



Consumer Perspective Towards Green Consumption for Sustainable Development in India

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ABSTRACT

Human activities and consumer's pattern of consumption led to the social and environmental issues worldwide. Business target to satisfy the need of consumers and inclined them towards using green technology. It has become a persistent concern for sustainable development and awaken the developing countries for sustainable development. Green and eco consumption of product pertains to the holistic and integrated approach that promotes the user for eco-friendly products to achieve the sustainable development goals. This research paper analyses the impact of consumer perception and preference towards the green consumption and give brief review of environmental issues and identifies the green values of the consumer that would ensure a safe environment for future generation. This research study essential focus on the level of awareness and behaviour about environmental issues and green products and practices with the help of structured questionnaire. The struggle for growth and excellence has created ecological imbalance. The impact of this imbalance is being experienced in the form of global warming and climate change. It ascribes to consumer's responsibility for addressing environmental issues by their environmental friendly behaviours. Sustainable development ensure that development takes place in such a manner that natural resource is used ad sustained and passed on the future generations unimpaired. This paper makes an attempt to understand the challenges encountered in achieving sustainable goals and suggest to overcome them.

1. INTRODUCTION

Environmental declination is one of the major threats warned by the high-level panel on threats, challenges and change of the United Nations. The United Nations define environmental degradation as the reduction of the ability and future capacity of the environment to meet social and ecological goals. Environmental issues are highly influenced to all human activities and affected by all human activities. Green consumption is a manner of environmental behaviour where in the purchase, use, disposal of personal and household products happens in a way that is less harmful to environment and reduce the environmental

pressure. Like use of chemical free products, natural, clean and renewable energy and choice of goods with zero waste, zero emission etc. In India green consumption emerges with the increase realization of the need to save the environment and people's health. In year 1991 the government of India launch an ECO-Mark scheme to increase the awareness of consumer for green products and to encourage the use of green consumption. Firm must focus on usefulness of green products among educated and youth generation for protecting the environment. Green consumption is a part of consumer segment based on the perception of consumer towards environmental issues. Go green concept by a firm may be a right way of

dealing with socio-economic benefits. Green consumer behaviour is basically a form of pro environmental behaviour. Consumer behaviour with green features composed of green product knowledge, awareness of environmental damage, green habit, green involvement and green practices, environmental consciousness and attitude towards environmental protection, drive for environmental and social responsibility with perceived ecological value and refusal of products that are detrimental to the environment and society. Faced with the global scarcity of nature resource 'doing more with less' has become need of the day for producers and consumers as well.

Sustainable growth is the one of the objectives of European union (EU). To address this challenge during a period of rapid climate change and depletion of natural deposits and growing demand for energy and resources, the EU has introduced a whole range of policies and initiatives and action aimed at sustainable consumption and production. As the consumers have tried to be more responsible with their actions so the many organisations are trying to implementing strategies which aim to solve the ecological issues and develop the environment management system with the caring and responsible attitude towards environment. This paper attempts to identify the importance of green product, preference of consumer for green products and opportunities and challenges for green consumer behaviour.

This paper analysis the factor that influence the consumer behaviour for green products: socio demographic characteristics, perceived risk, inconvenience of buying eco-friendly products, perceived benefits consuming green products, environmental orientation, perceived green image and utilities of green product for sustainable development. A world green consumer day is observed on 28th of September every year to highlight the importance and consequences of consumerism and its effect on the environment and to aware the public for the small actions that can help the planet with 3R's (Reduce-Reuse-Recycle).

SDG 12 ensures sustainable consumption and production pattern which is a base to sustain the livelihood and healthy life for current as well future generation. As per UNDP, globe is finishing of resources but populations are growing. If the level of population reaches 9.8 billion by 2050 almost three planets equal to earth will be required to provide the resources needed to maintain current life styles.

Examples of green consumption include:

- Buying local and seasonable produce.
- Following zero-waste principle.
- By swapping commercial experience.
- By changing energy consumption habits.
- Using Recycling, bio-degradable and eco-friendly products.
- Consume locally generated and organic products.
- Investigating the energy labels in daily products.

2. LITERATURE REVIEW

Philip Kotler et.al (2010) is of the opinion that sustainability of the environment should be the aim of the business along with earning profit for the eco-system of planet. (Sheetal, et.al,2021) considering the government policies and CSR activities should be more focussed to conserve and protect the environment. All nations have to make strict code of conduct because green marketing is essential to save the world and green consumption is the need of the day.

