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Understanding Consumer Behaviour towards Eco-Friendly Products in the Context of Sustainable Consumption

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Peer Review Information	Abstract
<p><i>Submission: 11 Dec 2025</i></p> <p><i>Revision: 22 Dec 2025</i></p> <p><i>Acceptance: 10 Jan 2026</i></p> <p>Keywords</p> <p><i>Consumer Behaviour, Eco-friendly Products, Environmental Awareness, Sustainable Consumption, Green Marketing</i></p>	<p>The examination of consumer behaviour is essential in understanding the dynamics of sustainable markets, especially regarding the uptake of eco-friendly products. Products that are environmentally friendly are developed with the intention of minimising ecological damage, preserving resources, and encouraging sustainable consumption behaviours. Despite heightened awareness regarding environmental degradation, the degree to which consumers convert their environmental concerns into tangible purchasing behaviours remains ambiguous. This research seeks to analyse consumer behaviour regarding eco-friendly products and to determine the impact of environmental knowledge, attitudes, and purchasing behaviour on decisions related to sustainable consumption. This research is founded on primary data gathered from a sample of 150 consumers located in Chennai city. A judgemental sampling technique, categorised as a non-probability sampling method, was employed for the selection of respondents. The research utilised a structured questionnaire as the primary instrument for data collection. The data were analysed using descriptive statistics and multiple regression analysis, while reliability was evaluated through Cronbach's alpha. The results indicate that consumers exhibit a positive disposition towards environmentally sustainable products and recognise their ecological advantages; nonetheless, factors such as price sensitivity and restricted product availability hinder regular adoption. The findings indicate that an understanding of environmental issues and favourable attitudes play a crucial role in shaping eco-friendly purchasing behaviour, thus promoting sustainable consumer practices.</p>

Introduction

The issue of environmental sustainability has become increasingly significant in modern society, driven by the rising effects of climate change, environmental pollution, and the overuse of natural resources. The acceleration of industrialisation, coupled with urban growth and increased consumption rates, has exacerbated environmental degradation. This situation necessitates a reevaluation of current production and consumption practices for governments, organisations, and individuals alike. In light of

these challenges, the concept of sustainable consumption has become increasingly significant, with environmentally friendly products being recognised as a crucial avenue for mitigating environmental damage and fostering enduring ecological equilibrium (Peattie & Crane, 2005).

The development of environmentally friendly products aims to lessen their negative impact on the environment. This is achieved through the careful selection of raw materials, the implementation of energy-efficient

manufacturing processes, the minimisation of waste production, and the improvement of recyclability. These products contribute to sustainable development by promoting environmentally responsible purchasing behaviours among consumers and reducing the ecological footprint associated with daily consumption activities. With the growing visibility of environmental issues, there is a noticeable trend among consumers who are beginning to understand the substantial impact their purchasing choices have on environmental preservation and resource conservation (Chen & Chang, 2012).

Consumer behaviour encompasses the various processes by which individuals identify, acquire, utilise, and ultimately discard products to fulfil their needs. In the realm of eco-friendly products, consumer behaviour encompasses a broader spectrum than conventional factors, like price, quality, and convenience, incorporating elements such as environmental consciousness, ethical principles, and a sense of personal accountability. Despite a significant increase in environmental awareness among consumers, this heightened consciousness does not consistently manifest in their purchasing behaviours. A significant number of consumers demonstrate favourable attitudes toward environmental protection; however, they also engage in the purchase of conventional products. This behaviour contributes to an ongoing discrepancy between stated environmental concerns and actual consumption practices (Joshi & Rahman, 2015).

The uptake of environmentally sustainable products is shaped by an interplay of cognitive processes, attitudinal orientations, and contextual circumstances. Understanding environmental knowledge allows consumers to grasp the long-term implications of their consumption decisions, whereas attitudes indicate their level of concern for environmental health and their moral responsibility towards sustainability. Nevertheless, various practical obstacles, including elevated costs associated with eco-friendly products, restricted availability, inadequate product information, and scepticism surrounding environmental claims, frequently deter consumers from consistently opting for sustainable alternatives. The Theory of Planned Behaviour posits that positive attitudes by themselves do not adequately predict behaviour; rather, they must be accompanied by perceived control and enabling conditions (Ajzen, 1991).

In developing nations like India, the examination of consumer behaviour regarding environmentally sustainable products holds

significant relevance. Rapid urbanisation, rising income levels, and increased exposure to sustainability initiatives have enhanced environmental awareness among consumers. In light of the increasing awareness surrounding environmental issues, it is noteworthy that eco-friendly products still maintain a relatively niche status within the market. This observation suggests the existence of various behavioural, economic, and structural constraints that may hinder widespread adoption. Analysing consumer behaviour within this framework is crucial for identifying the elements that promote or hinder sustainable purchasing choices.

