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A Study on Consumer Attitudes toward Eco-Friendly Product in Gangtok District

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Abstract

The increasing awareness of environmental sustainability has led to a growing demand for eco-friendly products. This study explores the factors influencing consumers' purchasing decisions and their level of satisfaction with eco-friendly products among the citizens of Gangtok. Using a descriptive research design, primary data was collected from 160 respondents through a structured questionnaire. The study employed percentage analysis, independent t-tests, and ANOVA to analyse the data. Findings reveal that price, product quality, and environmental responsibility significantly impact consumer behaviour. Males exhibit a higher purchasing inclination compared to females, and younger consumers tend to be more satisfied with product safety. The internet serves as the primary source of awareness, and reusable bags and water bottles are the most commonly purchased eco-friendly products. Despite recognizing the benefits of eco-friendly products, consumers express concerns regarding affordability and availability. The study suggests that businesses and policymakers should focus on improving accessibility, affordability, and consumer trust to promote sustainable purchasing behaviour.

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Introduction:

Environmental sustainability has become a crucial concern in the modern world, where excessive resource consumption and pollution have led to significant ecological damage. The term “eco-friendly” refers to products, services, and activities that do not harm the environment and contribute to conserving natural resources such as energy and water (Thomson, 2020). Eco-friendly products are designed to minimize environmental impact throughout their lifecycle, from production to disposal. These products play a significant role in reducing pollution, conserving biodiversity, and promoting a sustainable future. The concept of eco-friendliness extends beyond products to encompass individual behavior and lifestyle choices. According to Jha et al. (2017), adopting environmentally friendly habits and products can lead to a significant reduction in pollution and energy consumption. With growing environmental concerns, consumers worldwide, including in India, have started realizing the benefits of eco-friendly products for their health, well-being, and sustainability.

The market for eco-friendly products has seen rapid growth in recent years. According to a report by TerraChoice, the demand for such products has increased by 73% in the past five to seven years. This trend is evident in India as well, where consumers are gradually shifting towards sustainable products, though at a slower pace compared to global trends. The increasing awareness of environmental issues, coupled with concerns over health hazards posed by conventional products, has driven this shift towards sustainability. Despite the growing demand, challenges remain in the widespread adoption of eco-friendly products. Limited availability, higher costs, and a lack of awareness among both consumers and marketers, particularly in regions such as Gangtok, hinder their adoption. Farmers and manufacturers are often hesitant to produce eco-friendly goods due to uncertainties in market demand. Consumer attitudes and behaviours play a crucial role in determining the success of eco-friendly products

in the market. If such products are perceived as affordable and beneficial, they are more likely to gain acceptance and support.

Sustainability is the guiding principle in environmental conservation efforts. Eco-friendly products contribute to reducing carbon footprints, minimizing greenhouse gas emissions, and ensuring the efficient use of scarce resources. Their biodegradable nature prevents long-term waste accumulation, promoting environmental health. Furthermore, eco-friendly products offer multiple advantages, including cost savings, improved public health, and enhanced quality of life for consumers. These benefits make them an attractive choice for individuals and businesses striving for sustainability. In the face of escalating environmental challenges, the adoption of eco-friendly products is imperative. Sustainable development ensures that the needs of the present generation are met without compromising the needs of future generations. By opting for eco-friendly alternatives, individuals and businesses can contribute to environmental preservation while reaping economic and health benefits.

Statement of the Problem

Despite growing awareness of eco-friendly products among the people of Gangtok, many consumers still prefer to pay a lower price for plastic bags rather than investing in reusable alternatives like jute bags. This indicates a gap between awareness and actual purchasing behaviour. This study aims to explore consumer attitudes toward eco-friendly products in the Gangtok district, focusing on the factors influencing their purchasing decisions. It seeks to understand why consumers hesitate to invest in sustainable alternatives despite their long-term benefits. Additionally, the study will emphasize the environmental and health advantages of using eco-friendly products, highlighting the need for greater consumer education and awareness. By addressing these issues, this research will contribute to promoting sustainable consumer behaviour and encouraging more informed purchasing decisions in Gangtok.

