Consumer Perception Towards Sustainable Products

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Abstract

The current study attempts to examine the consumer perception towards sustainable products in the scenario where consumers are increasingly becoming aware of eco-friendly and sustainable products. The sample size consisted of 150 respondents who were interviewed on the basis of a prepared structured questionnaire. Different responses obtained were computed, processed, and analysed to arrive at the opinion of the various users using exploratory factor analysis. The findings unveil that eighteen statements which affect the consumer preference towards online experience of banking sector on social media were reduced to four factors namely: shared values and ethics, cost effectiveness, product packaging and quality and eco-friendly. The findings clearly unveil that consumers are not only aware of the environmental and social impacts of their purchasing decisions but are also willing to prioritize sustainability when viable options are available.

Keywords: Sustainable, Shared Values, Product Packaging, Eco-Friendly.

1.   Introduction

Customers often lack awareness, or have varying attitudes, knowledge, and perceptions about eco-friendly products due to socio-cultural, economic, and personal factors, resulting in low consumption. This poses challenges for producers and marketers, such as customer unawareness, shifting buying behaviours, high development costs, and demand fluctuations. Companies should focus on this market segment for future competitive advantage. Ambika (2020) found that eco-conscious consumers hesitate to purchase due to awareness, perception, and trust issues. Bhatia & Jain (2013) noted that while consumers have positive attitudes towards eco-friendly products, they are also concerned about availability and price.

The success of a company's eco-friendly initiatives hinges on understanding consumer behaviour and preferences. This study delves into demographic profiles, socioeconomic conditions, and consumer attitudes toward eco-friendly products. By analysing these factors, companies can tailor marketing strategies to better meet consumer needs. Providing reliable information is crucial for building consumer trust and reducing perceived risk, ultimately influencing buying behaviour. Additionally, companies must prioritize product attributes like value, quality, price, and performance to ensure consumer satisfaction.

To impact consumers' eco-friendly purchasing decisions, eco-friendly advertisements must effectively convey informative and persuasive messages to achieve desired business results. While terms like "eco-friendly" and "biodegradable" are commonly used in advertising, their effectiveness in driving eco-conscious purchases remains limited (Peattie, 2001). Consequently, companies are now focusing on understanding the factors that influence consumers' purchasing behaviour for eco-friendly products, aiming to offer valuable offerings tailored to different consumer segments.

1.1 MEANING OF SUSTAINABLE PRODUCTS

The sustainable products concept of eco-friendly products which are defined as items toward contribute to the conservation of resources such as energy and water and also being harmless to the environment. This involves preventing pollution of air, land, and water, which can negatively impact natural ecosystems and wildlife. Many individuals are embracing eco-friendly practices not only to safeguard the environment but also to promote their own health and safety (Thomson, 2020).

The term "eco-friendly" encompasses services and activities that promote environmental well-being. It involves both planning and implementing behavioural changes and lifestyles that align with environmentally friendly practices, alongside the use of eco-friendly products (Jha et al., 2017). The impact of eco-friendly products is notably lower compared to traditional ones. Their positive effects depend on the business practices of companies and the actions taken by consumers after purchasing these products. It's crucial to consider the actions of eco-friendly consumers beyond their purchases. Their lifestyle changes and sustainable resource consumption habits play vital roles in preserving natural resources for both present and future needs.

1.2   MOTIVATION FOR THE STUDY

Understanding consumer awareness, attitudes, and perceptions of eco-friendly products is essential for gauging their knowledge about these products. Identifying the factors that influence consumer buying behaviour for eco-friendly products helps in formulating and implementing effective promotional strategies. Additionally, examining the impact of personal and ethical values on consumer purchasing decisions for eco-friendly products provides insight into how these values affect buying behaviour.

2. REVIEW OF LITERATURE

Diamantopoulos et al. (2003) concluded that communications could highlight collectivistic arguments, political issues, deontological claims, traditional messages, and legal statements. Ecologically responsive producers must also systematically evaluate the PR environmental behaviour of their existing and potential customers to regulate their marketing programs accordingly. It was also imperative to gauge customer satisfaction at both the product level and the life level at normal intervals, thus, as to expand and keep the company's customer base.

