

**A STUDY ON CUSTOMERS PREFERENCE AND INFLUENCING
FACTORS TOWARDS ECONOMIC-FRIENDLY PRODUCTS**

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Abstract

Eco- friendly products may increasingly attractive as a business strategy. Producing truly eco-friendly products keeps both environment and human safety. A lot of companies have taken the initiative to produce Eco-friendly toys and games for children which can be recycled or conserved products with natural elements and agreed chemicals.

Keywords: Eco-friendly, Environmental, Agreed chemicals

INTRODUCTION

Many people today are acutely aware of the damage inflicted on our planet by mankind and are making a conscious effort to minimize their own part in this by adopting a lifestyle which reduces their individual consequence. So many different things can negatively influence the environment, such as not using proper measures when disposing of products. Eco-friendly products may seem to be more expensive, but long-term they are actually more professional. These products are typically made from recycled materials and are sturdy, withstanding most drops, kicks, and dishwashers.

STATEMENT OF THE PROBLEM

Green marketing has one of the major areas of interest for marketers as it may give economical benefits and it requires investment in terms of technology benefits to customers. Major companies in India have started marketing their products as eco-friendly .However no much research with relevant to green marketing in India and



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