



Green Choices In The Modern Marketplace: An Empirical Study On Consumer Buying Behaviour Towards Eco-Friendly Products

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Abstract: The increasing environmental challenges faced across the globe have significantly transformed consumer purchasing patterns, encouraging individuals to adopt environmentally responsible consumption practices. Eco-friendly products have emerged as an effective solution to reduce environmental degradation while promoting sustainable living. In today's competitive marketplace, consumers are increasingly influenced by environmental awareness, product quality, green marketing initiatives, and social responsibility when making purchasing decisions. This study examines consumer buying behaviour towards eco-friendly products and identifies the major factors influencing green purchase decisions in the modern marketplace. The primary objective of this research is to analyse the influence of environmental concern, purchase intention, product quality, price perception, green marketing, and consumer awareness on buying behaviour towards eco-friendly products. The study adopts both primary and secondary sources of data. Primary data were collected from 150 respondents residing in Salem City through a structured questionnaire using stratified random sampling. Secondary information was gathered from research journals, books, government reports, websites, and previous studies related to green marketing and sustainable consumer behaviour. The collected data are analysed using descriptive and inferential statistical techniques such as Percentage Analysis, Chi-Square Test, Garrett Ranking Technique, Correlation Analysis, and Multiple Regression Analysis. The findings indicate that environmental concern and product quality significantly influence consumers' intention to purchase eco-friendly products. However, factors such as higher prices, limited product availability, and insufficient awareness continue to affect consumers' buying decisions. The study concludes that effective green marketing strategies, improved product accessibility, consumer education, and affordable pricing can substantially enhance the adoption of eco-friendly products. The research provides valuable insights for marketers, policymakers, manufacturers, and environmental organizations in designing sustainable marketing strategies and promoting environmentally responsible consumer behaviour.

Keywords: Consumer Buying Behaviour, Eco-Friendly Products, Green Marketing, Environmental Concern, Purchase Intention, Sustainable Consumption, Green Purchase Behaviour.

I. INTRODUCTION

Environmental sustainability has become one of the most important concerns of the twenty-first century. Rapid industrial growth, increasing pollution, excessive use of natural resources, and climate change have created serious environmental challenges across the world. These issues have encouraged governments, industries, and consumers to adopt sustainable practices that protect the environment while ensuring economic development. Among these initiatives, the promotion and consumption of eco-friendly products have received considerable attention as an effective approach to reducing environmental degradation and encouraging sustainable lifestyles.

Green marketing has emerged as a powerful strategy for encouraging environmentally responsible purchasing behaviour. Companies are increasingly investing in eco-friendly packaging, sustainable production processes, environmental certifications, and promotional campaigns that highlight the environmental benefits of their products. These initiatives not only strengthen brand image but also influence consumers' purchase intention by creating trust and awareness regarding green products. As competition in the green marketplace continues to increase, understanding consumer buying behaviour becomes essential for organizations seeking long-term business sustainability.

This study focuses on analysing consumer buying behaviour towards eco-friendly products in the modern marketplace by examining the influence of environmental concern, purchase intention, product quality, pricing, green marketing practices, and consumer awareness. The research seeks to identify the key determinants that motivate consumers to purchase eco-friendly products and the challenges that restrict wider adoption. The findings of this study will provide valuable guidance for marketers, manufacturers, policymakers, and environmental organizations in developing effective strategies that promote sustainable consumption and environmentally responsible purchasing behaviour. Furthermore, the study contributes to the growing body of literature on green marketing by providing empirical evidence regarding consumer behaviour in the context of eco-friendly products.

II. LITERATURE REVIEW

Consumer buying behaviour towards eco-friendly products has become a significant area of research due to the increasing emphasis on environmental sustainability and responsible consumption. Several researchers have examined the factors that influence consumers' willingness to purchase environmentally friendly products and their intention to adopt sustainable lifestyles. The existing literature indicates that environmental awareness, product quality, pricing, green marketing, and social influence play an essential role in shaping consumer buying behaviour.

Ajzen (1991) introduced the Theory of Planned Behaviour (TPB), which explains that an individual's purchasing behaviour is primarily influenced by behavioural intention. According to this theory, consumers develop purchase intentions based on their attitudes towards the product, subjective norms, and perceived behavioural control. In the context of eco-friendly products, consumers who possess positive environmental attitudes and perceive social support for green consumption are more likely to purchase sustainable products.

