

# **Major Research Report**

## **Examining Consumer Purchase Behaviour towards Sustainable Product**

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## CERTIFICATE

This is to certify that **Mr. Rachit Bhatt, 2K23/UMBA/78** has <sup>2</sup>completed the project titled **“Examining Consumer Purchase Behaviour towards Sustainable Product”** under the guidance of **Dr. Vikas Gupta** as a part of Master of Business Administration (MBA) curriculum Delhi School of Management, New Delhi.

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## DECLARATION

I, **Rachit Bhatt** student of Delhi School of Management, Delhi Technological University hereby declare that the Major Research Project on **“Examining Consumer Purchase Behaviour 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.

Rachit Bhatt

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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. <sup>1</sup> 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. There were seventy-four participants in the study. Consumers showed a high degree of familiarity with sustainable products and marketing strategies. It was also shown that the respondents had high environmental values. Because consumers place a high value on sustainability, research has provided useful insights for marketers of sustainable products. It also indicates that marketing communication efforts supporting sustainable products are necessary. 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 behaviour 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 (Golkonda, 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**

Sustainable products are those that don't negatively impact the environment in any way and use sustainable technologies. The creation of environmentally friendly goods and procedures is essential to equitable growth and resource conservation. The terms "environmentally friendly," "environmentally conscious," or "eco-friendly" (also known as "nature-friendly and sustainable") are used in marketing and sustainability to describe products and services, laws, and regulations that assert that their adverse effects on ecosystems or the environment are minimized, nonexistent, 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.

. Solar rooftop panels typically produce electricity for homes through energy conversion and light absorption. This idea was quickly successfully implemented on a lesser scale to power electrical equipment. With batteries that have been proven to effectively absorb solar power, the Voltaic Creator Solar Laptop Charger employs high-quality solar cells on an impermeable casing. Nearly all common electronics may be charged with this handy solar charging case. The enclosure's ability to retain its appealing appearance in spite of the integrated electrical panels is an extra welcome feature.

As sustainability becomes a key concern for consumers, businesses are racing to present themselves as environmentally responsible. While some companies earn credible third-party certifications to validate their green practices, others may falsely promote eco-friendliness to attract buyers and enhance their image. One helpful tool is the **Consumer Reports mobile app**, available for free download. This app allows users to browse products certified with the **Eco Label**, helping them avoid deceptive marketing. With its intuitive interface, Eco Label makes it easier for shoppers to identify genuinely sustainable products while shopping.

### **Eco-Friendly Document Disposal: Hand-Powered Shredders**

Disposing of sensitive documents, such as financial records, securely is essential. To address this need, the market now offers eco-conscious alternatives like **manual paper shredders**. These shredders require no electricity—users simply twist them by hand to shred documents. Compact and easy to use, these low-tech tools promote sustainability and energy conservation while ensuring confidential data is safely destroyed.

### **Sustainable Laundry Solutions: Dryer Balls**

**Dryer balls**—large rubber balls with raised surfaces—are a simple yet efficient eco-friendly laundry accessory that's growing in popularity. By creating space between clothes, they improve air circulation, which reduces drying time and maintains fabric softness. Since they are reusable, they eliminate the need for disposable dryer sheets and help save money over time. The only minor downside is the noise they can make during use.

#### **1.1.2 Characteristics of Sustainable Products**

Sustainable products are generally recognized by their aim to reduce waste and enhance resource efficiency. They are manufactured using safe, non-toxic materials and environmentally responsible methods, often certified by reputable organizations such as Energy Star or the Forest Stewardship Council.

Key features include:

Cultivated naturally, without artificial or harmful methods.

Made to be biodegradable, recyclable, or reusable.

Composed of natural or recycled materials, free from harmful chemicals, or containing substances approved by chemical safety standards.

Not tested on animals and developed using eco-conscious production methods.

Packaged in reusable or recyclable containers, or materials that reduce environmental impact.

Designed to consume less energy throughout both manufacturing and usage stages.

Advantages of Using Sustainable Products:

The adoption of eco-friendly products plays a crucial role in reducing environmental damage by minimizing toxic waste and promoting cleaner ecosystems. Their benefits include:

Pollution Control – Sustainable goods reduce toxic and non-biodegradable waste, thereby lessening environmental pollution.

Health Safety – By avoiding harmful chemicals, these products offer a safer and healthier lifestyle for users.

Cost-Effectiveness in the Long Run – Many green products are energy-efficient, leading to reduced utility bills and long-term financial savings.

### 1.1.3 Major Green Initiatives

In India, a variety of environmental organizations are actively involved in the protection and conservation of natural resources. The trend of eco-friendly marketing has gained momentum as businesses increasingly embed sustainability into their core values.

