

A Study on Homemakers Opinions Regarding the Use of Organic Products

SELSA S.

Associate Professor

Department of Home Science, Sree Narayana College for Women, Kollam (T.N.) India

ABSTRACT

Organic products are defined as goods produced by methods that comply with the standards of organic farming which must exclude synthetic pesticides, chemical fertilizers, and genetically modified organisms. Eco-friendly product manufacturing significantly affects sustainable green economy. Organic foods are produced by methods that comply with the standards of organic farming, which typically exclude synthetic pesticides, fertilizers, antibiotics, and GMOs. The organic food production aims to maintain environmental sustainability, improve soil fertility, and ensure animal welfare. The organic food market has seen significant growth, driven by increasing consumer awareness and demand for sustainable practices. 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. Consumer education and awareness are key factors driving the demand for eco-friendly products. Homemakers often associate eco-friendly products with higher costs but are willing to pay a premium if they believe in the product's efficacy and environmental benefits. The global market for eco-friendly products is projected to continue growing, driven by regulatory pressures and consumer preferences eco-friendly cosmetics market benefits significantly from social media and influencer marketing. Green cosmetics are gaining popularity as consumers become more conscious of the ingredients in their personal care products. Present study intending to explore the benefits and challenges associated with the adoption of organic products in everyday life.

Keywords: Home makers, Organic products, Consumers, Organic food, Environmental friendly, Cosmetics

INTRODUCTION

Consumers are becoming more concerned about the environment and looking for eco-friendly products as a result of an increase in ecological consciousness among people with the goal of protecting the environment, as the primary cause of environmental degradation is population growth and our consumption habits. When developing an eco-friendly product, both environmental and human safety must be considered. Many people are more environmentally conscious these days, and as a result, they choose environmentally friendly things over less environmentally friendly ones, even if they are more expensive. Consumer awareness is driving market transformation by encouraging the creation of more

environmentally friendly products (Sen and Bhattacharya, 2001). Customers in India are far less aware of the problems related to global warming than those in industrialized countries (Park and Ha, 2014). For marketing to be successful trends had to be identified and products, services, and labels had to be promoted in a way that increased customer intentions. Customers tend to buy environmentally friendly products, but their inconsistent activity keeps them from acting on this positive opinion. Eco-friendly products are those that are designed to have minimal negative effects on the environment, often made from natural, biodegradable, or recycled materials (Roberts and Gordon, 2016). Organic products, particularly in the context of food and cosmetics, refer to those produced without synthetic chemicals,

pesticides, or genetically modified organisms, adhering to specific regulatory standards. Organic products are characterized by their natural origin, absence of synthetic additives, and adherence to organic farming practices that promote biodiversity and soil health (Prakash and Pathak, 2017). When it comes to cosmetics, cleaning products, and food, the criteria for selecting organic products often include certifications, ingredient transparency, and the perceived benefits for health and the environment (Rossi *et al.*, 2018).

The Importance of using organic products cannot be overstated. Organic food is linked to numerous health benefits, including lower exposure to pesticides and a higher nutritional value. Furthermore, organic farming practices are environmentally sustainable, promoting soil health, reducing pollution, and conserving water (Koch *et al.*, 2022). Organic cosmetics and cleaning products also play a crucial role in reducing the household's chemical load, contributing to overall well-being and a safer living environment. Conventional products dominated the market due to their affordability and widespread availability. However, homemakers have gradually transitioned to organic products, influenced by the mounting evidence of the benefits associated with organic consumption. The products manufacturing cycle is causing many health related problem to humans and other species due to the toxic waste it expels (Koch *et al.*, 2022). But eco-friendly Products manufacturing reduces these ill effects and the products give a fresher and greener Life to the consumers. This will increase health and boost the immune system of customers. Homemakers play a crucial role in this transition, as they are often the primary decision-makers in purchasing household products. Their preference for organic and eco-friendly products is influenced by a combination of factors including health concerns, environmental consciousness, and the desire to support sustainable practices. Understanding homemakers' opinions on organic and eco-friendly products provides valuable insights into consumer behavior and the factors driving the market for sustainable goods. This project aims to explore these opinions, shedding light on the motivations, benefits, and challenges associated with the adoption of organic products in everyday life. The relevance of this topic is underscored by the increasing shift in consumer preferences towards more sustainable living practices. This shift is not just a trend but a response to the broader issues of environmental degradation, health risks