Peattie and Crane (2005) highlighted that green marketing has evolved beyond promotional activities and has become an integral part of sustainable business practices. The authors emphasized that organizations should communicate genuine environmental benefits rather than misleading claims. Transparent green marketing strategies improve consumer trust and positively influence purchasing decisions.

Ottman (2011) explained that modern consumers are becoming increasingly conscious of environmental issues and expect companies to demonstrate social and environmental responsibility. According to the study, businesses that integrate sustainability into product design, production, packaging, and distribution gain a competitive advantage in the marketplace. Effective green marketing encourages consumers to adopt environmentally responsible purchasing behaviour.

Chen (2010) examined the relationship between green brand image, green trust, and consumer buying behaviour. The study concluded that consumers are more likely to purchase eco-friendly products

when they trust the environmental claims made by manufacturers. Green trust enhances purchase intention and strengthens customer loyalty towards environmentally responsible brands.

Biswas and Roy (2015) investigated green product purchasing behaviour in emerging economies and found that environmental awareness, education, and social responsibility significantly influence buying decisions. However, factors such as higher prices, limited availability, and lack of product information continue to discourage many consumers from purchasing eco-friendly products.

Kumar and Ghodeswar (2015) identified several factors affecting green product purchase decisions, including product quality, environmental concern, pricing, brand reputation, product availability, and promotional strategies. Their findings suggested that environmental concern alone is insufficient to encourage green purchasing unless supported by product performance and affordability.

Recent studies also indicate that younger consumers demonstrate stronger environmental awareness compared to older generations. Increased access to digital media, environmental campaigns, and educational initiatives has significantly influenced consumer perceptions regarding sustainable consumption. Nevertheless, consumers continue to expect eco-friendly products to deliver the same level of quality, durability, and convenience as conventional products.

Overall, the literature reveals that consumer buying behaviour towards eco-friendly products is influenced by multiple interrelated factors rather than a single determinant. Understanding these relationships enables marketers, policymakers, and manufacturers to formulate strategies that encourage sustainable consumption and increase the adoption of green products.

III. THEORETICAL FRAMEWORK

The present study is primarily based on the Theory of Planned Behaviour (TPB) proposed by Ajzen (1991), which explains the relationship between consumer attitudes, behavioural intentions, and actual purchasing behaviour. According to this theory, individuals are more likely to purchase eco-friendly products when they possess favourable attitudes towards environmental protection, receive positive social influence, and believe they have sufficient resources and opportunities to purchase green products.

Price perception remains one of the most important determinants of consumer buying behaviour. Although consumers appreciate environmentally friendly products, many hesitate to purchase them because they perceive them as expensive. Similarly, product availability affects purchasing decisions because consumers prefer products that are easily accessible in retail stores and online platforms.

Therefore, this study proposes that consumer buying behaviour towards eco-friendly products is influenced by the following independent variables:

- Environmental Concern
- Green Marketing
- Product Quality
- Price Perception
- Brand Trust
- Consumer Awareness
- Product Availability
- Social Influence

These variables collectively influence the dependent variables:

- Purchase Intention
- Consumer Buying Behaviour

The theoretical framework provides a systematic foundation for examining the relationships among these variables and understanding the factors that encourage consumers to adopt eco-friendly products.

IV. RESEARCH GAP

Although numerous studies have investigated consumer behaviour towards eco-friendly products, most have primarily focused on consumer awareness, environmental attitudes, or customer satisfaction. Limited empirical research has comprehensively examined the combined influence of environmental concern, green marketing, product quality, pricing, brand trust, consumer awareness, and purchase intention on consumer buying behaviour, particularly in the context of Salem City.

Furthermore, rapid technological advancements, digital marketing, and changing consumer lifestyles have significantly altered purchasing behaviour in recent years. Therefore, there is a need to re-examine the factors influencing green product adoption in the contemporary marketplace. This study attempts to bridge this research gap by providing updated empirical evidence regarding consumer buying behaviour towards eco-friendly products.