Advertisers are leveraging various media platforms to promote this socially responsible messaging. Such marketing efforts not only boost public perception but also raise awareness about environmental conservation and responsible energy use. In this way, green advertising not only supports ecological well-being but also contributes to brand growth. Several government and private programmes in India are actively engaged in promoting the use and awareness of environmentally sustainable products.

### 1.1.4 Certifications

- Energy Star (EPA): It is a certification which seeks to cut down on energy consumption and releases of sustainable house 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 economy has grown rapidly due to increased global use. This comprehensive consumption has degraded the environment. Environmental damage, global warming, and other effects of this environmental degradation have warned the public and sparked a sustainable movement for environmental preservation. <sup>16</sup> The aim of this study was to determine the factors to use to determine which sustainable products to purchase. According to the study, demographic factors do not affect the choice of consumers to purchase sustainable products. The likelihood of a consumer buying is influenced by how satisfied you are with the product, the derived benefits, and the impact of the sustainable value you have. Acceptance of such guidelines by consumers ultimately determines the success of the state's initiative and the sustainability strategy of the company. Consumers are the main actors when marketing products and are extremely important in the marketing process. Consumer purchasing behavior is an important factor in determining whether a company is successful or failing, and understanding these preferences and behaviors can help them function as efficiently as possible.

Decision and satisfaction are most clearly influenced by sustainable product features. Environmental issues have been escalating very recently. Sustainable products are becoming increasingly popular as they can reduce environmental and health risks. Due to factors such as lack of awareness, rarity and high cost, only a few people use environmentally friendly products. The focus of the current research is how customers choose products that are ecologically conscious.

## <sup>1</sup> 1.3 Objectives of the study

1. To study the respondents' buying behaviours 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. <sup>4</sup> 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)** discusses the current market situation, where it is inundated with "sustainable products" that are clearly misleading in their environmental protection claims. To attract a naive consumer base, companies often promote environmentally friendly assertions that can be inaccurate and figuratively ambiguous. Consequently, "sustainable washing" has proliferated across the sector. The issue with sustainable washing lies not only in its ability to mislead consumers but also in the way it undermines companies that genuinely commit to environmental responsibility, making them less competitive against dishonest marketers. Additionally, the excessive and improper use of "sustainable" claims will lead to a market so saturated that consumers may become confused about the actual sustainability of products. Ultimately, deceptive environmental marketing will harm not only the environment but also individuals, businesses, and the economy. Therefore, it is essential that environmental claims are honest, precise, and aligned with the organization's mission. As a result, environmental claims must be sincere, accurate, and consistent with the purpose of the organisation.

<sup>13</sup> **Ali, A., Khan, A.A., Ahmed, I. & Shahzad, W. (2011)** In their analysis article, <sup>21</sup> **Ali, A., Khan, A.A., Ahmed, and Shahzad (2011)** looked at Pakistani consumers' intentions to buy environmentally friendly goods. <sup>4</sup> 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. <sup>1</sup> 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 behaviour prediction, behavioural intention, and the explanation of variations in individual behaviour. 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. <sup>3</sup> 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 similar functioning item.



According to Rezai, Mohamed, and Shamsudin (2011), consumers' attitudes towards buying organic vegetables were somewhat influenced by the price of those vegetables.

**According to Saranya (2017)**, the fundamental objective of sustainable marketing is <sup>6</sup>to motivate consumers to purchase <sup>1</sup>eco-friendly products. It is the responsibility of marketers to raise awareness about the benefits of sustainable products in comparison to their non-sustainable counterparts.

Qalati, Barbosa, and Deshwal (2024) contributed an editorial to Sustainability, examining the progression of sustainable marketing in both traditional and digital realms. They pointed out that changes in consumer behaviour—particularly during and following the COVID-19 pandemic—pose both challenges and opportunities for companies looking to implement sustainable marketing practices. The authors highlighted the necessity of adapting to evolving consumer preferences in an increasingly digital landscape.

**Thøgersen (2004)** highlighted the influence of social factors in shaping sustainable consumer behavior. His research indicated <sup>18</sup>that consumers are more likely to buy eco-friendly products when they view such purchases as socially responsible and observe peers engaging in similar actions. **Kumar and Ghodeswar (2015)** :Focusing on the Indian market, investigated the factors driving sustainable product purchases. Although awareness of environmental issues is increasing among Indian consumers, the study found that the decision to buy eco-friendly goods remains inconsistent. The research concluded that while Indian consumers are environmentally aware and willing to learn about green products, this awareness does not always translate into action.

