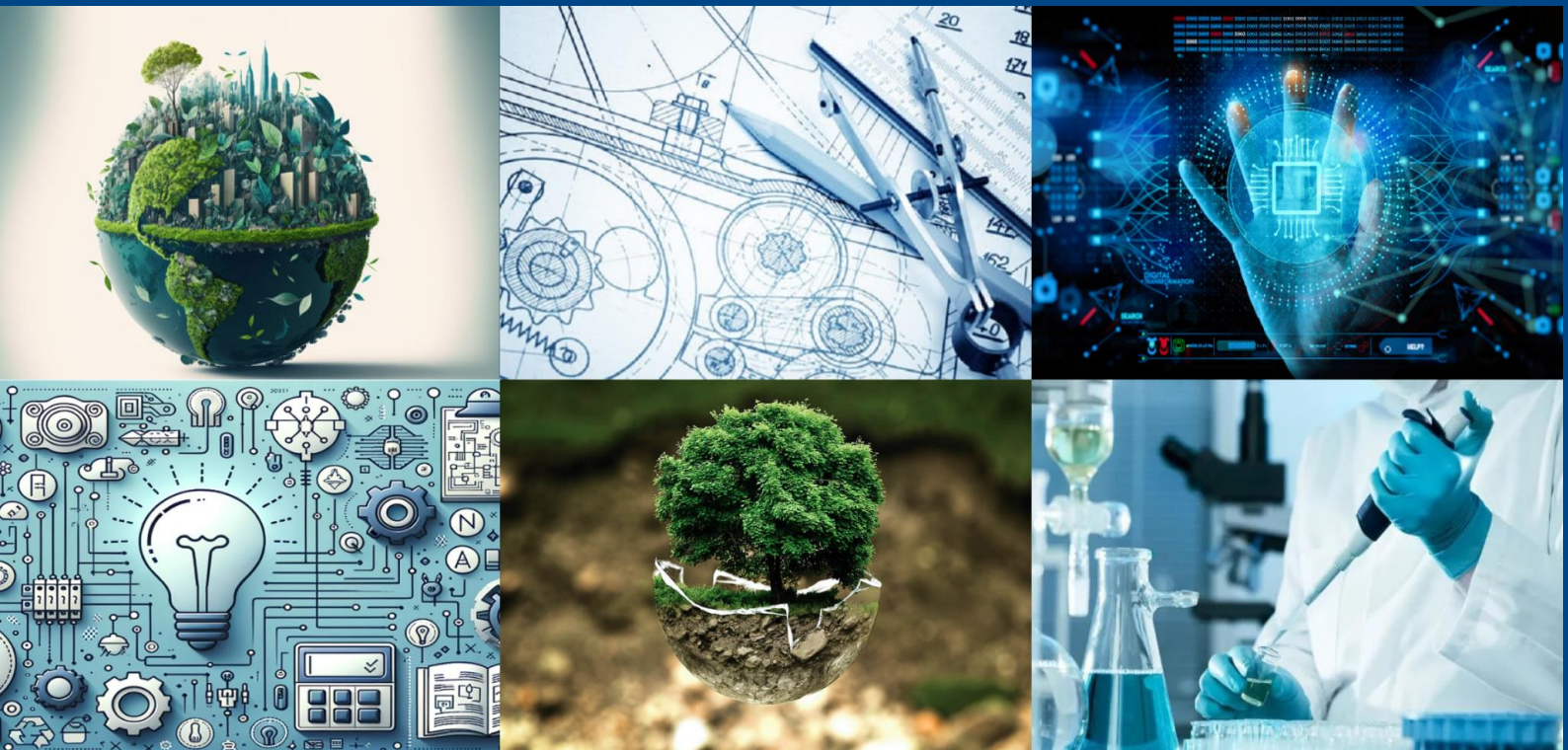




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## International Journal of Multidisciplinary Research in Science, Engineering and Technology (IJMRSET)

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# Green Consumerism: An Investigation into the Buying Behaviour of Environmentally Conscious Consumers

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**ABSTRACT:** Green consumerism has emerged as a significant trend as consumers increasingly prioritize sustainability in their purchasing decisions. This study examines the buying behaviour of environmentally conscious consumers, focusing on the key factors influencing their choices, including eco-labels, sustainable production, ethical considerations, price sensitivity, and social influence. It also explores the challenges consumers face, such as premium pricing, green washing, and limited accessibility of eco-friendly products.

