Major Research Report

Examining Consumer Purchase Behavior towards Sustainable Product

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2K22/DMBA/08

Under Guidance of

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CERTIFICATE

This is to certify that **Mr**. **Abhishek Kumar**, **2K22/DMBA/08** has completed the project titled **"Examining Consumer Purchase Behavior towards Sustainable Product"** under the guidance of **Dr. Saurabh Agrawal** as a part of Master of Business Administration (MBA) curriculum Delhi School of Management, New Delhi.

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DECLARATION

I, **Abhishek Kumar** student of Delhi School of Management, Delhi Technological University hereby declare that the Major Research Project on **"Examining Consumer Purchase Behavior towards Sustainable Product"** as a part of Master of Business Administration (MBA) curriculum Delhi School of Management, New Delhi, is an original piece of work. I also confirm that this project has not been submitted to any other institution or university for any other degree or diploma. I further declare that the information collected from various sources has been duly acknowledged in this project.

Abhishek Kumar

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EXECUTIVE SUMMARY

Global consumption has increased, which has accelerated economic growth. This overindulgent consumption has made the planet's condition worse. Environmental damage, global warming, and the other consequences of this damage to the environment have alarmed the public and sparked the sustainable movement for the protecting the environment. The purpose of this study was to determine what factors consumers used to decide which sustainable products to buy. The study discovered that consumer decisions to purchase sustainable products are unaffected by social variables. How pleased a customer is with the product affects the likelihood that they will buy it. The attributes of sustainable products have the greatest influence on consumer satisfaction and behaviour. A study was conducted with 74 participants. Customers demonstrated a high level of knowledge about sustainable marketing tactics and products. The respondents' high values for the environment were also found to exist. Research has offered helpful insights for sustainable product marketers due to the high perceived sustainable value among consumers, and it suggests the need for creating marketing communication campaigns promoting sustainable products. Analysis of the rationale behind choosing non-sustainable products is also included. The findings of the regression analysis are consistent with the notion that consumer decision-making to buy and prefer sustainable goods over conventional ones was significantly and positively affected by in general sustainable values, knowledge of sustainable practices and products, and benefits derived from the fact that they are produced in accordance with hygienic standards, without the use of dangerous substances, reusable, recyclable by nature, and with packaging that is sustainable.

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CHAPTER 1: INTRODUCTION

1.1 Background

Rapid technological advancement has increased industrial activity, which has negatively impacted the environment. Environmental issues including pollution, global warming, ozone layer depletion, and climate change are the result of overuse of the environment. The idea of being sustainable was spurred by the necessity to safeguard the environment in light of these problems. Laws and policies aimed at promoting sustainability and environmental protection have been put into place by both governments and corporations.

One of the first steps in addressing this sustainability issue was the creation of items that were useful to customers and also ecologically beneficial. These goods are frequently referred to as "sustainable products" as they are renewable, biodegradable, recyclable, and have low toxicity levels. Because of the detrimental consequences on the ecosystem, which have altered consumer attitudes toward purchasing sustainable products, sustainable advertising initiatives have become an important strategy for many organizations.

One of the categories of sustainable activities is the choice of whether or not to buy a sustainable product. One example of a sustainable activity is deciding to purchase a sustainable product. Customers are growing more and more worried about their safety. Today's market offers a wide variety of sustainable products. Consumer attitudes and understanding of environmental concerns have an impact on their purchasing decisions. Selecting a sustainable product offers the customer several benefits in addition to long-term environmental benefits. Whether or not a consumer decides to purchase these goods depends on how they may behave towards them.

Owing to the phenomenon known as the "value-action gap" (Blake, 1999), many environmentally conscientious customers probably don't consistently make these types of decisions. The difference between a consumer's behavior while dealing with such items and his understanding of the environment is known as the worth action gap. In 2004 Canadian research (Kennedy, Beckley, McFarlane, & Nadeau, 2009) found that there is a discrepancy between the acceptance and uptake of sustainable products. "Sustainable marketing" is the practice of promoting goods and services in light of their beneficial effects on the environment.

A common strategy used by companies to promote their goods is to increase consumer knowledge of environmental concerns. This encourages consumers to move from conventional to sustainable products (Golkanda, 2013).

People in developed countries are growing more aware of environmental issues than those in underdeveloped ones. Many companies are beginning to use environmentally friendly research and advertising techniques in order to save the environment and generate long-term profitability. There are a lot of environmentally friendly products on the market these days, such as battery packs, powered home appliances, jute bags, solar panel batteries and chargers, and CFL light bulbs. The fact that eco-friendly initiatives are generally embraced shows how significant they are to people on many levels. They raise the standard of living for all animals. The primary advantage of the marketing trend toward eco-friendly products is that they allow

consumers to reduce their overall carbon emissions by allowing them to make significant energy savings.

1.1.1 Meaning of sustainable products

Products that use sustainable technology and don't harm the environment in any manner are considered sustainable. Fair growth and resource preservation depend on the development of eco-friendly products and practices. In marketing and sustainability, the terms "environmentally friendly," "environmentally conscious," or "eco-friendly" (also called "nature-friendly and sustainable") refer to goods and services, policies, laws, and regulations that make the claim that their negative effects on the environment or ecosystems are minimized, non-existent, or reduced.

The phrase "eco-friendly" is used to characterize environmentally favourable actions. The phrase "ecologically," "environmentally," or "sustainable" is a shortened version of these terms, which are used to characterize comparable behaviours. Eco-friendly activities can range from developing products that are made with the environment in mind to altering one's lifestyle in a way that is meant to help the environment. Several examples of products that are eco-friendly are: TV manufacturers have been actively attempting to develop energy-efficient televisions for a time now. Nearly all of the news inventory is usually ENERGY STAR certified, which is a testament to a retailer's commitment to sustainability and energy conservation. New models continue to function effectively with a decreasing amount of power consumption, which is good for the environment and your pocketbook. This is important since, in a typical home, viewing television is one of the devices that is used the most, so finding ways to lower its energy usage is invaluable.

Reducing your overall energy use can help you minimize the harm you cause to the environment. An excellent place to start would be to swap out your incandescent lights for LED ones. LED lighting will lengthen the life of your bulb and boost its efficiency while maintaining high-quality illumination. LED lights emit almost no hazardous UV emissions and contain no poisonous chemicals. More and more houses are embracing the technology every day as it spreads widely. The greatest revelation regarding fluorescent light bulbs is their superior performance in comparison to their traditional counterparts.

One of the best examples of the solar panel industry's rapid growth is solar thermal water heaters. They perform better than conventional models in nearly every way. Their reliance on solar energy results in higher overall effectiveness rates, longer unit lifespans, and higher particle emissions.

Furthermore, a solar water heater may lower energy consumption by up to 70%, which will assist to somewhat lower the monthly power expenditure.

cases that may be charged by sunlight. Typically, solar rooftop panels use light absorption and energy conversion to generate power for residences. It didn't take long for this concept to be effectively applied on a smaller scale to power electrical devices. The Voltaic Creator Solar Laptop Charger uses quality solar cells on an impermeable housing with batteries that have been verified to efficiently absorb solar power. This convenient solar charging case can charge almost all popular electronics. An additional pleasant bonus is that the enclosure maintains its attractive appearance despite the integrated electrical panels.

