

Eco-Friendly Lifestyle: A Study on Adoption and Consumer Attitudes for Various Age Groups

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Introduction

In today's world, issues such as climate change and environmental pollution, and deforestation are increasing quickly. Because of this, it is important to adopt an eco-friendly lifestyle to protect nature and support sustainable development. Living eco-friendly means making responsible and careful choices every day to reduce harm to the environment. In spite of environmental issues are growing, many people do not fully follow eco-friendly practices because they lack awareness, believe it is costly, or are unsure about its financial advantages. This creates a gap between the need for sustainable living and what people actually do.

It is well understood that adopting an eco-friendly lifestyle can offer benefits like saving money, improving health, and reducing exposure to harmful substances. Individual actions can also impact others, encouraging them to adopt similar habits. However, there is still limited clarity about how aware people are and how these advantages impact their daily decisions and finances. The main purpose of this research is to analyse the financial impact of adopting an eco-friendly lifestyle and to understand its advantages for both individuals and society. The study assumes that eco-friendly practices lead to long-term financial savings, which is explored through data. In addition, living eco-friendly also improves mental well-being by reducing eco-anxiety and giving a sense of meaning and connection with nature. Even small steps by individuals can make a big positive difference for the environment and society.

Review of Literature

Many studies have explored the relationship between eco-friendly living and financial benefits.

Airly [1] 2023 explains that eco-friendly living not only helps the environment but also improves personal well-being and reduces long-term costs. The study shows that adopting sustainable products and lowering energy usage can result in long-term financial benefits.

Woli [2] 2025 discusses eco-friendly money habits and shows how individuals can save money while protecting the environment. It focuses on simple habits like reducing waste, reusing products, and making conscious spending decisions.

Ecofy Finance [3] 2025 examines the affordability of green living in India. The research shows that although eco-friendly products may have higher initial costs, they often provide long-term financial gains, making sustainability more practical in the future.

Ismail, N. R. A. [4] 2024 studies the financial impact of eco-friendly choices and finds that sustainable consumption can help achieve better financial management. The research highlights that adopting eco-friendly practices can reduce unnecessary expenses and improve savings.

Tan, K. W. [5] 2024 highlights the concept of green spending and its influence on personal finances. The study explains that consumers who prefer eco-friendly products tend to make more planned and mindful financial decisions.

Alofaysan, H. et al. [6] 2024 analyze the relationship between eco-friendly technologies and financial technologies in promoting renewable energy growth. The research reveals that financial innovation is essential for supporting sustainable development in emerging economies.

Kennedy, R. F. et al. [7] 2024 provide evidence from India regarding green consumption and sustainable lifestyles. The research indicates that awareness and income levels significantly influence the use of eco-friendly practices among consumers.

Smith, S. [8] 2024 focuses on eco-friendly budgeting and financial planning. The research suggests that people can integrate sustainability into their budgets by prioritizing eco-friendly products and reducing unnecessary expenses.

Research Gap

While earlier studies have discussed the environmental and financial benefits of eco-friendly living, most research is constructed on secondary data and theoretical discussions. Very few research studies have analysed the relationship between financial perception and actual adoption behaviour at the individual level.

Furthermore:

- Many studies concentrate mainly on environmental benefits instead of financial impact.
- There is limited primary data analysis using statistical tools.
- Few studies explore behavioural decision-making from a financial perspective.
- The Indian context, particularly among middle-income households, remains underexplored.

Therefore, this study attempts to bridge the gap by analysing primary data to understand the financial perspective influencing eco-friendly lifestyle adoption.

Objectives

- To study the cost of eco-friendly lifestyle.
- To analyse financial savings from sustainable practices. To understand awareness among people.

Research Methodology

The present study is empirical and analytical in nature, as it is based on Primary data collected directly through respondents and focuses on analysing the connection between eco-friendly lifestyle practices and their financial impact.

The research is based on both primary and secondary data, which are explained below:

Primary Data

Primary information is collected using a survey questionnaire. The questionnaire includes:

- Demographic details (age, gender, occupation)
- Adoption of eco-friendly practices
- Purchasing behaviour of eco-friendly products
- Financial awareness and savings related to eco-friendly lifestyle

This helps in understanding the actual behaviour and financial decisions of respondents.

Secondary data

Secondary data is gathered from various articles and research papers, and online sources including Airly [1] 2023, Woli [2] 2025, Ecofy Finance [3] 2025, Ismail, N. R. A. [4] 2024, Tan, K. W. [5] 2024, Alofaysan, H. et al. [6] 2024, Kennedy, R. F. et al. [7] 2024, and Smith, S. [8] 2024.

These sources are commonly focused on:

- Eco-friendly lifestyle and sustainable consumption
- Financial impact of green practices
- Cost and affordability of eco-friendly products
- Long-term savings and budgeting benefits
- Consumer behavior towards sustainability

Sample Size

The research was conducted using a sample size of 62 respondents. The participants were selected using the convenience sampling method, as it was easy to approach individuals who were readily available and willing to participate. The sample included students, working professionals, and homemakers to obtain diverse opinions regarding eco-friendly lifestyle adoption and its financial impact. A sample size of 62 was considered appropriate for applying statistical analysis such as percentage analysis and the Chi-Square test.

