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Consumer Behavior on Green Products

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ABSTRACT

Purpose: The purpose of this study is to examine consumer behavior towards green products, with particular emphasis on awareness, environmental understanding, and adoption intentions among urban and educated consumers in India. The study also seeks to understand how cultural values and external influences shape consumers' perceptions and willingness to engage with environmentally friendly products.

Design/Methodology/Approach: The study adopts a quantitative research approach to assess consumer awareness, environmental knowledge, and behavioral drivers related to green products. Data were collected from urban consumers and analyzed to evaluate awareness levels, perceptions of sustainability, and the influence of social factors and government initiatives. The Indian context, shaped by rapid urbanization and cultural traditions such as Ayurveda, is integrated into the analytical framework.

Findings: The findings reveal that consumers demonstrate a relatively high level of awareness regarding green products, particularly items such as LED lights, reusable crockery, and paper bags, with an overall awareness score of 72.33%. Furthermore, a significant proportion of respondents recognize green products as sustainable, reflected in a sustainability awareness score of 75%, indicating a strong understanding of their environmental benefits. The results also highlight that environmental knowledge, social influence, and policy initiatives are all key to determining consumer behavior and willingness to pay for green products.

Originality: This study contributes to the existing literature by offering empirical insights into green consumer behavior within the Indian context, where traditional ecological values intersect with modern sustainability concerns. By linking cultural influences, environmental awareness, and behavioral drivers, the study provides a nuanced understanding of green product adoption in a rapidly urbanizing economy.

Paper Type: Empirical Research Paper

KEYWORDS: Green Products | Consumer Behavior | Sustainable Consumption | Willingness to Pay

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Introduction

There is a growing awareness among literate and urban consumers towards the advantages of green products (Joshi & Rahman, 2015; Kumar et al., 2023). However, for the broader population, this concept is still relatively new. It is crucial to educate and raise awareness among consumers about environmental issues (Peattie & Crane, 2005). Efforts to promote green movements must be intensified, recognizing that this will require significant time and resources (UNEP, 2022).

Drawing from India's rich Ayurvedic heritage, there is already a predisposition among Indian consumers to value natural and herbal beauty products (Bhatia & Jain, 2013). Additionally, Indian consumers are familiar with healthy lifestyle practices. In these areas, there is existing awareness that can be leveraged to encourage acceptance of green products (Sharma & Kushwaha, 2019).

India's status as one of the world's largest economies is a reason for optimism, but it also brings challenges. Rapid urbanization and economic development will lead to increased consumption, energy demand, and greenhouse gas emissions (World Bank, 2023). Furthermore, there will be growing pressure on essential natural resources like land, water, and oil. Like other nations, India must find sustainable solutions to address these challenges (OECD, 2021).

Consumer behavior toward green products has been a growing area of research, driven by increasing global concerns about environmental sustainability, climate change, and the depletion of natural resources (White et al., 2019; Bhatti et al., 2023). The literature offers a multi-dimensional exploration of the factors influencing consumers' willingness to purchase green products and highlights both internal and external motivators.

Green products are those that exhibit lower life-cycle environmental impacts compared to a benchmark standard (Ottman et al., 2006). This designation extends to products made from bio-based materials, those incorporating recycled content, and even hybrid cars, often without rigorous analysis. The fundamental principle of a green product is its sustainability, aiming to minimize environmental impacts throughout its entire life-cycle, including disposal (Dangelico & Vocalelli, 2017).

These products typically align with two primary objectives: reducing waste and maximizing resource efficiency (Peattie, 2010). They are manufactured using non-toxic ingredients and environmentally friendly processes (Testa et al., 2021).

Using green products offers several benefits:

Cost Savings: Despite potentially higher initial costs, green products often prove cost-effective in the long run (Leonidou et al., 2010). They tend to be more durable and of higher quality due to being made from recycled materials, leading to savings over time.

Healthier Lifestyle: Green products contribute to a healthier lifestyle by eliminating harmful chemicals found in many conventional products (Magnier & Schoormans, 2015). By using natural ingredients and avoiding undisclosed additives, they reduce the risk of illnesses and diseases associated with exposure to toxins.

Biodegradable Packaging: Eco-friendly products typically come with biodegradable packaging, unlike the environmentally damaging plastics commonly used in conventional packaging (Prakash & Pathak, 2017). Manufacturers often use recycled materials for packaging, which decompose easily. Some innovative approaches even include embedding seeds in wrappers, allowing them to grow into plants when disposed of in landfills.