Verification of the Environment via Mobile Apps Businesses are scrambling to figure out how to portray themselves as eco-friendly to a consumer base that is fixated on sustainable products. While several organizations have official third-party endorsements attesting to their sustainable efforts, many other businesses are passing themselves off as environmentally conscious in an attempt to increase sales and enhance their brand. Get the official Consumer Reports app on your phone for free. By consulting the listings of items with the Eco Label certification, consumers may be able to prevent themselves from falling for false marketing. With Eco Label's guidance, you can identify real environmentally friendly items while perusing the aisles. Eco Label offers a smooth and user-friendly interface.

ecologically favourable The document The shredder machinery It should go without saying that confidential documents and financial information should never be thrown away. The market for paper shredder gadgets was created in response to this requirement. Various hand-powered shredders are now readily accessible and provide a useful, environmentally friendly option. The shredding mechanism just requires users to twist their palms to begin. These portable, very easy-to-use, environmentally friendly shredders also provide a low-tech means of encouraging energy conservation.

The dryer balls Dryer balls are just big rubber objects with rises on the floor; they're a simple but effective idea that has finally started to gain mainstream recognition. They serve to separate the clothing in order to hasten drying and preserve softness. Dryer balls can be reused, which makes traditional dryer sheets unnecessary and lets you save money. They occasionally can be quite noisy, which is the only real drawback.

1.1.2 Characteristics of sustainable products

Typically, sustainable goods can be distinguished by their focus on minimising garbage and maximising the efficiency of resources. Them are produced using non-toxic materials and ecofriendly processes, and they have received certification from reputable agencies like Energy Star, Forest Stewardship Council, etc.

- Goods grown in their natural environment
- Products that are biodegradable, recyclable, and reusable.
- Natural components, recycled materials, non-toxic chemicals, and contents of products with chemical approval are all examples of products.
- Items that are free of animal testing and environmentally friendly products.
- Products packaged in reusable, refillable containers or other environmentally friendly materials.
- Products with lower energy consumption (both during production and use)

Advantages: The use of environmentally friendly products can help reduce toxic waste and prevent environmental pollution. Utilising eco-friendly products has numerous advantages, including reducing harmful substances, saving money, and energy.

- Pollution reduction - Reducing pollution is the primary advantage of using sustainable products. As a result, there is less pollution because there is a reduction in the amount of toxic waste and non-biodegradable materials on the planet.

- Personal health - By using environmentally friendly products, you can avoid consuming many dangerous chemicals and other substances. These products make the lives of the consumers more wholesome and environmentally friendly.

- Long-Term Investments - The majority of environmentally friendly goods are also energy efficient, which helps consumers save money.

1.1.3 Major initiatives

In India, there are numerous environmental organisations working to safeguard and preserve the environment. Eco-friendly advertising has become more prevalent as more companies integrate the concept of the environment into their organisational cultures.

On this innovative, socially responsible concept, advertisers are concentrating their ads across a range of media. In addition to building a positive public image, advertisements for environmentally friendly goods can increase awareness of what people should do to conserve energy and environmental resources. Thus, promoting environmentally friendly products ultimately benefits both businesses and the environment. Environmentally friendly products are promoted in India through various programmes.

1.1.4 Certifications

- Energy Star (EPA): It is a certification which seeks to cut down on energy consumption and releases of sustainablehouse gases while protecting the environment by avoiding excessive consumption of non-renewable resources. It defines and labels items, buildings, and technological devices that consume a great deal less energy. It was first made available on March 15, 1992, which means it can be applied to a wide range of electronic equipment, structures, etc.

- Managing the world's forests is a goal of the Forest Stewardship Council, or FSC, which labels and accredits products as being environmentally friendly. The administration strives to maintain clean air and water while preventing the environment from changing dramatically due to pollution. Their logo claims that the forest product was derived from ethical, sustainable, and commercially viable sources. Introduced in 1993, it covers both forests and whatever is made from them.

- Sustainable Seal: The initiative's creator is dedicated to lowering the adverse effects of the raw substance's the extraction process, manufacturing, consumption, and recycling. Prior to issuing the certificate, the business goes through a particular assessment process that includes examining data, labelling, marketing materials, and on-site inspection. It first

appeared in 1989 and can be used with a variety of goods, which includes paints, lodging, home goods, and cleaning items.

- USDA Certified USDA: It works to prevent fraud and generate crops that are entirely organic. Genetically altered seeds and chemical-based products are prohibited. They strictly keep non-organic and organic products apart, and they frequently conduct onsite inspections to ensure pure products. It arrived in 2002 and is appropriate for agricultural and food goods.

- Customers can evaluate the harmful effects of a gadget thanks to the Electronic Product Environment Assessment Tool (EPEAT) certification. In accordance with the way the items perform in terms of sustainability, they are rated as gold, silver, or bronze.

1.2 Problem Statement

The global increase in usage has caused the economy to grow quickly. This overindulgent consumption has made the environment worse. Environmental damage, global warming, and other effects of this environmental degradation have alarmed the public and sparked the sustainable movement for environmental preservation. The purpose of this study was to determine what factors customers used to decide which sustainable products to buy. According to the study, demographic factors have no bearing on consumers' choices to purchase sustainable products. The likelihood that a consumer will make a purchase is influenced by how satisfied they are with the product, the benefits derived, and how much sustainable value one possesses. The adoption of such policies by consumers ultimately determines the success of governmental initiatives and corporate sustainability strategies. Consumers are the main player in the marketing of any product and they are very important in the marketing process. Consumer purchasing behaviour is a key factor in determining whether a business succeeds or fails, and gaining an understanding of these preferences and behaviours will help marketing strategies work as efficiently as possible.

Purchase decisions and satisfaction are most significantly influenced by sustainable product features. Environmental concerns have been extremely escalating recently. Sustainable-tagged goods are growing more and more well-liked as a result of their potential to reduce environmental issues and health risks. There are only a few people who use environmentally friendly goods

because of factors like lack of awareness, scarcity, high cost, and others. The focus of the current study is how customers choose ecologically conscious goods.

1.3 Objectives of the study

1. To study the respondents' buying behaviors regarding eco-friendly products.
2. To assess consumer purchasing intentions and their level of awareness regarding environmentally friendly products.
3. To study the internal and external factors that affect consumers' purchasing decisions regarding sustainable products.

1.4 Scope of the study

The analysis of buyer attitudes towards sustainable products is a significant field of study that aims to comprehend how people decide to purchase environmentally friendly goods. This area of research covers a wide range of topics, such as consumer attitudes towards sustainable products, reasons people buy them, perceived risks and benefits, and adoption barriers. This area of study covers a wide range of sustainable products, including hybrid cars, energy-efficient appliances, organic food, and home goods that are environmentally friendly. The analysis of consumer behaviour in relation to sustainable products may also cover various stages of the decision-making process, such as awareness, consideration, evaluation, and post-purchase analysis. Understanding the variables that affect consumers' decision-making processes when it comes to purchasing environmentally friendly products is the main goal of research on consumer behaviour towards sustainable products. Marketers and policymakers who want to encourage the adoption of sustainable products and more sustainable consumer behaviour may find this research to be helpful. The socioeconomic makeup of those who buy sustainable products can be used to learn about the socioeconomic factors that have a big impact on their buying decisions. The attitude, perception, and purchasing behaviour of consumers towards environmentally friendly products are important for gaining a comprehensive understanding of those consumers' perceptions, emotions, and acts of compassion.