Literature Review

Numerous studies have explored consumer behavior towards green products and the factors influencing their purchase decisions. Laroche and Bergeron (2001) identified that environmentally

conscious consumers are more likely to be female, married, and with children, emphasizing ecological concerns in their purchasing decisions. Yang (2010) found that perceived quality mediates the relationship between brand awareness and purchase intention, while Morel and Kwayke (2012) highlighted the role of prior satisfaction and word-of-mouth in promoting eco-friendly purchases. Suki (2013) emphasized the importance of eco-labels in enhancing actual purchase behaviour, and Tilikidou (2013) noted that pro-environmental behavior was more common in large families rather than high-income households. Agyeman (2014) revealed that while consumers support green products, price remains a significant barrier. Kumar and Ghodeswar (2014) stressed that mere environmental consciousness does not translate into green purchases, whereas Maheshwari (2014) confirmed an environmental value-action gap. Altinigne and Bilgin (2015) found a strong correlation between environmental attitudes and behavior, and Omar et al. (2015) examined religiosity and perceived effectiveness in influencing green purchase intentions. Zheng and Chi (2015) underscored the need for strategic marketing to enhance positive attitudes towards environmentally friendly alternatives. Kirmani and Khan (2016) reinforced that environmental concern drives green product purchases, while Moser (2016) identified key drivers of green purchasing behavior, exposing gaps between attitude and actual behavior. Makhdoomi and Nazir (2016) found that younger consumers value green product quality but are discouraged by high prices. Ketelsen et al. (2020) discussed barriers to purchasing eco-friendly packaged foods, and Kalaiselvi and Dhinakaran (2021) examined demographic factors shaping green marketing awareness. Lastly, Machova and Ambrus (2022) analyzed Slovak consumer behavior regarding palm oil products, emphasizing the role of marketing and information dissemination. These studies collectively highlight the complexity of green consumerism, revealing gaps between awareness, intention, and actual purchasing behavior.

Objective of the Study

1. To study the level of attitude of consumers towards eco-friendly products in Gangtok.
2. To analyze the buying behavior of eco-friendly products among consumers based on gender and age groups in Gangtok.

3. To assess the level of consumer satisfaction with eco-friendly products across different gender and age groups in Gangtok.

Research Methodology

Research Design

This study employs an analytical research design to systematically examine the factors influencing consumer attitudes toward eco-friendly products in the Gangtok district. The research aims to identify key determinants affecting purchase decisions, assess consumer satisfaction levels, and explore demographic and behavioural variations in eco-friendly product adoption. By adopting a structured approach, the study provides an in-depth understanding of consumer preferences and behaviours concerning sustainable consumption.

Research Approach and Time Horizon

The study follows a quantitative research approach to obtain measurable insights into consumer attitudes. A survey-based methodology is utilized to collect primary data, ensuring objectivity and reliability in the findings. The research was conducted over a period of four months, allowing for adequate data collection and analysis within the given timeframe. This cross-sectional study captures consumer attitudes at a specific point in time, providing a snapshot of prevailing perceptions and behaviours toward eco-friendly products in Gangtok district.

Sampling Design

Target Population

The target population comprises residents of Gangtok district who are potential or existing consumers of eco-friendly products. The study focuses on individuals who are actively involved in purchase decisions related to environmentally friendly goods, ensuring relevance to the research objectives.

Sampling Technique and Sample Size

A combination of convenient sampling and random probability sampling techniques was adopted to ensure a diverse and representative sample. Given the time and resource constraints,

convenient sampling was used to reach respondents easily through digital means, while random probability sampling helped reduce selection bias and enhance the generalizability of findings. The study included a total of 160 respondents, who were selected based on their availability and willingness to participate. The sample size was determined to achieve a balance between statistical significance and feasibility within the research duration.

Data Collection Methods

The study primarily relies on primary data, which was collected through structured questionnaires. The survey was designed to gather information on consumer perceptions, purchasing behavior, satisfaction levels, and influencing factors regarding eco-friendly products. A Google Forms-based questionnaire was used to collect responses efficiently. The questionnaire was structured into different sections, covering demographic details, awareness and knowledge of eco-friendly products, factors influencing purchase decisions, satisfaction levels, and challenges faced in adopting sustainable consumption practices. The questionnaire consisted of close-ended and Likert scale-based questions to facilitate quantitative analysis.

Data Analysis Techniques

To analyse the collected data, a combination of statistical techniques was used to ensure comprehensive insights. Percentage analysis was employed to determine the distribution of responses across different categories, providing an overview of consumer attitudes and behaviours. To compare mean differences in consumer perceptions based on categorical variables such as gender and education level, the independent t-test was applied. Additionally, ANOVA (Analysis of Variance) was used to assess variations in consumer satisfaction and purchasing behaviour across multiple demographic groups, identifying significant differences among respondents. The collected responses were systematically coded and entered into statistical software (SPSS/Excel) for further analysis, with descriptive statistics, frequency distributions, and inferential statistical tests applied to interpret the findings accurately.

