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EXPLORING CONSUMER PREFERENCES FOR ECO-FRIENDLY PRODUCTS: A STUDY OF DAVANGERE DISTRICT

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Abstract

This study explores consumer preferences for eco-friendly products in Davangere District, aiming to assess the level of awareness, attitudes, and barriers to adoption. A sample size of 500 respondents was surveyed, representing a balanced demographic with 54% males and 46% females. The age group of 25-34 years (36%) formed the largest segment of consumers, while 70% of respondents reported being aware of eco-friendly products. Educationally, 36% were graduates and 24% were postgraduates, indicating a fairly well-informed population. The analysis revealed that 44% of respondents regarded eco-friendly products as "very important," with 56% expressing a willingness to pay more for such products, especially those in higher-income groups. Key barriers identified included high price (44%), lack of availability (30%), and lack of awareness (16%). Statistical tests showed significant relationships between income levels and the importance placed on eco-friendly products (ANOVA, $p = 0.001$) as well as willingness to pay more (ANOVA, $p = 0.012$). Furthermore, the perception of eco-friendly products was positively influenced by educational background (Chi-Square, $p = 0.027$). The findings suggest that while awareness is high, addressing price and availability barriers is crucial for wider adoption in the district.

Keywords: Consumer Preferences, Eco-friendly Products, Awareness, Barriers, Davangere District

1 Introduction

The growing awareness of environmental issues has significantly influenced consumer behavior, with an increasing number of individuals shifting towards eco-friendly products. According to a 2021 study by Nielsen, 73% of global consumers indicated that they were willing to change their consumption habits to reduce their environmental impact. In India, this trend is gradually gaining momentum, though regional disparities exist. The present study aims to explore consumer preferences for eco-friendly products in Davangere District, Karnataka, a

10.48047/jocaaa.2023.31.04.37

region where sustainability initiatives are still in their nascent stages. With a population of over 2.5 lakh, Davangere presents a unique demographic mix of urban and rural consumers. By surveying 500 residents across various age groups, income levels, and educational backgrounds, this study seeks to understand the local population's attitudes towards eco-friendly products, purchasing behavior, and the barriers to their adoption. Preliminary findings suggest that while 60% of respondents acknowledge the importance of eco-friendly products, only 30% actively incorporate them into their daily lives. Factors such as price sensitivity, lack of awareness, and limited availability of eco-friendly alternatives are cited as major barriers. The insights garnered from this study will offer valuable information for businesses, policymakers, and environmental advocates aiming to foster sustainable consumption practices in the region.

2 Eco-Friendly Products

Eco-friendly products are those designed, manufactured, and marketed with minimal impact on the environment, aiming to reduce harm to the planet’s ecosystems and natural resources. These products typically follow sustainable practices, whether in their production, packaging, or disposal, and are often made from renewable, recyclable, or biodegradable materials. The growing shift towards eco-friendly products is driven by the increasing awareness of climate change, pollution, and the need to conserve resources for future generations.

Common examples of eco-friendly products include:

Reusable Bags: Made from materials like cotton, jute, or recycled plastic, these bags reduce the consumption of single-use plastic bags, which contribute to pollution and harm wildlife.

Biodegradable Cleaning Products: These are non-toxic, plant-based cleaning agents that break down naturally, reducing chemical waste in waterways and minimizing the environmental impact of traditional cleaning products.

Organic and Fair-Trade Food: These food products are grown without synthetic pesticides or fertilizers and are often produced using methods that prioritize environmental sustainability and fair wages for farmers.

Energy-efficient Appliances: Products like LED bulbs, energy-efficient refrigerators, and washing machines are designed to consume less power, reducing the carbon footprint associated with their use.

10.48047/jocaaa.2023.31.04.37

Eco-friendly Packaging: Made from recyclable, biodegradable, or reusable materials, such as cardboard, paper, or compostable plastics, these alternatives help reduce the environmental impact of packaging waste.

Sustainable Fashion: Clothing made from organic fabrics (e.g., organic cotton, bamboo), recycled materials, or second-hand items help minimize waste in the fashion industry, which is known for its heavy environmental impact.

Electric Vehicles (EVs): These vehicles are a more environmentally friendly alternative to traditional gasoline-powered cars, as they produce fewer greenhouse gas emissions and reduce air pollution.

Water-saving Devices: Products like low-flow showerheads, smart irrigation systems, and water-efficient toilets reduce water wastage, contributing to better water management.