CHAPTER 2: LITERATURE REVIEW

Furlow, N.E. (2009) In her article, Furlow, N.E. (2009) describes the state of the market, which is currently flooded with "sustainable products" that are blatantly dishonourable in the name of protecting the environment. In an effort to appeal to an uninformed audience, businesses frequently make claims that appear environmentally friendly but are occasionally also untrue and figuratively imprecise. As a result, "Sustainable washing" has spread throughout the industry. The problem with sustainable laundry is not just that it deceives customers, but also that companies that adhere to their environmental commitments become less competitive if dishonest marketers continue to make environmental claims. Furthermore, the market will become so saturated with "sustainable" claims due to their overuse and misuse that the consumer may stop understanding how sustainable the product actually is. In the end, misleading environmental advertising will be bad for our environment as well as for people, companies, and the economy. As a result, environmental claims must be sincere, accurate, and consistent with the purpose of the organisation.

Ali, A., Khan, A.A., Ahmed, I. & Shahzad, W. (2011) In their analysis article, Ali, A., Khan, A.A., Ahmed, and Shahzad (2011) looked at Pakistani consumers' intentions to buy environmentally friendly goods. The main goal of this analysis material was to look into and investigate the suggested relationship between the criterion and predictor variables, specifically the unproven purchase angle (GPA) and unqualified intent to buy (GPI). The second involved looking at how the criterion variable (GPI intention) and the outcome variable (GPB), or beginner purchase behaviour, related to one another. Determine how perceived product value and quality (PPP&Q) impacted the alleviative effect was the third objective. The tests revealed that a person's criterion had a significant impact on his GPI in addition to the correlational statistic between criterion and GPI. Similar to how GPI and GPB are inextricably linked. According to the findings, consumers who indicate a desire to purchase an unfamiliar product are more likely to do so than consumers who express no desire to purchase.

According to Project Guru's (2010) study, India's adoption of environmentally friendly products is still in its infancy. Individuals, groups, and the government all have a duty to do more to spread the word about the advantages of sustainable products.

The Welling and Anupamaa S. Chavan (2010) study examined Sustainable marketing, which is not going to be a simple concept. In order to determine whether the plan is feasible, the

company must first plan and then conduct research. Environmental marketing needs to mature as it is still in its infancy. Although implementing sustainable marketing might not be straightforward at first, it will unquestionably be advantageous for the business in the future.

According to **Dharmendra Mehta's (2011)** study, Indians are not only concerned with the environment but also with their health. Due to this mental paradigm shift, sustainable marketers find Indian consumers to be appealing. The general public is now more receptive to and aware of sustainable marketing appeals.

Schultz and Zelezny (2000) Environmental concern attitudes, per Schultz and Zelezny (2000), "are rooted in a person's self-concept and the degree to which he perceives himself to be an integral part of the natural environment." Attitudes play a key role in behavior prediction, behavioral intention, and the explanation of variations in individual behavior. Customers who feel strongly about the environment will connect sustainable products to their daily activities, employment, and families. Due to higher manufacturing costs, high-quality raw material costs, and, to some extent, higher costs associated with obtaining an official eco-label for the products, sustainable products are more expensive. Demand and price have an antagonistic relationship because price determines whether or not someone will buy something. The likelihood that a consumer will want to buy a product decrease with price. Customers are aware that choosing sustainable products over conventional ones is better for the environment. But consumers are price conscious when it comes about going sustainable because of the economic situation in developing countries. Higher priced goods may have less of an impact on consumers' decisions to buy in line with their values and attitudes. The cost will deter consumers from buying a sustainable product unless its quality is reliable and it is worthwhile to obtain.

Hansla (2008), Hansla (2008) asserts that although consumers may have favourable attitudes towards sustainable products, they might not be willing to pay more for a similarfunctioning item. According to Rezai, Mohamed, and Shamsudin (2011), consumers' attitudes towards buying organic vegetables were somewhat influenced by the price of those vegetables**.**

Saranya's 2017 According to **Saranya's 2017** study, sustainable marketing primarily aims to encourage consumers to buy sustainable products. It is the duty of marketers to educate consumers about the advantages of sustainable products over non-sustainable alternatives.

Li, J., Hu, L., & Basheer, M.F. (2023): In their research published in Environmental Science and Pollution Research, Li, J., Hu, L., and Basheer, M.F. (2023) explored the impact of sustainable marketing on consumer behavior within the sports industry. They found that sustainable marketing strategies significantly influence consumer behavior and environmental consciousness. The study utilized an online questionnaire with 532 respondents and employed partial least square structural equation modeling (PLS-SEM) for hypothesis testing. The results indicated that environmental consciousness mediates the relationship between sustainable marketing strategies and consumer behavior, and environmental knowledge moderates the relationship between sustainable marketing strategies and environmental consciousness.

Qalati, S.A., Barbosa, B., & Deshwal, P. (2024): In a comprehensive editorial for the journal Sustainability, Qalati, S.A., Barbosa, B., and Deshwal, P. (2024) discussed the development of sustainable marketing in both online and offline settings. They emphasized the changing dynamics of consumer behavior in today's digitally driven market and the opportunities and challenges it presents for sustainable marketing. The authors highlighted the importance of understanding consumer behavior and sustainable marketing practices in various contexts, especially in light of the COVID-19 pandemic's impact on online shopping behaviors

Thogersen (2004) Consumer behaviour towards sustainable products is significantly influenced by social norms and peer pressure. According to a Thogersen (2004) study, consumers' perceptions of social norms and peer pressure have a big impact on whether or not they're willing to buy sustainable products. When consumers believe they are acting in a socially responsible manner and see their peers buying sustainable products, they are more likely to do the same.

A study by **Prashant Kumar and Bhimrao M. Ghodeswar (2015)** titled "Factors impacting consumers' sustainable product purchase choices" reveals that recent research on environmentally friendly consumer behaviour has concentrated on Asian markets. Although environmental awareness among Indian consumers has been documented in the literature, it is still unclear how they choose to spend their money on eco-friendly goods. Therefore, the goal of this essay is to investigate the variables influencing Indian consumers' decisions to buy sustainable products. The findings showed that the respondents were willing to support environmental protection, aware of

their ecological duties, and inclined to look up details on environmentally friendly goods and learn more about them.

According to a **2011 study by Celine Michaud and Daniel Llerena** titled "Sustainable Consumer Behaviour: An Experimental Evaluation of Ability to Pay for Remanufactured Products," managing a product's days is now a crucial business concern. Remaking is one end-of-life option that may offer business benefits through material and energy savings. Beyond issues with industrial organisation, there is debate over the value of creating a sustainable marketing plan for remanufactured goods. Remanufactured goods can be regarded as sustainable goods since their manufacturing process advantages the surroundings.

Antecedents of environmentally conscious buying behaviour: a study of consumers in a developing country like India was conducted by **Aradhana Gandhi and Pratima Sheorey in 2019.** This study aims to investigate the factors that influence sustainable buyer choices in a developing nation like the nation of India. Data were gathered for an empirical study through an online survey. The questionnaire was completed by 437 respondents from seven Indian cities, ranging in age from 18 to 55. According to the study, government officials and marketers should inform the public about sustainability issues in order to increase the demand for sustainable goods.