Padmaja Vani (2022) studied consumer's perception and preferences towards green marketing practices with the help of convenient sampling. The research indicate that the acknowledgement of green marketing has a substantial impact on consumer behaviour and the consumer should be more motivated for the environment-friendly products.

Mishra, et.al (2010) this paper identifies the three particular segment and explores the challenges and opportunities and concludes that green consumption is something that will increase in practice and demand. Consumers believe that they have a more obligation to be

socially responsible.

Asothai (2019) This paper analyse the impact and requirement of green marketing behaviour and marketing communication campaigns due to high value among the customers for greener life style.

Kaur (2017) suggest that green marketing is the essential tool for protecting the environment for that the organisation, the government and the customers have to carry out the research to find the ways for green consumption has to put hands together in creating awareness and consumption of green products.

Seth, et. al. (2020) identified certain factors that contribute to green marketing for sustainable development in our country using a customer survey data and applying technique of PCA and FA and identify that consumer is said to be green consumer when he not only avail services that are green in nature but also buys products that are environmentally safe.

Nedumaran, et. al (2018) this paper intends to substantiate how the marketing can help the sustainable development. Green marketing became a norm rather than option. There is need of the hour to shift the consumer behaviour and attitude towards more location friendly life styles.

Praveen (2018) Explores the main issue in the acceptance of green marketing behaviour in India. One thing is reiterated that current consumption level are too high and unsustainable.

Sherlekar (2007) put a case study in which the company had used green earthen pitcher as eco-marked symbol as brand, consumers expressed positive intention despite higher price.

Durgappa (2017) examine the possibilities for environment friendly marketing within the current economic system through an understanding of environment friendly consumer behaviour. The companies and consumers have to move a long way from simply business friendly to consumer friendly to environment friendly.

Rakauskiene, O. G. (2016) Presented the

data that shows the persistent gap between attitude towards green consumption and green purchasing behaviour. Two-third of the respondents acknowledge the importance of green consumption, but the majority of respondents defined as non-green consumption because they never buy organic and eco-friendly products.

Yurteri, et. al. (2022) explores the gender differences with risk aversion and subjective knowledge in anticipate the green purchase behaviours using structured survey. Author demonstrates that consumers in risk aversion and higher in knowledge have great regularity between their values and behaviours. Research reveals a conditional interaction of gender in which woman is less risk-averse and more informative than men, resulting in green based value behaviour.

Francis et. al. (2021) in his paper carries out an analysis of consumer behaviour in the context of India with a thrust on sustainable consumer behaviour. This paper classifies the generation Y into five different categories. informed consumers, conscious consumers, consumer under transition, reluctant consumers and rejected consumers. The study emerges that Gen Y are more concerned and aware about the environmental issues of consumption.

Prothero et. al. (2008) this study gives importance to the consumer's responsibility towards environmental issue and how they resolve then by adopting environmentally friendly behaviour and how much consumers take care of the purchasing-using and disposing a product for the attainment of sustainable development.

Miniero. et. al. (2014) the research work explained the results of three experimental studies that focus on individual differences (regulatory focus and time horizon) that might impact consumers to comply with green behaviour. Regulatory focus enhances consumers towards sense of responsibility where time horizon indicates the time lag between their decision and outcome. Results show that prevention-focused individuals demonstrate a

higher compliance with green behaviour, both in the short-term and in the long-term outcome horizons.

Ali, M., Ullah, S., Ahmad, M. S. et. al. (2022) the study indicates the social media has enormously moulding and impacting youth behaviours regarding the green consumption resulting in increasing intention towards eco-friendly environment. It indicates that print media, social media and electronic media plays a vital role in reshaping the consumer's intention and behaviour.

Thakur. et. al (2023) the study identified that consumer prefer green products because of their attribute and desire of maintaining natural environment. Therefore, based on the associated benefits of green products, the relative value secure and developed trust, an increase in green-concept-based behaviour for purchasing can be achieved.

Iqbal et. al. (2023) the study found that green quality product and green value significantly contribute to green purchase intention, behaviour and decision with the aid of structured questionnaire from 383 customers. The study suggests that green value and concern for eco-friendly environment are precursors of green consumption.