Jain and Kaur (2004) revealed that various issues relating to the consumer's environmental attitudes, awareness, and behaviour had been examined in the past. They analysed the consumer's awareness towards environment and attitudes width from evaluating the environmental knowledge to understand the importance of environment, being environmentally friendly, consumer effectiveness, or the level to which the consumer felt she 43 or he could create a distinction in the environment quality and ready to pay higher for their satisfaction for environmentally friendly products.

Greenbiz (2005) concluded that nearly three-fourths of online consumers in India are ready to pay highly for socially accountable products. Fascinatingly, this premium price that consumers in India were willing to pay with satisfaction was significantly higher as compared to consumers of the United Kingdom. It was clear that Indian consumers believed in the real need to think about environmental problems and the willingness for green steps to reorganize environmental issues. They also reported a high degree of concern for the environment and behaviour and willingness to purchase green products but felt limited in their attempts because of a scarcity of those products in the market.

Xiao and McCright, (2007) study examined the predictability of demographic variables to environmental concern. They have found that demographic variables like age, educational attainment, political ideology, ethnicity, and gender and value orientation have consistent effects on environmental concern.

Shaw (2008) concluded that satisfaction from behaviours namely recycling, which was more probable to be a depiction of the society directly influenced by the extent of the social norm or social pressure and the direction of those relationships were positive in nature and eco- friendly products.

Cronin et al. (2010) showed that consumers could be 49 categorized into three market segments based on their concerns for environmental and skepticisms. 1) Consumers who had a high level of environmental concerns, but were very sceptical about the environmental claims (keen sceptics) could feel uncomfortable because of the exaggerated claims even though they purchased environmentally friendly (green) products. Therefore, companies should try to relieve these customers by clearing their minds and make them believe in their claims in the advertisements; 2) consumers who had an average level of concerns for the environment and skepticisms (hesitant) either did not attempt to purchase these kinds of products. These consumers were not expected to purchase environmentally friendly products regularly or showed any environmentally sensitive consumer action, and 3) consumers who had a high level of environmental concerns and low

level of skepticisms (fanatics) may insist on purchasing environmentally-friendly (green) products as they thought their purchase approaches can help to solve the environmental problems of the world.

Cherian and Jacob (2012) revealed that the existing level of consumption was too high and was not sustainable. Majority of consumers were lacking in green' knowledge and due to low awareness towards green products and organizations were still not approaching the developing more green products nor were they functioning hard on green packaging.

Bhatia and Jain (2013) examined consumer perceptions and preferences concerning green marketing practices and products utilizing a structured questionnaire. The research involved 106 respondents and identified a considerable level of awareness among consumers regarding green marketing practices and products. Moreover, respondents exhibited high levels of green

values. The findings offer valuable insights for marketers of green products, suggesting the necessity for developing marketing communication campaigns that promote green products due to the pronounced green values among consumers. Regression analysis results indicate that overall green values, awareness of green products and practices, and perceptions regarding the seriousness of marketing companies' commitment to green marketing positively and significantly influence consumer inclination towards purchasing and preferring green products over conventional alternatives.

Murali and Kumudhini (2013) indicated that only middle-aged consumers had a high level of awareness of green marketing. The purchase decision of consumers was highly affected by the quality of eco-friendly products. Most of the consumers recognized the symbols and ecolabels on packages of products and felt even though the price was high; eco-products were good for health.

Knoskova (2014) found that the attitudes and behaviours of citizens in Slovakia towards environmentally-friendly products, views of respondents, buying criteria of consumers, and actions on how to tackle environmental issues, their trust in environmental labels, social values behind purchasing and utilizing the environment-friendly products. The results showed that attitude.

Rajput et al. (2014) showed that promotion and or advertising, satisfaction from prior experience, and word of mouth influenced the consumers' decisions for purchasing environmental-friendly products. Therefore, companies would have information about how to outline consumers of environmental-friendly products in India and to make effective fifty- two information that would emotionally appeal and functionally to their target customers. environmental impact, and health benefits affected sustainable consumer behaviour.

Hundal and Kumar (2015) investigated consumer perceptions towards eco-friendly products from Punjab region using a sample of 100 university students. The findings of the study revealed seven factors which were desire, trustworthiness, preference, ethical, awareness, initiative, and social welfare.

Isaacs (2015) indicated that when customers purchased a particular brand in yesterdays, they were more probably to continue purchasing brands, even though when the price was increased. Few customers were not ready to recycle electronic materials even if more drop- off recycling facilities were available. The socially responsible actions of a business could

create awareness that green products and recycling of e-waste were important for an environmentally secure future.