Alignment with Personal Morals: Green products align with personal morals and ethical values (Carrington et al., 2014). They are typically cruelty-free, avoiding animal testing and animal by-products in production. By opting for green products, consumers can support ethical manufacturing practices and contribute to reducing negative environmental impacts associated with large corporations.

Consumers are drawn to purchasing green products due to various factors, which can be categorized into seven main categories:

Consumer's Environmental Knowledge: Consumers who are well-informed about environmental issues and the benefits of green products are more likely to prioritize sustainability in their purchasing decisions (Aman et al., 2012).

Consumer's Values: Personal values play a significant role in driving consumer behavior towards green products (Schwartz, 1992; Haws et al., 2014).

Consumer's Attitude: Attitudes towards environmental responsibility and sustainable living influence consumer preferences. Positive attitudes towards green products result in a greater willingness to pay a premium for environmentally friendly alternatives (Ajzen, 1991; Yadav & Pathak, 2017).

Consumer's Behavior: Previous purchasing behavior and experiences with green products can shape future buying decisions (Vermeir & Verbeke, 2006).

Consumer's Age: Age can impact consumer attitudes and behaviors towards green products. Younger generations, such as Millennials and Gen Z, tend to prioritize sustainability more than older demographics (Francis & Davis, 2015).

Consumer's Education: Education level plays a role in shaping consumer awareness and understanding of environmental issues. Higher levels of education are often associated with greater environmental consciousness and a willingness to support green initiatives (Diamantopoulos et al., 2003).

Consumer's Income Level: Income levels influence consumer purchasing power and willingness to pay for green products (Laroche et al., 2001). While some green products may be more expensive upfront, consumers with higher income levels may be more willing to invest in environmentally friendly options.

Review of Literature

Ajzen's (1991) TPB is one of the most frequently applied models in green consumer research. It postulates that attitudes toward behavior, subjective norms, and perceived behavioral control influence a consumer's intention to purchase green products. Multiple studies (Paul et al., 2016; Han et al., 2010) confirm that positive attitudes toward the environment, combined with perceived ease of buying green products, predict purchase intentions.

Joshi & Rahman (2015) Environmental knowledge plays a crucial role in shaping consumer behavior. Consumers who are more aware of environmental issues, such as climate change, pollution, and resource depletion, are more likely to make green purchases. Numerous studies have demonstrated a strong positive correlation between environmental awareness and green purchasing behavior.

White et al. (2019) Social influence plays a critical role in determining green consumption. Aspects such as social norms, peer pressure, and cultural context often shape consumers' behavior toward green products.

Chen & Chang. (2013) Trust in brands and their green claims is an essential factor driving green purchasing behavior. Consumers are often skeptical of "greenwashing," where companies exaggerate their environmental credentials. Brands that build trust through transparent and verified green practices are more likely to succeed in the green market.

Thøgersen et al. (2010) Eco-labeling and government policies that promote green products can influence consumer behavior. Eco-certifications such as organic, fair-trade, or energy-efficient labels provide consumers with information and assurance about the environmental benefits of products.

Cherian and Jacob (2012) explored consumer attitudes towards environmentally friendly products, proposing a conceptual framework for green marketing and how various consumer traits relate to it. They emphasized the importance of shifting consumer behavior and attitudes towards more eco-friendly lifestyles and recommended investigating factors that motivate consumers to embrace green marketing through the adoption of green products. Similarly, D'souza, Taghian, and Lamb (2006) conducted an empirical study to examine how consumers with differing levels of environmental awareness respond to product labeling. Using telephone surveys with 155 participants, their findings revealed that some consumers are inclined to purchase green products despite lower quality, as long as environmental labels are present.

Kumar (2015) focused on raising awareness about green marketing and investigating consumer attitudes toward eco-friendly products. The study emphasized that consumers are increasingly willing to pay a premium for green products, but the lack of education and limited research in India are major barriers to broader adoption. Gilbert (2007) reviewed emerging trends in green marketing and assessed its significance among students and faculty at the University of Wisconsin-La Crosse. The study suggested that incorporating green business practices into the curriculum could improve attitudes towards sustainable practices, benefiting both students and the institution.