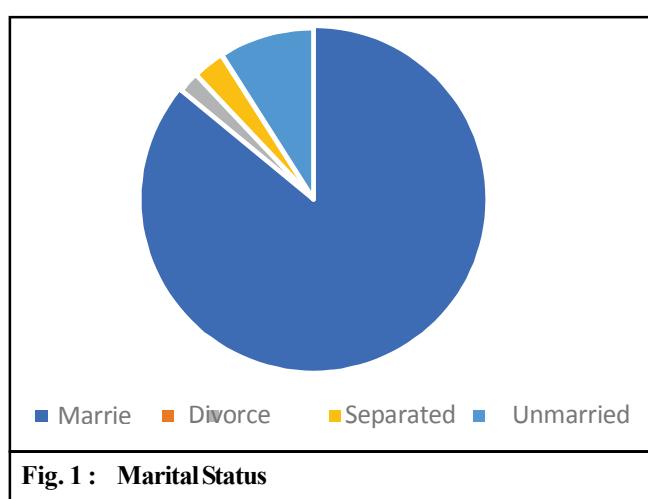
associated with synthetic chemicals, and the overall desire for a more natural lifestyle.

METHODOLOGY

The area selected for the study was Vadakkevila and Eravipuram zone of Municipal Corporation of Kollam district. Easy accessibility and convenience of the investigator to conduct the research was considered in selection of the area of study. Basic information was collected from home makers using a well designed questionnaire. Basic data was collected from a sample of one hundred home makers. The researcher personally approached the home makers and explained the need of the study. Filled in questionnaires were then collected on a later date. Data collection was completed in a time period of two months. The secondary data were collected and sourced from various publications, research reports, books, journals, research articles, and websites. Online libraries and digital depositories were utilized for this purpose (Kothari, 2006).

RESULTS AND DISCUSSION

The marital status is shown in Fig. 1. The figure reveals the marital status of the respondents, the majority (86%) of the respondents was married. Nine per cent of the respondents were unmarried, while Married Divorce Separated Unmarried divorcees and separated respondents make up only 2% and 3% of the respondents, respectively.



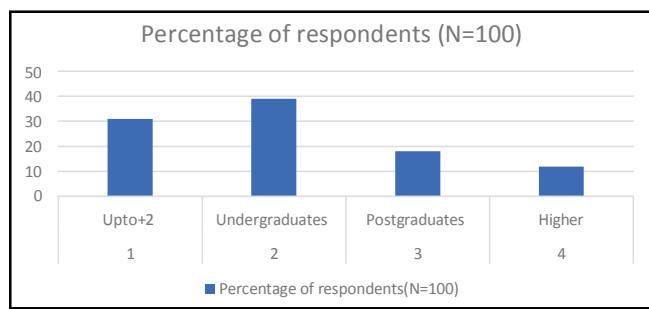
The age of the respondents is shown in Table 1. The table presents the distribution of respondents across

different age groups and their corresponding percentages. The age groups range from 18 to 59 years, the majority of the respondents fall within the age brackets of 31-40 years (39%). Thirty six per cent of the respondents were in the age group of 18 to 30 years. Sixteen per cent were in the age group of 41 to 50 years and only 9% of the respondents were above 50 years of age.

Table 1 : Age of Respondents

Sr. No.	Age (years)	Percentage of respondents (N=100)
1.	18-30	36
2.	31-40	39
3.	41—50	16
4.	Above 50	9

The educational qualification of respondents is shown in Fig. 2. The figure represents the educational qualifications of respondents. Among the respondents, majority (39%) of them were under graduates. Thirty nine per cent of the respondents were qualified up to +2. Eighteen per cent of the respondents were Postgraduates and 12% of the respondents had even higher educational qualifications.

**Fig. 1 : Educational qualifications**

The occupational status is shown in Table 2. The table reveals the respondent's occupational status. Majority (68%) of the respondents were unemployed. Twenty nine per cent of the respondents were employed in the private sector, and only three per cent of the respondents were employed in public sector.