Testa et al. (2015) concluded that knowledge and awareness of consumers on ecolabels influenced their purchase decision. Being mindful of eco-labels might well sensitize consumers to the considerable effect on green products, marketing of green products, and consumption in sustainable ways could have on the environment and concomitantly on the long-run welfare of consumers and society.

Varghese and Santhosh (2015) revealed that forty-seven qualities were the major attracting factor for eco-friendly products followed by the availability of products and all the consumers were aware of eco-friendly products. 3/4th of consumers considers the effect on the environment as an important factor before purchasing eco-friendly products.

Dubihlela and Ngxukumeshe (2016) found that the attitude of consumers toward eco- friendly products was a significant factor in the repeat purchase intentions of consumers. The attributes of sustainable products had a moderate effect on their responses to the environment and repeat purchase intentions in South Africa.

Islam and Xiaoying (2016) concluded that customers were ready to give higher prices for environmentally friendly jute. At the same time, they were not willing to compromise product quality. Thus, marketers should recognize the attitude or perception of customers while producing products and marketing, it would generate an advantage and win-win situation for the customers and entrepreneurs. And it was 48 also considered that customers had a good trend to purchase eco-jute goods and in reply to this marketer want to address all problems relating to green marketing practices to create customer satisfaction.

Pillai and Junare (2016) revealed that respondents did not have a favourable perception of eco-friendly products. It was because eco-friendly products were highly-priced, were not well promoted, and were not properly labelled thus consumers were not able to differentiate between the traditional ones. Consumers were aware of the availability of such products but awareness needed to be made clear about the advantages, labels, and availability of those products to enhance their consumption. The annual family income was significantly influencing the perception of the respondents towards eco-friendly products. The demographic features namely gender, age, education, and occupation were not significantly impacting the perception of respondents for eco-friendly product.

Prabu Sankar (2016) indicated that there was a significant difference between the socio- economic profile of consumers and their perception of eco-friendly products. The results showed that safety was positively and significantly influencing on purchase intentions of consumers for eco-friendly products followed by quality, healthiness, and worthiness. This indicated that consumers were excited to buy eco-friendly products due to their safety, healthiness, and quality.

Cho shaly S.H. (2017) revealed that consumer's perception towards green issues and examined factors that influence green purchasing intention related to usage of recycle bags. The respondents were comprised of 170 university students. The study showed that young Malaysian customers displayed positive attitudes towards environmental protection issues and usage of recycling bags. "Perceived environmental responsibility" dimension, recognized as the top predictor of green purchasing intention followed by "Social influence" and the third important predictor was "Concern for self-image".

Pathak (2017) narrated the rise in interest of the young consumers of India in purchasing eco-friendly packaged products. Yusuf and Fatima (2015) showed that consumers had a positive attitude and favourable perception towards green products or eco-friendly products and they were positively and significantly related to each other.

Rahman (2017) showed that price, availability, quality and usefulness were significantly and positively affecting satisfaction of consumers on environment friendly products.

Kumar and Nandhini (2018) revealed that brand, quality, expectation, value, past experience and usefulness were positively and significantly influencing level of satisfaction and purchasing of environment friendly products among consumers.

Mehta and Chahal (2018) studied the employed survey method, sampling 400 respondents from Punjab state, India. Principal component analysis initially reduced dimensions, followed by cluster analysis to segment the consumer market. Results were discriminant analysis. Differences between green and non-green consumer segment were examined to develop green consumer profile.

Blazquez M. et al. (2019) examined the consumer intentions towards sustainable fashion in the Spanish fashion industry. The research was conducted by using a mixed-method strategy. A total of 175 valid responses were collected using convenience sampling from Spanish fast fashion consumers from different ages. The study revealed that fashion retailers should clearly communicate the meaning of sustainability and their proactive response to sustainability. Also, the development of effective communication strategies that clearly highlighted retailer's compliance with and efforts to becoming more sustainable is a prerequisite arising from the study.

Das et al. (2020) showed that solid waste management, waste management practices, water and energy saving practices

were adapted by different customer segment including hospitality industry. Zhu and Sarkis (2016) pointed out that the buying of eco-friendly products has increased and green purchasing method that has spread awareness toward customers to protect the environment.