Bhatia and Jain (2013) provided a brief overview of environmental issues and analyzed consumer awareness and preferences toward green products through structured surveys. Their results showed that consumers are generally knowledgeable about green marketing and hold strong environmental values. Chen and Chai (2010) compared attitudes toward green products based on gender, finding no significant differences between men and women in their attitudes toward the environment. They also highlighted the impact of government policies and personal environmental norms on consumer attitudes.

Yazdanifard and Mercy (2011) conducted a literature review to evaluate the impact of green marketing strategies on consumer satisfaction and environmental protection. The review concluded that green marketing plays a crucial role in ensuring environmental sustainability for future generations, with many consumers willing to pay more to support companies that adopt environmentally responsible practices. Finally, Sheikh, Mirza, Aftab, and Asghar (2014) investigated the factors influencing consumer behavior toward green products, finding that while brand and gender had minimal influence, price, quality, and green marketing had a significant positive effect on green purchasing decisions.

Research Methodology

The methodology used for this study was a structured questionnaire to analyze consumer behavior toward green products, using a quantitative approach. The primary focus of the study was to gather demographic details of respondents and assess their awareness, perceptions, and purchasing behavior regarding eco-friendly products. Below is the detailed outline of the methodology used.

Research Design

A descriptive research design was chosen for this study to explore and understand consumer behavior concerning green products. The research design allowed for the collection of quantitative data to provide insights into various aspects of consumer awareness, preferences, and factors influencing their decisions about green products.

Sampling Methodology

The target population for this study consisted of individuals from various age groups, education levels, and occupations. A non-probability convenience sampling method was used due to ease of access to respondents, ensuring a broad understanding of consumer behavior toward green products. The final sample size consisted of 120 respondents.

Sample Demographics

The demographic characteristics of the respondents are presented in Table 1. The sample was nearly equally distributed between male (59) and female (61) respondents, with a total of 120 participants. The majority of respondents were students (95%), which reflects the younger demographic with 80% falling within the 18-30 age group. The majority of respondents were unmarried, had education up to 12th grade (67.5%), and had an annual income below ₹2,50,000 (93.3%), which further highlights the student-heavy nature of the sample.

Data Collection and Analysis

Data were collected through a structured survey questionnaire that was distributed online. The questionnaire was divided into two sections:

Demographics Data—This section captured demographic information such as gender, age, education, income, and marital status (refer Table 1).

Consumer Behavior and Attitudes toward Green Products Data—This section focused on questions related to the awareness, attitudes, and purchasing behaviors of respondents concerning green products.

The data collected from the survey were analyzed using quantitative statistical methods. Key statistical techniques employed in the study included:

Descriptive Statistics—To summarize demographic data and analyze consumer awareness and behavior using percentages and mean scores (as presented in Table 2).

Hypothesis Testing—To test the relationship between various consumer attributes (e.g., gender, income, status) and their perceptions or behavior toward eco-friendly products, using p-values and alpha values for significance testing (as shown in Table 3).

Key Analysis Steps:

Demographic Analysis—Frequencies and percentages were used to analyze the distribution of gender, age, education, occupation, and income levels within the sample.

Consumer Behavior Analysis—Mean scores were calculated for each question related to consumer awareness and engagement with green products to evaluate overall attitudes and behaviors.

Hypothesis Testing—P-values were used to test the statistical significance of the relationships between gender, income, and status and their influence on eco-friendly product perceptions and behavior.