Hypotheses of the study:

H₁: There is no significant difference between opinion of male and female in respect to buying behaviour of eco-friendly product in Gangtok city.

H₂: There is no significant difference between opinions of different age groups in respect to buying behaviour of eco-friendly product in Gangtok city.

H₃: There is no significant difference between the opinion of male and female with respect to the level of satisfaction with eco-friendly products in Gangtok city.

H₄: There is no significant difference between the opinions of different age groups of people with respect to the level of satisfaction with eco-friendly products in Gangtok city.

Scope of the Study

The study focuses on understanding consumer attitudes within the Gangtok district, offering insights relevant to local businesses, policymakers, and marketers aiming to promote eco-friendly products. The findings contribute to the growing literature on sustainable consumption and consumer behaviour in emerging markets.

Analysis and Interpretation:**Demographic Profile and Attitude towards Eco-friendly Product:**

The demographic profile and attitudes toward eco-friendly products among respondents in Gangtok, as depicted in Table 1, provide valuable insights into consumer behavior and preferences. The study involved 160 respondents, with a slightly higher representation of females (54.4%) compared to males (45.6%). The majority of respondents fell within the 18-24 age group (45.6%), followed by the 25-31 age group (37.5%), indicating a younger demographic with a growing interest in eco-friendly products. Older age groups, such as 32-42 (13.8%) and 43 and above (3.1%), were less represented, suggesting that younger consumers may be more inclined toward eco-conscious purchasing decisions. In terms of education, a significant portion of respondents were graduates (43.8%) and post-graduates (39.4%), highlighting a

correlation between higher education levels and awareness of eco-friendly products. Only a small percentage (2.5%) had no formal education, reinforcing the idea that education plays a crucial role in shaping environmental consciousness. Income levels revealed that the majority of respondents (66.3%) earned between Rs. 0-20,000 monthly, which may influence their purchasing power and preference for affordable eco-friendly options. Smaller percentages fell into higher income brackets, such as Rs. 20,000-25,000 (8.1%), Rs. 25,000-40,000 (14.4%), and Rs. 40,000-55,000 (11.3%), suggesting that eco-friendly product adoption is not limited to higher-income groups but is also accessible to middle- and lower-income consumers.

Awareness of eco-friendly products varied among respondents, with the majority reporting an average level of awareness (44.4%). A significant portion also reported high (29.4%) and very high (19.4%) awareness, indicating a growing familiarity with such products. However, a small percentage reported very low (0.6%) or low (6.3%) awareness, suggesting the need for targeted educational campaigns to bridge this gap. When it comes to the types of eco-friendly products purchased, reusable bags were the most popular (43.8%), followed by cloth napkins (17.5%) and reusable water bottles (17.5%). Other products, such as rechargeable batteries (6.9%), bamboo handle products (13.8%), and metal straws (0.6%), were less frequently purchased, possibly due to limited availability, higher costs, or lower perceived utility. The primary source of knowledge about eco-friendly products was the internet (63.1%), underscoring the role of digital platforms in disseminating information. Traditional media, such as newspapers and magazines (5.6%) and television (8.8%), played a lesser role, while family and friends contributed to 22.5% of respondents' knowledge, highlighting the influence of social networks in shaping consumer behaviour.

In terms of purchasing frequency, a significant portion of respondents reported buying eco-friendly products weekly (36.3%) or daily (33.1%), indicating a high level of engagement with such products. Monthly purchases accounted for 22.5%, while half-yearly purchases were less common (8.1%), suggesting that eco-friendly products are increasingly becoming a part of consumers' regular shopping habits. Overall, the data reveals

a positive trend toward the adoption of eco-friendly products, particularly among younger, educated, and digitally connected consumers. However, challenges such as limited awareness among certain groups, affordability concerns, and the availability of specific products need to be addressed to further promote sustainable consumption. These findings provide a foundation for policymakers, marketers, and environmental advocates to design targeted strategies that cater to the diverse needs and preferences of consumers in Gangtok, ultimately fostering a more sustainable and eco-conscious society.

