

A WAY TOWARDS ECO FRIENDLY PRODUCTS

Dr. Ravisha B¹, Dr. Divya M S²

^{1,2} Assistant Professor, Dr G Shankar Government Women's First Grade College and PG Study Centre, Ajjarakadu, Udupi.

Article Info

Article History:

Published: 19 Jan 2026

Publication Issue:

Volume 3, Issue 01
January-2026

Page Number:

403-408

Corresponding Author:

Dr. Ravisha B

Abstract:

In this competitive world people are not only bothered with a quality and price of the products they also concerned towards the environment protection. Consumer choices reflect not only price and quality preferences but also social and moral values, as witnessed in the remarkable growth of the global market for organic and environmentally friendly products. It is the right time to bring changes in the thinking of the manufacture because consumers are changed their purchasing pattern towards eco friendly products. Even a small mistake committed by the producer will reflect immediately on the consumption of the product. So consumers are thinking towards the environment safety and looking for the safety of the planet. At present if we glance across the world we can see so much of environmental pollution has been done by the big manufacturing companies. Electronic and other consumer goods are resulted as toxin after their use for this earth. At least now create and spread awareness among the people and company's regarding importance of the environmental friendly products in the market. This paper is designed with an intension that to know the consumers perception towards the environmental friendly products. 50 respondents opinion are collected to get the clear picture about the present study.

Keywords: quality, earth, reflect.

1. Introduction

Sun is setting for the entrepreneurs who are producing environment bad products and in the same time sun is raising for those producers who are producing environment friendly products from their industries. Now it is a challenge and opportunity for the young players in the industry to think one the point of green labeling for their industry (Freeman, R. E., and J. Liedtka. 1991). Education level of the people are increased over past few decades this makes consumers are taking too much care in judging the products. This will indicates that manufactures has to adopt innovative practice to make their products environmental friendly to the people (Jain, Sanjay K., and Gurmeet Kaur. 2004). It is also the duty of the entrepreneur to safe guard the earth for the future generation. Young entrepreneur has to keep this thing in their mind while designing for their products in the market (Porter, M. E., and Class van der Linde. 1995). Even government also keeps one eye on industries and collects the report regarding its environment status in the society. (Bhattacharya, Sourabh. 2011)

2. Objectives of the study

1. To know the importance of the eco friendly products.
2. To understand the customers requirement towards eco friendly products.
3. To create awareness about the importance of this type of product in the society.
4. To know the customers preference towards eco friendly product.
5. To save the earth from the environmental pollution.

3. Methodology Applied

Primary Data

The research is developed through observation and collection of data through questionnaires from Dhakshina Kannada District of Karnataka. Theory is developed on the basis of field visit and result of the data analyzed.

Secondary Data

Theory is developed on the basis of referring secondary data like books, journals and magazines. But the scope of the theoretical part referred from secondary data is very limited because on the basis of the observation and data analyzed author build his own theory in this research paper.

Sample Size :

The sample size is determined as 50 respondent's opinion from from Dhakshina Kannada District of Karnataka.

Statistical tool:

To analyze the data X^2 technique is used and arrived conclusion from this analysis.

4. Customers and manufacturer interest towards eco friendly products

1. Green consciousness

Manufacturer and people are fascinating to produce or purchase environmentally products in the market. In the global market also we can see their will be growing demand for the environmental friendly products. Manufacturer has to take special care in producing goods for the final consumers. (Ashish Vasantrao Gadekar, and Rimalini Ashish Gadekar, 2012)

2. Innovation

Develop innovative practice to find out the best practices towards the development of the environmental friendly products for the customers. Invest on a good research team to execute all their efforts to come true for your industry. Customers also welcome your innovation with a great spirit and make you role model to other industries.

3. Social relation

Every industry wants maintain a social relationship among the public to avoid any uncertainty from the society. This is the golden opportunity to the industry to reduce the pollution and create happy environment in the surroundings.

4. Carbon Trading

Every industry has to maintain green rating to balance their pollution in the society. Carbon trading is the one the opportunity to the business people to sell or purchase from the other excess rating manufacture. This concept now a day's become mandatory for every industry.

5. Waste management

Manufacturer has to develop waste treatment plant to handle the chemical and other waste coming out from the industry. This will help the company to keep the surroundings clean and protect the life of the society. It also provides scope for the industry to invent new products from the waste. It will add one more product in the product line to improve the performance of the company in the present market.

6. Employment to the society

Waste management also generates employment opportunity to the public. Coffee plant will cut down after its yield but to manage this waste of coffee plant will always put owners into big trouble. If we left in the estate it provides opportunity to the insect to exploit the farm. In this time if we start making of handicraft article from the coffee plant waste will generate employment and income for the owner.