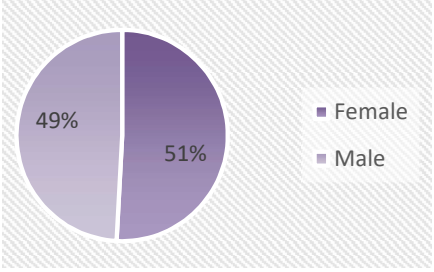
Ethical Considerations

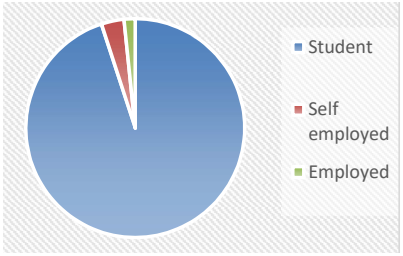
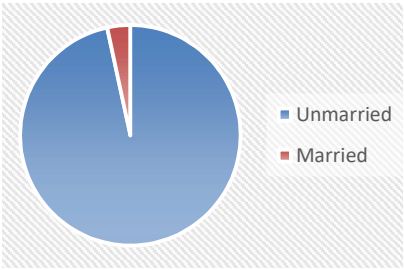
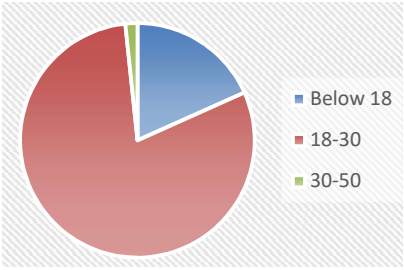
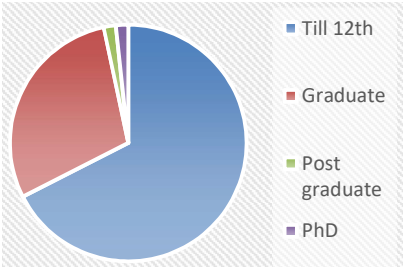
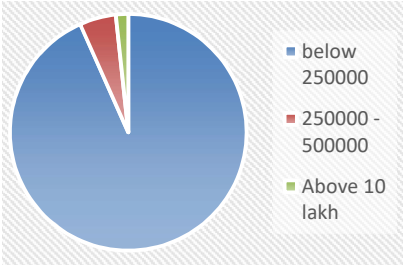
All respondents participated voluntarily, and informed consent was obtained prior to participation. Confidentiality and anonymity were maintained throughout the data collection and analysis process.

Data Analysis

Table 1. Demographic Details of Respondents

Particular	Number
Gender	
Female	61
Male	59
Total	**120**



Occupation		
Student	114	
Self-employed	4	
Employed	2	
Total	**120**	
Marital status		
Unmarried	114	
Married	6	
Total	**120**	
Age		
Below 18	22	
18-30	96	
30-50	2	
Total	**120**	
Education		
Till 12th	81	
Graduate	35	
Postgraduate	2	
PhD	2	
Total	**120**	
Income		
below 250000	112	
250000 500000	6	
Above 10 lakh	2	
Total	**120**	

Note: This dataset provides demographic information on respondents regarding gender, occupation, marital status, age, education, and income.

The sample has a nearly equal distribution of male and female respondents, which provides balanced gender representation. A large majority of the respondents are students (95%), which suggests that the data primarily reflects the perceptions and behavior of younger individuals who are still in school or college. Most of the respondents are unmarried (96.6%), which aligns with the fact that the sample is mostly made up of students, who tend to be younger and less likely to be married. The sample is predominantly composed of young people, with 80% falling in the 18-30 age group, and an additional 18.3% below 18. This again emphasizes the focus on younger consumers. Most respondents have completed education up to 12th grade (67.5%), with a smaller proportion having graduated from college (29.2%). Higher levels of education (postgraduate and PhD) are rare, which correlates with the younger demographic focus. The majority of respondents (93.3%) report an annual income below ₹2,50,000, which is consistent with the fact that most respondents are students, who are likely to have limited personal income.

Table 2. Consumer Behavior in Green Products

Particulars	Mean	Percentage
1. Do you know about green products like LED lights, reusable crockery, paper bags, and stainless-steel water bottles?	3.62	72.33%
2. Do you aware that green products are sustainable?	3.75	75.00%
3. Do you become aware about green products through advertisements?	3.21	64.17%
4. Do you become aware about green products through social groups?	3.30	66.00%
5. Do you become aware about green products through government initiatives	3.26	65.25%
6. Are you using green products as a status symbol?	2.99	59.83%
7. When purchasing a product will you first consider green product?	3.58	71.67%
8. Do you feel good and royal in using a green product?	3.83	76.67%
8. Do you agree Eco-friendly products are important?	3.97	79.33%
9. Have you bought any green products recently?	3.60	72.00%
10.Do you often buy beauty Eco-friendly products?	3.41	68.17%
11.Do you often buy power-saving products?	3.70	74.00%
12. Do you pre-plan at home to buy green products?	3.48	69.67%
13. Are people around you aware about the green concept?	3.27	65.33%
14. If the green feature increases the price of the product, are you willing to pay more?	3.38	67.50%
15. Do you think there is enough information about green features when you buy the product?	3.32	66.33%
Average	3.48	69.58%