Table 2 : Occupation of the respondent

Sr. No.	Occupational status	Percentage of respondents (N=100)
1.	Public sector	3
2.	Private sector	29
3.	Unemployment	68

The family income is shown in Table 3. The table reveals the respondent's family income per month. Family

income of the respondents in the study ranges from Rs. 45000 to Rs. 100000. The majority (92%) of the respondents in the study had a monthly income of Rs. 50000 and below. Seven per cent of the respondents belonged to a monthly family income bracket of Rs. 51000 - Rs.100000, and only one percentage of respondents had a monthly family income of Rs. 100000 and above.

Table 3 : Family income

Sr. No.	Family income per month in Rupees	Percentage of respondents (N=100)
1.	50000 and below	92
2.	51000-100000	7
3.	Above 100000	1

The usage of organic products is shown in Table 4. The table reveals the utilization of organic products among respondents. A majority (82%) of the respondents used organic products and only 18% respondents reported not using organic products.

Table 4 : Usage of organic products

Sr. No.	Usage of organic products	Percentage of respondents (N=100)
1.	Yes	82
2.	No	18

The level of awareness about eco friendly products is shown in Table 5. The table provides insight into the level of awareness among respondents regarding eco-friendly products across various dimensions. Each row represents a distinct aspect of awareness regarding eco-friendly products, while the columns denote different levels of awareness: "Highly aware," "Aware," "Partially aware," and "Not aware. Regarding "Environmental issues and eco concerns", majority (43%) of respondents reported being aware, 37% respondents were highly aware, 16% respondents were partially aware, and only 4% not aware. Fifty three per cent of the respondents were aware, 30% were highly aware, 11% were partially aware, and only 6% were not aware of the Concepts of 3-R (Reduce, Reuse and Recycle). Regarding Environmental phrases, eco labels and symbols, majority (43%) of the respondents were aware, 26% were partially aware 23% were highly aware and only 8% were not aware. Around one half (49%) of the respondents were aware, 21% were partially aware, 20% were highly aware and 10% were not aware of Adoption of green marketing practices/strategies. Regarding familiarity about environmental certification. 40% of the respondents

Table 5 : Level of awareness about organic products

Sr. No.	Level of awareness about Organic products	Percentage of respondents(N=100)			
		Highly aware	Aware	Partially aware	Not aware
1.	Environmental issues and eco concerns	37	43	16	4
2.	Concepts of 3-R (Reduce, Reuse and Recycle)	30	53	11	6
3.	Environmental phrases, eco labels and symbols	23	43	26	8
4.	Adoption of green marketing practices/strategies	20	49	21	10
5.	Characteristics of green products	27	37	26	10
6.	Familiar about environmental certification	17	40	26	17

were aware, 26% were partially aware and 17% was highly aware and not aware, respectively.

The category of organic products purchased is shown in Table 6. The table reveals the types of organic products purchased by the respondents. Majority of the respondents (60.97%) purchased organic food. Organic cleaning items were purchased by 29.26% respondents. Organic cosmetics were purchased by 21.95% respondents. Convenience goods were purchased by 17.07% respondents, and organic fertilizers was purchased by 10.97%.

Table 6 : Category of organic products purchased

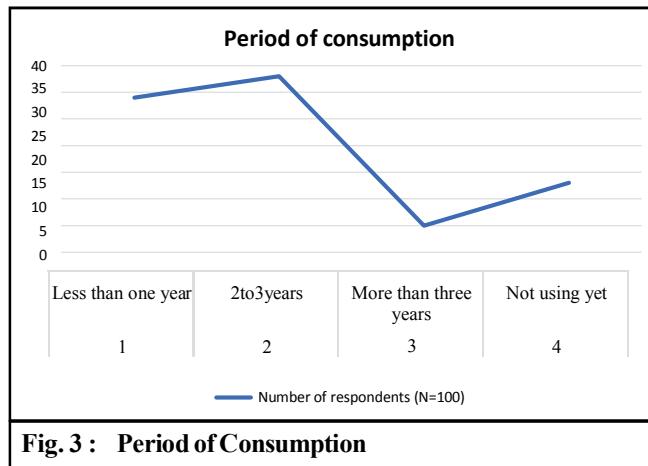
Sr. No.	Organic products purchased*	No. of respondents (N=82)	Percentage of respondents (N=82)
1.	Food	53	60.97
2.	Convenience goods	14	17.07
3.	Cosmetics	18	21.95
4.	Fertilizers	9	10.97
5.	Cleaning items	24	29.26

The reason for not purchasing organic products is shown in Table 7. This table illustrates the reasons why individuals refrain from purchasing organic products. Lack of awareness was the reason cited by majority (72%) of the respondents. High price was cited by 50 % respondents. Short life span of products was as a deterrent for 33% respondents and Low availability was the reason reported by 16.7% respondents.

