



## SHAPING SUSTAINABLE CONSUMER CHOICES: A COMPREHENSIVE STUDY ON GREEN PRODUCTS AND CONSUMER BEHAVIOR

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### ABSTRACT

*This comprehensive study investigates the dynamics of sustainable consumer choices within the context of Telangana, India, with a specific focus on green products and consumer behavior. Recognizing the growing importance of sustainability in today's consumer landscape, this research aims to shed light on several key aspects. Firstly, the study delves into the level of consumer awareness regarding green products and sustainable practices. By conducting surveys and interviews across urban and semi-urban areas of Telangana, we assess the extent to which consumers are informed about environmental issues and their willingness to engage in eco-friendly consumption. Secondly, we examine consumer perceptions and attitudes towards green products. Through qualitative and quantitative analysis, we uncover the factors that shape these perceptions, including societal, cultural, and economic influences. Thirdly, the study identifies the multifaceted factors that influence consumers in their decision-making processes when it comes to purchasing green products. By scrutinizing both primary and secondary data sources, we gain insights into the drivers and barriers affecting sustainable consumption choices. Lastly, we categorize and analyze the types of green products preferred by consumers in Telangana, offering a glimpse into the specific segments of the market that hold the most potential for sustainable growth. Throughout the research, we also scrutinize the impact of green values on consumer purchasing decisions, exploring the intricate interplay between eco-consciousness and buying behavior. The findings of this study provide valuable insights for policymakers, businesses, and marketers seeking to promote sustainable consumption practices in Telangana and beyond. By understanding the factors influencing consumer choices, stakeholders can tailor strategies that encourage the adoption of green products, ultimately contributing to a more sustainable future.*

**Keywords:** Sustainable Consumer, Consumer Behavior, Green Products, Telangana, etc.

### I. INTRODUCTION

In an era marked by unprecedented environmental challenges, the paradigm of consumer behavior has undergone a profound transformation. As global awareness of climate change and ecological degradation intensifies, consumers are increasingly scrutinizing their choices, seeking sustainable alternatives, and advocating for eco-conscious practices. This shift in consumer attitudes and behaviors is the focal point of our study, which embarks on a comprehensive exploration of green products and consumer behavior in the context of Telangana, India.

The concept of 'green products' encompasses a broad spectrum of environmentally friendly goods and services designed to reduce harm to the planet. From energy-efficient appliances to organic foods, consumers now have a myriad of options to align their purchases with ecological values. Understanding the motivations, perceptions, and decision-making processes behind the adoption of these green products is crucial for businesses, policymakers, and environmental advocates alike.

Telangana, with its diverse urban and semi-urban landscapes, serves as an ideal backdrop for this research. By focusing on this dynamic region, we aim to uncover insights into the complexities of sustainable consumer choices in a rapidly developing Indian state. Through a combination of quantitative surveys, qualitative interviews, and data analysis, we navigate the landscape of consumer awareness, perceptions, influencing factors, and product preferences.

This study seeks to bridge the gap between theoretical understanding and practical implications, offering valuable guidance for businesses looking to cater to eco-conscious consumers and policymakers crafting sustainability initiatives. By shedding light on the intricate interplay between



green products and consumer behavior, we aspire to contribute to a more sustainable and environmentally responsible future, not only in Telangana but also as a broader model for sustainable consumption worldwide.