V. NEED FOR THE STUDY

The increasing demand for sustainable products has encouraged businesses to introduce environmentally friendly alternatives across various product categories. However, despite growing awareness, many consumers continue to prefer conventional products due to price sensitivity, lack of product knowledge, and concerns regarding product performance.

Understanding the factors influencing consumer buying behaviour is essential for marketers, manufacturers, and policymakers to develop effective strategies that encourage sustainable consumption. The findings of this study will help businesses improve product quality, pricing strategies, promotional activities, and distribution channels while assisting policymakers in designing awareness programmes that promote environmental responsibility.

VI. OBJECTIVES OF THE STUDY

The present study has been undertaken with the following objectives:

1. To study the demographic profile of consumers purchasing eco-friendly products.
2. To examine consumer buying behaviour towards eco-friendly products.
3. To analyse the influence of environmental concern on consumer buying behaviour.
4. To identify the factors influencing consumers' purchase intention towards eco-friendly products.
5. To evaluate the impact of green marketing on consumers' buying decisions.
6. To examine the relationship between product quality, price perception, and consumer buying behaviour.
7. To provide suitable suggestions for improving the adoption of eco-friendly products in the modern marketplace.

VII. HYPOTHESES OF THE STUDY

Based on the objectives and theoretical framework, the following hypotheses have been formulated to examine the relationship between the selected variables and consumer buying behaviour towards eco-friendly products.

H₀₁: There is no significant relationship between environmental concern and consumer buying behaviour towards eco-friendly products.

H₀₂: There is no significant relationship between green marketing and consumers' purchase intention towards eco-friendly products.

H₀₃: There is no significant relationship between product quality and consumer buying behaviour towards eco-friendly products.

H₀₄: There is no significant relationship between price perception and consumers' buying behaviour towards eco-friendly products.

H₀₅: There is no significant relationship between consumer awareness and purchase intention towards eco-friendly products.

H₀₆: There is no significant relationship between brand trust and consumer buying behaviour towards eco-friendly products.

These hypotheses will be tested using appropriate statistical tools to determine whether the selected independent variables significantly influence consumers' buying decisions.

VIII. RESEARCH METHODOLOGY

Research methodology provides a systematic procedure for collecting, analysing, and interpreting data to achieve the objectives of the study. The present study adopts a descriptive and analytical research design to examine consumer buying behaviour towards eco-friendly products in the modern marketplace.

The descriptive research design helps in understanding the characteristics of consumers and their buying behaviour, while the analytical approach identifies the relationship between environmental concern, purchase intention, green marketing, product quality, price perception, and consumer buying behaviour. The study utilizes both primary and secondary sources of information to ensure reliability and validity of the findings.

The research is conducted among consumers residing in Salem City, Tamil Nadu, where awareness regarding eco-friendly products has gradually increased due to educational campaigns, digital marketing, and government initiatives promoting sustainable consumption.

IX. NATURE OF DATA

The study is based on both primary data and secondary data.

Primary Data

Primary data constitute the major source of information for this study. The required data are collected directly from consumers through a structured questionnaire. The questionnaire consists of multiple-choice questions and five-point Likert Scale statements designed to measure consumer opinions regarding environmental concern, purchase intention, green marketing, product quality, pricing, and buying behaviour towards eco-friendly products.

The questionnaire is divided into two sections:

Section A

- Demographic Profile
 - o Age
 - o Gender
 - o Educational Qualification
 - o Occupation
 - o Monthly Income

Section B

- Consumer Buying Behaviour
- Environmental Concern
- Purchase Intention
- Green Marketing
- Product Quality
- Price Perception
- Brand Trust
- Consumer Awareness
- Product Availability

The responses collected from respondents are coded and analysed using statistical software.

Secondary Data

Secondary information has been collected from various published and unpublished sources, including:

- Research journals
- Books
- Government reports
- Company websites
- Research articles
- Newspapers
- Magazines
- Conference proceedings

- Online databases
- Previous research studies related to green marketing and consumer buying behaviour

The secondary data provide theoretical support and help compare the findings of the present study with earlier research.

X. POPULATION OF THE STUDY

The population for the present study consists of consumers residing in Salem City who are aware of or have purchased eco-friendly products.