Table 7 : Reason for not purchasing organic product

Sr. No.	Reason for not Purchasing Organic product*	No. of respondents (N=18)	Percentage of respondents (N=18)
1.	Short life span of products	6	33.3%
2.	High price	9	50%
3.	Low availability	3	16.7%
4.	Lack of awareness	13	72%

The period of using organic products are shown in Fig. 3. It represent the duration for which respondents have been using organic products. Majority (38%) of the respondents have been using organic products for 2 to 3 years. Thirty four per cent of the respondents have been using organic products for less than one year. 18% of the respondents are not using organic products yet and 10% of the respondents has been using organic products for more than three years.

**Fig.3 : Period of Consumption**

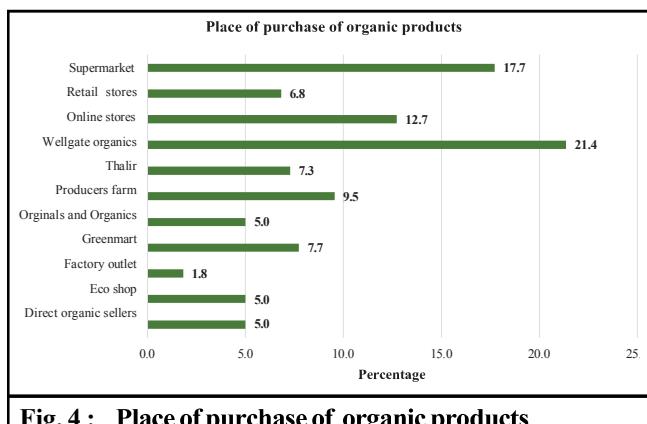
The reason for use of organic products is given in Table 8. Table reveals the reasons for using organic products. A significant (97.6%) of respondents use organic products because they believe they are safe to use. A significant 95.12% of respondents used organic products to maintain good health. Almost all, 96.3% of respondents used organic products because of the quality of goods. A large majority (87.8%) of respondents used organic products because of their perfect taste. A large majority (84.1%) of respondents used organic products to protect the environment. About (53.7%) of respondents used organic products because they can be recycled or reused. Give Full Satisfaction: About 34.1% of respondents used organic products because they give full satisfaction. Only 13.4 % of respondents used organic products because

Table 8 : Reason for use of organic products

Sr. No.	Reason for use of organic products	No. of respondents (N=82)	Percentage of respondent (N=82)
1.	Safe to use	79	97.6
2.	Can be recycled/reused	44	53.7
3.	Protect the environment	69	84.1
4.	Feel responsible	11	13.4
5.	Give full satisfaction	28	34.1
6.	Maintain good health	80	95.12
7.	Quality of goods	78	96.3
8.	Perfect taste	72	87.8

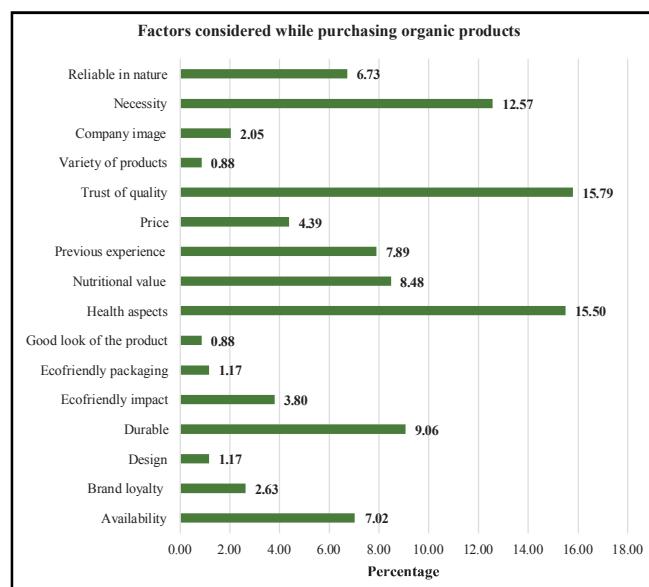
they feel responsible.