**Michaud and Llerena (2011)** discussed remanufactured products as an important component of sustainable consumption. Their experimental research indicated that remanufacturing—reusing materials and conserving energy—can offer environmental and business advantages. They argued that sustainable marketing strategies for such products can enhance consumer acceptance and market growth.

In the context of developing countries like India, **Gandhi and Sheorey (2019)** explored the determinants of environmentally conscious purchasing decisions. Through an online survey of 437 respondents across seven Indian cities, the study found that governmental and marketing efforts to raise sustainability

awareness significantly influence consumer choices. The authors suggested that informing the public about environmental issues could increase the demand for sustainable products.

<sup>22</sup> **Sikandar Ali Qalati, Belem Barbosa, and Pankaj Deshwal (2024)**, in an editorial published in the journal *Sustainability*, explored the interplay between consumer behavior and sustainable marketing approaches across digital and traditional marketplaces. The authors emphasized how the COVID-19 pandemic has reshaped consumer shopping patterns, creating new avenues for businesses to integrate sustainability into their marketing efforts. Their analysis underscores the importance of adapting marketing strategies to the evolving expectations of environmentally conscious consumers in both online and offline environments.

These collective insights highlight the multifaceted nature of sustainable marketing and its potential to drive meaningful consumer behavior change, especially when supported by education, social influence, and policy initiatives.

This study adopts a comprehensive exploratory approach, aiming to understand the patterns of consumer behaviour towards sustainable products and the impact of various sustainability factors on purchase intentions. The methodology combines computational modeling, statistical analysis, and survey-based research, ensuring the reliability and depth of insights derived from the data. The following sections elaborate on the population targeted, sampling technique, data collection process, tools used, and the analytical techniques employed.

### 1.1 Population and Sample Size Determination

The study's target population includes individuals who are capable of making independent purchasing decisions, especially in the context of sustainable and eco-friendly products. These individuals typically exhibit a degree of environmental awareness and are either affected by or involved in daily consumption decisions. The focus was placed on respondents aged 20 years and above, as this age group comprises active consumers who are likely to evaluate product features such as environmental impact, sustainability, packaging, and branding before making a purchase.

The sample includes a diverse demographic—working professionals, university students, entrepreneurs, and homemakers—representing various social and economic backgrounds. These groups were chosen to ensure the results would reflect the broader Indian consumer landscape.

To determine the sample, the study utilized non-probability sampling, specifically convenience sampling. This method was chosen due to its practical advantages—it allows researchers to collect data quickly and efficiently by targeting easily accessible participants. A total of 74 valid responses were received and used for analysis. Though the sample size is modest, it is appropriate for an exploratory study aimed at identifying behavioral patterns and testing preliminary hypotheses.

### 1.2 Data Collection Procedure

A structured questionnaire was developed to serve as the main tool for data collection. The survey was constructed using Google Forms and shared online to guarantee convenient access and broad distribution. The layout of the questionnaire was thoughtfully designed to gather demographic information as well as opinions related to sustainability.

The questionnaire consisted of:

Demographic questions (e.g., age, gender, occupation).

Single-choice and multiple-choice questions to gauge awareness and preferences.

Closed-ended questions based on a 5-point Likert scale (1 = Strongly Agree, 5 = Strongly Disagree) to assess participants' perceptions regarding:

Environmental beliefs

Eco-friendly packaging

Sustainable branding

General awareness of sustainable products

Perceived benefits of using sustainable products

This format helped maintain consistency across responses and made it easier to perform statistical analysis. The structured nature of the questionnaire ensured that the responses were focused and relevant to the research objectives.

The data collection was conducted over a specific period, and responses were automatically recorded in a spreadsheet for further analysis. Online distribution also helped eliminate geographical barriers and made it easier to reach a wide cross-section of the population.

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## CHAPTER 4: DATA ANALYSIS

24 In order to gain an understanding of the variables that affect 4 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%
Qualification	Urban	62	83.78%
	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:

1. Gender Distribution:

There is a noticeable gender imbalance among the participants, with male participants accounting for a larger proportion (59.5%) compared to female participants (40.5%). This suggests a male-dominated demographic in the surveyed population.

2. Age Distribution:

A significant majority of participants are below the age of 25, comprising 62.16% of the total sample. This is followed by individuals in the 26 to 35 years age group, who make up 27.3% of participants. Only a small fraction (1.3%) falls in the 36 to 45 years age range, indicating that the respondent base is largely young, with minimal representation from older age brackets.