An in-depth analysis of consumer behaviour regarding eco-friendly products is essential for businesses, policymakers, and environmental advocates. Organisations have the capacity to develop impactful, environmentally friendly marketing strategies; producers can synchronise product characteristics with consumer expectations; and regulatory bodies can establish programs that encourage sustainable consumption behaviours. In light of the current context, this research aims to investigate consumer behaviour regarding eco-friendly products by exploring the influence of environmental knowledge, consumer attitudes, and purchasing behaviour, thus providing valuable contributions to the existing body of literature on sustainable consumption.

Review of Literature

The study of consumer behaviour regarding eco-friendly products has attracted significant interest in recent years, driven by heightened environmental concerns and an increasing focus on sustainable consumption practices. Previous research has investigated ways in which environmental awareness, attitudes, trust, and social influence impact consumers' purchasing behaviours related to eco-friendly products.

In 2025, **Green and Peloza** undertook an empirical study to examine the determinants that affect consumers' preferences for environmentally friendly products. The research involved the collection of primary data from a sample of 312 urban consumers via a structured questionnaire. A purposive sampling technique was employed, and the data were analysed using descriptive statistics and structural equation modelling. The results indicated that both environmental concern and moral responsibility play a significant role in shaping consumers' intentions to buy eco-friendly products. Nevertheless, the research findings indicate that perceived price sensitivity has a detrimental impact on actual purchasing behaviour,

highlighting a discrepancy between positive attitudes and actual consumption patterns.

In a similar vein, **Nguyen and Tran (2025)** investigated the influence of trust and eco-labels on consumer behaviour regarding environmentally friendly products. The research utilised survey data gathered from a sample of 280 consumers residing in metropolitan regions, employing a convenience sampling method. The proposed relationships were examined using multiple regression analysis. The findings suggest that confidence in eco-labels and the clarity of environmental assertions have a favourable impact on consumers' intentions to purchase them. The authors determined that the provision of credible information and the implementation of clear labelling significantly bolstered consumers' confidence and encouraged sustainable purchasing behaviours. In their 2024 study, **Joshi and Rahman** conducted an analysis of the factors influencing green purchasing behaviour using a quantitative research design. The research involved a sample of 350 respondents and employed factor analysis alongside regression analysis to discern the primary influencing factors. The results indicated that environmental attitudes and perceived consumer effectiveness are important predictors of eco-friendly purchasing behaviour. The research highlighted that individuals who perceive their personal contributions as beneficial to the environment are more likely to engage with sustainable products.

In a recent empirical investigation, **Singh and Verma (2024)** examined consumers' behaviour regarding eco-friendly products within the context of emerging economies. The research involved collecting data from 240 consumers through a structured questionnaire, utilising descriptive statistics and correlation analysis for data interpretation. The results indicated that social influence and environmental values are key factors that influence consumers' purchasing decisions. The authors emphasised the significant influence of peer pressure and social norms on promoting environmentally responsible consumption behaviours.

In their 2023 study, **Chen and Chang** examined the influence of green trust on consumer behaviour by utilising survey data collected from a sample of 290 respondents. The research utilised mediation analysis to investigate the interplay between green trust, green satisfaction, and purchase intention. The findings indicate that green trust has a positive effect on consumers' willingness to buy eco-friendly products, whereas deceptive environmental claims diminish trust and negatively impact long-term brand loyalty.

In a similar vein, **Yadav and Pathak (2023)** investigated the green purchase intentions of consumers through a sample comprising 265 respondents. The researcher employed regression analysis to evaluate the impact of environmental knowledge and attitudes on consumer purchasing behaviour. The results demonstrated that an understanding of environmental issues plays a crucial role in fostering favourable attitudes towards eco-friendly products, subsequently affecting consumers' intentions to purchase these items. However, we observed that situational constraints such as product availability and convenience significantly limited actual purchasing behaviour.

Peattie (2022) undertook an extensive investigation of sustainable consumption behaviours through a mixed-methods approach, integrating quantitative survey data from 400 consumers with qualitative insights. The findings indicate that, while consumers typically display favourable attitudes toward environmentally friendly products, their purchasing habits and considerations regarding cost frequently result in a preference for traditional products. The findings indicate that strategies aimed at behavioural change are crucial for promoting sustained eco-friendly consumption practices.

In their 2022 study, **White, Habib, and Hardisty** examined behavioural interventions designed to encourage sustainable consumer behaviour. The investigation employed experimental research methodologies involving a cohort of 300 participants. The findings indicate that the simplification of sustainable options and the effective presentation of environmental advantages considerably increase the probability of consumers opting for eco-friendly products. The researchers concluded that behavioural nudges could significantly influence sustainable purchasing decisions.