Fig. 4 reveals the outlets from where organic products were purchased by the respondents. More than one half(21.4%) of respondents purchased these products from Well gate Organics. Almost half (17.7%) of respondents purchased these products from supermarkets. About 12.7% of respondents purchased these products from online stores. About 18.3% of respondents purchased organic products from retail stores. About 5% of respondents purchased these products from direct organic sellers. About 13.4% of respondents purchased these products from Eco Shop, Originals and Organics shop and from Producers Farm, respectively. About 7% of respondents purchased these products from Green Mart. About 7.3% of respondents purchased these products from Thalir. Only a small percentage 1.8% of respondents purchased these products from factory outlets.

**Fig. 4 : Place of purchase of organic products**

The Fig. 5 reveals the factors considered while purchasing organic products. The majority (15.79%) of respondents consider the quality of the product. A significant (15.50%) percentage of respondents consider the health aspects of the product. About 12.57% of

respondents consider the necessity of the product while purchasing. About 6.73% of respondents consider the reliability of the product. About 8.85% of respondents consider the nutritional value of the product and durability of the product, respectively. About 7.89% of respondents consider their previous experience with the product. About 7.02% of respondents consider the availability of the product. About 4.39 % of respondents consider the price of the product. About 3.80 % of respondents consider the eco-friendly impact of the product and their loyalty to the brand, respectively. Company's image was considered by 2.05 % of respondent's. Only 1.17 % of respondents consider the eco-friendliness of the product's packaging and design of product respectively. Availability of variety of products and good look of the product were considered by 0.88 % respondents, respectively.

**Fig. 5 : Factors considered while purchasing organic products**

The organic food brands used is in Fig. 6. Table reveals the brands of organic foods used by the respondents. Organic India is the most used brand with 37.8% of respondents using it. Natures harvest was used by 32.9% respondents. Garden fresh food was used by 25.6% respondents. Harvest Haven also have a significant number of users, with 23.2%. Walgreen farm was used by 15.9% respondents. Just organics was used by 9.8% respondents. Organic Origins and Greens Galore was used by 8.55 respondents, respectively. Simply organic was used by 7.3% respondents. Conscious food and Nature's Natures was used by 4.9% respondents,

respectively. Vision fresh, Wild roots and Green Gourmet was used by 3.7% respondents respectively. Sprouting fresh and Nutriorg was used by 2.4% respondents, respectively.

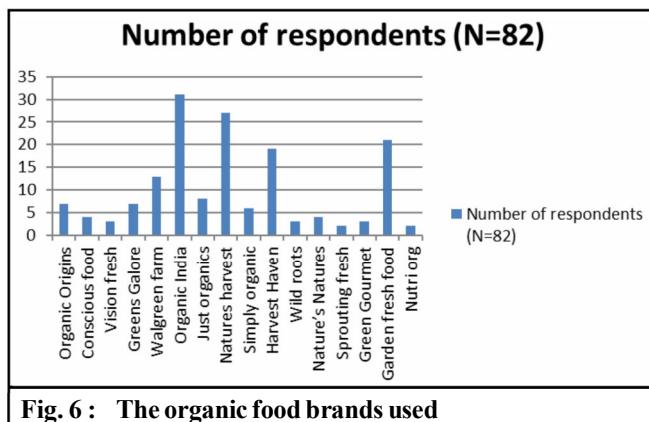


Fig. 6 : The organic food brands used

The eco friendly cosmetic brands used is given in Fig. 7. The figure presents the usage of organic cosmetics brands among respondents. A significant number of respondents (28%) are not using any cosmetic brands. Mama earth is the most popular brand among the respondents, with 25.6% using it. Botique follows as the second most used brand at 22%. Forest Essentials are used by 9.8% respondents. Khadi naturals reused by 8.5% respondents. Organic harvest is used by 4.9% respondents. Just herbs and Skin Kraft are used by 2.4% of respondents, respectively. Brands like Rustic and Art, Pure Bubbles have the least usage with only 1.2% respondents using them, respectively.