7. Safety of the consumers

Manufacturer has to take care of the health and safety aspects of the consumers. Once it will create a bad name for the producer's means their all effort to market that product will be thrown to the dust bin. So while designing the product manufacture has to take special care for the safety of the customers.

8. Employees confidence

Employees are the strength of the every industry. Company policy and practices directly reflect on the moral and values of the employees. In this situation to get the confidence from the employees it has to take care of the consumers and environment in their operation. This will makes the company to frame a sound relationship with its employees.

9. Competation

Liberalization provides opportunity to not only domestic even it will create a platform to the international players in the market. With a help of information technology people are very much clear about each and every thing about the industry. Consumers also have varieties of choice in the present market to purchase any type of article. This makes producers have to create uniqueness in their brand with a help of green technology to capture the attention of the customers.

10. Environment authority

It will always keep one eye on the industry and check standards of pollution that industry will create in the society. It will make a detailed study and send a report to the government for the further process. Sometimes that report may give full stop for your overall production.

11. Education

Literacy level of the people is increased in the present day that will educate the consumers regarding the usefulness of the product.

12. Media/ Press: In this era information flows very quickly across the world with an advancement of the media and press. It creates awareness about the importance of green products in the consumers to demand for eco friendly products.

5. Empirical Approach

Note: SA- Strongly Agree, A- Agree, N- Neutral, DA- Disagree, SD-Strongly Disagree.

M = Male, F = Female.

SL No	Statements	Gender	SA	A	N	DA	SD	X ²	Accept/ Reject
1	Eco friendly products have a greater future in the market.	M	12	9	2	2	0	.08	Accept
		F	11	8	4	2	0		

2	People find it safe while they go for eco friendly products.	M	9	13	2	1	0	.37	Accept
		F	7	15	3	0	0		
3	Increasing level of education in population force to go for green concept.	M	8	14	1	1	1	.09	Reject
		F	9	15	0	1	0		
4	All eco friendly products brings satisfaction to the customers.	M	7	3	5	9	1	9.82	Reject
		F	9	11	3	2	0		
5	To safe guard the health of the customer.	M	13	8	1	3	0	.32	Accept
		F	11	8	2	3	1		
6	It helps to manage the waste effectively in the society.	M	11	12	2	0	0	.03	Accept
		F	10	11	1	3	0		
7	Join hands to save the earth.	M	16	9	0	0	0	.32	Accept
		F	14	11	0	0	0		

Source: Primary Data

Note: Degrees of Freedom: 4. Value = 9.488 at 5% of level of significance.

From the above result it clear that all the statements are falls under acceptance region except one statement. This will makes us that consumers are expecting better products from the producers. Manufacturers have to develop green products without any defect from the product.

6. Findings

1. Eco friendly products have a great future in the present market.
2. People are taking interest to purchase eco friendly products.
3. People are concerned towards environment protection.
4. Education makes the people to go for eco friendly products.
5. It brings satisfaction to the customers.

7. Suggestions

1. Develop better green products with a help of technological advancement.

2. Manufacturer has to manage their waste with a great care.
3. Educate the public regarding your usage of products.
4. Avoid government intervention in handling of pollution.
5. Encourage the green ideas in the production center.

8. Conclusion

If we glance over our earth pollution become common thing in our society. It creates a lot of problem not only in the society but it will also disturb the ecological balance. Now people are very much conscious towards environment pollution and it will divert their attention in the way of green consumption. This makes it will bring a hope to produce green and purchase green to safeguard our environment.

References

1. Bhattacharya, Sourabh. 2011. "Consumer Attitude Towards Green Marketing in India." *The IUP Journal of Marketing Management* 10 (4): 62–70.
2. Freeman, R. E., and J. Liedtka. 1991. "Corporate Social Responsibility: A Critical Approach." *Business Horizons* 34 (4): 92–98.
3. Ghoshal, Moloy. 2011. "Green Marketing—A Changing Concept in Changing Time." *BVIMR Management Edge* 4 (1): 82–92.
4. Jain, Sanjay K., and Gurmeet Kaur. 2004. "Green Marketing: An Attitudinal and Behavioural Analysis of Indian Consumers." *Global Business Review* 5 (2): 187–205.
5. Porter, M. E., and Class van der Linde. 1995. "Green and Competitive: Ending the Stalemate." *Harvard Business Review* 73 (5): 120–33.
6. Ashish Vasantrao Gaddekar, and Rimalini Ashish Gaddekar. 2012. "Study of Impact of Green Marketing on Sale" *RJSSM*, 1 (10): 27-31.