Through an in-depth analysis of consumer behaviour and market dynamics, this research provides valuable insights for businesses, policymakers, and marketers to develop effective strategies that promote sustainable consumption. The findings emphasize the critical role of corporate social responsibility, transparent marketing practices, and supportive government policies in fostering green consumerism. By addressing the barriers to sustainable purchasing and enhancing consumer awareness, this study contributes to the broader goal of environmental sustainability and responsible consumption in modern markets.

**KEYWORDS:** Green consumerism, sustainable consumption, environmentally conscious consumers, eco-friendly products, ethical consumer behaviour, eco-labels, corporate social responsibility (CSR), green marketing, sustainable production, environmental awareness, green washing, sustainable market trends.

## I. INTRODUCTION

The growing environmental concerns worldwide have led to the emergence of green consumerism, where consumers actively seek environmentally friendly and sustainable products. Green consumerism promotes ethical consumption by encouraging individuals to choose products and services that minimize harm to the environment. This shift in consumer behaviour is driven by increased awareness of climate change, resource depletion, pollution, and corporate sustainability efforts.

Environmentally conscious consumers consider multiple factors when making purchasing decisions, such as eco-labels, sustainable packaging, fair trade practices, and energy efficiency. The demand for green products has influenced businesses to adopt sustainable production, eco-friendly packaging, and ethical sourcing to remain competitive in the market. However, despite the growing trend, various challenges persist, including higher costs, limited availability, and greenwashing—a deceptive practice where companies falsely claim to be environmentally responsible.

This study aims to investigate the buying behaviour of environmentally conscious consumers by examining the factors influencing their purchasing decisions, their level of awareness, and the barriers they face in adopting green products. By analysing these aspects, this research seeks to provide insights for businesses, policymakers, and marketers on how to enhance sustainable consumer engagement. Additionally, it will contribute to a broader understanding of green consumerism's role in shaping sustainable market trends and promoting global environmental responsibility.

## OBJECTIVE OF THE STUDY

- To identify the demographic factor that influences green consumerism.



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- To explore the relationship between environmental awareness and green consumer behaviour.

### SCOPE OF THE STUDY

This study examines the buying behaviour of environmentally conscious consumers, analyzing key factors such as eco-labels, ethical sourcing, sustainability, and price sensitivity that influence their purchasing decisions. It also explores the challenges associated with green consumerism, including green washing, premium pricing, and limited product availability. The findings provide valuable insights for businesses, policymakers, and marketers to develop strategies that promote sustainable consumption. By assessing consumer trends and market dynamics, this research contributes to a deeper understanding of green consumerism's impact on sustainable market development and environmental responsibility.

### STATEMENT OF PROBLEM:

The rising environmental concerns and increasing consumer awareness have led to a shift toward green consumerism. However, challenges such as high costs, limited availability, and greenwashing hinder its adoption. This study investigates the factors influencing environmentally conscious buying behavior and the barriers affecting sustainable consumption in the Indian market.

## II. RESEARCH METHODOLOGY

This study adopts a descriptive research design using both quantitative and qualitative methods to analyze the buying behaviour of environmentally conscious consumers. Primary data is collected through surveys and interviews, while secondary data is sourced from academic journals, industry reports, and market studies. A non-probability sampling technique, such as purposive or convenience sampling, is used to target consumers who actively engage in sustainable purchasing. Data analysis involves statistical tools for quantitative data and thematic analysis for qualitative responses to identify key trends and insights. Ethical considerations, including confidentiality, informed consent, and voluntary participation, are strictly followed. This methodology ensures a comprehensive understanding of the factors influencing green consumerism, its challenges, and its impact on market trends.

### SAMPLE

The sample for this study consists of environmentally conscious consumers who actively engage in sustainable purchasing. These individuals prefer eco-friendly products, sustainable brands, and ethical consumption practices. The sample is selected based on their awareness and willingness to adopt green consumerism.

### SAMPLING DESIGN

This study employs a non-probability purposive sampling method, targeting consumers who demonstrate active participation in sustainable purchasing behaviors. The sample size is determined based on feasibility and relevance to ensure meaningful analysis and representation of green consumer behavior.