The target population includes consumers belonging to different age groups, occupations, educational backgrounds, and income categories. The study covers consumers purchasing various eco-friendly products such as:

- Organic food products
- Herbal cosmetics
- Reusable shopping bags
- Energy-efficient appliances
- Biodegradable household products
- Eco-friendly stationery
- Natural personal care products

The diversity of the population enables the researcher to obtain comprehensive information regarding consumer buying behaviour.

XI. SAMPLE SIZE AND SAMPLING TECHNIQUE

The study adopts Stratified Random Sampling to ensure adequate representation of different demographic groups.

A total of 150 respondents have been selected from Salem City.

The sample includes:

Category	Percentage
Students	20%
Working Professionals	35%
Homemakers	30%
Business People	10%
Retired Persons	5%

The respondents have been selected based on their awareness and experience in purchasing eco-friendly products.

Stratified Random Sampling ensures that opinions from different socio-economic groups are adequately represented, thereby improving the reliability and generalizability of the research findings.

XII. TOOLS USED FOR DATA ANALYSIS

The collected data are classified, tabulated, analysed, and interpreted using appropriate statistical techniques.

The following statistical tools have been employed:

1. Percentage Analysis

Percentage analysis is used to analyse the demographic characteristics of respondents and their purchasing patterns.

2. Chi-Square Test

The Chi-Square Test is applied to examine whether a significant association exists between demographic variables and consumer buying behaviour.

3. Garrett Ranking Technique

Garrett Ranking Technique is used to identify and rank the major factors influencing consumers' buying decisions towards eco-friendly products.

4. Correlation Analysis

Correlation analysis measures the strength and direction of the relationship between independent variables such as environmental concern, green marketing, product quality, and purchase intention.

5. Multiple Regression Analysis

Regression analysis is employed to determine the impact of various independent variables on consumer buying behaviour and to identify the most influential factor affecting purchase decisions.

XIII. SCOPE OF THE STUDY

The present study focuses exclusively on consumers residing in Salem City. It examines consumer buying behaviour towards eco-friendly products available through supermarkets, retail outlets, specialty stores, and online shopping platforms. The study covers only selected categories of eco-friendly products and evaluates the influence of environmental concern, purchase intention, product quality, green marketing, pricing, consumer awareness, and brand trust on purchasing decisions. The findings will be useful to marketers, manufacturers, retailers, environmental organizations, and policymakers in understanding consumer expectations and developing effective green marketing strategies.

XIV. LIMITATIONS OF THE STUDY

Every research study has certain limitations. The present study is also subject to the following limitations:

- The study is confined only to consumers residing in Salem City; therefore, the findings may not be generalized to other geographical regions.
- The sample size is limited to 150 respondents, which may not represent the opinions of the entire population.
- The study is based on responses collected through questionnaires; therefore, personal bias or inaccurate responses from participants cannot be completely avoided.
- Time and financial constraints limited the scope of data collection.
- Consumer buying behaviour may change over time due to changing market trends, government policies, technological developments, and environmental awareness.

Despite these limitations, the study provides meaningful insights into the factors influencing consumer buying behaviour towards eco-friendly products and offers valuable recommendations for promoting sustainable consumption practices.

XV. RESULTS AND DISCUSSION

1. Demographic Profile of the Respondents

Table 1. Gender-wise Classification of Respondents

Gender	Number of Respondents	Percentage
Male	68	45.3
Female	82	54.7
Total	150	100

Interpretation

The above table shows that out of the total 150 respondents, 82 respondents (54.7%) are female and 68 respondents (45.3%) are male. This indicates that female consumers participated slightly more in the study, reflecting their active involvement in purchasing household and eco-friendly products.

2. Age-wise Classification of Respondents

Age Group	Respondents	Percentage
Below 20 Years	18	12.0
21–30 Years	55	36.7
31–40 Years	40	26.7
41–50 Years	22	14.7
Above 50 Years	15	10.0
Total	150	100

Interpretation

The majority of respondents (36.7%) belong to the 21–30 years age group, indicating that young consumers are more interested in purchasing eco-friendly products. Younger consumers generally possess greater environmental awareness and are more willing to adopt sustainable consumption practices.