## II. REVIEW OF LITERATURE

**Barbu A, Catană ȘA et al (2022)** This study seeks to do a comprehensive analysis of existing research on consumer behavior, with a specific focus on understanding the key determinants that influence customer behavior towards environmentally friendly products. A comprehensive compilation of 37 studies was conducted, employing rigorous inclusion and exclusion criteria. The articles were chosen exclusively on the basis of their inclusion of research pertaining to customer perceptions of environmentally friendly items. The present study employed the specified search strategy to conduct a comprehensive literature review, utilizing publications obtained from reputable academic databases including Web of Science, Emerald Insights, Springer Link, and Science Direct. Consequently, a multitude of factors that exert an influence on consumer behavior towards environmentally-friendly products were discerned. These factors encompass social norms, individuals' inherent inclination towards the natural environment, the perceived environmental consciousness of the company, the distinctive attributes of green products, the perceived drawbacks and inconveniences associated with purchasing such products, the perceived advantages of acquiring green products, the level of trust in institutions, sociodemographic traits, and consumer confidence. While the practice of conducting systematic literature reviews is well-established in academic research, the unique contribution of this work is in its focus on consumer behavior pertaining to green products. "The analyzed publications underscore a range of reasons, although they consistently underline the need of incorporating customer wants, expectations, and perceptions into the development of green products."

**Machová et al (2022)** The objective of this paper is to analyze the influence of green marketing strategies on consumer behavior within the palm oil product industry. The initial portion of this study focuses on the theoretical framework, specifically examining the influence of green marketing strategies on consumer behavior. The questionnaire survey was deemed the most suitable approach for conducting our research. To evaluate our hypotheses, we utilized the Crosstab and Pearson's chi-square test methodologies. The magnitude of the association between the variables was assessed utilizing Cramer's V. The findings of the study are presented in the third chapter, which is based on the analysis of 527 collected datasheets from the participants. The data was gathered from Slovakian customers throughout the summer of 2021. The hypotheses H1 and H2 were found to be supported, indicating a statistically significant relationship between consumer opinions on purchasing products with palm oil and their knowledge of the presence of palm oil in the product, as well as the relationship between consumer willingness to refrain from purchasing environmentally harmful products and their generational group. However, it is important to note that the strength of these relationships was found to be weak in both cases. The research findings indicate that a significant proportion of consumers do not allocate their time to perusing product box descriptions. It could prove advantageous for enterprises to enhance the transparency and prominence of their packaging by explicitly indicating the absence of palm oil in their product. This practice would effectively inform consumers while simultaneously leveraging the persuasive impact of an emotionally charged advertisement. The research findings have practical implications for both manufacturers and buyers.

**Zeynalova et al (2022)** The objective of this study was to investigate the correlation between the attitudes and behaviors exhibited by the administrative staff members of four universities in Baku with regards to their consumption patterns of environmentally friendly items. The study employed a sample of 536 consumer questionnaires, which were collected from diverse socio-economic and demographic consumer cohorts. The survey assessed the various elements that influenced the purchasing decisions, purchase intentions, awareness, attitudes, and behaviors of respondents residing in an urban setting with regards to green products. "The data obtained from the survey was



subjected to analysis using a one-way Multivariate Analysis of Variance (MANOVA) technique." Based on the findings of the research, the green consumer behaviors exhibited by the individuals surveyed varied based on factors such as age, home size, marital status, educational attainment, and income level. Simultaneously, customers directed their focus towards several key indications, including price, brand, look, advertising, expert opinion, and label information. The significance of these variables exhibited variation based on the participants' education level, income, and number of household members. The findings indicated that the individuals surveyed exhibited a moderate level of sensitivity towards the environment..

**Nguyen (2021)** This statement presents a contrasting perspective to the aforementioned argument, asserting that there exist individuals from Generation Z who are not swayed by the Green Marketing and Knowledgeable Purchasing (GMkP) strategies implemented by corporations. "Consequently, the inclination to acquire environmentally friendly products is deemed infrequent, sporadic, or nonexistent."

**Ansu-Mensah, P. (2021)** The global phenomenon of widespread and unselective consumption has resulted in significant issues such as pollution and global warming. Consequently, there has been a growing recognition of the need for increased understanding and utilization of environmentally-friendly products. The primary objective of this study was to evaluate the impact of university students' level of awareness regarding environmentally-friendly products on their intentions to engage in green purchasing. The primary aims of this study were to determine the impact of awareness, price, availability, value, and quality on the purchasing intentions of university students towards green products. Additionally, the study sought to examine the predictive relationship between awareness, price, availability, value, quality, and the intention to purchase green products among university students. Data acquired from an online survey of 478 students was subjected to analysis using structural equation modeling. The findings indicate that the perceived quality of green products has a highly substantial and favorable influence on the purchasing intentions of university students. "On the other hand, the perceived availability of green products has a minimal impact on their intention to purchase such products." This study is the first to establish that the influence of green product awareness on the green purchase intentions of university students is mostly determined by factors such as price, perceived value, and exceptional quality.