3. Geographic Background:

The data shows that a vast majority of participants (83.78%) reside in semi-urban or rural areas, while only 14.9% are from urban locations. This indicates a strong rural or semi-urban representation and may reflect regional disparities in outreach, access, or participation.

4. Educational Qualification:

Most of the respondents are highly educated, with 86.48% holding postgraduate degrees, whereas only 13.5% have an undergraduate degree. This suggests that the participant pool is predominantly composed of individuals pursuing or having completed advanced levels of education.

5. Occupational Background:

The student population dominates the participant group, with 68.9% identifying as students. This is followed by employees (21.6%), likely referring to individuals in formal employment. A relatively minor portion of the participants is comprised of business owners, freelancers, professionals, or those who are recently unemployed, indicating that non-student professional categories are underrepresented.

6. Marital Status:

An overwhelming majority of participants (87.83%) are single, suggesting a predominantly young and possibly unmarried demographic. In contrast, only 12.16% are married, which aligns with the age distribution and high proportion of student participants.

**Table 2: 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	Environment protection	32	43.2	43.2	43.2
	Increase in quality of life	24	32.4	32.4	75.7
	Potential increase in product value	9	12.2	12.2	87.8
	Self-satisfaction	4	5.4	5.4	93.2
	Other (e.g., Personal or Social Benefits)	5	6.8	6.8	100
	Total	74	100	100	

*Source: Own analysis using primary data*

2 Based on the survey data collected from 74 respondents, the most significant factor that influences consumers before purchasing sustainable products is environmental protection, accounting for 43.2% of the responses. This suggests that nearly half of the consumers consider the environmental impact of their purchases to be the most important determinant.

The next major consideration is the improvement in quality of life, which influenced 32.4% of respondents. This indicates that many buyers associate sustainable products with healthier and more responsible living.

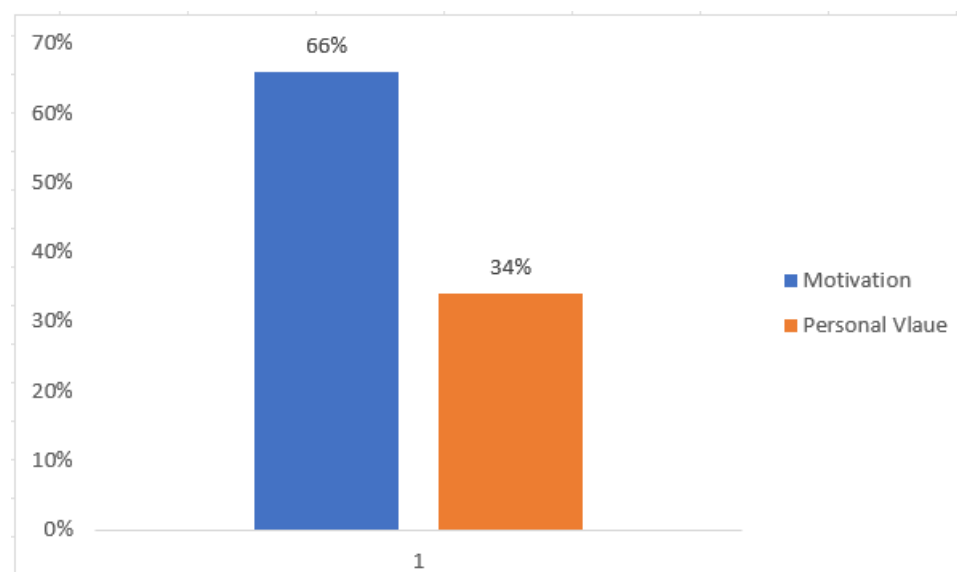
A smaller portion of the respondents, 12.2%, cited self-satisfaction as their primary motivation, reflecting the emotional and personal fulfillment derived from making environmentally responsible choices.

Only 5.4% of the participants selected potential increase in product value, and 6.8% mentioned self-satisfaction, suggesting that financial considerations or personal gratification are relatively less influential in comparison to broader environmental and lifestyle-related motivations.

Overall, the data indicates that eco-consciousness remains the most dominant driving force behind the decision to purchase sustainable products, followed by the desire for an enhanced quality of life.