The selected sample size ensures:

- Adequate representation of respondents
- Reliable statistical calculation
- Meaningful interpretation of results

Data Analysis

Objective of Analysis

To study whether there is a significant relationship between an individual's age group and their adoption of eco-friendly practices.

Hypothesis

H0 [Null Hypothesis]: There is no significant relationship between an individual's age group and their adoption of eco-friendly practices in daily life.

H1 [Alternative Hypothesis]: There is a significant relationship between an individual's age group and their adoption of eco-friendly practices.

Statistical Test Used: Chi-Square Test

This test is used to examine whether there is a significant association between two categorical variables—age group and adoption of eco-friendly practices.

Chi-Square Calculation*Observed Frequency Table*

Row Labels	Not at all	Rarely	Somewhat	Yes, actively	Grand Total
18–24	3	3	7	6	19
25–34	5	5	7	16	33
35–44	1	0	3	2	6
45 and Above	0	1	1	1	3
Under 18	0	1	0	0	1
Grand Total	8	11	18	25	62

Expected Frequency Table

Expected Frequency Formula:

Expected= (RowTotal*ColumnTotal)/GrandTotal

Row Labels	Not at all	Rarely	Somewhat	Yes, actively
18–24	2.451612903	3.371	5.516129	7.66129032
25–34	4.258064516	5.855	9.580645	13.3064516
35–44	0.774193548	1.065	1.741935	2.41935484
45 and Above	0.387096774	0.532	0.870968	1.20967742
Under 18	0.129032258	0.177	0.290323	0.40322581

Calculation of $((O-E)^2/E)$

Row Labels	Not at all	Rarely	Somewhat	Yes, actively
18–24	0.122665535	0.041	0.399170	0.36023769
25–34	0.129276637	0.125	0.695123	0.54523949
35–44	0.774193548	0.004	0.908602	0.07268817
45 and Above	0.387096774	0.411	0.019116	0.03634409
Under 18	0.129032258	3.814	0.290323	0.40322581

Chi-Square Formula

$$\chi^2 = \sum E(O-E)^2$$

Degrees of Freedom

$$df = \text{Row} - 1 * \text{column} - 1$$

$$P\text{-value} = \text{CHISQ.DIST.RT}(X\text{Square}, df)$$

Chi-Square Test Results

Parameter	Value
XSquare	6.666708231
df	12
p-value	0.645174065

Interpretation

The Chi-Square Test was conducted to analyse whether a significant relationship exists between age group and the level of adoption of eco-friendly practices.

The calculated Chi-Square value is 6.667 with 12 degrees of freedom. The obtained p-value is 0.645, which is greater compared to the 5% level of significance [0.05].

Meanwhile the p-value [0.645] is much higher than 0.05, hence, we fail to reject the null hypothesis. This indicates that there is no a statistically

significant relationship between age group and eco-friendly behaviour.

Although some age groups [such as 25–34] show comparatively higher active participation in eco-friendly practices, these differences are not significant enough to prove that age influences sustainable behaviour.

Hence, it can be concluded that eco-friendly lifestyle adoption is not significantly dependent on age in this study. Other factors such as awareness, financial perception, or personal values may play a more significant role than age.

Findings

The study indicates key insights about the adoption and financial impact of an eco-friendly lifestyle among respondents.

- Most respondents adopt eco-friendly practices
- Financial savings is a key reason
- Eco-friendly options save money in long run
- Use of sustainable products is increasing
- Awareness about eco-friendly lifestyle is growing

Results and Discussion

The data reveals that the majority of people are aware of eco-friendly practices and have started using them in their daily lives. The main reasons for choosing eco-friendly options are caring for the environment, saving money, and improving health.

Most people believe that eco-friendly purchases save money in the long run, even if they cost more at first. It was also observed that people are buying more eco-friendly products like energy-saving appliances, reusable items, and sustainable alternatives. The findings indicate that awareness about eco-friendly living is increasing, and people are slowly shifting towards sustainable habits. Overall, the results show that living eco-friendly not only helps the environment but also provides financial benefits for individuals.

Implications

The study shows that adopting an eco-friendly lifestyle is important for individuals. It assists people in making better choices by showing the financial benefits, like saving money over time and reducing daily expenses. It also raises awareness about using resources responsibly and living healthier by avoiding harmful substances.

For society as a whole, the study highlights that eco-friendly living supports environmental protection and sustainable development. When more people follow these practices, it can reduce pollution, improve resource management, and make communities healthier. It also encourages others to adopt sustainable habits, creating a favourable influence on the environment and society.

Conclusion

The study concludes that an eco-friendly lifestyle contributes positively to the environment and financial well-being. It helps in reducing expenses in the long term and promotes sustainable living. The results show that awareness about eco-friendly practices is increasing, and people are gradually adopting such habits in their daily lives. Although some options may involve higher initial costs, they provide long-term benefits. Overall, small changes in lifestyle can create a significant positive impact on both individual finances and environmental sustainability.

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