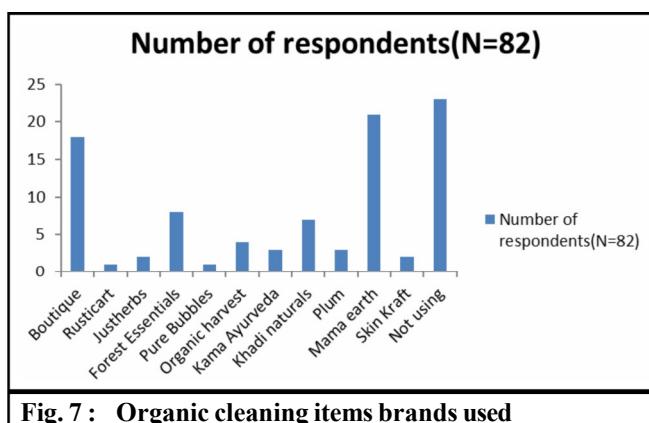


Fig. 7 : Organic cleaning items brands used

The Fig. 8 reveals the usage of organic cleaning items among respondents. Majority (17.1%) of respondents are not using any organic cleaning items. Amway and Organic Basics are the most commonly used

brands, each by 8.5% of respondents. Clorox Eco Clean and Sacred Earth are next, with 7.3% respondents using it, respectively. Brands like Koparo, Biome, Happy Planet and Ecosys are used by 3.7% respondents, respectively. Some brands like Westar, MOAM organics, Jaavi, and Vooki are used by only 1.2% of respondents, respectively.

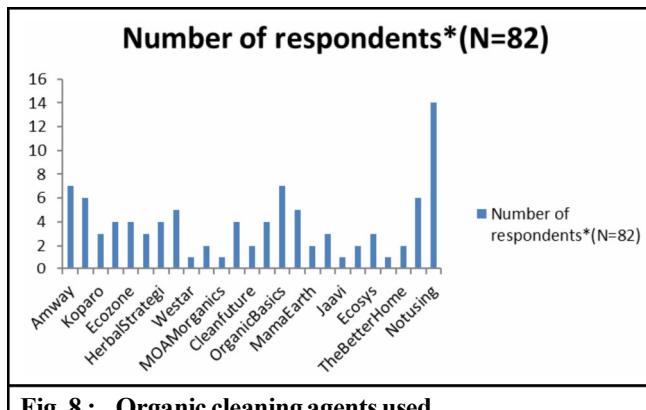


Fig. 8 : Organic cleaning agents used

The opinion towards price of organic products is shown in Table 9. Majority (30%) of the respondents find organic products to be expensive followed by (29%) respondents opines that the prices of organic products are Moderate in price, which indicating a mixed perception of affordability among the surveyed group and (23%) consider organic products to be Very Expensive.

Table 9 : Respondents opinion towards price of organic product

Sr. No.	The price of organic products	Number of respondents (N=82)
1.	Very Expensive	23
2.	Moderate	29
3.	Expensive	30

The advantages of using organic products are shown in Fig. 9. Majority (96.3%) of the respondents recognize that organic products are safer for health. These products typically avoid harmful chemicals and allergens, making them a healthier choice. Protection from Harmful Chemicals/Hormones were the advantages of using organic products reported by 80.5% respondents. Around three fifth (65.9%) of the respondents reported that organic products, especially in the food industry, are highly nutritious. Around one half (47.6%) of the respondents appreciate that organic products are less likely to cause allergies. 34.1% respondents emphasize that using organic products directly contributes to environmental protection. Reduces Environmental Damage was the advantage

reported by 33% respondents Possibility of Recycling was reported by 20.7% respondents. Around one fifth (18.3%) of the respondents appreciate that organic products often offer better quality. The advantages of using organic products are shown in Fig. 6. Majority (96.3%) of the respondents recognize that organic products are safer for health. These products typically avoid harmful chemicals and allergens, making them a healthier choice. Protection from Harmful Chemicals/Hormones were the advantages of using organic products reported by 80.5% respondents. Around three fifth (65.9%) of the respondents reported that organic products, especially in the food industry, are highly nutritious. Around one half (47.6%) of the respondents appreciate that organic products are less likely to cause allergies. 34.1% respondents emphasize that using organic products directly contributes to environmental protection. Reduces Environmental Damage was the advantage reported by 33% respondents. Possibility of Recycling was reported by 20.7% respondents. Around one fifth (18.3%) of the respondents appreciate that organic products often offer better quality.