### DATA COLLECTION

The study utilizes both primary and secondary data to gain a well-rounded understanding of green consumerism. Primary data provides firsthand insights into consumer behavior, while secondary data supports the research with existing literature and market trends.

- **Primary Data**  
Primary data is gathered through structured surveys and semi-structured interviews. Surveys include closed-ended and Likert scale questions to measure consumer preferences, awareness, and challenges. Interviews provide qualitative insights into the motivations and barriers faced by consumers in adopting green products.
- **Secondary Data**  
Secondary data is sourced from academic journals, industry reports, government policies, sustainability market studies, and corporate sustainability reports. These sources help analyse market trends, corporate sustainability initiatives, and regulatory influences on green consumerism.



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### TOOLS FOR THE STUDY

Statistical methods involved in carrying out a study include planning, designing, collecting data, analyzing, drawing meaningful interpretation and reporting of the research findings.

The statistical tools used in this project are

1. Simple percentage analysis
3. Chi-Square Analysis

### III. REVIEW OF LITERATURE

1. **Saxena, R., & Khandelwal, P. K. (2010).** Sustainable Development through Green Marketing: The Industry Perspective. *The IUP Journal of Marketing Management*, 9(2), 50-60. This study highlights the role of green marketing in promoting sustainable development, emphasizing corporate responsibility and consumer awareness as key drivers of green consumerism.

2. **Gupta, S., & Ogden, D. T. (2009).** To Buy or Not to Buy? A Social Dilemma Perspective on Green Buying. *Journal of Consumer Marketing*, 26(6), 376-391. The research explores the psychological barriers to green purchasing, addressing the attitude-behavior gap and the influence of social norms on environmentally conscious buying decisions.

3. **Sharma, N., & Dayal, R. (2016).** Consumer Awareness and Preferences for Green Products in India. *Journal of Business and Economic Policy*, 3(2), 11-22. This paper examines the increasing consumer preference for eco-friendly products in India, analyzing factors such as environmental concern, price sensitivity, and product availability.

4. **Choudhary, R., & Gokarn, S. (2018).** Green Consumerism: Analyzing the Shift in Consumer Preferences Towards Sustainability. *International Journal of Environmental Studies*, 75(4), 581-599. The study investigates the emerging trend of green consumerism in India, highlighting the impact of government regulations, corporate sustainability initiatives, and consumer awareness campaigns.

5. **Mishra, P., & Sharma, P. (2020).** Green Consumer Behavior in India: Trends, Challenges, and Future Scope. *Sustainability Journal*, 12(11), 4627. This research provides insights into the evolving green consumer market in India, discussing key challenges such as greenwashing, affordability, and limited accessibility of sustainable products.

### IV. OVERVIEW OF GREEN CONSUMERISM

Green consumerism refers to the practice of purchasing products and services that are environmentally friendly, sustainable, and ethically produced. It is driven by growing awareness of environmental issues such as climate change, pollution, deforestation, and resource depletion. Consumers are increasingly prioritizing eco-friendly packaging, biodegradable materials, organic products, energy-efficient appliances, and ethical sourcing in their purchasing decisions.

Businesses and governments worldwide are responding to this shift by promoting sustainable production methods, green certifications, and environmental regulations. However, challenges such as higher costs, greenwashing, and limited availability still hinder the widespread adoption of green consumerism. Despite these barriers, the movement continues to grow, influencing corporate strategies and shaping global market trends.

#### Influence of Green Consumerism in India

In India, green consumerism is gaining momentum as environmental concerns become more pressing. Rapid industrialization, urbanization, and climate challenges have heightened awareness about sustainability, leading to an increased demand for eco-friendly products, sustainable fashion, organic food, and energy-efficient appliances.

#### INFLUENCES OF GREEN CONSUMERISM IN INDIA:

##### 1. Government Policies and Regulations

Initiatives like the Plastic Waste Management Rules, Bureau of Energy Efficiency (BEE) star ratings, and FSSAI organic certification encourage sustainable consumption.

The Swachh Bharat Abhiyan (Clean India Mission) promotes waste reduction and eco-conscious behaviour.