Solar-powered Products: Solar-powered chargers, lights, and appliances reduce reliance on conventional energy sources and minimize the environmental impact associated with fossil fuels.

Compostable or Recyclable Tableware: Plates, cutlery, and cups made from materials like cornstarch or bamboo can be composted or recycled, helping to reduce waste in landfills.

By choosing eco-friendly products, consumers help reduce pollution, conserve natural resources, and promote sustainable manufacturing practices. The growing market for these products reflects a shift toward more responsible consumption, spurred by the desire to protect the environment and ensure long-term sustainability for future generations.

3 Review of Literature on Exploring Consumer Preferences for Eco-Friendly Products: A Study of Davangere District

The literature on consumer preferences for eco-friendly products has expanded significantly in recent years, as growing concerns over environmental sustainability have increasingly shaped consumer behavior. This review examines existing research relevant to understanding eco-friendly consumption patterns, particularly in the context of India and, more specifically, in regions like Davangere District, Karnataka. The focus is on identifying key factors influencing consumer choices, barriers to adoption, and the role of socio-economic and cultural variables.

a. Global Consumer Preferences for Eco-friendly Products

10.48047/jocaaa.2023.31.04.37

A significant body of research has investigated the rising demand for eco-friendly products worldwide. According to a study by Nielsen (2019), approximately 73% of global consumers are willing to spend more on sustainable products, with millennials and Gen Z leading this trend. Similarly, a 2020 study by McKinsey indicated that 60% of consumers across various countries are prioritizing sustainability in their purchasing decisions, indicating that environmental concerns are a growing priority for consumers worldwide. However, while the interest in eco-friendly products is high, actual purchasing behavior often lags behind, influenced by factors like higher cost and limited availability of sustainable alternatives (Sweeney & Soutar, 2018).

b. Eco-friendly Consumer Preferences in India

In the Indian context, research shows an increasing interest in eco-friendly products, particularly in urban centers. A study by Jha (2021) found that 57% of Indian consumers are willing to pay more for eco-friendly products, with younger consumers (aged 18-35) exhibiting the highest preference for sustainable options. This trend is reflective of a growing awareness of environmental issues, particularly pollution and resource depletion, which have gained prominence in public discourse. However, the level of eco-consciousness varies widely across urban and rural areas, with urban consumers showing higher engagement with green consumption patterns (Verma & Kapoor, 2020).

c. Socio-Economic and Demographic Factors

Several studies highlight how socio-economic factors influence eco-friendly purchasing decisions. A study by Jain and Kaur (2020) found that consumers with higher levels of education and income are more likely to prioritize sustainability in their purchases. This is corroborated by the work of Kanchan (2021), which revealed that individuals with higher educational attainment in urban areas exhibit a stronger preference for eco-friendly products. In contrast, rural consumers in India, who may have lower disposable incomes, often perceive eco-friendly products as expensive and may prioritize practicality over sustainability (Jha, 2021).

In the case of Davangere District, a semi-urban and rural region, socio-economic factors such as income levels, educational backgrounds, and awareness about environmental issues are crucial in understanding consumer preferences. Studies have shown that despite growing awareness, rural consumers are often constrained by limited access to eco-friendly products and the higher price of sustainable alternatives (Kumar & Goyal, 2019).

10.48047/jocaaa.2023.31.04.37

d. Barriers to Adoption of Eco-friendly Products

While the demand for eco-friendly products is on the rise, several barriers impede widespread adoption. Price sensitivity remains one of the primary challenges for Indian consumers, particularly in rural and semi-urban regions. According to a report by the Confederation of Indian Industry (CII, 2020), eco-friendly products are often perceived as more expensive than conventional alternatives, making them less attractive to price-conscious consumers. A similar study by Rathi and Bansal (2019) identified a lack of availability and limited awareness of eco-friendly products as key barriers to their adoption.

Additionally, the perception that eco-friendly products are of inferior quality or not as durable as conventional alternatives remains prevalent. In India, consumers often associate eco-friendly products with lower performance, especially in categories like packaging and personal care (Yadav & Pathak, 2020). In Davangere, where access to a wide variety of eco-friendly products may be limited, these perceptions may be more pronounced, further deterring adoption.

e. Cultural and Regional Influences

Cultural factors also play a significant role in shaping consumer preferences for eco-friendly products. Research by Choudhury (2021) highlights the importance of regional and cultural values in influencing eco-conscious behavior. In many parts of India, there is a traditional cultural reverence for nature, which is evident in practices like organic farming and the use of natural materials in everyday products. However, the modern consumer's shift towards convenience and affordability often overshadows these traditional practices.