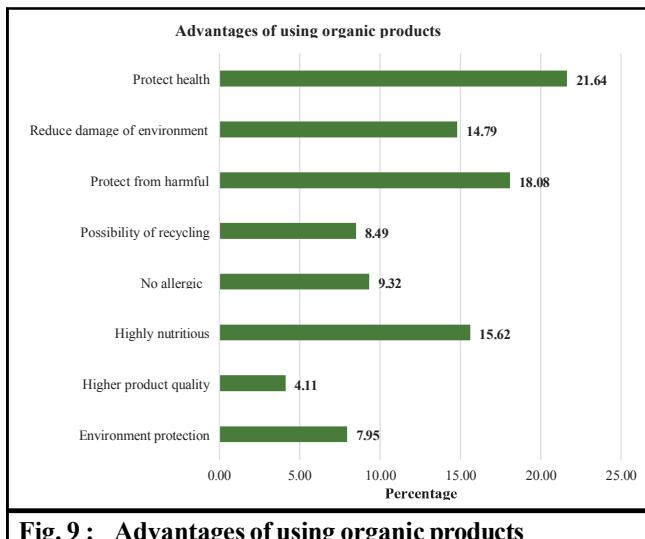


Fig. 9 : Advantages of using organic products

While organic items offer numerous benefits, it's essential to consider some drawbacks as well. The disadvantages of using organic products is shown in Fig. 10. High price of the products is the disadvantages reported by majority (51.2%) of the respondents .Quick spoilage of items was the reason reported by 35.4% respondents. Thirty nine percent respondents reported that organic products are not easily available. No disadvantages were reported by 20.73% respondents.

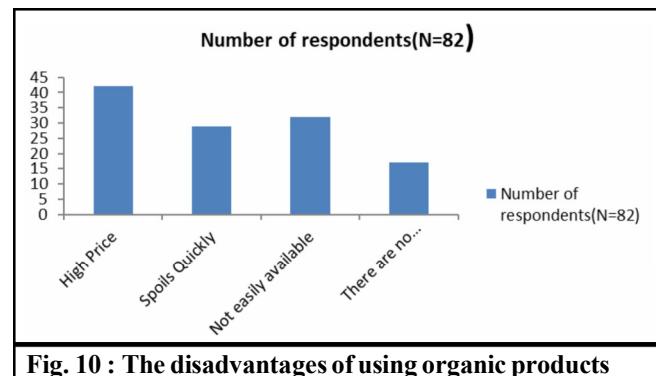


Fig. 10 : The disadvantages of using organic products

The Reason for the willingness to pay more for eco friendly products is shown in Table 10. Majority (87.8%) of the respondents are willing to pay more for organic products as they are better in quality. Health benefits were the reason reported by (84.1%) respondents for the willingness to pay more for organic products. Reason reported by 13.4% respondents for not willing to pay more for organic products is that it does not contribute to the degradation of the environment. Feel involved in environment protection and in long run the cost of organic products is lower due to reuse are the reasons reported by 11% respondents, respectively for the willingness to pay more for organic products.

Table 10 : Reason for the willingness to pay more for organic products

Sr. No.	Reason for the willingness to pay more for organic products.	No. of respondents (N=82)	Percentage of respondents N=82)
1.	In the long run, the cost is lower due to reuse	9	11
2.	For health benefits.	69	84.1
3.	They have a better quality	72	87.8
4.	It does not contribute to the degradation of the environment	11	13.4
5.	Feel involved in environment protection	9	11
6.	Not willing to pay more	6	7.3

The reason for not willing to pay more for eco friendly products is shown in Fig. 11. The table represents the reasons for not willing to pay more for organic products. Low family income was the reason reported by majority (35.59) respondents for their non willingness to pay more for organic products. Lack of information was the reason reported by 36.44 respondents for not willing to pay more for organic products. Doubt in quality and originality of

the products was the reason reported by 27.96% respondents for not willing to pay more for organic products.