Jing Li, Lifen Hu & Muhammad Farhan Basheer (2023): This study, published in 2023, examines the effects of sustainable marketing strategies and environmental consciousness on consumer behavior in the sports industry. The research collected data from 532 respondents and used the SmartPLS 4 software for partial least square structural equation modeling (PLS-SEM) to test the hypotheses. The findings revealed that sustainable marketing strategies positively influence consumer behavior and environmental consciousness levels of consumers. In addition, environmental consciousness positively mediated the relationship between sustainable marketing strategies and consumer behavior. The study also found that environmental knowledge moderates the relationship between sustainable marketing strategies and environmental consciousness.

Sikandar Ali Qalati, Belem Barbosa, and Pankaj Deshwal (2024): In their editorial for the journal Sustainability, Qalati, Barbosa, and Deshwal (2024) examined the crucial nexus between consumer behavior and sustainable marketing practices, particularly in online and offline settings. They discussed how the COVID-19 pandemic has transformed shopping behaviors and provided an opportunity for companies to develop sustainable marketing strategies

CHAPTER 3: RESEARCH METHODOLOGY

In order to achieve the intended goals, the research is a thorough exploratory study that tries to use computational models and carry out statistical modelling. The tools and techniques used for the study are briefly covered in this chapter's discussion of the research approach.

1.1 Population and Sample Size Determination

Google forms were used to collect data from a sample of 74 respondents, including both men and women. In order to complete the research, the sample size was chosen based on the degree of sustainable value, consumer awareness, and benefit from using sustainable products. Customers who fall within the study's target demographic are primarily older than 20. According to observations made while gathering consumer data, consumers over this age are believed to be engaged shoppers who independently select their products. The target population consists of working adults, students pursuing higher education, entrepreneurs, and stay-at-home mothers, who make up the majority of India's population. Nonprobability sampling was used in this study. To reduce complexity, this method employs convenience sampling.

1.2 Data Collection Procedure

Through convenience sampling, a pre-designed structured questionnaire was created and given to the participants. The questionnaire includes demographic, single-choice, and the majority of closed-ended questions with a Likert scale with five scales (1=strongly agree, 5=strongly disagree). The questionnaire assessed the perceived influence of consumers' purchase intentions on environmental beliefs, eco-friendly packaging, sustainable branding, awareness, and benefits. Google forms were used for the online data collection.

1.3 Data Tools Used

The information gathered from the primary source was put through a number of statistical tools for interpretation and verification. Data analysis was the main use for SPSS. There are two types of data analysis: descriptive and inferential. The results from the SPSS were copied to an Excel Worksheet, where they were improved upon and interpreted, in order to present the understanding of data analysis. Using Microsoft Excel, the necessary graphs, tables, and charts were also generated. Cross tabulation and mean analysis were carried out for the descriptive

analysis. In the case of inferential analysis, Chi Square, t-test, and ANOVA were used to infer conclusions from the data collected.

Understanding the relationship between variables representing consumer behaviour towards sustainable products was done using correlation and regression analysis. For a more thorough analysis of the hypothesis, correlation between the variables that represent these elements can be used to assess the degree of synchronicity these variables have with one another.

CHAPTER 4: DATA ANALYSIS

In order to gain an understanding of the variables that affect consumer behaviour towards purchasing sustainable products, the analysis of information for this study combines descriptive, inferential, and exploratory techniques. This chapter primarily focuses on an exhaustive examination of the data that is currently available to learn more about the facts relating to consumer behaviour with regard to sustainable products. 74 respondents provided the information that was gathered.

4.1 Demographics analysis

Table.1 Demographics table

		Count	Column N %
Gender	Female	30	40.50%
	Male	44	59.50%
Age	26-35	27	27.30%
	36-45	1	1.30%
	Below 25	46	62.16%
Where do you live?	Rural	1	1.30%
	Semi-Urban	11	14.86%
	Urban	62	83.78%
Qualification	Postgraduate	64	86.48%
	Undergraduate	10	13.50%
Occupation	Businessmen	2	2.70%
	Employee	16	21.60%
	Freelancing	1	1.30%
	Professional	3	5.40%
	Recently not working	1	1.30%
	Student	51	68.90%
Marital Status	Married	9	12.16%
	Not Married	65	87.83%

Source: Own analysis using primary data

Here are some conclusions drawn from the information provided:

Male participants make up more than female participants (59.5% vs. 40.5%).

Most of the participants (62.16%) are under the age of 25, followed by those between the ages of 26 and 35 (27.3%). Only 1.3% of participants (who range in age from 36 to 45) fall within this age bracket.

Only a small percentage of participants (14.9%) and the majority (83.78%) of participants (83.78%) live in semi-urban or rural areas.

Only a few participants (13.5%) have undergraduate degrees, while the majority (86.48%) have postgraduate degrees.

Students make up the majority of participants' occupational categories (68.9%), followed by employees (21.6%). Only a small portion of participants identify as businesspeople, independent contractors, professionals, or recently unemployed.

87.83% of participants are single (the majority), while only a few are married (12.16%).

4.2 Inferential Statistical Analysis

Inferential statistics describe the many ways in which statistics derived from observations on samples from study populations can be used to deduce whether or not those populations are truly different.

Table 2: Reliability Test

Reliability Statistics				
Cronbach's Alpha	**N of Items**			
0.867	**5**			
Item-Total Statistics				
	Scale Mean if Item Deleted	**Scale Variance if Item Deleted**	**Corrected Item-Total Correlatio n**	**Cronbac h's Alpha if Item Deleted**
I am aware of the benefits of sustainable products for the environment	14.79	10.416	0.745	0.825
I am aware of the point of purchase for sustainable products	15.02	11.097	0.706	0.836
I am aware of various brands offering sustainable products	15.26	11.418	0.668	0.845
I am aware of various symbols / certifications / other identifiers which declare the product as sustainable product	15.38	11.022	0.685	0.84
How would you describe your level of awareness about following dimensions of sustainable products?	14.98	10.17	0.663	0.85

Source: Own analysis using primary data

The above table shows Cronbach's Alpha coefficient is 0.867, which indicates a relatively high level of internal consistency among the items in the test. This suggests that the items are measuring the same construct, and that they are reliable and consistent in their measurement. It is generally accepted that a value between 0.6 and 0.7 denotes an acceptable level of reliability and a value between 0.8 and greater, a very good level. Overall, the table suggests that all five items are strongly correlated with the overall score of the scale and contribute positively to the reliability of the scale. The highest corrected item-total correlation is for the first item, indicating that it is the most strongly related to the overall score. However, all items have relatively high corrected item-total correlations, indicating that they all measure a similar construct of awareness of sustainable products.

