category of only awareness. So these brands are deleted from the table.

## FINDINGS AND DISCUSSION

1.Regarding the opinions of samples about present material life and its impact on destruction of environment it has found that for all five statements samples have favorable feedbacks. The mean response ranges from 4.13 to 4.81 with a standard deviation ranges from 0.65 to 1.09 states that the destruction of environment causes on a preferential mean score basis, due to industrial activities followed by human activities, lack of awareness, lack of environment laws and faulty government policies (Table.1)

2.It has observed that, for minimizing environment deterioration, samples expressed favorable response towards carrying cloth bags while shopping instead of plastic carry bags and avoiding waste generation. Samples have also found with positive attitude towards spreading message of being environment friendly and towards reusing the product to maximum extent instead of purchasing new one or throwing it away. (Table.3)

3.It has observed that 44.4 percent samples have heard of eco-friendly products and they buy eco-friendly products.41.9 samples have heard of eco-friendly products but they don't buy eco-friendly products. Only 13.6 percent samples have not heard of eco-friendly products.(Table.4)

4.Among all the socio economic classes, it has been observed that A1, A2 and D1 socio economic class, have majority (i.e.51.20 percent, 53.33 percent and 100percent, respectively) samples that are aware of eco-friendly product and they buy eco-friendly product. From A3, B1, B2, C2 and D1 socio economic class, majority (i.e.47.22 percent, 44.44percent, 50percent, 42.86 percent and 50 percent, respectively) samples have heard of eco-friendly products but they do not buy eco-friendly products. From C1 and E2 socio economic class, majority (i.e. 45 percent and 100percent respectively) of samples have not heard of eco-friendly products. This observation indicates that awareness of eco-friendly products decreases with decrease in socio economic class. (Table.5)

5.With the intention of knowing, which eco-friendly product samples have heard of and they purchased it, following responses were obtained. Samples mentioned wide variety of eco-friendly products i.e.51 products were recorded as eco-friendly and that sample purchased it. These responses are based on knowledge of samples about eco-friendly product. All products from list of 51 may not be eco-friendly but samples though it as eco-friendly. Socio economic wise analysis reveals that, 10-30 percent samples from A1, A2 and A3 socio economic class purchased eco-friendly products like, Cloth bags and personal care products more. 28.57 to 42.86 percent samples from Socio economic B1, B2 and C1 also exhibit similar purchase pattern with respect to eco-friendly products, like cloth bag and eco-friendly Ganapti. From C2 socio economic class 50 percent samples purchased products like Natural Holicolours, organic vegetables and personal care products.(Table.6.1)

6.Samples have also asked to record, any other eco-friendly product they are aware of. It has observed that 6 to 20 percent samples from all the socio economic classes are aware about eco-friendly products like, Eco-friendly Ganapati (6 percent from A1, 7.1 percent from A2, 10 percent from A3, 14 percent from B1) cloth bags (7.1 percent from A2) e bike (20 percent from B2). Awareness of other products among socio economic classes was 3.3 to 1.8 percent.(Table.6.2)

7.Brand of eco-friendly product that sample purchased, has been sought. 32 brands were identified as eco-friendly brands by samples. All the 32 brands may not be eco-friendly but samples perceived it as eco-friendly, therefore mentioned. It has noted that majority of samples from A1, A2, and A3 socio economic class purchase products of Amway and Navneet and Patanjali brand with percentage ranging from 6.67 to 20. Samples from B1 to D2 socio economic class were found using brands like Amway, Eco buddy, LG, Medimix, Miswak, Navneet, Patanjali, Samsung, and Vicco with 14.29 to 50 percent. Very few i.e.1.79 to 3.33 percent samples from all the socio economic classes use other brands as mentioned in the table. (Table.6.3)

8.While knowing the awareness of samples about eco-friendly brands, it has observed that 2 to 3.33 percent samples from A1 and A3 socio economic class are aware about Navneet, Voltas, and Levis brands as eco-friendly brands.It should be noted here that, samples from other class might also aware about these brands but they might not thought about these brands as eco-friendly brands, or they might be aware that some of these brands are not eco-friendly, hence they didn't mentioned.(Table.6.4)

9.Research to study impact of demographic factors on awareness of eco friendly products should be conducted.

## CONCLUSION

It has concluded here that, majority (93.1 percent) samples have awareness about the negligence and causality in buying any product, like use of plastic bag while shopping cause environment deterioration. But very few samples have clear understanding of brands of eco-friendly products, available in the market. Samples have mentioned some of the organic and herbal products as eco-friendly. This indicates the failure of marketers in positioning its eco-friendly brands in perfect manner. Manufacturers of Eco friendly product need to create awareness about their products using various effective Medias. As proposed by (Elena Fraj, 2006) it is suggested that pertinent institutions in Spain should further strengthen their environmental information and educational programmes. They should assume more responsibility for protecting the environment and work together to create a coherent and plausible environmental advertising guideline that convinces people to act ecologically. Non-government organizations as well as government should also take initiative in spreading the message of being eco-friendly.

## REFERENCES

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