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Examining Consumer Purchase Behavior Towards Sustainable Products

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ABSTRACT

As more people learn that our environment is getting worse, consumers are now buying products that are better for the earth. In this study, we look at the important things that affect consumer purchase decisions. These are consumer awareness, and perceived benefits and sustainable values. The data was collected from 74 respondents through the structured questionnaire and analyzed with SPSS. The outcomes of the study revealed that while personal values and environmental concern significantly influenced sustainable purchasing behaviour, demographic factors like gender had a limited impact. There is a need for greater awareness, affordability and accessibility of sustainable products, along with suggested marketing strategies that resonate with the values of consumers so as to better facilitate the adoption rate of sustainable products.

1. Introduction

As the planet becomes more at threat from climate change, pollution, loss of biodiversity, and depletion of resources, there is now growing adoption of sustainable consumption globally. More and more consumers are making eco-friendly choices. They are focusing on sustainable options that do not harm the environment. Even though people have learnt more about the topic, they do not buy it. The purpose of this study is to identify a certain internal factors (personal values and motivations) : information (knowledge) and packaging (eco-labels); consumer behaviour (actual behaviour) eco-labels socio-demographic influences.

2. Literature Review

A study found that people are interested in purchasing products that are sustainable because they care for the environment and aware of the health benefits too. Trust is enhanced by labels like Energy Star, USDA Organic and FSC while limitations and higher prices act as hindrance. Studies have established a link between consumer knowledge, perceived product value, and willingness to pay for an eco-friendly product (Agyeman, 2014; Kumar & Ghodeswar, 2015). Yet, demographic characteristics have been observed to have a mixed effect on the decision to purchase green, indicating that personal value and external factors have a more profound impact.

3. Research Methodology

A scientific and systematic method is developed in this consumer behaviour study to access sustainable products. The important elements include the following:

Research Design:

This research follows exploratory research design to study the different consumer behaviours, perceptions, and factors affecting them in sustainable product sales.

Data Collection :

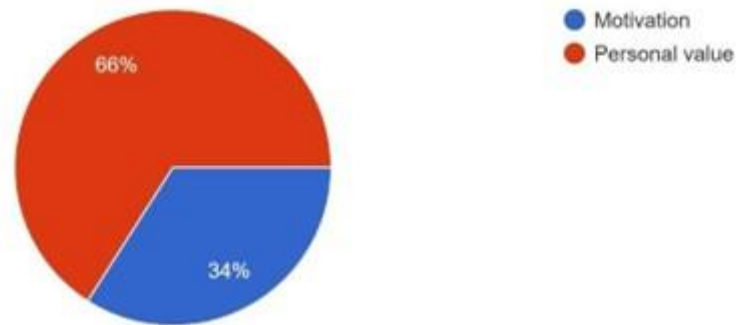
We collected primary data using structured questionnaire through Google Form from individuals belonging to different demographic backgrounds.

Sampling:

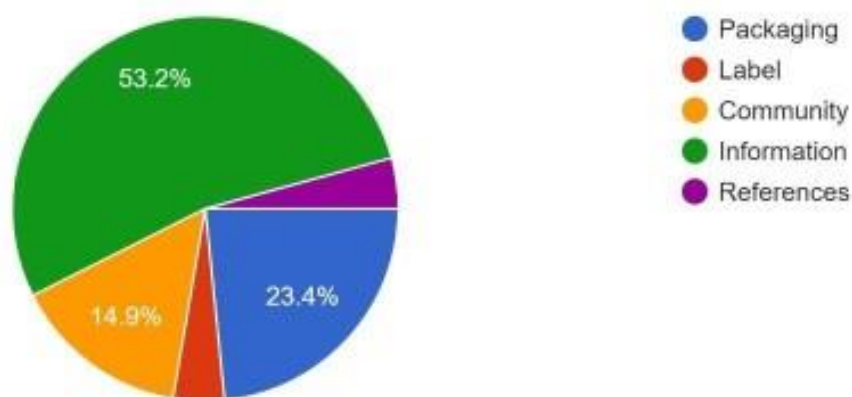
Using a non-probability convenience sampling method responses were obtained from 74 respondents which included students, professionals, and homemakers.

