

A Study on Awareness of Eco-Friendly Products and its Influence on Buying Behaviour of Consumers

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Abstract: *This study delves into the dynamic relationship between consumer awareness of eco-friendly products and their subsequent buying behaviour. With increasing environmental concerns, consumers are becoming more conscious of the products they purchase and their ecological impact. This research aims to understand the extent to which awareness of eco-friendly products influences consumer choices. A mixed-methods approach involving surveys and interviews was utilized to gather data from a diverse sample of consumers across different demographics. Statistical analysis techniques such as regression analysis were employed to explore the correlation between awareness levels and purchasing decisions. The findings reveal significant insights into the factors driving consumer awareness, including environmental consciousness, product labelling, and marketing strategies. Moreover, the study elucidates the direct impact of eco-friendly product awareness on consumer behaviour, highlighting its role as a pivotal determinant in purchase decisions. The implications of these findings are pertinent for businesses seeking to align their offerings with evolving consumer preferences and for policymakers aiming to promote sustainable consumption patterns. This research contributes to the existing literature by providing valuable insights into the interplay between environmental awareness and consumer behaviour, thereby fostering a deeper understanding of the pathway towards sustainable consumption.*

Keywords: Eco-Friendly Product, Consumer preferences.