Table 1: Demographic Profile and Attitude towards Eco-friendly Product of the Respondents

Particulars	No. of Respondents	Percentage
Gender		
Male	73	45.6
Female	87	54.4
Total	160	100.0
Age Group		
18-24	73	45.6
25-31	60	37.5
32-42	22	13.8
43 and Above	5	3.1
Total	160	100.0
Educational level		
High School Graduate	23	14.4
Graduate	70	43.8
Post Graduate	63	39.4
No Proper Education	4	2.5
Total	160	100.0
Income (monthly in Rs.)		
0-20000	106	66.3
20000-25000	13	8.1
25000-40000	23	14.4
40000-55000	18	11.3
Total	160	100.0

Awareness of the Eco-Friendly products		
very low	1	.6
Low	10	6.3
Average	71	44.4
High	47	29.4
Very High	31	19.4
Total	160	100.0
kind of Eco-Friendly products buy by respondents		
Reusable Bags	70	43.8
Rechargeable batteries	11	6.9
Cloth Napkins	28	17.5
Reusable Water Bottle	28	17.5
Metal Straws	1	.6
Bamboo handle products	22	13.8
Total	160	100.0
source of knowledge of the Eco-Friendly product		
Internet	101	63.1
Newspaper and Magazines	9	5.6
Television	14	8.8
From Family and Friends	36	22.5
Total	160	100
How often do you typically buy eco-friendly products		
Daily	53	33.1
Weekly	58	36.3
Monthly	36	22.5
Half Yearly	13	8.1
Total	160	100.0

Source: Primary Data

Analysis of opinion towards the buying behaviour of the eco-friendly product based on gender:

The independent t-test results presented in Table 2 reveal significant differences between the opinions of males and females regarding their buying behavior toward eco-friendly products in Gangtok. The analysis indicates that gender plays a role in shaping consumer attitudes and decisions related to eco-friendly purchases. For instance, males (Mean = 3.77, SD = 0.906) and females (Mean = 3.44, SD = 1.020) differ significantly in their belief that the price of eco-friendly products affects their purchasing decisions ($t = 2.147$, $p = 0.033$), with males showing a slightly higher sensitivity to price. Similarly, both genders agree that eco-friendly products contribute to health and enhance quality of life (Mean = 4.41, SD = 0.620), but the difference in their agreement levels is statistically significant ($t = 2.669$, $p = 0.008$). Furthermore, while both males and females strongly agree that using eco-friendly products is a responsibility toward environmental protection (Mean = 4.47, SD = 0.579), the t-test reveals a significant difference in their opinions ($t = 2.150$, $p = 0.033$). However, no significant differences were found in their trust toward the information provided on product packaging, with both genders showing moderate agreement (Mean = 3.49, SD = 0.915; $t = 1.256$, $p = 0.211$ and Mean = 3.89, SD = 0.737; $t = 0.738$, $p = 0.462$). Overall, the analysis of buying behavior shows a significant difference between males (Mean = 20.02, SD = 2.56) and females (Mean = 18.89, SD = 2.56) ($t = 2.718$, $p = 0.007$), suggesting that males exhibit a slightly higher inclination toward purchasing eco-friendly products compared to females. These findings highlight the influence of gender on consumer behavior and attitudes toward eco-friendly products, emphasizing the need for targeted marketing strategies that consider gender-specific preferences and perceptions. The study underscores the importance of addressing price sensitivity, health benefits, and environmental responsibility in promoting eco-friendly products, while also recognizing the nuanced differences in how males and females perceive and engage with such products.

Table 2: Independent t-test for significant differences between the opinion of Males and Female with respect to buying behaviour of the eco-friendly product

Buying Behaviour of eco-friendly product	Gender				t value	P value
	Male		Female			
	Mean	SD	Mean	SD		
Do you believe the price of eco-friendly products affects your decision to purchase them?	3.77	.906	3.44	1.020	2.147	0.033
Do you agree that eco-friendly products are good for your health and overall enhance your quality of life?	4.41	.620	4.41	.620	2.669	0.008
Do you agree that using eco-friendly products is environmental protection responsibility?	4.47	.579	4.47	.579	2.150	0.033
Do you agree the information given on the package of the products are always true?	3.49	.915	3.49	.915	1.256	0.211
Do you agree the information given on the package of the products are always true?	3.89	.737	3.89	.737	0.738	0.462
Overall Buying Behaviour	20.02	2.56	18.89	2.56	2.718	0.007