Lldiko K. (2021) aimed to explore the perceptions and attitudes of the younger members of Generation Z towards sustainable clothing. The sample was collected by taking individual interviews from 120 active fashion shoppers aged between 18-25 years. The study revealed that young customers gathered information mostly from the e-commerce retailer's product descriptions, product labels, filter systems, peer-reviews, and point of sales communication assets found at the point of sale.

2.1 RESEARCH GAP

Existing literature reveals that the research findings are with a few dimensions of the cause of customer purchasing behaviour problem. Moreover, few dimensions such as; product affectivity and look (for cosmetic) and quality of the Product (for food) which play a vital role have not been under the purview of any existing literature studied. Hence, the research gap derived from the existing literature review; the dependent variables from the research gap viz., customers buying behaviour, their awareness, attitude and perception towards the sustainable products against their demographics, need to be examined and studied which will help the marketers to segment and to devise marketing strategies for manufacturers and formulation of notifications and laws by the Government bodies. The relation between the dependent variables with regard to eco-friendly products also need to examine as review of literature brings up.

3.1 OBJECTIVE OF THE STUDY

The present study is based on the objective of finding out the consumer perception towards sustainable products. The study makes use of primary data. The study is based on the information collected by a structured questionnaire from respondents.

3.2 Sample of Study

The sample size consisted of 150 respondents who were interviewed on the basis of a prepared structured questionnaire. Different responses obtained were computed, processed, and analysed to arrive at the opinion of the various users.

4. Data Analysis

To examine the Consumer Perception Towards Sustainable Products, 18 statements have been framed. Data so collected subject to factor analysis in order to bring out the important factors influencing the perception. After applying factor analysis, it has been tested whether data so collected is appropriate for factor analysis test. Kaiser-Meyer-Olkin Measure of Sampling Adequacy is useful method to show the appropriateness of data for factor analysis. The KMO statistics varies between 0 to 1. Kaiser (1974) recommended that the value greater than 0.5 is acceptable. In this study KMO for overall matrices is 0.883, thereby indicating that sample taken to process the factor analysis is significant. Bartlett's Test of Sphericity is another test applies in the study for verifying appropriateness and its value is significant.

Table 4.1 KMO Bartlett's Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.883
Bartlett's Test of Sphericity	Approx. Chi-Square	1643.548
	df	153
	Sig.	.000

The above table shows that KMO is > 0.5 i.e., .883 which means it is adequate and Bartlett test of Sphericity is significant (Kaiser,1974). Thus, the data is fit for factor analysis. The approximate Chi-square value is 1643.548 with DF (degree of freedom) of 153 which is significant at .000 levels. These tests show that data is appropriate.

Further factor analysis was used using SPSS 21. 18 statements which affect the consumer preference towards online experience of banking sector on social media were reduced to 04 factors.

Table 4.2 Total Variance Explained

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	8.837	49.095	49.095	8.837	49.095	49.095	3.188	17.712	17.712
2	1.076	5.980	55.075	1.076	5.980	55.075	3.161	17.560	35.272
3	1.062	5.899	60.974	1.062	5.899	60.974	3.008	16.712	51.984
4	1.010	5.610	66.585	1.010	5.610	66.585	2.628	14.601	66.585
5	.876	4.869	71.454						
6	.781	4.339	75.793						
7	.638	3.546	79.339						
8	.571	3.171	82.509						
9	.507	2.816	85.325						
10	.503	2.796	88.121						
11	.462	2.564	90.686						
12	.385	2.140	92.825						
13	.321	1.784	94.609						
14	.264	1.466	96.075						
15	.224	1.244	97.319						
16	.192	1.066	98.386						
17	.159	.886	99.271						
18	.131	.729	100.000						
Extraction Method: Principal Component Analysis.									

In this table, we have 18 variables from where we extracted 04 factors which is useful for our final decision. We had

selected factors those has value equal to 1 or above. Where first factor in Extraction sum of Squared Loading is 49.095 % and sum of four factors is 66.585%. This shows the distribution of variance after the varimax rotation.