### III. OBJECTIVES OF THE STUDY

1. To analyze the extent of consumer awareness concerning green products and sustainable practices.
2. To investigate and understand consumer perceptions and attitudes towards green products.
3. To identify and examine the factors that influence consumers in making purchasing decisions related to green products.
4. To categorize and analyze the types of green products that consumers are inclined to purchase.

### IV. RESEARCH METHODOLOGY

**Data Collection Location:** The data for the study was collected from various parts of Telangana, focusing on urban and semi-urban areas.

**Sampling Method:** Convenience Sampling was employed to select participants for the study. This method was chosen due to its ease of access to respondents within Telangana.

**Primary Data Collection:** Field surveys were conducted to gather primary data. A total of 120 respondents were approached and participated in the study. This primary data collection was achieved through the use of a well-structured questionnaire and interviews with the respondents.

**Secondary Data Collection:** Supplementary data necessary for the study was gathered from academic journals and online sources. This data served to complement the primary data obtained from the respondents.

**Data Analysis:** The data collected from the respondents as well as the secondary data were subjected to rigorous statistical analysis and testing. Various suitable statistical techniques were employed to analyze the data and draw meaningful conclusions.

**V. ANALYSIS AND INTERPRETATIONS**

**Table 1: Demographic profile of the respondents**

Gender	No. of Respondents	Age	No. of Respondents	Educational Qualification	No. of Respondents	Annual Income (In lacs)	No. of Respondents
Female	66	30-40	40	UG	64	3-5	42
		<30	32	High School	8	<3	20
Male	54	>50	14	Doctorate	10	>10	14
		40-50	34	PG	38	5-10	44
<b>Total</b>	<b>120</b>	<b>Total</b>	<b>120</b>	<b>Total</b>	<b>120</b>	<b>Total</b>	<b>120</b>

Table 1 provides a comprehensive demographic profile of the 120 respondents involved in this study. The respondents are categorized based on gender, age, educational qualification, and annual income. In terms of gender distribution, the data reveals that 66 respondents are female, while 54 are male. This distribution reflects a relatively balanced participation of both genders, suggesting a diverse and inclusive sample. The age distribution of the respondents is segmented into three categories: <30 years, 30-40 years, and >50 years. The largest group falls within the 30-40 age bracket, with 40 respondents, indicating that a significant portion of the study's participants are in the middle-age range. This age distribution may have implications for understanding consumer behavior, as different age groups often exhibit distinct preferences and attitudes towards green products.

Educational qualifications of the respondents vary, with a majority holding undergraduate (UG) degrees (64 respondents) and a substantial number having postgraduate (PG) qualifications (38 respondents). Additionally, there are 10 respondents with doctorate degrees and 8 with a high school education. This diversity in educational backgrounds suggests that the study encompasses a wide spectrum of educational levels, which could influence the depth of understanding and engagement with green products. Annual income is another important demographic factor considered in this study. Respondents' annual income is divided into four categories: <3 lakhs, 3-5 lakhs, 5-10 lakhs, and >10 lakhs. The largest group falls in the 3-5 lakhs income bracket, with 44 respondents. This distribution highlights the economic diversity among the participants, indicating that the study captures perspectives from individuals with varying levels of disposable income. In conclusion, Table 1's demographic profile offers valuable insights into the composition of the respondent pool. The diversity in gender, age, educational qualifications, and income levels ensures a well-rounded and representative sample for the study, enabling a comprehensive analysis of consumer behavior towards green products across different demographic segments.