Table 3: Reliability Test

Reliability Statistics				
Cronbach's Alpha	**N of Items**			
0.815	**5**			
Item-Total Statistics				
	Scale Mean if Item Deleted	**Scale Variance if Item Deleted**	**Corrected Item-Total Correlation**	**Cronbac h's Alpha if Item Deleted**
Kindly provide your response on the following statements. **It is important to me that the products I use that do not harm the environment**	14.46	9.502	0.65	0.768
I am concerned about wasting the resources of our planet.	14.35	10.232	0.662	0.761
My purchased habits are affected by the concerns of the environment	14.57	10.218	0.719	0.745
I consider the potential environment impact while making a purchase decision	14.92	11.353	0.502	0.809
I would describe myself as environmentally responsible citizen.	14.74	12.29	0.52	0.804

Source: Own analysis using primary data

The above table shows Cronbach's Alpha coefficient is 0.815, which indicates a relatively high level of internal consistency among the items in the test. This suggests that the items are measuring the same construct, and that they are reliable and consistent in their measurement. Overall, the item-total statistics suggest that the first three items are important for the overall reliability of the scale, while the fourth and fifth items have less influence. However, all five items contribute to measuring attitudes towards the environment and should be retained in the scale unless there are specific reasons for removing any of them.

**Table 4: The factor which affects the most buyers before purchasing a sustainable product.**

The factor which affects the buyer most before purchasing sustainable products?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		32	43.2	43.2	43.2
	Environment protection	24	32.4	32.4	75.7
	Increase in quality of life	9	12.2	12.2	87.8
	Potential increase in product value	4	5.4	5.4	93.2
	Self-satisfaction	5	6.8	6.8	100
	Total	74	100	100	

Source: Own analysis using primary data

Based on the data provided, it appears that the factor which affects the buyer most before purchasing sustainable products is environment protection, with 32.4% of respondents selecting this option. The second most selected factor is self-satisfaction, with 6.8% of respondents selecting this option. The remaining factors, including frequency, increase in quality of life, and potential increase in product value, were selected by smaller proportions of respondents.

Internal Factors

Graph 1: Internal Factors which affect the most before purchasing a sustainable product
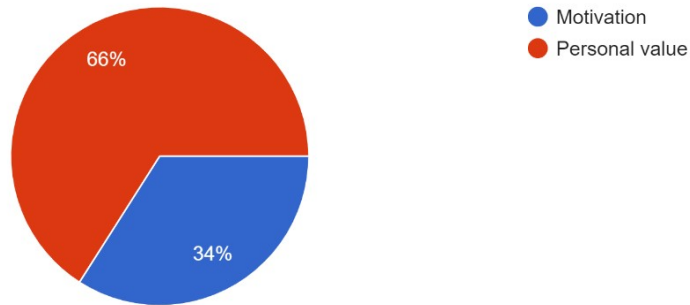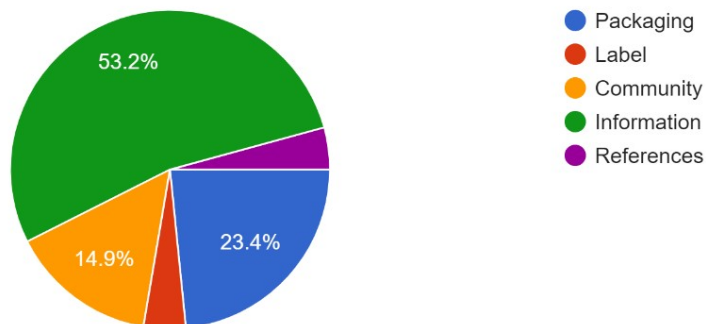

Source: Own analysis using primary data

Among the 74 respondents, 47 responded positively towards buying a sustainable product. The internal factors that are responsible for consumer buying behaviour towards sustainable product are motivation and personal value. It appears that personal value has a great influence on the consumer behaviour with 66% and motivation with 34%.

External Factors

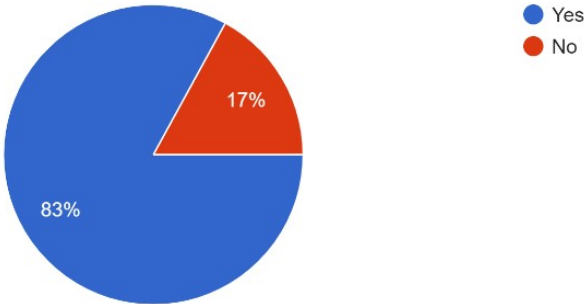**Graph 2: Factors which affect the most before purchasing a sustainable product**

Source: Own analysis using primary data

Among the 74 respondents, 47 responded positively towards buying a sustainable product. The external factors that are responsible for consumer buying behaviour towards sustainable product are sustainable packaging, label, community, information. It appears that information possessed by consumers has a great influence on the consumer behaviour with 53.2%, then community with

14.9% and sustainable packaging with 23.4%.

Willingness to pay

Graph 3: Factors which affect the most before purchasing a sustainable product

Source: Own analysis using primary data

Among the 74 respondents, 47 responded positively towards buying a sustainable product. 83% of the respondents are ready to pay a little more for sustainable product vs. normal product as it is grown without the use of harmful chemicals and under sanitary conditions and is recyclable, reusable, and naturally biodegradable. It was found through analysis that there exists a significant relationship between Environmental Concern and Willingness to Pay, which means that people who have higher concern for the environment are expected to be willing to purchase sustainable products and this finding agrees to the previous studies. This study states that as consumers are becoming sensitive towards environmental issues, they are becoming more inclined towards sustainable products.

Descriptive Statistics

Descriptive statistics describe, show, and summarize the basic features of a dataset found in a given study, presented in a summary that describes the data sample and its measurements. It helps analysts to understand the data better. Based on the given descriptive statistics, we can make the following observations:

Table 5: Descriptive statistics of the level of awareness towards a sustainable product

Descriptive Statistics						
	N	Range	Minimum	Maximum	Mean	Std. Deviation
How would you describe your level of awareness about following dimensions of sustainable products? I am aware of the benefits of sustainable products for health	42	4	1	5	3.88	1.152
I am aware of the benefits of sustainable products for the environment	42	4	1	5	4.07	1.022
I am aware of various brands offering sustainable products	42	3	2	5	3.6	0.912
I am aware of various symbols / certifications / other identifiers which declare the product as sustainable product	42	3	2	5	3.48	0.969
I am aware of the point of purchase for sustainable products	42	4	1	5	3.83	0.935
Valid N (listwise)	42					

Source: Own analysis using primary data

According to the table above, respondents' awareness of the advantages of sustainable products for the environment was on average the highest (mean=4.07), followed by their awareness of the advantages of sustainable products for health (mean=3.88) and the place where they should buy sustainable products (mean=3.83). The lowest level of awareness for different symbols, certifications, and other identifiers that indicate a product is a sustainable product was reported by respondents (mean: 3.48), followed by various brands that offer sustainable products (mean: 3.60).

The standard deviation for each dimension of awareness ranges from 0.912 to 1.152, indicating that there is some variability in the responses. Overall, the results suggest that respondents have a moderate level of awareness about the dimensions of sustainable products, with the highest awareness for the environmental benefits of sustainable products.

However, awareness of sustainable products could be created through labelling, packaging and advertisement. People who are aware and have used Sustainable Product's agree to the fact that Sustainable products' help improve the environment. Nguyen et al. stated that if consumers are conscious of the performance of sustainable products, then it will assist them in achieving individual environmental impact objectives. This indicates that awareness of sustainable products can impact consumers' decision-making which in turn can aid in restoring a more positive outlook in the market. Again, the education on Sustainable Product's would increase people's behavioural intention to use Sustainable Product's and consequently become sustainable consumers. Sustainable products have good effects on the environment and human actions have effects on the environment. Sustainable products consciously reduce waste and financial burdens.