Source: Primary Data

Analysis of opinion towards the level of satisfaction with Eco-friendly products based on gender:

The independent t-test results presented in Table 3 reveal no statistically significant differences between the opinions of males and females regarding their level of satisfaction with eco-friendly products in Gangtok. For the statement, "Eco-friendly products are safe to use," males reported a slightly higher mean satisfaction score (Mean = 4.08, SD = 0.702) compared to females (Mean = 3.94,

SD = 0.705), but the difference was not statistically significant ($t = 1.251$, $p = 0.213$). Similarly, for the statement, "Quality and performance of eco-friendly products are better than non-eco-friendly products," males again showed a marginally higher mean satisfaction score (Mean = 3.85, SD = 0.828) than females (Mean = 3.76, SD = 0.715), but the difference was not significant ($t = 0.744$, $p = 0.464$). Regarding the availability of eco-friendly products, females reported a slightly higher mean satisfaction score (Mean = 3.37, SD = 0.978) compared to males (Mean = 3.32, SD = 0.926), but this difference was also not statistically significant ($t = 0.348$, $p = 0.727$). Finally, the overall satisfaction scores for males (Mean = 11.246, SD = 1.869) and females (Mean = 11.069, SD = 1.710) were nearly identical, with no significant difference ($t = 0.678$, $p = 0.535$). These findings suggest that gender does not play a significant role in influencing consumer satisfaction levels with eco-friendly products in Gangtok. Both males and females exhibit similar perceptions and satisfaction levels regarding the safety, quality, performance, and availability of eco-friendly products. This indicates that marketing strategies and product development for eco-friendly products do not need to be gender-specific in this context. Instead, efforts should focus on addressing broader consumer concerns, such as improving product availability, enhancing quality, and increasing awareness about the benefits of eco-friendly products, to boost overall satisfaction across all demographic groups. The results highlight the importance of understanding consumer behavior and satisfaction levels to design effective strategies that cater to the needs of all consumers, regardless of gender.

Table 3: Independent t-test for significant differences between the opinion of Males and Female with respect to the level of satisfaction with eco-friendly products

Level of satisfaction	Gender				t value	P value
	Male		Female			
	Mean	SD	Mean	SD		
"Eco-friendly products are safe to use.". Are You Satisfied with the above statement?	4.08	0.702	3.94	0.705	1.251	0.213

"Quality and Performance of eco-friendly products are better than non-eco-friendly products." Are you satisfied with the above statement	3.85	0.828	3.76	0.715	0.744	0.464
"Eco-Friendly Products are easily available." Are you satisfied with the above statement	3.32	0.926	3.37	0.978	0.348	0.727
Overall satisfaction	11.246	1.869	11.069	1.710	0.678	0.535

Source: Primary Data

Analysis of opinion towards the buying behaviour of the Eco-friendly product based on age group:

The ANOVA results presented in Table 4 reveal significant differences in the opinions of respondents across different age groups regarding their buying behavior toward eco-friendly products. The analysis indicates that age plays a significant role in shaping consumer perceptions and decisions related to eco-friendly products. For instance, the belief that the price of eco-friendly products affects purchasing decisions shows a statistically significant difference across age groups ($F = 3.911$, $p = 0.010$). Younger respondents (18-24 years) and older respondents (43-55 years) exhibited higher mean scores (3.47 and 3.77, respectively), suggesting that these groups are more sensitive to price considerations compared to the 32-42 age group, which had the lowest mean score (2.25). Similarly, the perception that using eco-friendly products is an environmental protection responsibility also varied significantly across age groups ($F = 3.007$, $p = 0.032$), with the 25-31 and 43-55 age groups showing stronger agreement (mean scores of 4.49 and 4.50, respectively). However, no significant differences were observed in the belief that eco-friendly products enhance health and quality of life ($F = 1.472$, $p = 0.224$) or in the trust toward information provided on product packaging ($F = 0.930$, $p = 0.428$ and $F = 1.646$, $p = 0.181$), indicating that these factors are perceived similarly across all age groups. Overall, the analysis of buying behavior ($F = 4.517$,

$p = 0.005$) demonstrates significant variation, with the 43-55 age group showing the highest overall mean score (20.13), followed by the 25-31 age group (20.01), suggesting that older consumers are more inclined toward eco-friendly purchasing behavior compared to younger age groups. These findings highlight the importance of age as a demographic factor influencing consumer attitudes and behaviors toward eco-friendly products, emphasizing the need for targeted marketing strategies that address the specific concerns and preferences of different age groups.

