ENVIRONMENT FRIENDLY PRODUCTS: ROLE OF ECO AWARENESS ON PURCHASE BEHAVIOUR OF INDIAN CONSUMERS

SUDHIR SACHDEV*; PROF VINOD MAHNA**

*RESEARCH SCHOLAR, MANAV RACHNA INTERNATIONAL UNIVERSITY, FARIDABAD, HARYANA - INDIA

AND

ASSISTANT PROFESSOR, MANAV RACHNA COLLEGE OF ENGINEERING, FARIDABAD, HARYANA -INDIA.

**EXECUTIVE DIRECTOR, MANAV RACHNA INTERNATIONAL UNIVERSITY, FARIDABAD, HARYANA - INDIA

ABSTRACT
The environmental issues such as global warming, ozone depletion, water and air pollution, loss of species, and farmland erosion have led to the alarming environmental crisis that threaten the environment as well as human life on surface of the earth. Human behaviour is a key source as well as the main solution to the environmental problems. As a result, there has is a rising awareness among the consumers all over the world concerning protection of the environment. People do desire to bequeath an uncontaminated earth to their offspring. This research paper aims to study level of awareness of deteriorating environment and its impact on human health among Indian consumers. The understanding of environmentally concerned consumer behavior is of importance to consumers, business, market place, educationists, public policy makers, thinkers and academicians.

The last decades have seen a progressive increase in environmental consciousness worldwide as the environment moved from a fringe to a mainstream issue and consumers became more concerned about it. However, despite positive forecasts, demand for environmentally friendly products didn't grow as expected and both attitude-behavior and intention-behavior gaps emerged. Thus, this study endeavors to explore the influence of eco-awareness on the green purchase intentions of Indian consumers.

KEY WORDS: Green Marketing, green consumer behavior, environmentally friendly products.