Table 6: Descriptive statistics of the level of awareness towards a sustainable product

Descriptive Statistics						
	N	Range	Minimum	Maximum	Mean	Std. Deviation
Sustainable products are very expensive.	26	4	1	5	3.85	1.008
Sustainable products are not promoted properly. .	26	4	1	5	3.69	1.087
Lack of awareness about sustainable products.	26	4	1	5	3.35	1.263
Lack of confidence in the performance of sustainable products.	26	4	1	5	3.04	1.248
Sustainable products are not available in full range of variety	26	3	2	5	3.88	0.864
Sustainable products are not easily available in shopping outlets.	26	2	3	5	3.96	0.871
Labels of Sustainable products are not informative; they don't fully inform about their sustainableness.	26	4	1	5	3.27	1.116
Valid N (listwise)	26					

Source: Own analysis using primary data

These are the descriptive statistics for a survey where respondents were asked to rate their agreement with various statements related to sustainable products on a scale of 1 to 5, with 1 being strongly disagree and 5 being strongly agree. The statistics are as follows:

N (sample size) = 26, which means there were 26 respondents.

Mean = the average score for each statement, which ranged from 3.04 for "Lack of confidence in the performance of sustainable products" to 3.96 for "Sustainable products are not easily available in shopping outlets".

Std. Deviation = a measure of the variability of scores around the mean for each statement, which ranged from .864 for "Sustainable products are not available in full range of variety" to 1.263 for "Lack of awareness about sustainable products".

4.3 Hypothesis Testing

Hypothesis testing is an act in statistics whereby an analyst tests an assumption regarding a population parameter. The methodology employed by the analyst depends on the nature of the data used and the reason for the analysis.

Hypothesis 1 - Null hypothesis (Ho): There is no association (relationship or dependency) between Gender and consumer buying behaviour towards Sustainable products.
Alternate hypothesis (H1): There is an association (relationship or dependency) between Gender and consumer buying behaviour towards Sustainable products.

Table 7: Chi square test of association between gender and consumer behaviour towards sustainable products.

Chi-Square Tests

	Value	df	Asymptotic Significance (2sided)
Pearson Chi-Square	76.994[a]	4	<.001
Likelihood Ratio	44.49	4	<.001
N of Valid Cases	74		
a. 5 cells (55.6%) have expected count less than 5. The minimum expected count is .49.			

Source: Own analysis using primary data

The results of two different chi-square tests—the Pearson Chi-Square and the Likelihood Ratio—are displayed in the output you provided. To investigate the relationship between categorical variables, both tests are used. The chi-square statistic's value for each test is shown in the first column, "Value," of the table. The degrees of freedom for each test are shown in the

second column, "df," and they are equal to the number of categories minus one. Since there are four categories in this situation, df = 4-1 = 3. The p-value for each test is displayed in the third column, "Asymptotic Significance (2-sided)". In the event that the null hypothesis is correct, the p-value represents the likelihood of observing a result that is equally extreme to or more extreme than the observed result. The p-value is less than 0.001 in both instances, indicating strong evidence against the null hypothesis of no association between the variables.

Hypothesis 2- Null hypothesis (Ho): There is no association (relationship or dependency) between Age and consumer buying behaviour towards Sustainable products.
Alternate hypothesis (H1): There is an association (relationship or dependency) between Age and consumer buying behaviour towards Sustainable products.

Table 8: Chi square test of association between Age and consumer behaviour towards sustainable products.

Chi-Square Tests

	Value	df	Asymptotic Significance (2sided)
Pearson Chi-Square	75.346[a]	6	<.001
Likelihood Ratio	43.224	6	<.001
N of Valid Cases	74		
a. 8 cells (66.7%) have expected count less than 5. The minimum expected count is .08.			

Source: Own analysis using primary data

The results suggest that there is a relationship between age and sustainable product purchasing behaviour. The majority of individuals who have purchased a sustainable product are in the below 25 age group (65%), followed by the 26-35 age group (55.6%). No individuals in the 26-35 age group reported not purchasing a sustainable product, indicating a strong association between this age group and sustainable product purchasing behaviour.

Both tests have 6 degrees of freedom and the p-values for both tests are less than .001, which indicates a significant association between the variables being tested. The minimum expected count is .08, which is higher than the commonly used threshold of 5. It suggests a significant association between the variables being tested, but the low expected counts in some cells may limit the confidence in the results. However, the minimum expected count being higher than 5 reduces this limitation. Hence, rejection of null hypothesis.

Hypothesis 3- Null hypothesis (Ho): There is no association (relationship or dependency) between Income and consumer Buying behaviour towards Sustainable products.

Alternate hypothesis (H1): There is an association (relationship or dependency) between Income and consumer buying behaviour towards Sustainable products.

Table 9: Chi square test of association between Income and consumer behaviour towards sustainable products.

Chi-Square Tests			
	Value	**df**	**Asymptotic Significance (2sided)**
Pearson Chi-Square	75.930[a]	6	<.001
Likelihood Ratio	43.401	6	<.001
N of Valid Cases	74		
a. 8 cells (66.7%) have expected count less than 5. The minimum expected count is .49.			

Source: Own analysis using primary data

The Pearson Chi-Square test and the Likelihood Ratio test are two chi-square tests whose results are displayed in the table. The observed data differs significantly from what would be predicted under the null hypothesis of independence, according to both tests, which each have six degrees of freedom (df) and produce a very low p-value (.001). With a p-value of.001 and a Pearson Chi-Square value of 75.930, it can be concluded that the variables under study are statistically related. As a result, the null hypothesis can be rejected because there is a significant discrepancy between the income and the expected values. Similar to how the Likelihood Ratio

test value is 43.401 with a p-value of.001, rejecting the null hypothesis is supported by this data.

Hypothesis 4- Null hypothesis (Ho): There is no association (relationship or dependency) between Sustainable Value and consumer Buying behaviour towards Sustainable products.

Alternate hypothesis (H1): There is an association (relationship or dependency) between Sustainable

Value and consumer buying behaviour towards Sustainable products.

Table 10: Regression Analysis of association between sustainable value and consumer buying behaviour towards sustainable products.

Model Summary				
Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**
1	**.913ª**	**0.834**	**0.83**	**0.3394**
a. Predictors: (Constant), SustainableValue				

ANOVA [a]						
Model		**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
1	Regression	23.128	1	23.128	200.77	<.001 [b]
	Residual	4.608	40	0.115		
	Total	27.735	41			
a. Dependent Variable: Purchase						
b. Predictors: (Constant), GreenValue						

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Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.15	0.251		0.596	0.554
	SustainableValue	0.924	0.065	0.913	14.169	<.001
a. Dependent Variable: Purchase						

Source: Own analysis using primary data

Based on the provided summary, a linear regression model was constructed with one predictor variable—"Sustainable Value"—and a fixed term. The variable that serves as a predictor can explain 83.4% of the variation in the answer variable (the dependent variable) according to the model's R-squared value of 0.834. The adjusted R-squared value, which is a bit lower at 0.830, accounts for the number of predictor variables in the model. The standard error of the estimate, which is 0.33940, measures the average deviation of the observed values from the regression line. The model's overall fit is very good (R = 0.913), and the predictor variable "Sustainable Value" seems to be highly significant in describing the differences in the response variable. As a result, the null hypothesis is disproved.