## Internal Factors

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



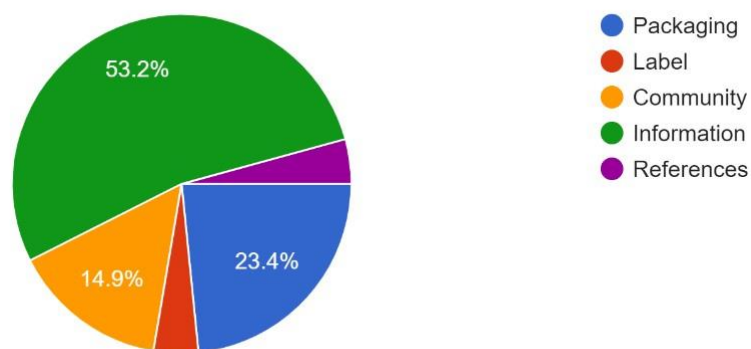
*Source: Own analysis using primary data*



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**

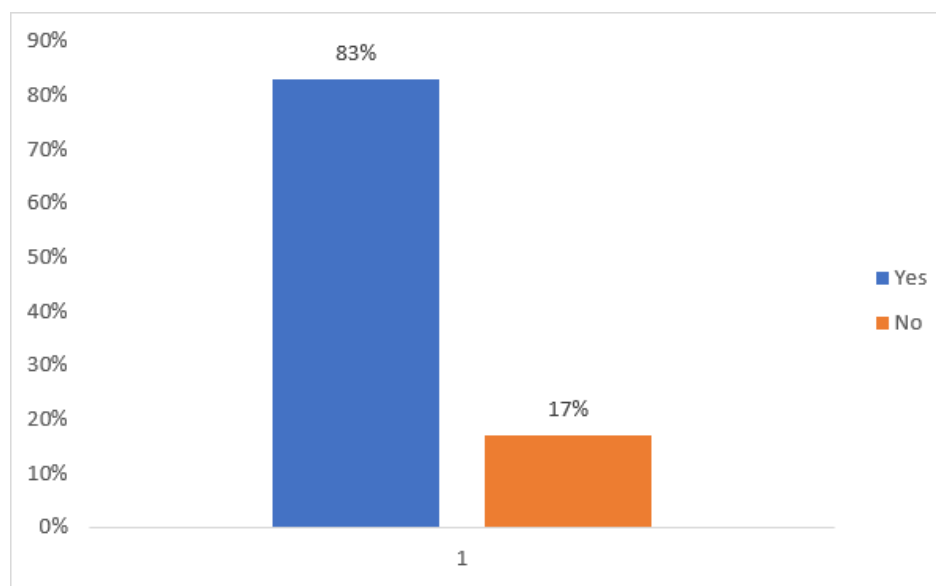


*Source: Own analysis using primary data*

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 <sup>4</sup> has a great influence on the consumer behaviour with 53.2%, then community with 14.9% and sustainable packaging with 23.4%.