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### 2. Corporate Sustainability Efforts

Indian companies are adopting corporate social responsibility (CSR) initiatives, such as sustainable sourcing and carbon footprint reduction.

Brands like Tata, ITC, and Fab India are promoting eco-friendly alternatives in their product lines.

### 3. Consumer Awareness and Changing Preferences

Increasing awareness through media, influencers, and environmental campaigns has driven consumer interest in sustainable living.

Young consumers and urban populations are willing to pay a premium for eco-friendly and ethically sourced products.

### 4. Growth of the Organic and Eco-Friendly Market

India's organic food sector is expanding, with a rising demand for chemical-free produce and Ayurveda products.

Sustainable fashion brands, such as No Nasties and B Label, are promoting ethical clothing.

### 5. Challenges and Barriers

Higher costs of sustainable products limit affordability for middle and lower-income groups

Green washing remains a concern, as some brands falsely claim to be environmentally friendly. Limited awareness in rural areas slows down adoption compared to urban centers.

## THE SIGNIFICANCE OF GREEN CONSUMERISM

### 1. ENVIRONMENTAL PROTECTION

Green consumerism helps in reducing pollution, conserving natural resources, and mitigating climate change. By opting for eco-friendly products, consumers contribute to lower carbon emissions, reduced plastic waste, and improved resource management.

### 2. PROMOTION OF SUSTAINABLE BUSINESS PRACTICES

Consumer demand for green products incentivizes businesses to adopt sustainable practices, such as biodegradable packaging, waste reduction, and responsible sourcing. This shift supports eco-innovation and encourages industries to develop environmentally friendly alternatives.

### 3. HEALTH BENEFITS

Many green products, such as organic food, chemical-free cosmetics, and toxin-free household items, reduce exposure to harmful chemicals, leading to improved health and well-being. Sustainable consumption thus plays a role in preventing diseases caused by toxic substances.

### 4. ECONOMIC GROWTH AND JOB CREATION

The green economy fosters the development of new industries, including renewable energy, sustainable agriculture, and eco-friendly manufacturing. This growth generates employment opportunities and contributes to economic stability.

### 5. ETHICAL AND SOCIAL RESPONSIBILITY

Green consumerism promotes ethical business practices, such as fair wages, safe working conditions, and responsible raw material sourcing. Consumers who support sustainable products contribute to social justice and corporate accountability.

### 6. REDUCTION OF CARBON FOOTPRINT

By choosing energy-efficient appliances, locally produced goods, and sustainable transportation, consumers help reduce greenhouse gas emissions, contributing to efforts to combat global warming.

### 7. INFLUENCE ON GOVERNMENT POLICIES

The increasing demand for green products can drive policymakers to introduce stricter environmental regulations and incentives for businesses to adopt sustainable practices. Governments may implement tax benefits, subsidies, or pollution control measures to align with consumer expectations.



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### ANALYSIS

#### 1 SIMPLE PERCENTAGE ANALYSIS

Age Group

Source : Primary Data

Age Group	Frequency	Percent
21-30	62	24.8
31-40	71	28.4
Above 40	69	27.6
Other	48	19.2
Total	250	100.0

#### INTERPRETATION :

Table No. 4.1.1 reveals that respondents in the age group of 31-40 years constitute the highest percentage (28.4%), followed by above 40 years (27.6%), 21-30 years (24.8%), and other age groups (19.2%).

Most (28.4%) respondents belong to the age group of 31-40 years

#### Chart No.4.1.1

Age Group

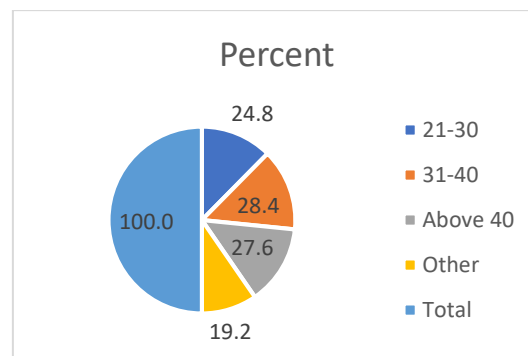


Table No.4.1.2

#### Gender

Gender	Frequency	Percent
Male	131	52.4
Female	119	47.6
Total	250	100.0

Source : Primary Data

#### INTERPRETATION :

Table No. 4.1.2 reveals that males constitute the highest percentage (52.4%), followed by females (47.6%).