Akhtar et. al. (2021) The study found and establish relation between consumer's ethics, values obligation and green attitude on the consumer's actual green consumption. The research provides the insight towards favourable policies to increase consumer eco-friendly behaviour.

Sheng. et. al. (2019) the study found that cultural values are positively associated with green purchasing intentions and three dimensions of consumer life styles namely leadership, cost consciousness and development consciousness all found to play mediating role between the doctrine of mean and green intentions.

Moon et. al. (2020) the study revealed that the consciousness awareness of environmental problems and independents self-construal's were the most effective determinants of green

purchasing behaviour. Marketers should connect green consumption with environmental goals and achievement in their promotional campaigns.

Henion, et. al. (1976) the purpose of the study is to reveal consumer's socio-economic factors and their willingness to pay for green marketing the study suggests that the extensive awareness about the green consumption consumers, its advantage to the long-term effect on the environment could possible to create a positive attitude green consumer.

3. RESEARCH METHODOLOGY

3.1 Objectives of the Study

- a. To understand the level of awareness regarding green consumption among consumers.
- b. To understand the buying behaviour of consumers related to green consumption for sustainable development.
- c. To explore the various factor which influence the green consumption attitude and behaviour of the Indian consumer.
- d. To make environmentalism profitable.
- e. To discuss the major issues to be addressed in green consumer behaviour.
- f. To develop a suggestive framework for sustainable consumption.

3.2 Research Design

The research employs a quantitative approach, using a structured, self-administered, close-ended questionnaire to gather data from the target population. This design is suitable for collecting measurable data and allows for statistical analysis.

3.3 Target Population

The target population consists of individuals with a basic understanding of green consumption and sustainable development. Given the infinite nature of this population, the research aims to gather insights into consumer behaviour related to eco-friendly practices.

3.4 Sampling Method

A non-convenience sampling method was utilized to ensure a broader representation of the

target population. This method was chosen due to the vast and diverse nature of individuals concerned with environmental issues, allowing for a more comprehensive understanding of green consumption behaviours.

3.5 Sample Size

The initial sample size consisted of 300 respondents. This sample size was selected to ensure statistical significance and to allow for a robust analysis of the data. Out of the 300 distributed questionnaires, 293 were returned completed. After data cleaning, 286 valid responses were used for analysis.

3.6 Data Collection Instrument

A structured questionnaire was

developed, comprising closed-ended questions designed to capture relevant information on respondents' knowledge, information, attitudes, and behaviours regarding green consumption. The questionnaire was carefully crafted to align with the research objectives and to ensure clarity and comprehensibility for respondents.

3.7 Data Cleaning and Analysis

After collecting the responses, data cleaning was conducted to eliminate incomplete or invalid responses. The final dataset comprised 286 completed questionnaires. Statistical analysis methods were applied to analyse the data, including descriptive statistics and inferential analysis, to identify trends and correlations

Table 1: Perception for Environmental protection

Perception for Environmental protection	1	2	3	4	5
1. Are you interested in the environmental problem.	15	30	55	80	96
2. Do you think remedial action on environment protection should be the significant aspect to be care of.	18	22	48	28	35
3. How likely you segregate waste.	34	58	64	82	58
4. How likely you do recycle.	44	68	58	62	54
5. Do you recommend to your friend to promote activities that will help to reduce global warming.	20	30	50	100	86
6. Are you aware of country laws for environment protection.	15	28	77	102	64
7. Are you ready to pay higher price for ecologically packaged goods despite having a higher price.	66	45	40	75	60
8. Do you think consumption of renewable energy is fit for environmental protection.	30	41	36	75	105
9. To achieve the clean environment all the people in the world must have good environmental literacy.	13	32	68	91	82

Table 1.1: Mean and Standard Deviation Based on Table 1

Statements	Mean	S. D.
1. Are you interested in the environmental problem.	3.76	1.19
2. Do you think remedial action on environment protection should be the significant aspect to be care of.	3.26	1.29
3. How likely you segregate waste.	3.24	1.28
4. How likely you do recycle.	3.04	1.35
5. Do you recommend to your friend to promote activities that will help to reduce global warming.	3.70	1.19
6. Are you aware of country laws for environment protection.	3.60	1.09
7. Are you ready to pay higher price for ecologically packaged goods despite having a higher price.	3.06	1.47
8. Do you consumption of renewable energy is fit for environmental protection.	3.64	1.36
9. To achieve the clean environment all the people in the world must have good environmental literacy.	3.68	1.13