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

#### **Willingness to pay**

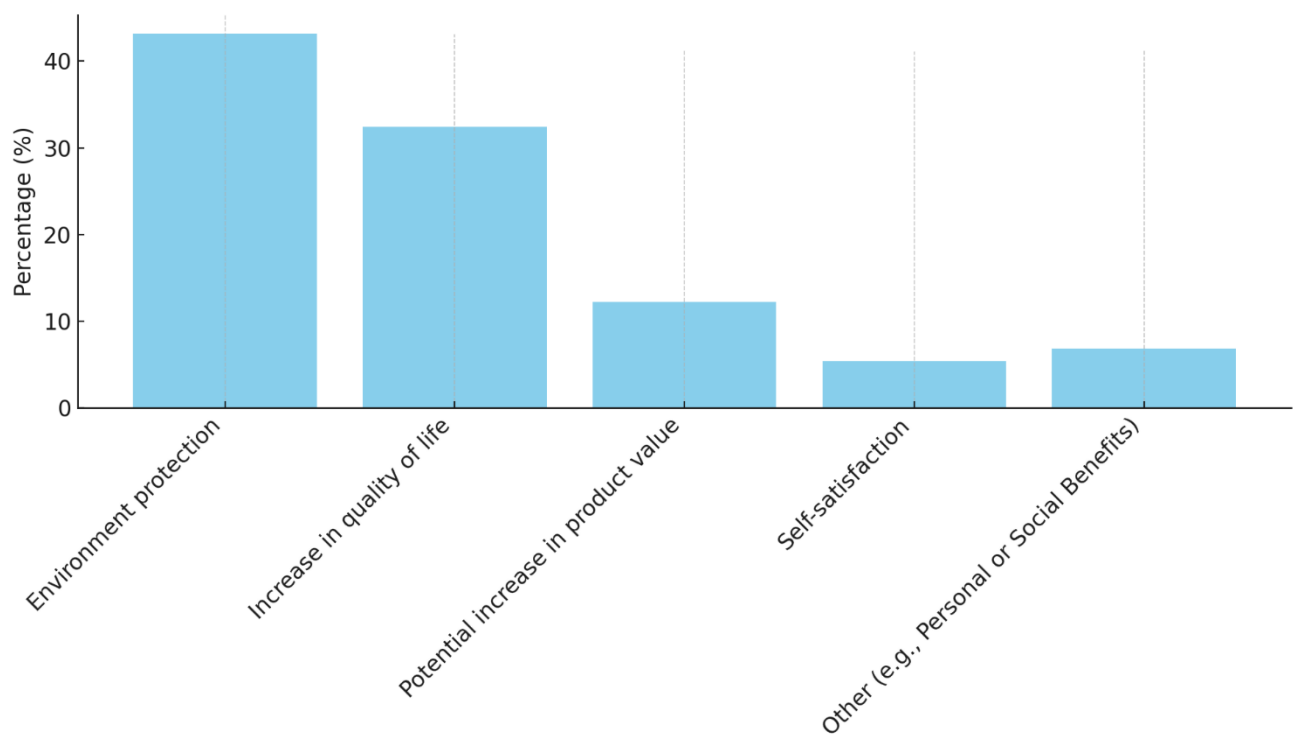


*Source: Own analysis using primary data*

Out of the 74 individuals surveyed, 47 showed a favourable inclination toward purchasing sustainable products. A significant 83% of respondents expressed their willingness to spend a bit more for sustainable products compared to conventional ones, citing the absence of harmful

chemicals and their production under sanitary conditions, along with their recyclable, reusable, and naturally biodegradable qualities. The analysis revealed a notable correlation between Environmental Concern and Willingness to Pay, indicating that individuals with a greater concern for the environment tend to be more inclined to buy sustainable products, which aligns with previous research findings. This study indicates that as consumers become more aware of environmental issues, their preference for sustainable products is increasing.

**Graph 4: Key Reasons for Choosing Sustainable Products (Bar Chart)**



*Source: Own analysis using primary data*

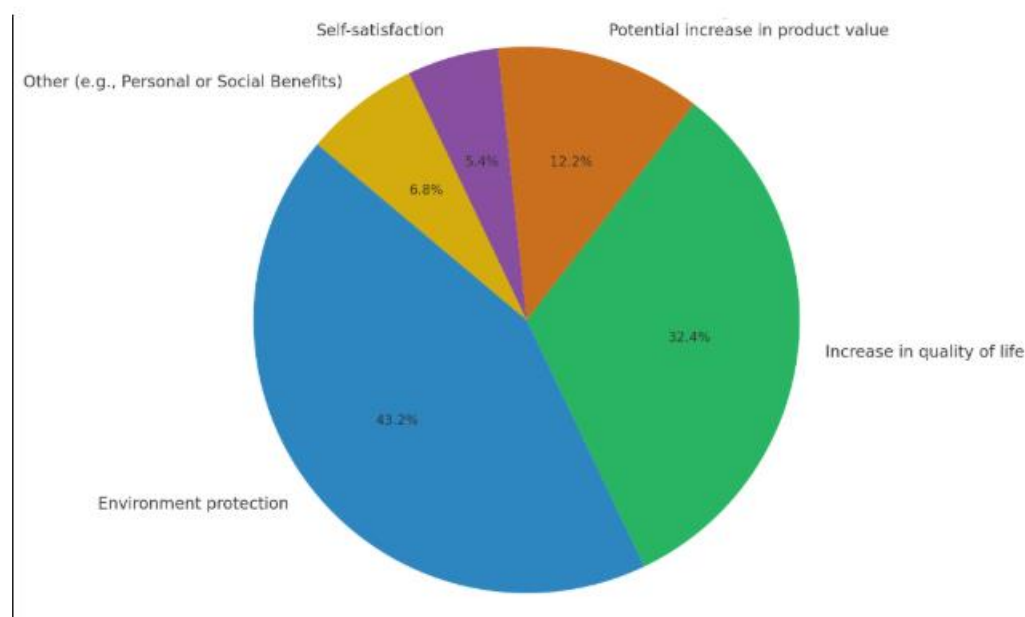
This bar chart shows the various reasons why participants choose sustainable products. The most common reason is **environmental protection (43.2%)**, followed by an **increase in quality of life (32.4%)**. **Potential increase in product value (12.2%)** and **self-satisfaction (5.4%)** was less frequently mentioned. A small percentage (6.8%) chose “Other” reasons like personal or social benefits.

### Insight:

It is evident that **eco-consciousness** and **improved quality of life** are the major driving forces for sustainability-related choices. Brands could emphasize these aspects in their messaging.