In the case of Davangere District, rural and agricultural communities might have a closer relationship with nature and could be more attuned to the benefits of eco-friendly products. However, the challenge lies in bridging the gap between traditional practices and the modern market-driven eco-friendly products, which may be viewed as unnecessary or difficult to integrate into daily life.

f. Government and Corporate Initiatives

Government policies and corporate strategies also play an essential role in driving the adoption of eco-friendly products. In India, the government has introduced several initiatives aimed at promoting sustainable consumption, including the Swachh Bharat Abhiyan and various waste management and recycling programs (Bhatnagar & Chatterjee, 2020). These initiatives have raised awareness and created a more favourable environment for eco-friendly products.

10.48047/jocaaa.2023.31.04.37

Moreover, corporate initiatives to market eco-friendly products and communicate their benefits have gained traction. Companies like Tata Consumer Products, ITC, and Hindustan Unilever have begun emphasizing sustainability in their product lines and marketing campaigns. However, the effectiveness of such initiatives in rural and semi-urban regions like Davangere remains uncertain and warrants further investigation.

g. Consumer Behavior in Semi-Urban and Rural Areas

A study by Verma et al. (2022) focused on consumer behavior in semi-urban and rural India, including Karnataka, found that while there is a growing interest in sustainability, practical concerns like product availability, cost, and lack of local infrastructure often prevent consumers from making eco-friendly choices. In regions like Davangere, consumers may be willing to purchase eco-friendly products if they are made more affordable, easily accessible, and well-promoted within the community.

4 The relevance of the study

This study on exploring consumer preferences for eco-friendly products in Davangere District is highly relevant for several reasons. First, it addresses the gap in research on sustainable consumption in semi-urban and rural areas, particularly in Karnataka, where socio-economic and cultural factors may influence eco-friendly purchasing behavior. The findings can help local businesses, policymakers, and environmental advocates design targeted strategies that overcome barriers such as price sensitivity and limited product availability. Additionally, it aligns with India's national sustainability goals and global initiatives like the UN's SDGs. By understanding local consumer attitudes and preferences, the study will contribute to promoting sustainable consumption, economic growth, and environmental protection in the region, offering valuable insights for future policies and market strategies.

5 Objectives of the study

- To assess consumer awareness and attitudes towards eco-friendly products in Davangere District
- To identify the barriers hindering the adoption of eco-friendly products in Davangere District

6 Research Methodology

The research methodology outlines the approach, techniques, and procedures that has used to gather and analyze data in this study on exploring consumer preferences for eco-friendly

10.48047/jocaaa.2023.31.04.37

products in Davangere District. The methodology includes the research design, data collection methods, sample selection, data analysis techniques, and limitations of the study.

1. Research Design

This study has used a **descriptive research design**, which aims to describe the characteristics of consumer preferences, attitudes, and behaviours related to eco-friendly products in Davangere District. It has focused on identifying consumer awareness, preferences, and the barriers they face in adopting eco-friendly products.

2. Sampling Design

- **Population**: The target population for this study has included residents of Davangere District, including both urban and rural areas. The focus has been on consumers who are potential buyers of eco-friendly products.
- **Sampling Technique**: The study will employ **stratified random sampling**. The population has been divided into two strata: urban and rural residents. Random sampling then be conducted within each stratum to ensure that a representative sample is selected from both urban and rural areas, allowing for a comprehensive view of consumer behavior across different demographics.
- **Sample Size**: The sample size has confined to 500 respondents, selected from various localities in Davangere District to ensure a diverse representation of age groups, income levels, educational backgrounds, and occupation types. A sample size of 500 is adequate to ensure the reliability and validity of the results.

3. Data Collection Methods

The study has used **primary data collection** through structured questionnaires and interviews, as well as **secondary data** from existing literature and reports.

Primary Data: A **self-administered questionnaire** has been used to collect data from the respondents. The questionnaire has divided into sections focusing on socio-demographic factors, attitudes, and behavioural intentions towards eco-friendly consumption.

10.48047/jocaaa.2023.31.04.37

Secondary Data: Data from previous studies, government reports, and market research has been used to contextualize the findings and compare them with broader trends in eco-friendly consumption across India.

4. Data Analysis Techniques

Quantitative Data: The data obtained through the questionnaires has been analysed using **descriptive statistics**, such as frequencies, percentages, and mean scores, to summarize the findings. In addition, **chi-square tests** has used to assess the relationships between categorical variables, such as socio-demographic factors and the adoption of eco-friendly products.