Table 2: Health Consciousness Perception of Consumer

Health Consciousness Perception of Consumer	1	2	3	4	5
1. I am self-conscious about my health.	11	23	56	67	79
2. I never buy product which contain toxic material.	28	41	78	46	43
3. I prefer organic products available in the marketing.	33	46	60	54	43
4. Awareness of the benefits of green products for health.	17	29	76	65	49
5. An environmentally responsible product became comparatively less expensive when whole life costs are taken into consideration.	23	34	78	56	45
6. I like to use eco-friendly products for good health.	13	27	87	65	44
7. Improving people's health and opportunities for a good life contribute to sustainable development.	17	25	65	51	78

Table 2.1: Mean and Standard Deviation Based on Table 2

Statements	Mean	S. D.
1. I am self-conscious about my health.	3.76	1.15
2. I never buy product which contain toxic material	3.14	1.24
3. I prefer organic products available in the marketing.	3.11	1.30
4. Awareness of the benefits of green products for health.	3.42	1.15
5. An environmentally responsible product became comparatively less expensive when whole life costs are taken into consideration.	3.27	1.20
6. I like to use eco-friendly products for healthy life.	3.42	1.08
7. Improving people's health and opportunities for a good life contribute to sustainable development.	3.62	1.24

Table 3: Perception of Trust, Interest and Cultural Values on GCB

Perception of trust, interest and cultural values on GCB	1	2	3	4	5
1. Is a consumer have a bigger role in protecting the environment.	27	47	79	55	28
2. Green consumption are a better option for future sustainability.	23	33	65	56	59
3. Ecological products are of good quality.	13	23	56	66	78
4. I find green labels very useful in choosing a product.	12	31	74	56	63
5. I find green products reliable and better for environment.	12	33	72	67	52

Table 3.1: Mean and Standard Deviation Based on 3

Statements	Mean	S. D.
1. Is a consumer have a bigger role in protecting the environment.	3.04	1.16
2. Green consumption are a better option for future sustainability.	3.40	1.26
3. Ecological products are of good quality.	3.73	1.17
4. I find green labels very useful in choosing a product.	3.53	1.16
5. I find green products reliable and better for environment.	3.48	1.12

connected to green purchasing behaviours.

3.8 Dependent and independent variable

In this research we can observe that the dependent variable is the green consumption behaviour and independent factors consist of 3 variables:

a. Environmental protection

b. Health factors

c. Trust, interest and Eco-label

3.9 Hypothesis

H_0^1 = There is no relation between consumer perception of environmental protection and Green Consumer behaviour) GCB.

H_1^1 There is a direct and positive relation of

perception of environmental protection and sustainable development on GCB.

H_0^2 There is no relation between health consciousness perception of consumer and GCB.

H_1^2 There is a direct relation between health consciousness perception of consumer and GCB.

H_0^3 There is no relation of perception of trust, interest and cultural values on GCB.

H_1^3 There is relation between perception of trust, interest and cultural values on GCB.

3.10 Relationship Between Mean and Standard Deviation

- **Mean:** The mean represents the average response for each statement, indicating the general tendency or attitude of the group towards that aspect of environmental awareness or behavior.
- **Standard Deviation (SD):** The SD indicates how much variation or dispersion there is from the mean. A lower SD suggests that responses are clustered closely around the mean, reflecting consensus among respondents. Conversely, a higher SD indicates greater variability in responses, suggesting differing opinions or behaviors.

In this data, statements with higher means and lower SDs (e.g., interest in environmental problems, recommendations to friends) indicate stronger consensus and agreement among respondents. Statements with lower means and higher SDs (e.g., willingness to pay for eco-friendly products) reveal mixed attitudes and behaviours, suggesting that while many consumer are concerned about the environment, their actions and willingness to engage can vary significantly.

4. INTERPRETATION OF THE DATA FOR PERCEPTION FOR ENVIRONMENTAL PROTECTION

4.1 Interest in Environmental Problems (Mean = 3.76, SD = 1.19)

Respondents show a strong interest in environmental issues, suggesting a generally positive attitude towards the subject.

4.2 Importance of Remedial Action (Mean = 3.26, SD = 1.29)

While there is recognition of the importance of environmental protection, the mean indicates a more moderate agreement compared to interest. The relatively high SD suggests varied opinions among respondents.