**Table 2: Level of awareness about green products**

Level of awareness	No of respondents	%
Unaware	8	7
Partially aware	44	37
Completely aware	68	56



<b>Total</b>	<b>120</b>	<b>100</b>
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Table 2, which outlines the levels of awareness regarding green products among the 120 respondents, provides a comprehensive snapshot of the participants' familiarity with eco-friendly consumer choices. A noteworthy finding from the table is that a small but existent proportion of the respondents, constituting 7% of the sample, fall under the 'Unaware' category. These individuals, numbering 8 in total, have minimal to no understanding of green products. This observation underscores the necessity for enhanced educational and awareness campaigns aimed at disseminating information about eco-friendly products, particularly to this segment of the population.

In contrast, the majority of respondents, accounting for 56% of the total, fall into the 'Completely aware' category. This category comprises 68 individuals who possess a comprehensive understanding of green products. This high level of awareness suggests a promising trend towards environmental consciousness among a significant portion of the study's participants. It also indicates a potential market for green products among those who are well-informed about their benefits. The 'Partially aware' category, encompassing 37% of the respondents (44 individuals), reflects a middle ground where respondents have some knowledge about green products but may not possess an in-depth understanding. This segment represents an interesting demographic, as they exhibit a level of awareness that can be further nurtured and cultivated through targeted educational efforts.

In conclusion, Table 2 reveals a spectrum of awareness levels regarding green products among the study's participants. While a substantial number of respondents are completely aware, there is room for improvement in educating those who are partially aware or unaware. These findings emphasize the importance of tailored communication strategies and educational initiatives to promote greater understanding and adoption of green products among consumers.

**Table 3: Source of information about green products**

Sources of information	No of respondents	%
Magazines	35	31
TV/Internet	49	44
Friends and relatives	15	13
People at point of purchase	9	8
Others	4	4
<b>Total</b>	<b>112</b>	<b>100</b>

Table 3 provides valuable insights into the various sources from which the 112 respondents in the study acquire information about green products. The data is categorized into different sources, with each source accompanied by the number of respondents who rely on it and the corresponding percentage.

**Magazines (31%):** The data indicates that a significant portion of the respondents, constituting 31% of the sample, rely on magazines as a source of information about green products. Specifically, 35 respondents turn to magazines for insights into eco-friendly consumer choices. This suggests that print media, such as magazines, continue to play a substantial role in disseminating information about green products.

**TV/Internet (44%):** A more substantial share of respondents, representing 44% of the sample (49 individuals), access information about green products through television and the internet. This category includes digital platforms and broadcasting channels. The dominance of TV and the internet as sources of information underscores the importance of online and multimedia channels in shaping consumer perceptions and decisions related to green products.

**Friends and relatives (13%):** A notable but smaller segment of the respondents, comprising 13% of the total (15 individuals), rely on advice and insights from friends and relatives. This finding



emphasizes the influence of personal networks in shaping consumer awareness and choices in the realm of eco-friendly products.

**People at the point of purchase (8%):** A limited number of respondents, constituting 8% of the sample (9 individuals), gather information about green products from individuals encountered at the point of purchase. This source suggests that in-store guidance and recommendations can have a modest impact on consumer decision-making in this context.

**Others (4%):** The 'Others' category, representing 4% of the respondents (4 individuals), encompasses miscellaneous sources not explicitly listed in the table. While this category comprises a smaller portion of the sample, it underscores the diversity of channels through which consumers access information about green products.

In summary, Table 3 highlights the multiplicity of sources from which respondents derive information about green products. The dominance of TV/Internet, the role of magazines, and the influence of personal networks are particularly notable. Understanding these sources of information is crucial for businesses and marketers seeking to effectively target and engage consumers interested in eco-friendly products.

**Table 4: Perceptions regarding the prices of ecofriendly products**

Perceptions regarding prices	No of respondents	%
Same as other products	19	17
Higher	82	73
Lower	6	5
Not concerned	5	5
<b>Total</b>	<b>112</b>	<b>100</b>

Table 4 provides an insightful overview of the perceptions held by the 112 respondents regarding the prices of eco-friendly products. The data is categorized into different perceptions, accompanied by the number of respondents who hold each perception and the corresponding percentage.