3. Garrett Ranking Analysis

Factors Influencing Consumer Buying Behaviour Towards Eco-Friendly Products

Factors	Mean Score	Rank
Product Quality	78.56	I
Environmental Concern	74.82	II
Product Price	70.45	III
Brand Trust	68.94	IV
Green Marketing	66.73	V
Product Availability	64.25	VI
Social Influence	61.47	VII
Packaging	58.12	VIII

Interpretation

The Garrett Ranking analysis reveals that product quality is the most influential factor affecting consumer buying behaviour towards eco-friendly products, followed by environmental concern and product price. Consumers prefer eco-friendly products only when they provide good quality and value for money.

4. Chi-Square Test

Relationship Between Environmental Concern and Consumer Buying Behaviour

Hypothesis

H₀: There is no significant relationship between environmental concern and consumer buying behaviour.

H₁: There is a significant relationship between environmental concern and consumer buying behaviour.

Test	Value
Chi-Square Value	18.642
Degrees of Freedom	6
P-Value	0.005

Interpretation

Since the p-value (0.005) is less than 0.05, the null hypothesis is rejected. Therefore, there is a significant relationship between environmental concern and consumer buying behaviour towards eco-friendly products. Consumers with higher environmental awareness are more likely to purchase eco-friendly products.

5. Correlation Analysis

Relationship Between Purchase Intention and Consumer Buying Behaviour

Variables	Correlation Coefficient (r)
Purchase Intention & Buying Behaviour	0.791

Interpretation

The correlation coefficient of 0.791 indicates a strong positive relationship between purchase intention and consumer buying behaviour. This suggests that consumers who intend to purchase eco-friendly products are more likely to make actual buying decisions.

6. Regression Analysis

Factors Influencing Consumer Buying Behaviour

Variable	Beta Value	Significance
Environmental Concern	0.351	0.001
Product Quality	0.417	0.000
Product Price	-0.228	0.018
Green Marketing	0.264	0.007
Brand Trust	0.194	0.024

Interpretation

Regression analysis indicates that product quality has the strongest positive influence on consumer buying behaviour, followed by environmental concern and green marketing. Product price shows a negative relationship, indicating that higher prices discourage consumers from purchasing eco-friendly products.

XVI. MAJOR FINDINGS

The important findings of the study are summarized below:

- The majority of respondents belong to the younger age group, indicating greater environmental awareness among young consumers.
- Product quality is the most important factor influencing consumers' buying decisions.
- Environmental concern significantly influences consumers' willingness to purchase eco-friendly products.
- Purchase intention has a strong positive relationship with actual buying behaviour.
- Green marketing activities positively influence consumer awareness and purchase decisions.
- Higher product prices remain one of the major barriers to the adoption of eco-friendly products.
- Brand trust positively influences consumers' confidence in purchasing eco-friendly products.
- Consumers prefer eco-friendly products that provide quality, affordability, and easy availability.

XVII. SUGGESTIONS

Based on the findings of the study, the following suggestions are offered:

- Manufacturers should focus on improving the quality and durability of eco-friendly products.
- Companies should adopt competitive pricing strategies to make green products affordable for all income groups.
- Green marketing campaigns should provide transparent and accurate information regarding the environmental benefits of products.
- Retailers should increase the availability of eco-friendly products in supermarkets, local stores, and online platforms.
- Government agencies should organize awareness programmes to educate consumers about sustainable consumption.
- Environmental certification labels should be prominently displayed on products to improve consumer trust.
- Educational institutions should encourage environmental awareness through seminars, workshops, and sustainability campaigns.
- Businesses should invest in innovative product development that combines environmental sustainability with superior performance.

XVIII. CONCLUSION

The research emphasizes the need for collaborative efforts among manufacturers, marketers, policymakers, and environmental organizations to promote sustainable consumption. Businesses should integrate environmental responsibility into their product development and marketing strategies while ensuring affordability and accessibility. Policymakers should strengthen awareness programmes and encourage sustainable production through incentives and regulatory support. In conclusion, the transition towards sustainable consumption depends not only on consumer awareness but also on the collective responsibility of businesses and society. By addressing the factors

influencing consumer buying behaviour, organizations can enhance the adoption of eco-friendly products, contribute to environmental protection, and achieve long-term sustainable growth. This study provides useful insights for future researchers and serves as a valuable reference for developing effective green marketing strategies in the modern marketplace.

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