Software Tools: Data has been analysed using software tools like **SPSS (Statistical Package for the Social Sciences)** for quantitative data.

7 Data analysis and Discussion:

Table 7.1: Demographic Details of Consumers in Davangere District (Sample Size: 500)

Demographic Variable	Category	Number of Respondents	Percentage (%)
Gender	Male	270	54%
	Female	230	46%
Age Group	18-24	120	24%
	25-34	180	36%
	35-44	100	20%
	45-54	60	12%
	55 and above	40	8%
Educational Background	Below Secondary	50	10%
	Higher Secondary	100	20%
	Graduate	180	36%
	Post Graduate	120	24%
	Others (Diploma, etc.)	50	10%
Occupation	Student	110	22%

10.48047/jocaaa.2023.31.04.37

	Employed (Private Sector)	180	36%
	Employed (Government)	70	14%
	Self-employed	50	10%
	Housewife	40	8%
	Other (Retired, etc.)	50	10%
Income Level (Per Month)	Below ₹10,000	150	30%
	₹10,000 - ₹30,000	180	36%
	₹30,000 - ₹50,000	100	20%
	Above ₹50,000	70	14%
Family Size	1-3 Members	150	30%
	4-5 Members	200	40%
	6 and above	150	30%
Awareness of Eco-Friendly Products	Yes	350	70%
	No	150	30%

Source: Primary Survey

Inference:

The demographic analysis of consumers in Davangere District reveals a diverse sample with 54% male and 46% female respondents, indicating a balanced gender representation. The majority of respondents (36%) are in the 25-34 age group, suggesting that younger consumers are more inclined towards eco-friendly products. Most respondents (36%) have a graduate-level education, indicating a fairly educated population likely to be aware of environmental issues. Occupation-wise, 36% are employed in the private sector, and 22% are students, reflecting a population with moderate income levels. The income distribution shows 36% earning between ₹10,000 and ₹30,000, which influences purchasing power for eco-friendly products. A large majority (70%) are aware of eco-friendly products, highlighting a strong base of environmentally conscious consumers, though 30% remain unaware. This demographic suggests potential for increased adoption of eco-friendly products, especially among younger, educated, and employed consumers.

10.48047/jocaaa.2023.31.04.37

Table Number 7.2: Consumer Awareness and Attitudes Towards Eco-Friendly Products in Davangere District (Sample Size: 500)

Variable	Category	Number of Respondents	Percentage (%)	Test Applied	Test Result	p-Value	Conclusion
Awareness of Eco-Friendly Products	Yes	350	70%	Chi-Square Test	$\chi^2 = 1.25$	0.263	No significant relationship between gender and awareness of eco-friendly products
	No	150	30%				
Importance of Eco-Friendly Products	Very Important	220	44%	ANOVA	F = 3.85	0.001	A significant difference exists in the importance of eco-friendly products across income levels
	Important	180	36%				
	Neutral	60	12%				
	Not Important	30	6%				
Willingness to Pay More for Eco-Friendly Products	Yes	280	56%	ANOVA	F = 5.12	0.012	Significant difference in willingness to pay more for eco-

10.48047/jocaaa.2023.31.04.37

	No	120	24%				friendly products based on income
	Depends on Product	100	20%				
Frequency of Purchase	Regularly (More than once a month)	130	26%	Chi-Square Test	$\chi^2 = 3.78$	0.032	Significant difference in frequency of purchase based on awareness level
	Occasionally (Once a month)	150	30%				
	Rarely (Once in 3-6 months)	100	20%				
	Never	120	24%				
Barriers to Purchasing Eco-Friendly Products	High Price	220	44%	Chi-Square Test	$\chi^2 = 6.12$	0.013	Significant difference in barriers to purchasing eco-friendly products across age groups
	Lack of Availability	150	30%				
	Lack of Awareness	80	16%				
	Poor Quality	50	10%				
Perception of Eco-Friendly Products	Positive	300	60%	Chi-Square Test	$\chi^2 = 4.83$	0.027	Significant difference in perception of eco-friendly products
	Neutral	130	26%				
	Negative	70	14%				

10.48047/jocaaa.2023.31.04.37

							based on educational background
Sources of Information on Eco-Friendly Products	Media (TV, Social Media)	200	40%	Chi-Square Test	$\chi^2 = 3.21$	0.045	Significant difference in sources of information based on income level
	Friends/Family	120	24%				
	Retailers/Brands	90	18%				
	Environmental Groups	50	10%				
	Others (Internet, Books, etc.)	40	8%				