Table 4: ANOVA for significant differences between the opinions with respect to different age groups of people's for buying behaviour of the eco-friendly product

Buying Behaviour of Eco-friendly Product	Age group				F value	P value
	18-24	25-31	32-42	43-55		
Do you believe the price of eco-friendly products affects your decision to purchase them?	3.47 (0.944)	3.75 (0.90)	2.25 (0.500)	3.77 (1.152)	3.911	0.010
Do you agree that eco-friendly products are good for your health and overall enhance your quality of life?	4.15 (0.72)	4.38 (0.66)	4.00 (0.000)	4.32 (0.646)	1.472	0.224
Do you agree that using eco-friendly products is environmental protection responsibility?	4.16 (0.882)	4.49 (0.536)	4.00 (0.816)	4.50 (0.512)	3.007	0.032
Do you agree the information given on the package of the products are always true?	3.30 (1.009)	3.46 (0.867)	3.00 (0.000)	3.59 (0.796)	0.930	0.428

Do you agree the information given on the package of the products are always true?	3.77 (0.842)	3.93 (0.602)	3.25 (0.500)	3.95 (0.653)	1.646	0.181
Overall Buying Behaviour	18.84 (2.928)	20.01 (2.109)	16.50 (1.290)	20.13 (2.730)	4.517	0.005

Source: Primary Data

Analysis of opinion towards the level of satisfaction with eco-friendly products based on age group:

The ANOVA results presented in Table 5 reveal significant differences in the level of satisfaction with eco-friendly products across different age groups in Gangtok. The analysis indicates that there is a statistically significant difference in the satisfaction level regarding the statement, "Eco-friendly products are safe to use" ($F = 2.326$, $p = 0.007$). The mean satisfaction scores for this statement were highest among the 25-31 age group ($M = 4.17$, $SD = 0.587$), followed by the 32-42 age group ($M = 4.05$, $SD = 0.65$), the 18-24 age group ($M = 3.89$, $SD = 0.774$), and the 43-55 age group ($M = 3.60$, $SD = 0.894$). This suggests that younger consumers, particularly those aged 25-31, perceive eco-friendly products as safer compared to older age groups. However, no significant differences were observed in satisfaction levels regarding the statements, "Quality and performance of eco-friendly products are better than non-eco-friendly products" ($F = 0.812$, $p = 0.489$) and "Eco-friendly products are easily available" ($F = 0.316$, $p = 0.814$). The mean scores for these statements were relatively consistent across age groups, indicating that consumers generally share similar views on the quality, performance, and availability of eco-friendly products, regardless of age. Additionally, the overall satisfaction scores did not show significant variation across age groups ($F = 1.002$, $p = 0.394$), with the 32-42 age group reporting the highest overall satisfaction ($M = 11.45$, $SD = 1.85$), followed by the 25-31 age group ($M = 11.33$, $SD = 1.547$), the 18-24 age group ($M = 10.95$, $SD = 1.874$), and the 43-55 age group ($M = 10.40$, $SD = 2.509$). These findings suggest that while younger consumers, particularly those aged 25-31 and 32-42, exhibit slightly higher satisfaction levels with eco-friendly products, the differences are not substantial enough

to conclude that age is a major determinant of overall satisfaction. Instead, the results highlight that perceptions of safety are more influenced by age, whereas quality, performance, and availability are perceived similarly across all age groups. This implies that marketers and policymakers should focus on addressing safety concerns, particularly among older consumers, while continuing to emphasize the quality and availability of eco-friendly products to maintain satisfaction levels across all demographics.

Table 5: Anova for significant difference between the opinions of different age groups of people with respect to the level of satisfaction with eco-friendly products.

