

A Study on Awareness and Knowledge of Consumers towards Eco-friendly Materials

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Abstract—Eco-friendly buildings typically have lower annual costs for energy, water, maintenance, and other operating expenses. Eco-friendly sustainable building material can promote better health, comfort, well-being, and productivity of building occupants, which can increase productivity. Therefore, the present study was conducted in city of Hisar district of Haryana state, selected purposively due to easy accessibility. A pre-structured interview schedule was prepared and used to collect information. It was concluded from the study that half of the respondents were in age group of 31-35 years, 60.0 percent of respondents were graduate and majority (87.0%) of respondents were living in nuclear families. Data regarding awareness and knowledge about eco labels showed that 90.0 % were aware and 83.0% of the respondents had knowledge about energy star. Respondents had least aware and knowledge about bonsucro. Data also highlighted that purchase of daily use organic products showed that sugar is the most purchased organic food item (60.0%). Among cosmetic items, organic body soap is the mostly purchased item (70.0%). Among other household products, organic dhoop-bati was the mostly purchased organic product (67.0%). Study revealed about the type of material used by respondents to make their home-green, showed that plants and organic manure are the major things (90.0 %) followed by indoor plants (83.0%) which were preferred by the respondents and 40.0 percent of the respondents had wood work in their homes. It was seen that respondents mainly (40.0%) buy the green products once a year followed by 33.0 percent who used to buy products once a month. When the respondents were asked why they buy eco-friendly products, majority of them (80.00%) were strongly agree that they want to keep the earth green and want to live healthy life. It was also observed that higher cost of the green products was the main reason (60.0%) due to which they were not preferred by the respondents, followed by less-informative labels used on green-products in 40.0 percent of the respondents. High correlation was found between all awareness and knowledge of eco-labels of respondents. Conclusively, it's the right time to adopt "Eco-friendly Material to keep our earth green. In short, proper application of sustainable eco-friendly materials offers employment and skill development opportunities for community along with minimizing the detrimental effects on environment.

Keywords: Environment, Eco-friendly, knowledge and Consumers.