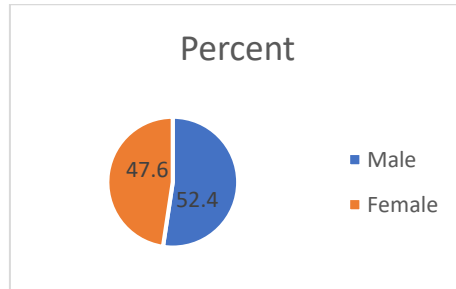
Majority (52.4%) of respondents are male



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**Chart No.4.1.2**  
**Gender**



**Table No.4.1.3**

### Martial status

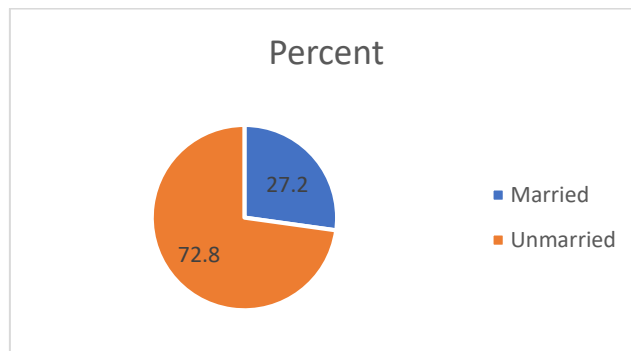
Martial status	Frequency	Percent
Married	68	27.2
Unmarried	182	72.8
Total	250	100.0

Source : Primary Data

#### INTERPRETATION :

Table No. 4.1.3 reveals that unmarried respondents constitute the highest percentage (72.8%), followed by married respondents (27.2%).

Majority (72.8%) of respondents are unmarried.



**Table No.4.1.4**

### Education Qualification

Education Qualification	Frequency	Percent
Higher Secondary	55	22.0
Graduate	83	33.2
Post Graduate	74	29.6
Others	38	15.2
Total	250	100.0

Source : Primary Data



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### INTERPRETATION :

Table No. 4.1.4 reveals that graduates constitute the highest percentage (33.2%), followed by postgraduates (29.6%), higher secondary (22.0%), and others (15.2%).

Most (33.2%) respondents are graduates.

Chart No.4.1.4

### Education Qualification

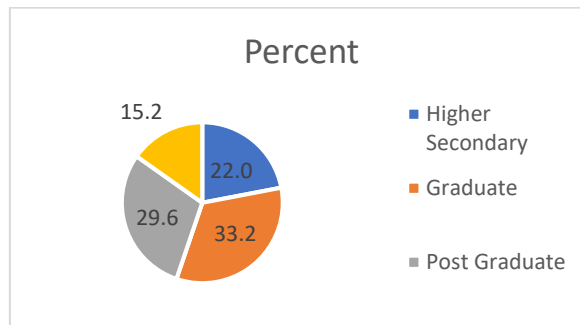


Table No.4.1.7

### Sources of Awareness About Green Products

Sources of Awareness About Green Products	Frequency	Percent
Newspaper	43	17.2
Magazine	39	15.6
Internet	88	35.2
Advertisement	51	20.4
Others	29	11.6
Total	250	100.0

### Source : Primary Data

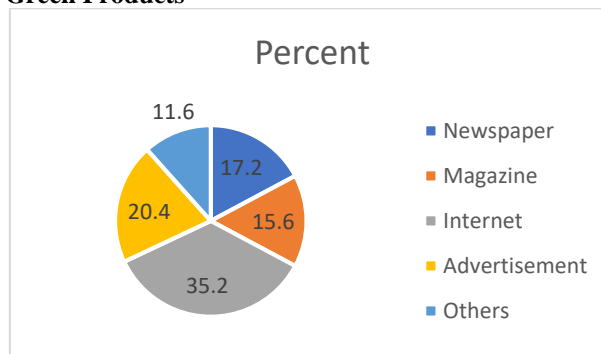
### INTERPRETATION :

Table No. 4.1.7 reveals that the internet is the primary source of awareness about green products with the highest percentage (35.2%), followed by advertisements (20.4%), higher secondary education (22.0%), graduates (33.2%), and others (11.6%).