\

**Graph 5: Pie Chart – Distribution of Motivations**



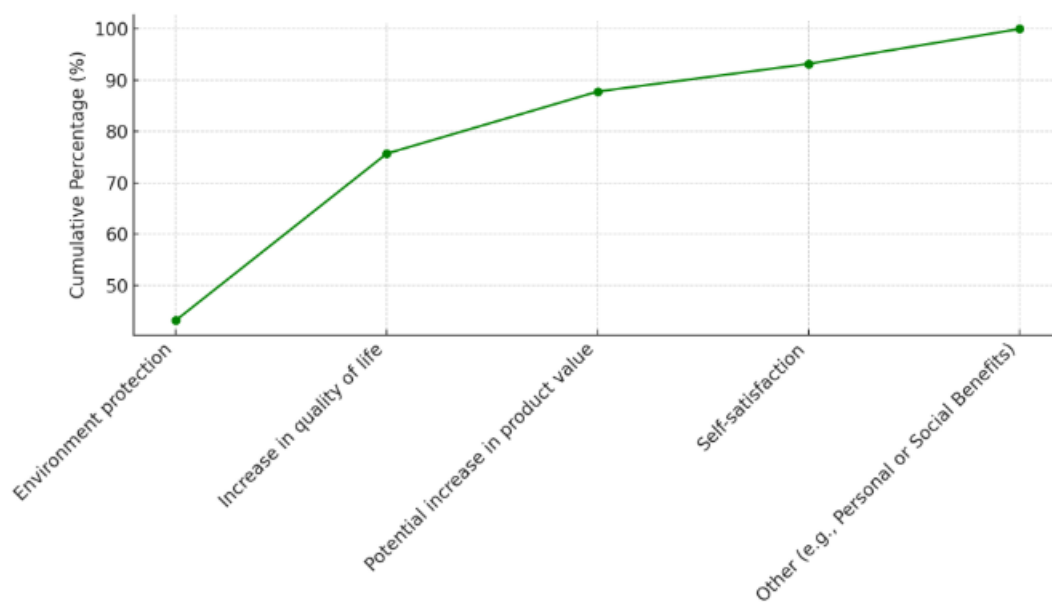
*Source: Own analysis using primary data*

The pie chart visually represents the proportional distribution of the motivations. Nearly **three-fourths (75.6%)** of the responses fall into the top two categories: **environmental protection** and **quality of life improvements**. Other factors such as **product value enhancement**, **self-satisfaction**, and **personal/social benefits** occupy relatively minor shares.

**Insight:**

Any sustainability campaign should focus on these dominant motivations while acknowledging the niche interests of a smaller segment of consumers.

**Graph 6: Cumulative Percentage Chart (Line Graph)**



*Source: Own analysis using primary data*

**Summary:**

This cumulative percentage line shows how responses build up across motivation categories. **By the third category ("Potential increase in product value"), over 87% of motivations**

**are already accounted for.** This shows that only a small number of participants are motivated by less mainstream reasons such as **self-satisfaction** and **other personal or social benefits**.

### Insight:

Efforts to influence consumer behavior should prioritize the top 2–3 categories, as they account for the majority of consumer reasoning.

### Descriptive Statistics

10 Descriptive statistics provide an overview, highlight, and summarize the fundamental characteristics of a dataset from a specific study, displaying a summary that outlines the data sample and its metrics. This aids analysts in gaining a clearer understanding of the data. From the provided descriptive statistics, we can draw the following conclusions:

**Table 3: Descriptive statistics of the level of awareness towards a sustainable product**

7 Descriptive Statistics						
	N	Range	Minimum	Maximum	Mean	Std. Deviation
I understand the health advantages of sustainable products.	42	4	1	5	3.88	1.152
I recognize the positive impacts of sustainable products on the environment.	42	4	1	5	4.07	1.022
I know about different brands that provide sustainable products.	42	3	2	5	3.6	0.912
I am familiar with various symbols, certifications, and other indicators that identify a	42	3	2	5	3.48	0.969

<b>product as sustainable.</b>						
<b>I understand the location where sustainable products are sold.</b>	<b>42</b>	<b>4</b>	<b>1</b>	<b>5</b>	<b>3.83</b>	<b>0.935</b>
<b>Valid N (listwise)</b>	<b>42</b>					

*Source: Own analysis using primary data*

According to the descriptive statistics obtained from the questionnaire responses, participants reported the highest level of awareness<sup>8</sup> regarding the environmental benefits of sustainable products with a mean score of 4.07. This was closely followed by awareness<sup>8</sup> of the health benefits of sustainable products (mean = 3.88) and knowledge about the places or points of purchase where such products are available (mean = 3.83).

