

A Study of Consumer Behaviour towards Green Products

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Abstract: *This paper examines how consumers behave toward green products by drawing on secondary data from past studies, government reports, industry surveys, and NGO publications. It looks at the key factors that shape consumer choices—such as environmental awareness, perceived consumer effectiveness (PCE), product knowledge, trust, price sensitivity, social influence, and demographic trends. The analysis highlights the persistent gap between consumers' positive attitudes and their actual purchasing behaviour. The findings aim to provide useful insights for marketers, policymakers, and community organizations that want to encourage more sustainable consumption practices*

Keywords: green products, sustainable consumption, consumer behaviour, secondary data, environmental awareness, purchase intention