Table 4.3: Summary of Factor Extraction

Factors	Factors Statements	Extracted	Eigen Values	Variance Explained
Shared Values and Ethics	• I am aware of selecting sustainable products that has ethical and social ramification. • I feel good about purchasing sustainable products that align with my values. • When I shop ethical and sustainable products are my priority. • I feel products that are sustainable, appeal to me because they share my values.	.547 .689 .804 .700	8.837	17.712
Cost Effectiveness	• I am likely to switch to sustainable products if they are cost-effective. • I find that sustainable products are often more expensive than conventional products. • I compare the cost of sustainable products with non-sustainable alternative before purchasing.	.595 .639 .616	1.076	17.560

	• I believe that investing in sustainable products can reduce my overall expenses in the future.	.564		
	• I am willing to pay a higher price for sustainable products if they prove be cost-effective in long run.	.662		
	• I think products with less environment impact are more cost effective.			
		.680		
Product Packaging and Quality	• Sustainable products seem more appealing to me when they are packaged environmentally.	.538	1.062	16.712
	• I believe sustainable products are generally of higher quality then non-sustainable ones.	.759		
	• I believe sustainable packaging protects the product as well as conventional packaging.			
	• I am willing to recommend sustainable products if their quality meet my expectation.	.713		
		.691		
Eco friendly	• I am aware of the environment impact of the products I purchase.	.790	1.010	14.601
	• I am willing to pay more for products that are environmentally friendly.	.760		
	• I believe that buying sustainable products contributes to the protection of the environment.	.591		
	• I encourage others to purchase sustainable products to help protect environment.	.526		

The above table shows that 18 statements have been reduced to 4 factors. These factors have explained as under:

FACTOR 1: SHARED VALUES AND ETHICS

The study revealed a significant factor that accounted for 17.712 of the variances, with an Eigen value of 8.837, indicating its strong influence on consumer buying behaviour. This factor comprised five statements that shed light on the role of packaging in shaping consumer preferences. The table reflects the significance of various statements related to consumer awareness and preference for sustainable products. The highest factor loading of .804 indicates that the primary priority for consumers when shopping is ethical and sustainable products. Additionally, a strong correlation of .700 shows that consumers are drawn to sustainable products that align with their personal values. There is also a notable loading of .689, suggesting that consumers derive a sense of satisfaction from purchasing sustainable products that resonate with their values. Finally, a factor loading of .547 demonstrates that consumers are aware of the ethical and social implications of selecting sustainable products. Overall, the data highlights a strong consumer inclination towards sustainability, ethical considerations, and value alignment in their purchasing decisions.

FACTOR 2: COST EFFECTIVENESS

The study identified a significant factor that accountant for 17.560 of the variances with an Eigen value of 1.076 suggesting its sustainable influence on consumer behaviour. The table summarizes consumer attitudes towards the cost-effectiveness of sustainable products. A factor loading of .680 suggests that consumers generally perceive products with less environmental impact as more cost-effective. Similarly, a loading of .662 indicates a willingness among consumers to pay a higher price for sustainable products if they prove to be cost-effective in the long run. The statement with a loading of .639 reflects the common perception that sustainable products are often more expensive than conventional ones. A loading of .616 shows that consumers compare the costs of sustainable products with non- sustainable alternatives before making a purchase. Additionally, a factor loading of .595 indicates that consumers are likely to switch to sustainable products if they are cost-effective. Finally, a loading of .564 demonstrates a belief that investing in sustainable products can reduce overall expenses in the future. Overall, the data reveals a strong consumer focus on the cost-effectiveness and long-term financial benefits of sustainable products, despite recognizing their higher upfront costs.

FACTOR 3: PRODUCT PACKAGING AND QUALITY

The study revealed significant factor that accountant for 16.712 of the variances with an Eigen value of 1.062 indicating their importance's in understanding consumer product packaging and their quality. The table highlights consumer perceptions of the quality and appeal of sustainable products and their packaging. The highest factor loading of .759 indicates a strong belief among consumers that sustainable products are generally of higher quality than non-sustainable ones. A loading of .713 reflects confidence that sustainable packaging protects the product as effectively as conventional packaging. Additionally, a loading of .691 shows that consumers are willing to recommend sustainable products if their quality meets expectations. Lastly, a factor loading of .538 suggests that sustainable products are more appealing to consumers when packaged in an environmentally friendly manner. Overall, the data reveals that quality and effective packaging are key factors in consumer preference and advocacy for sustainable products.