On the other hand, the lowest awareness levels were recorded for symbols, certifications, and identifiers that denote a product as sustainable (mean = 3.48), as well as awareness of the various brands offering such products (mean = 3.60). These findings highlight a significant knowledge gap in recognizing sustainable branding elements, which could act as a barrier to informed decision-making at the point of purchase.

The standard deviations for the awareness dimensions ranged from 0.912 to 1.152, indicating moderate variability in responses. This suggests that while some respondents are well-informed, others remain relatively unaware of specific aspects of sustainable products.

### **Insights and Supporting Literature**

The overall findings imply that consumer awareness regarding sustainable products is moderate, with environmental benefits being the most recognized dimension. However, limited awareness of certifications, brand options, and sustainable symbols indicates the need for improved information dissemination.

Awareness can be significantly enhanced through effective labelling, eco-conscious packaging, and targeted advertising strategies. Consumers who are already familiar with and have previously used sustainable products tend to acknowledge their positive impact on environmental well-being.

According to Nguyen et al. (year), consumer knowledge of sustainable product performance is a key determinant in shaping environmental goals and behavioural intentions. When consumers understand how their product choices affect the environment, they are more likely to make sustainable purchasing decisions, which in turn helps build a stronger and more positive market perception of sustainable products.

Additionally, educational initiatives aimed at informing consumers about the long-term benefits and environmental implications of their choices can significantly influence behavioural intention, thereby fostering a more sustainable consumption culture. Sustainable products not only help in waste reduction and cost efficiency but also promote responsible consumerism, which aligns with global sustainability goals.

## Conclusion

The analysis highlights a clear need for awareness-building measures, especially related to product certification symbols, brand offerings, and sustainable identifiers. By addressing these gaps through strategic marketing, public education, and clearer labelling, businesses and policymakers can motivate environmentally conscious consumer behavior and contribute to a more sustainable future.

**Table 4: Descriptive statistics of the level of awareness towards a sustainable product**



7 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 adequately advertised.	26	4	1	5	3.69	1.087
1 There is a lack of knowledge regarding sustainable products.	26	4	1	5	3.35	1.263
Consumers often doubt the effectiveness of sustainable products.	26	4	1	5	3.04	1.248
Sustainable products do not offer a comprehensive selection.	26	3	2	5	3.88	0.864
Sustainable products are not readily accessible in stores.	26	2	3	5	3.96	0.871
The labels on sustainable products lack detailed information on their sustainability.	26	4	1	5	3.27	1.116
Valid N (listwise)	26					

*Source: Own analysis using primary data*

These are the descriptive data from a survey in which participants were asked to score how much they agreed with a number of statements about sustainable products on a scale of 1 to 5, where 5 represented great agreement and 1 represented significant disagreement. The following are the statistics:

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 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<sup>6</sup> 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<sup>3</sup> 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 well-suited 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.

#### 4.4 Limitation of the study

While this study has illuminated aspects of marketing sustainable products, several research limitations remain that future studies should address.

- **Sample Size:** With only 74 respondents, the sample size is relatively small and may not reflect the views of the broader population. A larger respondent pool could yield a more precise understanding of consumer awareness about 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 as 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

Examining how consumers approach purchasing sustainable items was the essay's main objective. Consumers' purchase preferences and happiness with sustainable products are influenced by a number of factors, including their age, gender, income, and educational background. Customers' degree of motivation and personal worth for the products affect their purchasing decisions. It has been discovered that younger consumers are more environmentally conscious. When making purchases, consumers place the greatest importance on sustainable product attributes. To preserve their environment, they are even prepared to spend more on eco-friendly goods. Customers are encouraged to purchase eco-friendly products because they are concerned about the environment and because they think they may be healthier.

Customers' decisions to buy sustainable products are unaffected by gender. However, because sustainable products are made in clean environments without the use of harmful chemicals, are recyclable, reusable, naturally biodegradable, and come in sustainable packaging, it has been noted that younger consumers—those under the age of twenty—are more likely to buy them. Consumer spending patterns on sustainable items are significantly impacted 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, <sup>20</sup> 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 | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Strongly agree |

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

- |                   |                       |                       |                       |                       |                       |                |
|-------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|----------------|
|                   | 1                     | 2                     | 3                     | 4                     | 5                     |                |
| Strongly disagree | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Strongly agree |

I would describe myself as environmentally responsible citizen \*

	1	2	3	4	5	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	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	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	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	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

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

	1	2	3	4	5	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

I am aware for various brands offering sustainable products. \*

	1	2	3	4	5	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	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	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	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	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	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	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

Where you live? \*

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

	1	2	3	4	5	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	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



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