

A Study of Consumer Behaviour towards Green Products

Shivanjali Talari and Dr Aarti Verma

S. I. C. E. S Degree College, Ambernath (W), Maharashtra

Smt. P. N. Doshi Women's College, Mumbai, Maharashtra

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

I. INTRODUCTION

The global conversation around sustainability has grown louder in recent years as societies face challenges like climate change, pollution, and resource depletion. One of the responses to these challenges has been the rise of green products—goods designed to reduce environmental harm throughout their lifecycle.

Despite increasing awareness, actual consumer adoption of green products has not kept pace. Many consumers express strong support for sustainability but hesitate when it comes to making purchases. This study draws on secondary data sources to explore the reasons behind this gap, looking at both opportunities and barriers to green product adoption.

1.1 Research Problem

While consumers often show positive attitudes toward sustainable living, these attitudes are not always reflected in purchasing decisions. By reviewing existing research and reports, this paper explores the reasons behind the gap between attitudes and behaviour.

1.2 Objectives of the Study

- To analyze how environmental awareness influences consumer interest in green products.
- To examine the role of perceived consumer effectiveness (PCE) in green purchasing behaviour.
- To evaluate the effect of price and product quality on the adoption of green products.
- To explore demographic and social factors that shape green consumption.
- To identify barriers and opportunities for wider adoption of green products, as reported in past studies.

II. LITERATURE REVIEW

2.1 Theoretical Framework

Research on consumer behaviour toward green products often uses the following theories:

Theory of Planned Behavior (TPB): Attitudes, social norms, and perceived control drive intentions and behaviour.

Value-Belief-Norm (VBN) Theory: Values and environmental beliefs influence personal norms and sustainable behaviour.

Norm Activation Model (NAM): Personal norms, once triggered by awareness and responsibility, can motivate pro-environmental actions.



2.2 Evidence from Secondary Sources

Environmental Awareness: Studies (Ajzen, 1991; Stern, 2000) suggest awareness is a key factor but does not always lead to action without affordability or availability.

Perceived Consumer Effectiveness (PCE): Consumers who believe their actions make a difference are more willing to buy eco-friendly goods (Davies et al., 2012).

Product Knowledge and Trust: Market reports show that lack of information or skepticism about eco-labels can discourage purchases.

Price and Quality: Higher prices remain a barrier, especially when quality advantages are unclear.

Social Influence: Family, friends, and peer groups often influence green purchasing decisions, particularly among young consumers.

Demographics: Educated, urban, and higher-income groups are more likely to buy green products, though cultural differences play a role across regions.

III. METHODOLOGY

This study is entirely based on **secondary data**, including:

- Peer-reviewed academic articles on consumer behaviour and sustainability.
- Government surveys and environmental reports.
- Industry and market research studies.
- NGO publications and case studies.

The data was reviewed and compared to identify consistent patterns as well as gaps in the existing knowledge base.

IV. FINDINGS AND DISCUSSION

The analysis of secondary data reveals the following themes:

- **High Awareness, Low Action:** Awareness is widespread, but consumers do not always act on it.
- **Belief in Personal Impact Matters:** Strong PCE is linked to higher rates of green product adoption.
- **Price Sensitivity:** Green products are often more expensive, limiting access for middle- and low-income groups.
- **Trust and Labelling Issues:** Confusion about ecolabels and “greenwashing” reduces consumer confidence.
- **Demographic Trends:** Younger, urban, and educated groups show stronger adoption, though results vary by region.
- **Cultural Differences:** Adoption rates are higher in Europe and North America compared to developing countries, where affordability remains a concern.

V. PRACTICAL IMPLICATIONS

For Marketers:

Build trust through clear and credible ecolabels.

Emphasize quality and long-term value to justify premium pricing.

Tailor marketing messages to different consumer segments.

For Policymakers:

Provide subsidies or tax incentives to make green products more affordable.

Standardize ecolabelling to reduce confusion.

Launch campaigns to show consumers the tangible benefits of sustainable choices.

For NGOs and Communities:

Use community-based campaigns to leverage peer influence.

Advocate for stricter rules against greenwashing to protect consumers.



VI. LIMITATIONS

As this study relies only on secondary data, it cannot capture the most up-to-date real-world consumer behaviour. The findings are shaped by the quality and scope of available reports, which may not reflect local variations. Without primary data, hypotheses cannot be tested statistically.

VII. CONCLUSION

This study shows that while consumers are increasingly aware of sustainability issues, barriers like high prices, lack of trust, and limited availability continue to slow the adoption of green products. Awareness and positive attitudes are not enough on their own; they must be supported by affordable pricing, reliable information, and strong social norms. With coordinated efforts from businesses, governments, and civil society, it is possible to close the gap between consumer intention and actual behaviour, helping to move toward more sustainable consumption patterns.

REFERENCES

- [1]. Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*.
- [2]. Stern, P. C. (2000). Toward a coherent theory of environmentally significant behavior. *Journal of Social Issues*.
- [3]. Peattie, K., & Crane, A. (2005). Green marketing: legend, myth, farce or prophesy? *Qualitative Market Research*.
- [4]. Davies, A. R., et al. (2012). Consumer attitudes to sustainable consumption. *Journal of Consumer Studies*.
- [5]. Market Research Future (2023). *Global Green Products Market Report*.