Hypothesis 5- Null hypothesis (Ho): There is no relationship (correlation or dependency) between benefits obtained and consumer buying habits for sustainable products, which is a null hypothesis (Ho).

Alternative hypothesis (H1): There is a relationship between benefits obtained and consumer purchasing habits for sustainable products.

Table 11: Regression Analysis of association between benefits and consumer buying behaviour towards sustainable products.

Model Summary				
Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**
1	.594a	0.353	0.337	0.66973

a. Predictors: (Constant), Benefits

Coefficientsa					
Model	**Unstandardized Coefficients**		**Standardized Coefficients**	**t**	**Sig.**
	B	**Std. Error**	**Beta**		
1 (Constant)	1.748	0.417		4.192	<.001
Benefits	0.475	0.102	0.594	4.673	<.001

a. Dependent Variable: Purchase

ANOVAa					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	9.794	1	9.794	21.835	<.001b
Residual	17.942	40	0.449		
Total	27.735	41			

a. Dependent Variable: Purchase

b. Predictors: (Constant), Benefits

Source: Own analysis using primary data

A linear regression model was created using "Benefits" as the only predictor variable and a constant term based on the summary provided. The model's R-squared value is 0.353, which indicates that 35.3% of the shifts in the outcome variable (the dependent variable) can be attributed to the predictor variable. The adjusted R-squared value, which is slightly lower at 0.337 and accounts for the number of predictor variables in the model, is higher. The standard error of the estimate, which is equal to 0.66973, measures the average deviation of the observed values from the regression line. Although there is still a sizable impact of benefits derived on

consumer behaviour towards sustainable products, the model's overall fit is only fair (R = 0.594).

Correlation Analysis

A method of statistics used for study to determine the relation between two variables and gauge the degree of the linear relationship between them is correlation analysis.

Table 12: Correlation Analysis of association between Sustainable Value, Awareness and consumer buying behaviour towards sustainable products.

Correlations		Purchase	Value	Awareness
Purchase	Pearson Correlation	1	0.284	.313[*]
	Sig. (2-tailed)		0.065	0.043
	N	43	43	42
Value	Pearson Correlation	0.284	1	.999[**]
	Sig. (2-tailed)	0.065		<.001
	N	43	68	42
Awareness	Pearson Correlation	.313[*]	.999[**]	1
	Sig. (2-tailed)	0.043	<.001	
	N	42	42	42
*. Correlation is significant at the 0.05 level (2-tailed).				
**. Correlation is significant at the 0.01 level (2-tailed).				

Source: Own analysis using primary data

Before determining the nature and implications of a relationship between variables, bivariate correlation analysis, also known as correlation analysis, focuses on determining whether one exists. The Pearson correlation coefficients and associated statistical significance levels (pvalues) for three variables—purchase, value, and awareness—are displayed in a correlation table.

The table shows that Purchase and Value have a moderate effect size and a statistically significant positive correlation (r = 0.284, p = 0.065). Purchase and Awareness also have an acceptable effect size and a highly significant positive correlation (r = 0.313, p = 0.043).

Furthermore, Value and Awareness have a very strong positive correlation (r = 0.999, p 0.001), which shows that they are almost perfectly related.

Its worth noting that the sample sizes for the three variables are different, with the largest sample size being for Value (n = 68) and the smallest being for Awareness (n = 42). Overall, these results suggest that there may be important relationships between these variables, and they could be useful for understanding consumer behaviour and making marketing decisions.

4.4 Finding and Recommendations

According to the study's findings, consumer environmental awareness, awareness and benefits derived are the key determinants of whether they choose to buy sustainable products. This emphasises how crucial it is for companies to educate customers about the environmental advantages of their products. Businesses should also make sure that their eco-friendly goods are well-made and cost-effective. However, consumers seem willing to seek out sustainable products even if they are not widely available, so their availability may not be as important as previously believed.

The study sought to understand how consumers felt about sustainable products. The study's key findings are listed below.

- Of the respondents, 59.50% were men and 40.50% were women.
- The age group of respondents with the highest percentage (62.10%) is under 25 years old.
- The majority of respondents (86.48%) have completed post-graduate coursework.
- The income of the respondents is below $20,000 in 68.3% of cases.
- 87.7% of respondents were aware of the advantages and benefits of sustainable products.
- 63% of respondents reported having purchased a sustainable product.
- 87% of respondents think environment protection as the major factor while buying a sustainable product.

- According to 67% of participants, the main internal consideration when purchasing a sustainable product is personal value.

- In comparison to standard products, 83% of respondents are willing to pay more for sustainable products.

- The majority of those polled are aware of the advantages for both personal health and the surroundings. You can cut down on your consumption of energy and emissions of carbon by purchasing sustainable products and services, such as those that use renewable energy. By selecting goods and services that use waste or recycled materials as a raw material or resource, you can conserve natural resources.

- Reason for not purchasing a sustainable product can be attributed to lack of awareness and confidence in performance of sustainable product. Few find it expensive and it seems they are not available in wide variety.

- The government needs to take corrective action and raise awareness for people to be persuaded to purchase environmentally friendly products from the nearby market.

- To eventually transition to a sustainable economy, the government should promote sustainable product and service concepts.

- According to the findings, consumers should use products that can be recycled or reused, efficient products that reduce environmental impact by saving water, energy, or petrol, organic products that guarantee quality, and certified products that meet or exceed environmental responsibility standards. Global consumer consumption has increased in recent decades, which is proof of the rapid economic expansion. As a result, natural resources are used excessively, which worsens the environment. Environmental degradation has a number of effects, including desertification, acid rain, water pollution, noise pollution, and loss of the ozone layer. reported that about 40% of environmental degradation is caused by private households' consumption patterns

- If a product is more valuable, most consumers are willing to pay a higher price. This kind of value enhancement can be produced using sustainable value. Marketers should launch a coordinated and united campaign to increase customer awareness of sustainable marketing because not all customers are familiar with the concept. Even

though it will take time and effort, the public must become aware of the new sustainable movements.

- Sustainable marketing involves promoting environmentally friendly goods and services, environmentally friendly technology, and environmentally friendly power and energy sources. All of these require a sizable investment in R&D and subsequent marketing campaigns because they will introduce some new, improved methods for producing, communicating, and delivering environmentally friendly goods and services.

- Providing sustainable products and services alone is insufficient; they must also be wellsuited to the realities of customers' needs. Marketers should design their products and services in response to true customer needs.

- Marketers should implement sustainable policies as a long-term strategy because most sustainable initiatives have a high initial cost but are beneficial and cost-effective in the long run. The government should finance sustainable initiatives so that marketers may get sustainable products and services at affordable pricing.

- Authorities should hold seminars and awareness campaigns to increase consumer knowledge of sustainable products.