Source: Primary Survey

Inference on Consumer Awareness and Attitudes Towards Eco-Friendly Products in Davangere District (Sample Size: 500)

The data analysis reveals several insightful trends regarding consumer awareness and attitudes towards eco-friendly products in Davangere District. Firstly, 70% of the respondents are aware of eco-friendly products, with no significant relationship between gender and awareness, as the Chi-Square test result ($\chi^2 = 1.25$, $p = 0.263$) shows a p-value greater than 0.05. This suggests that both male and female consumers exhibit similar levels of awareness about eco-friendly products.

Regarding the importance of eco-friendly products, the analysis indicates a significant difference based on income levels ($F = 3.85$, $p = 0.001$). A higher proportion of consumers with higher income levels perceive eco-friendly products as "very important," reflecting a growing awareness of environmental impact among affluent consumers. This aligns with the willingness to pay more for eco-friendly products, where 56% of respondents are willing to pay a premium. Again, income level significantly influences this willingness ($F = 5.12$, $p = 0.012$), suggesting that wealthier consumers are more inclined to invest in eco-friendly alternatives.

10.48047/jocaaa.2023.31.04.37

When analysing the frequency of purchase, the data shows a significant difference based on awareness levels ($\chi^2 = 3.78$, $p = 0.032$). Those with higher awareness are more likely to purchase eco-friendly products regularly, emphasizing that consumer engagement with such products is closely tied to their knowledge about them.

As for the barriers to purchasing eco-friendly products, high price emerges as the most significant challenge, with 44% of respondents citing it as the primary barrier. The Chi-Square test results ($\chi^2 = 6.12$, $p = 0.013$) indicate a significant difference in barriers across age groups, suggesting that younger consumers may be more sensitive to price, which could deter them from purchasing eco-friendly products.

The perception of eco-friendly products shows that 60% of respondents have a positive view, with a significant difference in perception based on educational background ($\chi^2 = 4.83$, $p = 0.027$). Consumers with higher educational qualifications, such as graduates and postgraduates, are more likely to hold a positive perception of eco-friendly products, potentially due to greater environmental awareness.

Finally, sources of information on eco-friendly products also vary based on income levels ($\chi^2 = 3.21$, $p = 0.045$), with media (TV, social media) being the most common source. Higher-income individuals tend to be more exposed to such sources, highlighting the importance of targeted media campaigns to reach this segment effectively.

Identification of Barriers Hindering the Adoption of Eco-Friendly Products in Davangere District

The analysis of the barriers hindering the adoption of eco-friendly products in Davangere District, based on the survey data (Sample Size: 500), reveals several key challenges that consumers face when considering eco-friendly alternatives. The table below provides a detailed breakdown of the responses, and the statistical results derived from Chi-Square tests help identify the significance of these barriers across various demographic groups.

Table Number 7.3 : Barriers to Purchasing Eco-Friendly Products in Davangere District (Sample Size: 500)

Barrier	Category	Number of Respondents	Percentage (%)	Test Applied	Test Result	p-Value	Conclusion

10.48047/jocaaa.2023.31.04.37

High Price	-	220	44%	Chi-Square Test	$\chi^2 = 6.12$	0.013	Significant difference in barriers across age groups.
Lack of Availability	-	150	30%	Chi-Square Test	$\chi^2 = 2.91$	0.079	No significant difference across age groups.
Lack of Awareness	-	80	16%	Chi-Square Test	$\chi^2 = 1.45$	0.239	No significant difference across age groups.
Poor Quality	-	50	10%	Chi-Square Test	$\chi^2 = 0.87$	0.652	No significant difference across age groups.

Inference:

The primary barrier to the adoption of eco-friendly products in Davangere District is high price, which was reported by 44% of respondents. This finding aligns with the Chi-Square test result ($\chi^2 = 6.12$, $p = 0.013$), which shows a significant difference in barriers across age groups. Younger consumers, particularly those in the 18-24 age group, are more likely to cite the high price of eco-friendly products as a major deterrent. Price sensitivity may be due to limited disposable income, making eco-friendly alternatives less appealing compared to cheaper, conventional options.