Analysis Techniques:

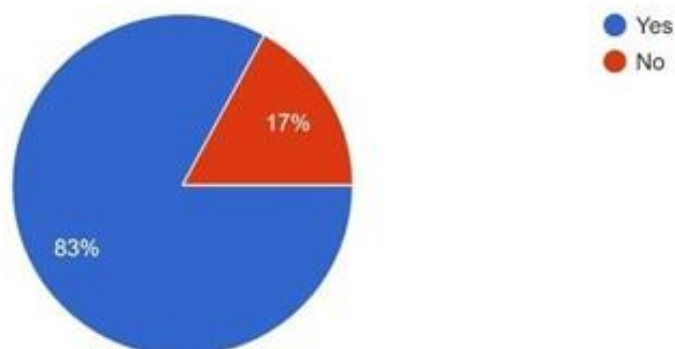
Data was analyzed using SPSS software. Data insights were derived and hypothesis was tested with the use of descriptive statistics, chi-square test, regression, and correlation analysis.

5. Primary Data**1. Internal Factors which affect the most before purchasing a sustainable product**

Source: Own analysis using primary data

2. External Factors

Own analysis using primary data

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

Source: Own analysis using primary data

2. Demographics analysis

		Count	Column N %
Gender	Female	30	40.50%
	Male	44	59.50%
Age	26-35	27	27.30%
	36-45	1	1.30%
	Below 25	46	62.16%
Where do you live?	Rural	1	1.30%
	Semi-Urban	11	14.86%
	Urban	62	83.78%
Qualification	Postgraduate	64	86.48%
	Undergraduate	10	13.50%
	Businessmen	2	2.70%
Occupation	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%

4. Findings and Discussion

4.2 Key Insights

83% are willing to pay more for sustainable products

67% of purchases are driven by personal values

Environmental benefits (4.07 mean) were more recognized than health benefits or brand familiarity

Information availability was the most influential external factor

Lack of awareness and product accessibility remain significant barriers

4.3 Hypothesis Testing

Gender and Income significantly affect sustainable buying behavior ($p < 0.001$)

Sustainable Value has a strong influence ($R^2 = 0.83$) on purchase behavior

Benefits also show significant impact but to a lesser extent ($R^2 = 0.35$)

5. Theoretical and Practical Implications

Theoretically, this research strengthens the Value-Belief-Norm Theory by showing that personal norms and environmental beliefs drive purchasing that is sustainable. Around these values, businesses should practically tailor marketing messages. Sustainable products should also be more visible as well as more affordable. Eco-label certifications as well as subsidies and also awareness campaigns support this by way of government bodies.

6. Future Trends and Strategic Recommendations

Increased demand for eco-friendly goods rises when people gain environmental awareness.

The governments can invest within green technologies. Educators can develop some digital education platforms.

Transparency in product sourcing as well as sustainability credentials must be stressed.

Brands should collaborate more often with sustainability influencers.

Government incentives should seek to implement sustainable retailing and manufacturing.

7. Limitations of the Study

This study is limited because of the small sample size (n=74), the use of convenience sampling, and how the data relied on self-reporting. The cross-sectional nature has certain limitations that exist. Behavioral changes across time cannot be tracked.

8. Conclusion

The research found that the sustainable purchase behavior of customers was driven primarily by personal values, environmental awareness and perceived product benefits. Even though consumers want to pay more for green products, their adoption is being inhibited by things like high-cost, lack of knowledge, etc. If India wants to boost the green economy, then create campaigns and affordable models. Firms should tailor their tactics according to customers' expectations to ensure environmental and economic sustainability

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