- The importance and benefits of sustainable products for achieving environmental sustainability will be covered in the students' course materials. Future studies should take into account some research limitations despite the fact that this study has illuminated the marketing of sustainable products. The first flaw is that the research goals of this study were constrained to the utilisation of sustainable products. Second, this study used convenience sampling. The sample size was restricted to 74 due to time constraints. The results could be biased and the representativeness of this sample size could be constrained.

4.5 Limitation of the study

Although this study has shed light on the marketing of sustainable products, there are still some research limitations that should be considered in future investigations.

- **Sample Size:** The sample size is a bit small with only 74 respondents and might not be representative of the entire population. A greater number of respondents might provide a more accurate representation of the level of consumer knowledge regarding sustainable products.

- **Sampling Bias:** Because the poll was completed online, sampling bias may have occurred. those who are more inclined to take part in online surveys could behave and hold different attitudes towards sustainable product than those who do not.

- **Self-Reporting Bias:** Since the results in the survey were self-reported, biases such social desirability bias and recall bias may have been present. It's possible that respondents gave responses they believed to be socially acceptable.

- **Time Restrictions:** Because the study was carried out at a given time, attitudes and behaviours of consumers towards buying a sustainable product may have altered since then.

CHAPTER 5: CONCLUSION

The primary goal of the essay was to examine how consumers approach buying sustainable products. Factors like a consumer's age, gender, income, or educational background have some impact on their purchasing decisions and satisfaction with sustainable products. Consumer purchasing decisions are influenced by their level of motivation and personal value for the products. Younger consumers have been found to be kinder to the environment. Consumers give the features of sustainable products the most weight when making purchases. They are even willing to pay more for eco-friendly products in order to protect their environment. Clients are urged to buy eco-friendly goods because they care about the environment and because they believe they might be better for their health.

Gender has no bearing on how consumers choose to purchase sustainable goods. However, it has been observed that those under the age of 20, or the younger generation, are more likely to purchase sustainable products because they are produced in clean environments without the use of harmful chemicals, are recyclable, reusable, naturally biodegradable, and come in packaging that is sustainable. The purchasing habits of consumers with regard to sustainable products are greatly influenced by income.

Consumers who buy sustainable products are undergraduates and postgraduate educated, and have a pro-environment outlook. The findings also indicated that customers are more likely to buy sustainable goods if they are not married. It's possible that this group of consumers buys ecofriendly goods out of concern for the health of their family and themselves.

Global consumer spending has increased in recent years, which is proof of the rapid economic expansion. As a result, resources from nature are used excessively, which exacerbates the environment. Environmental degradation has a number of effects, including desertification, acid rain, water pollution, noise pollution, and loss of the ozone layer. It was estimated that about 40% of environmental degradation is caused by private family consumption patterns. Therefore, businesses must put more effort into enhancing the quality of sustainable products and offering them at competitive prices. It turns out that although consumers are aware of the problem, they only have a vague understanding of the facts regarding the components of sustainable products. People are purchasing eco-friendly products like those made with organic materials, herbs, or ayurveda. Infomercials (instead of just commercials) should be used by advertisers to increase consumers' understanding of the environmental advantages of

sustainable products. Businesses may use infomercials to promote their eco-friendly products and educate consumers at the same time because they frequently contain a wealth of information about the subject at hand. The rising cost and subpar quality of sustainable products rank as the two main barriers and disincentives for consumers to consider buying such goods. Realise the advantages of popularising sustainable marketing or sustainable product promotion. Individuals' small contributions will add up to make a big difference in the future.

However, in order to manufacture sustainable products, more money needs to be invested right away in technology and equipment. Items with minimal environmental effects are perceived as being of higher quality by consumers, who are more likely to make a purchase. Many of the people who responded to the survey believe they are knowledgeable about the benefits and drawbacks of the environmental products they buy. Future consumer habits, such as growing environmental awareness and interest in sustainable products, could have a significant impact on the market penetration of sustainable goods.

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ANNEXURE

Examining consumer purchase behaviour towards sustainable product.

abhishekr0503@gmail.com Switch accounts

Not shared

* Indicates required question

Age *

○ Below 25

○ 26-35

○ 36-45

○ 45 and above

Marital status *

○ Married

○ Unmarried

Monthly income *

○ Less than 20000

○ 20000 to 30000

○ 30000 and above

Is it important to me that the product I use do not harm the environment. *

	1	2	3	4	5	
Strongly disagree	○	○	○	○	○	Strongly agree

I am concerned about wasting the resource of our planet. *

	1	2	3	4	5	
Strongly disagree	○	○	○	○	○	Strongly agree

I would describe myself as environmentally responsible citizen *

	1	2	3	4	5	
Strongly disagree	○	○	○	○	○	Strongly agree

Are you aware of sustainable product and sustainable marketing? *

○ Yes

○ No

Type of green product bought recently. *

○ Food

○ Fashion and apparel

○ Cosmetic

○ Household

○ Other: _____

According to you what is the need of sustainable marketing? *

○ Environment protection

○ Feature of the product

○ Personal health

○ Publicity

How frequently do you buy sustainable product? *

○ Regularly

○ Average

○ Rarely

The factor which affects the buyer most before purchasing sustainable products? *

○ Increase in quality of life

○ Environment protection

○ Potential increase in product value

○ Potential increase in product value

○ Self satisfaction

Which of the following external factors influences you while buying sustainable products? *

○ Packaging

○ Label

○ Community

○ Information

○ References

Which of the internal factors influences you while buying sustainable products? *

○ Motivation

○ Personal value

Are you willing to pay more for sustainable products? *

○ Yes

○ No

Have you purchased any sustainable product? *

○ Yes

○ No

How would you describe your level of awareness about following dimensions of sustainable product? *
I am aware of the benefits of sustainable products for health

	1	2	3	4	5	
Strongly disagree	○	○	○	○	○	Strongly agree

⊙ This is a required question

I am aware of the benefits of sustainable products for the environment *

I am aware of the benefits of sustainable products for the environment *

	1	2	3	4	5	
Strongly disagree	○	○	○	○	○	Strongly agree

I am aware of the point of purchase for sustainable products. *

	1	2	3	4	5	
Strongly disagree	○	○	○	○	○	Strongly agree

I am aware for various brands offering sustainable products. *

	1	2	3	4	5	
Strongly disagree	○	○	○	○	○	Strongly agree

I am aware of various symbols / certifications / other identifiers with declare the *
product as sustainable product.

	1	2	3	4	5	
Strongly disagree	○	○	○	○	○	Strongly agree

Why do you purchase the sustainable product? *
I purchase sustainable product because it can be recycled reused and is
biodegradable in nature

	1	2	3	4	5	
Strongly disagree	○	○	○	○	○	Strongly agree

ⓘ This is a required question

I purchase a sustainable product because it comes with eco friendly packaging. *

	1	2	3	4	5	
Strongly disagree	○	○	○	○	○	Strongly agree

Where you live? *

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I purchase a sustainable product because it comes with eco friendly packaging. *

	1	2	3	4	5	
Strongly disagree	○	○	○	○	○	Strongly agree

Where you live? *

○ Urban

○ Semi urban

○ Rural

Qualification *

○ Post graduate

○ Undergraduate

○ HSC

○ 10th

Occupation *

○ Employee

○ Businessman

○ Professional

○ Student

Gender *

○ Male

○ Felale

○ Prefer not to say