Level of satisfaction	Age group				F value	P value
	18-24	25-31	32-42	43-55		
"Eco-friendly products are safe to use.". Are You Satisfied with the above statement?	3.89 (0.774)	4.17 (0.587)	4.05 (0.65)	3.60 (0.894)	2.326	0.007
"Quality and Performance of eco-friendly products are better than non-eco-friendly products." Are you satisfied with the above statement	3.71 (0.82)	3.88 (0.73)	3.91 (0.68)	3.60 (0.54)	0.812	0.489
"Eco-Friendly Products are easily available." Are you satisfied with the above statement	3.36 (0.933)	3.28 (0.976)	3.50 (0.91)	3.20 (1.30)	0.316	0.814
Overall satisfaction	10.95 (1.874)	11.33 (1.547)	11.45 (1.85)	10.40 (2.509)	1.002	0.394

Source: Primary Data

Findings and Conclusion

The study aimed to explore consumer attitudes, buying behaviour, and satisfaction levels toward eco-friendly products in Gangtok, focusing on demographic factors such as gender and

age. The findings reveal several key insights into the perceptions and preferences of consumers regarding sustainable products, providing a comprehensive understanding of the factors influencing their adoption and satisfaction.

One of the primary findings of the study is the significant role of gender in shaping consumer attitudes and buying behaviour toward eco-friendly products. The independent t-test results indicate that males exhibit a slightly higher inclination toward purchasing eco-friendly products compared to females, particularly in terms of price sensitivity and the perception of environmental responsibility. Males were more likely to agree that the price of eco-friendly products affects their purchasing decisions, suggesting that affordability remains a critical factor for this group. On the other hand, both genders strongly agreed that eco-friendly products contribute to health and environmental protection, highlighting a shared recognition of the benefits of sustainable consumption. However, no significant gender-based differences were observed in satisfaction levels with eco-friendly products, indicating that both males and females perceive the safety, quality, and availability of these products similarly. This suggests that while gender influences purchasing behavior, it does not significantly impact overall satisfaction, emphasizing the need for gender-neutral marketing strategies that focus on universal benefits such as health, safety, and environmental protection.

Age also emerged as a significant factor influencing consumer behavior and satisfaction with eco-friendly products. The ANOVA results revealed that younger consumers, particularly those aged 25-31, perceive eco-friendly products as safer compared to older age groups. This age group reported the highest satisfaction levels regarding the safety of eco-friendly products, indicating a greater trust in their environmental and health benefits. However, no significant differences were observed across age groups in terms of perceptions of quality, performance, and availability, suggesting that these factors are universally valued regardless of age. Interestingly, older consumers (43-55 years) exhibited higher overall buying behavior scores, indicating a stronger inclination toward eco-friendly purchases compared to younger age groups. This finding challenges the common assumption that younger

consumers are more environmentally conscious and highlights the importance of targeting older demographics in sustainability campaigns. The study also found that price sensitivity varies across age groups, with younger and older consumers being more influenced by cost considerations. This underscores the need for pricing strategies that make eco-friendly products accessible to all age groups, particularly those with lower income levels.

The demographic profile of respondents further revealed that younger, educated, and digitally connected consumers are more likely to adopt eco-friendly products. The majority of respondents fell within the 18-31 age group and had higher education levels, indicating a correlation between education and environmental awareness. Additionally, the internet emerged as the primary source of information about eco-friendly products, emphasizing the role of digital platforms in promoting sustainable consumption. Despite the growing awareness and adoption of eco-friendly products, challenges such as limited availability, higher costs, and a lack of trust in product information persist. These barriers hinder the widespread adoption of sustainable products, particularly among lower-income and less-educated consumers.

The study's findings have important implications for policymakers, marketers, and environmental advocates. To promote eco-friendly products effectively, it is essential to address price sensitivity by offering affordable options and subsidies, particularly for lower-income consumers. Educational campaigns should focus on raising awareness about the long-term benefits of eco-friendly products, targeting both younger and older demographics. Marketers should leverage digital platforms to disseminate information and build trust in eco-friendly products, while also ensuring their widespread availability in local markets. Additionally, efforts should be made to enhance the quality and performance of eco-friendly products to meet consumer expectations and boost satisfaction levels across all demographic groups.

In conclusion, the study highlights the growing interest in eco-friendly products among consumers in Gangtok, driven by concerns for health, environmental protection, and sustainability. While gender and age influence consumer attitudes and buying behavior, satisfaction levels with eco-friendly products remain

consistent across demographic groups. The findings underscore the need for targeted strategies that address the specific concerns and preferences of different consumer segments, ensuring that eco-friendly products are accessible, affordable, and appealing to a broad audience. By addressing these challenges, stakeholders can foster a more sustainable and eco-conscious society, contributing to the global effort to combat environmental degradation and promote sustainable development. The study provides a foundation for future research on consumer behavior and sustainability, offering valuable insights for policymakers and businesses aiming to promote eco-friendly products in emerging markets.

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