**Same as other products (17%):** A minority of respondents, constituting 17% of the sample (19 individuals), perceive eco-friendly products as being priced on par with other non-eco-friendly products. This group appears to view green products as economically accessible and competitive with conventional alternatives, suggesting a positive perception regarding affordability.

**Higher (73%):** The majority of respondents, comprising a substantial 73% of the sample (82 individuals), believe that eco-friendly products are priced higher than their non-eco-friendly counterparts. This perception aligns with a common stereotype associated with green products, where the emphasis on sustainability and ethical production is often believed to come at a premium cost. This perception of higher prices may act as a barrier to adoption for some consumers.

**Lower (5%):** A smaller fraction of respondents, constituting 5% of the sample (6 individuals), hold the perception that eco-friendly products are priced lower than non-eco-friendly products. This minority perspective suggests that a segment of consumers may view green products as a cost-effective choice, potentially driven by discounts or incentives offered in the market.

**Not concerned (5%):** Another minority segment, also representing 5% of the respondents (5 individuals), expressed a lack of concern regarding the prices of eco-friendly products. These individuals appear to prioritize environmental considerations over cost implications, indicating a strong commitment to sustainability.

In summary, Table 4 underscores the diversity of perceptions regarding the pricing of eco-friendly products among the respondents. While a majority believe these products are priced higher, a notable proportion perceives them as competitively priced or even lower in cost. These varying perceptions have implications for businesses and marketers aiming to effectively communicate the value



proposition of green products and address concerns related to affordability in the minds of consumers.

**Table 5: Green products purchased by the respondents**

Products purchased	No of respondents	%
5-star energy saving equipment	34	19
LED lights	43	24
Wooden toys	4	2
Solar heaters/Cookers	19	11
Herbal cosmetics	36	17
Reusable shopping bags	5	3
Organic food products	15	9
Recycled stationery	2	1
Others	12	7
Eco friendly clothing	13	7
<b>Total</b>	<b>183</b>	<b>100</b>

Table 5 offers a comprehensive overview of the types of green products purchased by the 183 respondents in the study. The data is categorized into different product types, with each category accompanied by the number of respondents who have purchased that particular product and the corresponding percentage.

**5-star energy saving equipment (19%):** The table indicates that 19% of the respondents, totalling 34 individuals, have purchased 5-star energy-saving equipment. These products are known for their energy efficiency, and their adoption aligns with a commitment to reducing energy consumption and environmental impact.

**LED lights (24%):** A significant portion of respondents, constituting 24% of the sample (43 individuals), have purchased LED lights. LED lights are renowned for their energy efficiency and longevity, making them a popular choice among environmentally conscious consumers.

**Wooden toys (2%):** A smaller minority of respondents, comprising 2% of the total (4 individuals), have opted for wooden toys. These toys are often associated with sustainability and natural materials, appealing to those seeking eco-friendly alternatives for children.

**Solar heaters/Cookers (11%):** Solar heaters and cookers have been purchased by 11% of the respondents, totalling 19 individuals. These products harness solar energy, reducing reliance on conventional energy sources and decreasing carbon emissions.

**Herbal cosmetics (17%):** A notable portion of respondents, representing 17% of the sample (36 individuals), have chosen herbal cosmetics. These products are perceived as natural and environmentally friendly, aligning with the preferences of those seeking sustainable personal care options.

**Reusable shopping bags (3%):** A small but relevant segment of respondents, constituting 3% of the total (5 individuals), has embraced the use of reusable shopping bags. These bags are associated with waste reduction and minimizing single-use plastic.

**Organic food products (9%):** A noteworthy proportion of respondents, comprising 9% of the sample (15 individuals), have incorporated organic food products into their shopping habits. Organic foods are favoured for their reduced use of synthetic chemicals and sustainable farming practices.



**Recycled stationery (1%):** A minority of respondents, representing 1% of the total (2 individuals), have opted for recycled stationery products. These products contribute to resource conservation and waste reduction.

