

Assessment of Knowledge & Awareness of Indian Home-makers towards Eco-friendly Products

Rupal Hooda* and Adiel Chiba N Sangma

Department of FRM, CCS Haryana Agricultural University, Hisar-125113
E-mail: hooda.rupal1994@gmail.com

Abstract—Eco-friendly materials help in reducing energy consumption, water and air pollution, waste-generation. They also reduce the destruction of natural habitats and biodiversity leading to sustainable development. Therefore, the present study was conducted in Hisar district of Haryana state. A pre-structured interview schedule was prepared and data was collected from home-makers. A total sample size of the study was 60 respondents. 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. 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. 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 %) and 40.0 percent of the respondents had wood work in their homes. 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: Eco-friendly, Knowledge, Awareness and green products.