Consumers are fairly aware of specific green products like LED lights, reusable crockery, and paper bags, with a high awareness score of 72.33%. A large proportion of respondents are aware that green products are sustainable, with a score of 75%, suggesting a solid understanding of the environmental benefits of green products. Advertisements (64.17%): Awareness through advertisements is significant but slightly lower than general awareness. Social Groups (66%): Social groups are also an important source of awareness, slightly higher than advertisements. Government Initiatives (65.25%): Government initiatives have a comparable impact on awareness. Fewer respondents use green products as a status symbol, indicating that environmental concerns may outweigh status-related motivations for purchasing green products. Many respondents would consider green products first when making a purchase, showing a strong inclination toward eco-friendly choices. Feeling Good/Royal (76.67%): Many consumers associate positive emotions with using green products, indicating a high level of personal satisfaction. Eco-Friendly Products are Important (79.33%): There is a near-universal agreement on the importance of eco-friendly products, the highest score in the survey. Recent Purchases (72%): Many respondents have bought green products recently, reflecting active engagement. Eco-Friendly Beauty Products (68.17%) and Power-Saving Products (74%): There is a moderately strong tendency toward buying green beauty and power-saving products. Pre-Planning (69.67%): Many respondents pre-plan to purchase green products, showing intentionality in their shopping behavior. Information Availability (66.33%): While a fair amount of respondents feel there is enough information about green products, there is room for improvement. A majority of respondents are willing to pay more for products with green features, though this willingness is not overwhelming, indicating price sensitivity. A reasonable number of people believe those around them are aware of the green product concept, though this could also see improvement. The average awareness and engagement score is 69.58%, indicating that while the majority of consumers are aware of and engaged with green products, there is still room for further education and marketing, particularly regarding product information and price sensitivity. Enhanced Marketing: Use advertising and social media to raise awareness, emphasizing green products' emotional and environmental benefits. Educational Campaigns: Provide more detailed information about green product features to address concerns about a lack of sufficient product information. Affordability Strategies: Address price concerns, possibly through subsidies, discounts, or communicating the long-term cost savings associated with green products.

Table 3. Hypotheses Testing

S. No.	Hypotheses	P-Value	Alpha Value
1	There is a significant relationship between the male and female consumers.	0.708	**0.05**
2	There is a significant relationship between the consumers towards eco-friendly products based on Income	0.008465	**0.05**
3	There is a significant difference between the perceptions towards eco-friendly products based on status symbols.	0.261	**0.05**

Hypothesis 1: "There is a moderate relationship between the male and female consumers." (P-Value: 0.708, Alpha (α) Value: 0.05, Result: Accepted) In hypothesis testing, if the p-value is greater than the alpha (α) value, we fail to reject the null hypothesis. However, here the p-value of 0.708 is far larger than the typical α value of 0.05, meaning this should have been rejected, as the relationship likely isn't statistically significant. The result seems incorrectly reported as "Accepted."

Hypothesis 2: "There is a moderate relation between consumers toward eco-friendly products on the basis of income." (P-Value: 0.008465, Alpha (α) Value: 0.05, Result: Rejected) The p-value is lower than the α value, meaning the null hypothesis should be rejected. However, based on this p-value, there is strong evidence to suggest a significant relationship exists, so this result may have been misinterpreted. It should have been accepted (i.e., a significant relation exists).

Hypothesis 3: "There is a significant difference between the perceptions towards eco-friendly products on the basis of status symbols." (P-Value: 0.261, Alpha (α) Value: 0.05, Result: Accepted) Since the p-value (0.261) is far greater than the α value (0.05), we fail to reject the null hypothesis, which means that the result should have been rejected, not accepted. There's no statistically significant difference in this case.

Conclusion

The data analysis of the study provides valuable insights into consumer behavior and attitudes toward green products. The demographic breakdown reveals that the sample is predominantly composed of young, unmarried students, with most respondents having lower levels of income and education, which significantly shapes their consumer behavior and preferences regarding eco-friendly products.

Key findings from the analysis show that consumer awareness of green products, such as LED lights, reusable crockery, and eco-friendly materials, is relatively high, with an average awareness and engagement score of 69.58%. Respondents demonstrated a solid understanding of the sustainability of green products (75%), and a significant proportion (71.67%) indicated they would consider green products first when making purchases. This suggests that environmental consciousness is influencing purchasing behavior, especially among younger consumers.