**Others (7%):** The 'Others' category, representing 7% of respondents (12 individuals), encompasses additional green product choices not explicitly listed in the table. This category underscores the diversity of eco-friendly options available in the market and the varied preferences of consumers.

**Eco-friendly clothing (7%):** Finally, 7% of respondents (13 individuals) have made purchases of eco-friendly clothing. This category includes garments made from sustainable materials and ethical production practices.

In summary, Table 5 provides a comprehensive view of the green products adopted by the respondents, illustrating a diverse range of eco-friendly choices. "These findings offer valuable insights into consumer preferences and highlight opportunities for businesses to cater to the growing demand for sustainable products across various categories."

**Table 6: Reasons for purchase of eco-friendly products**

Reasons for purchase	No of respondents	%
Good quality & reliability	67	28
Health benefits	72	30
Doctors/friends advice	34	14
Promotional efforts	22	9
Package and design of the product	15	6
Brand popularity	12	5
Proximity and availability of the shop	19	8
<b>Total</b>	<b>241</b>	<b>100</b>

Table 6 presents a detailed breakdown of the reasons that motivate the 241 respondents to purchase eco-friendly products. The data is organized into different reasons, with each reason accompanied by the number of respondents who cite it as a motivation and the corresponding percentage.

**Good quality & reliability (28%):** The most prominent factor driving the purchase of eco-friendly products, identified by 28% of the respondents (67 individuals), is the perception of good quality and reliability associated with these products. This suggests that consumers place a high value on the performance and durability of eco-friendly items, viewing them as trustworthy alternatives.

**Health benefits (30%):** Health benefits emerge as a significant motivator for purchasing eco-friendly products, with 30% of the respondents (72 individuals) citing this reason. Consumers are increasingly recognizing the positive impact of green products on personal health, which serves as a strong incentive for their adoption.

**Doctors/friends advice (14%):** A considerable portion of respondents, representing 14% of the total (34 individuals), make eco-friendly purchases based on advice from healthcare professionals or recommendations from friends. This highlights the influence of trusted sources in shaping consumer behavior.

**Promotional efforts (9%):** Promotional efforts, such as marketing campaigns and advertisements, influence the purchasing decisions of 9% of the respondents (22 individuals). This finding underscores the importance of effective marketing strategies in raising awareness and driving consumer interest in eco-friendly products.





**Package and design of the product (6%):** Approximately 6% of the respondents (15 individuals) are motivated to buy eco-friendly products based on the packaging and design of the items. Aesthetics and packaging that align with eco-friendly values can be compelling factors for these consumers.

**Brand popularity (5%):** A smaller proportion of respondents, constituting 5% of the sample (12 individuals), consider brand popularity when making eco-friendly purchases. This suggests that brand reputation and recognition play a relatively minor role compared to other motivating factors.

**Proximity and availability of the shop (8%):** The proximity and availability of eco-friendly products at nearby shops influence 8% of the respondents (19 individuals). Convenient access to these products may encourage more consumers to opt for eco-friendly choices.

In summary, Table 6 highlights a range of motivations behind the purchase of eco-friendly products. The prominence of factors such as good quality, health benefits, and advice from trusted sources indicates the multifaceted considerations that guide consumer choices in the realm of sustainable products. Understanding these motivations can inform businesses and marketers in tailoring their strategies to appeal to eco-conscious consumers.

**Table 7: Consumer perceptions regarding value of being eco friendly**

Perceptions regarding the value of being eco friendly	Mean	SD
I would describe myself as environmentally responsible	3.96	0.36
It is important that the products I use do not harm the environment.	4.12	0.58
My purchase habits are influenced by my concern for the environment	3.78	0.63
I am willing to face the inconvenience of being eco-friendly	3.34	0.56
I am concerned about safeguarding the natural resources of the environment	4.25	0.85
Overall green value	3.98	0.72

Table 7 presents the consumer perceptions regarding the value of being eco-friendly, along with their respective mean values and standard deviations (SD). Each perception is scored on a scale, with higher mean values indicating a stronger agreement with the statement, and standard deviations reflecting the degree of variation in responses.