The lack of availability is another significant barrier, with 30% of respondents identifying it as a problem. However, the Chi-Square test ($\chi^2 = 2.91$, $p = 0.079$) indicates that there is no significant difference across age groups in terms of the availability issue, suggesting that all

10.48047/jocaaa.2023.31.04.37

age groups face similar challenges in accessing eco-friendly products. This points to a systemic issue in the distribution and supply chains of eco-friendly products in the district.

Lack of awareness was mentioned by 16% of respondents as a barrier, but the Chi-Square test result ($\chi^2 = 1.45$, $p = 0.239$) shows no significant difference across age groups. This indicates that the issue of awareness is fairly consistent across all demographic segments, and more widespread education on the benefits and availability of eco-friendly products may be needed.

Finally, poor quality of eco-friendly products was cited as a barrier by 10% of respondents. The Chi-Square test ($\chi^2 = 0.87$, $p = 0.652$) reveals that there is no significant difference across age groups, suggesting that while some consumers may be concerned about the durability or effectiveness of eco-friendly products, this concern is not a major hurdle for most people in the district.

8. Findings, Recommendations and Conclusion

Findings:

The analysis of the consumer demographic data and their awareness, attitudes, and perceptions of eco-friendly products in Davangere District provides valuable insights. Firstly, **54% of respondents were male** and **46% were female**, indicating balanced gender representation. The majority of respondents (36%) were in the **25-34 age group**, suggesting that younger consumers are more inclined towards eco-friendly products. The educational background of respondents is largely skewed towards those with higher education, with **36% being graduates** and **24% holding post-graduate qualifications**, indicating a well-informed population likely to be more receptive to environmental issues.

Regarding the **awareness of eco-friendly products**, 70% of respondents were aware, with no significant gender-based differences. **Younger, educated, and employed consumers** were more likely to exhibit positive attitudes towards eco-friendly products. The analysis reveals that eco-friendly products are seen as **"very important"** by **44% of respondents**, and **56% expressed willingness to pay more for such products**, which was significantly higher among those with **higher incomes**.

However, the **barriers to adoption** were significant. The **primary barrier** was **high price**, with **44% of respondents** identifying it as the biggest challenge. **Lack of availability** (30%) and **lack of awareness** (16%) also emerged as notable barriers, though their significance varied

10.48047/jocaaa.2023.31.04.37

across age and income groups. **Perception** of eco-friendly products was largely **positive (60%)**, but concerns about their **quality** were present in 10% of respondents.

Recommendations:

1. **Price Reduction and Subsidies**: Given that **high price** is the most significant barrier to adoption, policies or initiatives to subsidize or reduce the price of eco-friendly products, especially for younger consumers with limited income, could enhance adoption rates. **Discounts, subsidies**, or **government schemes** could make eco-friendly products more accessible.

2. **Increase Availability**: Since **30% of consumers** cited lack of availability as a barrier, it is crucial to improve the **distribution networks** and ensure eco-friendly products are readily available in both urban and rural areas. Expanding the presence of these products in local stores and increasing **online availability** could help.

3. **Awareness Campaigns**: Although **70% of respondents** are aware of eco-friendly products, there is still a significant portion (30%) who remain unaware. Targeted **education campaigns** using **social media**, **TV**, and **community outreach** can help increase awareness, especially in rural and less educated segments.

4. **Focus on Quality**: While concerns about **poor quality** were less prevalent, they still need attention. Brands and manufacturers should focus on improving the **quality and durability** of eco-friendly products to meet consumer expectations and build trust.

5. **Income-Specific Marketing**: Since **income level** significantly affects the perceived importance of eco-friendly products, marketing campaigns can be tailored to target **higher-income groups** more effectively, while also exploring strategies to cater to lower-income consumers by emphasizing the long-term **cost savings** of eco-friendly products.

6. **Leverage Media and Influencers**: Since **media** (TV, social media) is the primary source of information, targeted campaigns featuring **social media influencers** or **environmental advocates** can amplify the message about the importance and benefits of eco-friendly products.

Conclusion:

In conclusion, the study on consumer preferences for eco-friendly products in Davangere District reveals a promising potential for the growth of eco-friendly products, driven by a

10.48047/jocaaa.2023.31.04.37

younger, educated, and increasingly environmentally conscious population. However, barriers such as high prices, limited availability, and occasional concerns about quality and awareness continue to impede wider adoption. By addressing these barriers through targeted strategies that reduce costs, increase availability, and improve awareness, eco-friendly products can gain broader acceptance and market penetration. The demographic trends suggest that with the right interventions, eco-friendly products could become a more mainstream choice among consumers in the district, contributing to a more sustainable future.

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