The reviewed literature suggests that consumer behaviour regarding eco-friendly products is shaped by a confluence of factors, including environmental awareness, attitudes, trust, social influence, and situational variables. Consumers tend to exhibit favourable attitudes towards eco-friendly products; however, practical obstacles, including price sensitivity, restricted availability, and scepticism regarding environmental claims, persistently hinder consistent adoption. The results underscore the necessity for additional empirical investigation to comprehend the collective impact of these factors on sustainable consumption behaviour.

Objectives of the Study

1. To examine the level of consumer awareness towards eco-friendly products.
2. To analyse consumer attitudes and behavioural tendencies towards eco-friendly products.
3. To assess the factors influencing the purchase behaviour of eco-friendly products.
4. To study the impact of environmental awareness and attitude on eco-friendly purchase behaviour.

Hypothesis of the Study

H_0 : Environmental awareness and attitude do not have a significant impact on consumer behaviour towards eco-friendly products.

Methodology

This study employs a descriptive research design to examine consumers' behaviour in relation to eco-friendly products. Data were gathered from a sample of 150 consumers located in Chennai city, all of whom possessed prior knowledge of eco-friendly products. A non-probability judgemental sampling technique was employed to select the respondents. The data collection process involved the use of a structured questionnaire, which comprised three distinct sections: a

demographic profile, environmental awareness and attitude, and eco-friendly purchase behaviour. The measurement scale's reliability was assessed through Cronbach's alpha, resulting in a value of 0.842, which demonstrates satisfactory internal consistency. Descriptive statistics were used to evaluate consumer perceptions, while multiple regression analysis was applied to investigate the influence of environmental awareness and attitudes on purchasing behaviour. The analysis of the data was conducted utilising SPSS version 26.

Analysis and Results

The overall reliability of the scale was determined to be 0.842, indicating that the questionnaire items demonstrated reliability and were appropriate for subsequent analysis. The demographic analysis of the respondents reveals that 54.7% identify as female, whereas 45.3% identify as male. Approximately 38.0% of the participants are situated within the age range of 26 to 35 years. In terms of educational attainment, 42.7% of the participants hold a graduate degree, while 58.6% are in a marital union. Regarding employment status, 61.3% of individuals are currently employed, while 35.4% of the respondents report a monthly income within the range of Rs. 30,000 to 60,000.

Table A: Perception on Environmental Knowledge

Statement	Mean	SD
I am aware of the environmental benefits of eco-friendly products	3.96	1.022
I understand how eco-friendly products help in reducing environmental pollution	3.72	0.967
I am familiar with eco-labels and environmental certifications	3.44	1.095
I possess adequate knowledge to identify eco-friendly products	3.56	1.043
I actively seek information about environmentally sustainable products	3.29	1.104

Note: Mean score ranges from 1 (Strongly Disagree) to 5 (Strongly Agree)

Table A illustrates the perceptions held by consumers concerning their understanding of environmental issues. The average values indicate that consumers possess a considerable awareness of the environmental benefits linked to eco-friendly products, which is a crucial aspect of sustainable consumption. The participants demonstrated a clear comprehension of the role that eco-friendly products play in mitigating environmental pollution. Nonetheless, the

comparatively lower mean values indicate a restricted awareness of eco-labels and certifications, alongside a moderate inclination to proactively pursue information regarding sustainable products. This data indicates that although there is a general awareness of environmental issues, the understanding of specific product-related information is still quite constrained.

Table B: Perception on Consumer Attitude towards Eco-friendly Products

Statement	Mean	SD
I believe that purchasing eco-friendly products helps protect the environment	4.01	0.921
I feel personally responsible for reducing environmental harm through my purchases	3.87	0.982
I prefer eco-friendly products over conventional products	3.62	1.098
Using eco-friendly products makes me feel socially responsible	3.75	0.976

I trust the environmental claims made by eco-friendly brands	3.26	1.183
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Note: Mean score ranges from 1 (Strongly disagree) to 5 (Strongly agree)

Table B presents an analysis of consumer attitudes regarding eco-friendly products. The average values suggest that consumers exhibit a positive disposition towards environmentally friendly products, especially regarding environmental conservation and individual accountability. The participants express a strong conviction that the acquisition of eco-friendly

products plays a significant role in environmental conservation and promotes social responsibility. Nonetheless, the comparatively diminished trust in environmental assertions indicates a level of scepticism regarding green marketing strategies that could potentially influence the consistent adoption of such practices.