4.3 Waste Segregation Likelihood (Mean = 3.24, SD = 1.28)

Similar to the previous statement, there's moderate support for waste segregation, but with significant variability in responses.

4.4 Recycling Likelihood (Mean = 3.04, SD = 1.35)

The mean indicates that respondents are slightly less likely to recycle compared to other actions, and the high SD indicates diverse behaviors or attitudes towards recycling.

4.5 Recommendation to Friends (Mean = 3.70, SD = 1.19)

A strong tendency to recommend environmentally friendly actions to friends reflects a positive social influence towards environmental practices.

4.6 Awareness of Environmental Laws (Mean = 3.60, SD = 1.09)

Respondents are reasonably aware of environmental laws, with a lower SD indicating more consensus among respondents.

4.7 Willingness to Pay money for Eco-friendly Products (Mean = 3.06, SD = 1.47)

A mean just above the neutral point suggests some willingness, but the high SD shows significant differences in individual willingness to pay extra for eco-friendly goods.

4.8 Consumption of Renewable Energy (Mean = 3.64, SD = 1.36)

A strong mean indicates a positive view of renewable energy's role in environmental protection, though the high SD suggests diverse opinions.

4.9 Environmental Literacy for a Clean Environment (Mean = 3.68, SD = 1.13)

Respondents agree that good environmental literacy is essential for achieving a clean environment, with a relatively lower SD

indicating more uniformity in agreement.

5. SUMMARY OF FINDINGS FOR HEALTH CONSCIOUSNESS PERCEPTION OF CONSUMER

- a. **Self-Consciousness About Health:** The highest mean (3.76) indicates that respondents are quite self-conscious about their health.
- b. **Toxic Materials:** A mean of 3.14 shows a moderate concern about avoiding products with toxic materials, but the higher standard deviation (1.24) suggests varied opinions.
- c. **Preference for Organic Products:** With a mean of 3.11, this indicates a slight preference for organic products, though it's the lowest mean among the statements.
- d. **Awareness of eco-friendly Products:** A mean of 3.42 suggests a reasonably good awareness of the health importance of green products.
- e. **Cost of Environmentally Responsible Products:** A mean of 3.27 implies that respondents perceive some environmentally friendly products as cost-effective in long run.
- f. **Use of Eco-Friendly Products:** A mean of 3.42 shows a positive inclination toward using eco-friendly products for health.
- g. **Sustainable Development and Health:** The mean of 3.62 indicates a strong belief that improving health contributes to sustainable development.

6. INTERPRETATION OF THE DATA FOR PERCEPTION OF TRUST, INTEREST AND CULTURAL VALUES ON GCB ANALYSIS

Respondents seem to value health awareness and eco-friendly practices, with the highest concern for personal health. The standard deviations indicate varying levels of agreement among respondents, particularly regarding the purchase and consumption of products with toxic materials and organic preferences.

- a. **Consumer Role in Environmental Protection (Mean: 3.04, SD: 1.16):** Respondents have a neutral view on whether consumers have a significant role in protecting the environment, as

indicated by the mean being close to the midpoint.

- b. **Green Consumption for Future Sustainability (Mean: 3.40, SD: 1.26):** There is a more positive sentiment about green consumption being a better option for future sustainability, but the relatively higher standard deviation suggests varied opinions.
- c. **Quality of Ecological Products (Mean: 3.73, SD: 1.17):** This indicates a generally favorable perception of the quality of ecological products, with less variation in responses.
- d. **Usefulness of Green Labels (Mean: 3.53, SD: 1.16):** Respondents find green labels useful when choosing products, indicating a moderately positive attitude.

7. RECOMMENDATIONS FOR FURTHER ANALYSIS

- a. **Correlation Analysis:** examined the relationship between different statements, such as whether self-consciousness about health correlates with the preference for organic products.
- b. **Demographic Breakdown:** If demographic data is available, analyze how different groups respond to these statements.
- c. **Qualitative Insights:** Consider gathering qualitative feedback to understand the reasons behind the quantitative scores.

8. CONCLUSIONS

The rise of environment safe products is closely linked to the growing awareness and concern for sustainability among consumers. As green consumer behaviour evolves, it becomes evident that individuals are increasingly prioritizing products that align with their values, such as reducing waste, conserving resources, and minimizing environmental impact. This shift not only reflects a desire for healthier lifestyles but also signifies a collective effort towards a more inclusive and sustainable future. ■

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