**I would describe myself as environmentally responsible (Mean: 3.96, SD: 0.36):** On average, respondents express a relatively high level of agreement with the statement, indicating that they see themselves as environmentally responsible individuals.

**It is important that the products I use do not harm the environment (Mean: 4.12, SD: 0.58):** Respondents, on average, strongly agree with the importance of using products that do not harm the environment, as indicated by the high mean score.

**My purchase habits are influenced by my concern for the environment (Mean: 3.78, SD: 0.63):** This perception suggests that, on average, respondents' purchase decisions are moderately influenced by their environmental concerns.

**I am willing to face the inconvenience of being eco-friendly (Mean: 3.34, SD: 0.56):** The mean score here is relatively lower, indicating that respondents may be less willing to endure inconvenience in the pursuit of eco-friendliness.

**I am concerned about safeguarding the natural resources of the environment (Mean: 4.25, SD: 0.85):** Respondents, on average, express a high level of concern for safeguarding natural resources, with a particularly high standard deviation suggesting a wide range of individual views.

**Overall green value (Mean: 3.98, SD: 0.72):** The overall green value, calculated from the mean scores of the individual perceptions, indicates a moderately strong commitment to eco-friendly values among the respondents.

In summary, Table 7 provides a nuanced perspective on consumer perceptions regarding the value of being eco-friendly. While there is a strong emphasis on environmental responsibility and the importance of using environmentally friendly products, respondents vary in their willingness to



endure inconvenience. The variation in standard deviations underscores the diversity of views within the sample, suggesting that some consumers are highly committed to green values, while others may have more moderate views. Understanding these perceptions can help businesses tailor their strategies to align with consumer values and preferences related to eco-friendliness.

**Table 8: Influence of green consumer values on purchase decision of green products**

S. No.	R	R Square	Adjusted R square	Standard error of estimate
1	0.453	0.256	0.156	0.768

The correlation coefficient value of  $R=0.453$  suggests that there is a moderate positive correlation between green values of the customers and the purchasing decisions. However only 25.6% (R-square value of 0.256) variation in purchase decisions is influenced by the impact of green consumer values. This implies that there are still other factors which impact the green purchase behavior that remain to be explored in future research.

## VI. CONCLUSION

In today's fiercely competitive business landscape, enterprises are increasingly recognizing the imperative of incorporating environmental sustainability into their product designs as a means to gain a strategic advantage. "This study, centered on understanding consumer behavior towards eco-friendly products in the vibrant city of Coimbatore, unveils a spectrum of influential factors that shape the adoption of green products." These factors encompass considerations such as perceived health benefits, product quality and reliability, advice from trusted sources like doctors and friends, as well as brand popularity, among others. Conversations with survey participants revealed a nuanced picture of consumer awareness. While a majority of respondents professed to possess some level of awareness regarding green products, this awareness often appeared fragmented, with many individuals unable to precisely delineate which products fall within the realm of 'green.' Except for energy-efficient equipment, the enthusiasm to specifically opt for green products was somewhat tempered, primarily due to cost considerations and a knowledge gap.

Furthermore, this study underscores the pivotal role of corporate green promotional campaigns and in-store recommendations in steering consumers' decision-making processes. To capitalize on these insights, marketers must craft sophisticated strategies aimed at not only educating but also fervently promoting green products to consumers. Such initiatives hold the promise of enhancing consumer comprehension regarding the tangible benefits of eco-friendly products in terms of personal health and environmental well-being. Moreover, they have the potential to bolster a company's reputation, fostering a robust brand image in the eyes of consumers. In essence, this research underscores that the journey towards fostering sustainable consumer choices is not solely reliant on product innovation but equally necessitates a strategic approach to consumer education and engagement. By aligning consumer values with eco-friendly offerings and leveraging targeted marketing efforts, businesses can unlock a path to both environmental stewardship and enduring competitiveness.

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