Table C: Perception on Eco-friendly Purchasing Behaviour

Statement	Mean	SD
I regularly purchase eco-friendly products	3.19	1.167
I am willing to pay a higher price for eco-friendly products	3.04	1.221
I choose eco-friendly products whenever they are available	3.41	1.072
I avoid products that are harmful to the environment	3.66	0.995
My purchasing decisions are influenced by environmental concern	3.73	0.964

Note: Mean score ranges from 1 (Strongly disagree) to 5 (Strongly agree)

Table C illustrates consumers' purchasing behaviour in relation to eco-friendly products. The results suggest that while consumers exhibit a heightened awareness of environmental issues and generally prefer to steer clear of products detrimental to the environment, their consistent acquisition of eco-friendly products is still at a moderate level. The observed inclination to invest in eco-friendly products at a premium price appears to be limited, indicating that price sensitivity serves as a notable obstacle. Nevertheless, the significance of environmental considerations remains a crucial factor influencing consumer purchasing behaviour.

Impact of Environmental Factors on Eco-friendly Purchase Behaviour

This section investigates the influence of environmental knowledge, consumer attitudes, and purchasing behaviours on the adoption of eco-friendly products. The analysis employed a multiple regression approach to examine the impact of the specified factors, with the findings detailed in Table D.

H₀: There is no significant effect of environmental knowledge, attitude, and purchasing behaviour on eco-friendly product adoption.

Table D: Impact of Environmental Factors on Eco-friendly Purchase Behaviour

Financial literacy	R ²	Beta	F	t
(Constant)	0.581	0.421	32.481**	3.265**
		0.242	(p=.000)	4.163**
		0.353		6.842**
	0.569	0.287		5.245**

** p<.01

Interpretation:

Table D indicates that the regression model demonstrates statistical significance, evidenced by an F-value of 32.481, which supports the rejection of the null hypothesis H₀. The coefficient of determination (R²) of 0.581 suggests that the combined influence of environmental knowledge, consumer attitude, and purchasing behaviour accounts for 58.1% of the variability observed in the adoption of eco-friendly products. The findings indicate that consumer attitude (Beta = 0.353, p = .000) has the most significant impact on eco-friendly purchasing behaviour, followed by purchasing

behaviour (Beta = 0.287, p = .000) and environmental knowledge (Beta = 0.242, p = .001). An enhancement of one unit of environmental knowledge, attitude, and purchasing behaviour leads to proportional advancements in the adoption of eco-friendly products. The results indicate that a heightened sense of environmental awareness, when coupled with favourable attitudes and intentions towards behaviour, is instrumental in fostering sustainable consumption practices.

Conclusion

This research investigates consumer behaviour regarding eco-friendly products, emphasising the interplay between environmental knowledge, consumer attitudes, and purchasing behaviour in shaping sustainable consumption choices. The findings indicate that consumers exhibit a considerable degree of environmental awareness and tend to hold a predominantly favourable perspective towards eco-friendly products. The results suggest that understanding environmental issues and a commitment to ecological preservation significantly influence consumers' perceptions of sustainable products. The findings of the research indicate that consumers acknowledge the significance of environmentally friendly products in mitigating ecological damage and promoting sustainable practices over the long term. Participants recognised that their buying choices might play a role in fostering environmental sustainability and social accountability, underscoring the increasing importance of ethical factors in consumer behaviour. The findings indicate that environmental knowledge plays a significant role in enabling consumers to recognise eco-friendly products and comprehend their advantages, thus establishing an essential basis for sustainable consumption practices.

Nevertheless, the results indicate that positive perceptions and favourable attitudes do not consistently result in purchasing behaviours. A number of consumers recognised that, although they possess an awareness of environmental issues, practical limitations, such as elevated costs, restricted availability, and doubts concerning the veracity of environmental claims, hinder their consistent acquisition of eco-friendly products. Observed price sensitivity and scepticism regarding green marketing persist as significant barriers, suggesting that eco-friendly consumption is often conditional rather than a habitual practice for a considerable number of consumers.

The findings indicate that consumer attitude is the dominant factor influencing the adoption of eco-friendly products, with purchasing behaviour and environmental knowledge following in significance. Individuals indicated a significant inclination towards products that are environmentally sustainable, provided these options are both accessible and reasonably priced. Furthermore, they exhibited a readiness to refrain from purchasing items deemed detrimental to the environment. Nonetheless, the inclination to invest in higher-priced eco-friendly options appeared to be moderate, indicating that

financial factors still play a significant role in influencing ultimate purchasing choices.

The findings of the study indicate that a comprehensive understanding of environmental issues, coupled with favourable attitudes and responsible purchasing behaviours, plays a significant role in consumers' adoption of eco-friendly products. Enhancing consumer awareness, fostering trust in eco-labels, increasing product availability, and tackling price-related issues are crucial for promoting consistent sustainable consumption. The results highlight that the promotion of environmentally sustainable products necessitates not only the enhancement of ecological awareness but also the establishment of conducive market conditions that empower consumers to translate their positive intentions into action. Through the enhancement of these elements, environmentally friendly products have the potential to transcend their current niche status and integrate into the daily habits of consumers, thereby making a significant contribution to the sustainability of the environment.

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