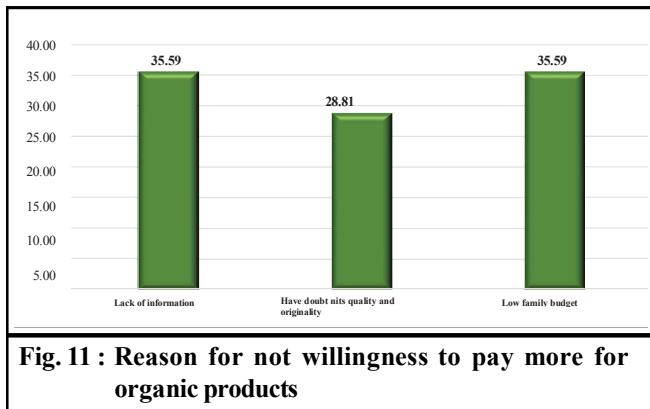


Fig. 11 : Reason for not willingness to pay more for organic products

The amount spent in a month for buying eco friendly products is shown in Table 11. The table reveals the amount spent by respondents in a month for purchasing organic products. Majority (73.1%) of the respondents spent less than 3000 rupees per month on organic products. 15.9 per cent respondents fall into a spending range of Rs. 3001 to Rs. 5000 per month and 8.5% respondents spend between Rs. 5001 and Rs. 7000 per month. Only 2.4 % respondents spend above Rs. 7001per month on organic products.

Table 11 : Amount spent in a month for buying organic products			
Sr. No.	Amount spent in a month for buying organic products	Number of respondents (N=82)	Percentage of respondents (N=82)
1.	Less than 3000	60	73.1
2.	3001 to 5000	13	15.9
3.	5001 to 7000	7	8.5
4.	Above 7001	2	2.4

The organic label is granted to products produced without the use of synthetic chemicals, in accordance with government regulations that ensure environmental sustainability. Eco-friendly product manufacturing and its use can significantly affect a sustainable green economy. High CO₂ emissions through different resources, such as excessive crude oil consumption (Mustafa *et al.*, 2021) and plastic products or other environmentally unfriendly materials, cause damage to the ecological system. Turning consumers' behaviour toward the use of eco-friendly products is a challenge. If people are successfully motivated to buy and use eco-friendly products, the

dream of a sustainable green economy can be achieved. The world's natural resources are inextricably tied to human communities, and human societies are reliant on these natural resources. Green marketing promotes products based on their environmental benefits, including sustainable production and eco-friendly materials. According to Smith and Jones (2016), organic food is defined as food produced by methods that comply with the standards of organic farming, which typically exclude synthetic pesticides, fertilizers, antibiotics, and GMOs. According to Green and White (2017), organic cosmetics include skin care, hair care, and makeup products that derive at least 95% of their ingredients from organically farmed sources. Green cosmetics are gaining popularity as consumers become more conscious of the ingredients in their personal care products (Kim and Chung, 2014). Eco-labels play a crucial role in the marketability of eco-friendly products by providing assurance and information to consumers (Sammer and Wüstenhagen, 2006). Islam and Xiaoying (2016). narrated the rise in interest of the young consumers of India in Purchasing eco-friendly packaged products. Fatima and Yusuf (2015) showed that consumers had a positive attitude and favorable perception towards green products or eco-friendly Products and they were positively and significantly related to each other. 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. In a study by Luchs *et al.* (2010), it was found that specific product attributes, such as eco-labels and biodegradable packaging, significantly influence consumer purchase intentions for eco-friendly products. Consumers associate these attributes with higher quality and environmental benefits (Luchs *et al.*, 2010). Research indicates that consumers are willing to pay a premium for organic and eco- friendly food products due to health and environmental benefits. The organic food market has seen significant growth, driven by increasing consumer awareness and demand for sustainable practices (Aertssens *et al.*, 2014). Transitioning to organic farming can be costly for farmers, but long-term benefits include higher profit margins and access to niche markets (Tuck *et al.*, 2013). The demand for organic and eco-friendly food products has seen a significant rise, impacting both pricing strategies and market dynamics (Johnson, 2018). Consumer education and awareness are key factors driving the demand for eco-friendly products. The Study titled "Homemakers 'Attitudes Towards Eco-Friendly

Products in the UK. The study recommended increased consumer education and financial incentives to promote eco-friendly product adoption.

Conclusion:

In conclusion, while there is a strong preference and willingness among respondents to adopt organic products for health and environmental reasons, challenges such as cost and awareness persist. Efforts to educate consumers and make organic products more accessible and affordable could potentially expand their adoption further in the market.

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