Most (35.2%) respondents use the internet as their source of awareness about green products.

Chart No.4.1.7

### Sources of Awareness About Green Products







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**Table No.4.1.8**

### Key Motivations for Adopting Environmentally Friendly Behavior

Key Motivations for Adopting Environmentally Friendly Behavior	Frequency	Percent
Personal health and well-being	69	27.6
Concern for future generation	78	31.2
Financial saving	51	20.4
Social influence	52	20.8
Total	250	100.0

**Source : Primary Data**

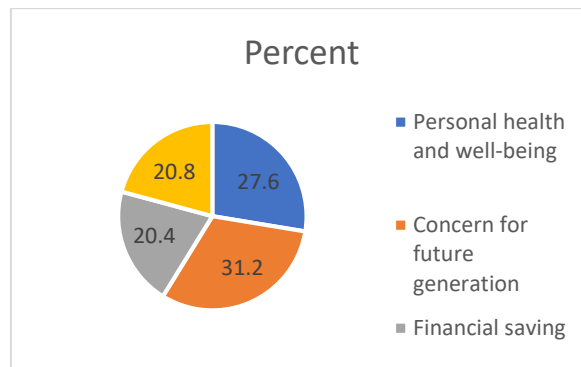
#### INTERPRETATION :

Table No. 4.1.8 reveals that concern for future generations constitutes the highest percentage (31.2%), followed by personal health (27.6%), social influence (20.8%), and financial savings (20.4%).

Most (31.2%) respondents are motivated by concern for future generations

**.Chart No.4.1.8**

### Key Motivations for Adopting Environmentally Friendly Behavior



### CHI-SQUARE ANALYSIS

#### Hypothesis No.1

**Null Hypothesis (H<sub>0</sub>):** There is no significant relationship between education qualification and sources of awareness about green products

**Alternative Hypothesis (H<sub>1</sub>):** There is a significant relationship between education qualification and sources of awareness about green products

**Table No.4.3.1**

Education Qualification and sources of awareness about green products

Education Qualification * Sources of Awareness About Green Products Crosstabulation							
Count		Sources of Awareness About Green Products					Total
		Newspaper	Magazine	Internet	Advertisement	Others	
Education Qualification	Higher Secondary	11	18	15	7	4	55
	Graduate	7	9	36	20	11	83
	Post Graduate	13	9	33	12	7	74
	Others	12	3	4	12	7	38
Total		43	39	88	51	29	250



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Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	41.076 <sup>a</sup>	12	.000
Likelihood Ratio	41.216	12	.000
Linear-by-Linear Association	1.087	1	.297
N of Valid Cases	250		

a. 1 cells (5.0%) have expected count less than 5. The minimum expected count is 4.41.

Source : Primary Data

### INFERENCE :

Table No. 4.3.1 reveals that the Pearson Chi-Square value is 41.076, with a significance value of 0.000, which is less than the standard significance level of 0.05. This indicates that there is a statistically significant relationship between education qualification and sources of awareness about green products. Thus, the null hypothesis ( $H_0$ ) is rejected, and the alternative hypothesis ( $H_1$ ) is accepted, confirming that education qualification significantly influences the sources through which consumers become aware of green products.

### V. CONCLUSION

The study on green consumerism underscores its vital role in fostering environmental sustainability, ethical business practices, and economic growth. It highlights how consumer awareness and preference for eco-friendly products drive businesses to adopt sustainable practices, ultimately reducing pollution, conserving natural resources, and mitigating climate change. Additionally, green consumerism contributes to public health by minimizing exposure to harmful chemicals found in conventional products. The growth of the green economy further creates employment opportunities and promotes corporate social responsibility by encouraging fair trade and ethical labor practices.

Moreover, the study emphasizes that increasing consumer demand for sustainable products can influence government policies, leading to stricter environmental regulations and incentives for sustainable business practices. This demonstrates the power of consumer choices in shaping a more sustainable future. In conclusion, green consumerism is a key driver of environmental protection and sustainable development. Encouraging responsible consumption habits among individuals, businesses, and policymakers is crucial for long-term ecological balance, economic stability, and social well-being. To maximize its impact, continuous awareness campaigns, policy support, and corporate commitment to sustainability are necessary.

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