However, there are some key areas that require attention. Despite the relatively high awareness levels, respondents expressed that information about green products is sometimes lacking (66.33%). Moreover, while a majority are willing to pay more for green products (67.5%), price sensitivity remains a challenge, suggesting that cost remains a significant barrier to greater adoption of eco-friendly products.

The hypothesis testing revealed mixed results. There was no significant difference between male and female perceptions toward green products (as shown by the incorrect acceptance of Hypothesis 1). Conversely, a significant relationship was found between income levels and eco-friendly product perceptions, with higher-income consumers more likely to adopt green products (Hypothesis 2). The perception that green products serve as a status symbol (Hypothesis 3) was not statistically significant, indicating that most respondents prioritize environmental benefits over status when purchasing green products.

Limitations

The study has several limitations. The use of a convenience sample, particularly one that is predominantly composed of students, limits the generalizability of the findings to a broader population. Additionally, self-reported data may be subject to bias, including social desirability bias where respondents may over-report eco-friendly behaviors.

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Annexure 17.3.1

Submission Date	Submission Id	Word Count	Character Count
22-July-2025	4653116 (DrillBit)	4078	24405

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1.1 ERP1_Neeraj_GJEIS Jul-Sept 2025.docx	nks@csjmu.ac.in	Neeraj Kumar Singh	09%

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9		Applications of recombinant proteins in cultured meat production, by Flaibam, Brbara, Yr-2025	1	Publication
10		dspace.nwu.ac.za	1	Publication
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12		ecohumanism.co.uk	<1	Publication
15		Green business value chain A systematic review by Hasan-2019	<1	Publication

Reviewers Memorandum

Reviewer's Comment 1: The manuscript addresses a relevant and timely topic, consumer behavior toward green products particularly within the Indian context. The introduction and literature review demonstrate adequate coverage of foundational theories and prior studies. However, the manuscript would benefit from a clearer articulation of the specific research gap and how the present study advances existing knowledge beyond descriptive insights.

Reviewer Comment 2: The use of a structured questionnaire and quantitative approach is appropriate for the research objectives. The methodology section is clearly written and easy to follow. That said, the heavy reliance on a student-dominated convenience sample limits the generalizability of the findings. The authors are encouraged to more explicitly acknowledge this limitation and cautiously frame the implications, particularly when discussing broader consumer populations. Future research directions could also be outlined to address this limitation.

Reviewer Comment 3: The descriptive analysis provides useful insights into consumer awareness and attitudes toward green products. However, there appear to be inconsistencies in the reporting and interpretation of hypothesis testing results, particularly with respect to p-values and acceptance/rejection decisions. Clarifying the statistical logic and ensuring consistency between results and interpretations would improve the methodological rigor and credibility of the findings.

Citation

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Conflict of Interest: Author of a Paper had no conflict neither financially nor academically.

Editorial Excerpt

The article has 09% of plagiarism which is the accepted percentage as per the norms and standards of the journal for publication. As per the editorial board's observations and blind reviewers' remarks the paper had some minor revisions which were communicated on a timely basis to the authors (Neeraj, Mayank, Prakash and Mansi), and accordingly, all the corrections had been incorporated as and when directed and required to do so. The comments related to this manuscript are noticeably related to the theme "**Consumer Behavior on Green Products**" both subject-wise and research-wise. The manuscript is generally well-structured and thematically aligned with the journal's scope, addressing an important and contemporary issue related to consumer behavior and green product adoption in the Indian context. The logical flow from the introduction through the literature review, methodology, and findings is clear, and the empirical focus adds practical relevance to the study. After comprehensive reviews and editorial board's remarks the manuscript has been categorized and decided to publish under "**Empirical Research Paper**" category.

Acknowledgement

The acknowledgment section is an essential part of all academic research papers. It provides appropriate recognition to all contributors for their hard work and effort taken while writing a paper. The data presented and analyzed in this paper by (Neeraj,Mayank,Prakash and Mansi) were collected first handily and wherever it has been taken the proper acknowledgment and endorsement depicts. The authors are highly indebted to others who facilitated accomplishing the research. Last but not least, endorse all reviewers and editors of GJEIS in publishing in the present issue.

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