FACTOR 4: ECO FRIENDLY

The study revealed that significant factor explaining 14.601 of the variances with an Eigen value of 1.010 indicating their relevance in understanding consumer behaviour regarding eco- friendly products. The table illustrates consumer awareness and attitudes towards the environmental impact of their purchases. The highest factor loading of .790 indicates a strong awareness among consumers of the environmental impact of the products they purchase. A loading of .760 reflects a willingness to pay more for environmentally friendly products. Additionally, a loading of .591 shows a belief that buying sustainable products contributes to environmental protection. Lastly, a factor loading of .526 suggests that consumers encourage others to purchase sustainable products to help protect the environment. Overall, the data underscores a high level of environmental consciousness among consumers, reflected in their willingness to invest in and advocate for sustainable products.

Table 4.4: Rotated Component Matrix

Rotated Component Matrixᵃ				
	Component			
	1	2	3	4
I am aware of the environment impact of the product I purchase.				.790
I am will to pay more for products that are environment friendly.				.760
I believe that buying sustainable products contributes to the protection of the environment.				.591
I am aware of selecting sustainable products has ethical and social ramification.	.547			
I feel good about purchasing sustainable products that align with my values.	.689			
When i shop, ethical and sustainable products are my priority.	.804			
I feel products that are sustainable, appeal to me because they share my values.	.700			
Sustainable products seem more appealing to me when they are packaged environmentally.			.538	
I believe sustainable products that are generally of higher quality then non sustainable once.			.759	
I believe sustainable packaging products protect the product as well as conventional packaging.			.713	

I am willing to recommended sustainable products if their quality meets my expectations.		.691	
I am likely to switch to sustainable products if they are cost effective.	.595		
I believe company should provide more detailed information about sustainability.		.526	
I find that sustainable products are often more expensive than conventional products.	.639		
I compare the cost of sustainable products with non- sustainable alternative before purchasing.	.616		
I believe that investing in sustainable products can reduce my overall expenses in the future.	.564		
I am willing to pay a higher price for sustainable products if they prove to be cost effective in the long run.	.662		
I think products with less environmental impact are more cost effective.	.680		
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization. ^A			
a. Rotation converged in 10 iterations.			

For rotated component matrix we went to SPSS. Analyse section and selected dimension reduction and selected Factor analysis. Interpretation is done by identifying the variables that have large loadings on the factor. That factor can be interpreted in terms of variables that have high loadings. In the rotated component matrix, following factors are interpreted.

5. Conclusion

Consumer perception towards sustainable products is increasingly pivotal in shaping modern market dynamics and environmental stewardship. As evidenced by the data and findings, consumers are not only aware of the environmental and social impacts of their purchasing decisions but are also willing to prioritize sustainability when viable options are

available. Key factors influencing consumer behaviour include perceptions of product quality, environmental impact, and health benefits associated with sustainable choices. Despite the barriers such as higher costs and limited availability, there is a clear willingness among a significant majority of consumers to pay more for sustainable products that align with their values and contribute positively to societal and environmental well-being.

Effective strategies to capitalize on this trend include enhancing product affordability through economies of scale and technological advancements, increasing transparency in supply chains to build consumer trust, and leveraging educational campaigns to raise awareness about the broader benefits of sustainability. Collaborations with influencers and partnerships with retailers can also amplify messaging and foster consumer engagement, while policy advocacy can create a supportive regulatory framework for sustainable innovation.

By addressing consumer perceptions and preferences through these strategic initiatives, businesses not only meet market demands but also contribute positively to global sustainability goals. Emphasizing the long-term value of sustainable products—such as durability, reduced environmental footprint, and ethical sourcing—can further align consumer choices with sustainable practices. This alignment not only enhances brand reputation and market competitiveness but also fosters a collective effort towards building a more resilient and environmentally responsible future.

To capitalize on this growing consumer interest, businesses and policymakers can implement strategies that enhance product affordability, transparency in sourcing, and education about sustainability benefits. Initiatives like certifications, partnerships with influencers, and innovative marketing campaigns can further bridge the gap between consumer perception and adoption of sustainable practices. Moreover, fostering collaborations across industries and advocating for supportive policies can create an enabling environment for widespread adoption of sustainable products.

In conclusion, understanding and responding to consumer perceptions towards sustainable products not only meets market demands but also drives positive social and environmental impacts. By aligning consumer preferences with sustainable practices, businesses can not only enhance their market competitiveness but also contribute significantly to global sustainability goals, ensuring a more resilient and responsible future for generations to come.

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