
MEASURING CONSUMERS' ATTITUDE TOWARDS ECO-FRIENDLY PRODUCTS

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DOI: **10.5958/2249-7315.2023.00006.0**

ABSTRACT

Purpose- The purpose of the present study is to examine consumers' attitudes toward eco-friendly products and to find out the relationship between green environmental attitude and consumer purchase intention.

Design/Methodology/Approach- The data was collected to test the relationship between green environmental concern, green environmental attitude, and purchase intention towards green products with the help of a structured questionnaire on a five-point Likert-type scale ranging from "Strongly Agree --- --- --- --- Strongly Disagree".

Findings- The study has revealed that the consumers have a positive attitude toward the consumption of eco-friendly products and they intend to buy eco-friendly products.

Practical implications- The study will be helpful in policy formulation and ensure the achievement of the target of zero-effect industrial policy to protect the environment, it will also help to promote the market of eco-friendly products in society.

Limitations- The study suffers from the limitations of the survey. The focal point of the study was on a broad category of eco-friendly products, which can further be subdivided into sub-categories to understand the product-specific behavior.

Originality/value- As the country is shifting to eco-friendly products, it becomes really important to understand the consumers' attitude towards eco-friendly products.

KEYWORDS: Eco-Friendly Products, Green Environmental Attitude, Environmental Concern, Green Purchase Intention.

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