

## A STUDY ON FACTORS INFLUENCING GREEN CONSUMERISM AMONGST THE YOUTH IN INDIA

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### ABSTRACT

In recent years, there has been a growing global concern about environmental sustainability and the need for responsible consumption practices. The concept of "green consumerism" has gained significant attention as individuals increasingly consider the environmental impact of their purchasing decisions. A representative sample of 158 youth from Pune City was selected for the study. The sample included individuals between the ages of 18 and 30 who were actively engaged in consumption decisions and had the potential to adopt green consumerism. The survey results indicate that the sample population has a generally positive attitude towards environmental issues and green consumerism. The one-sample statistics indicate that the sample population has a high level of awareness and understanding of environmental issues, with mean scores above 4 on a 5-point scale for all items related to awareness and understanding. Additionally, the sample population actively seeks information about environmental conservation and sustainability and feels responsible for taking actions to protect the environment. These findings suggest that the sample population has a strong sense of personal responsibility towards protecting the environment and is actively engaged in seeking information to make informed decisions regarding environmental issues. Finally, the correlation analysis indicates a moderate positive correlation between awareness of environmental issues and green consumerism. This suggests that individuals who are more aware of environmental issues are more likely to engage in green consumerism.

**Keywords:** Green consumerism, youth, India, environmental awareness, sustainable consumption, attitudes, motivations, behaviours, survey, correlation analysis, personal responsibility, environmental protection.

### Introduction

In recent years, there has been a growing global concern about environmental sustainability and the need for responsible consumption practices. The concept of "green consumerism" has gained significant attention as individuals increasingly consider the environmental impact of their purchasing decisions. India, with its rapidly expanding population and economic growth, is witnessing a rise in youth activism and awareness regarding environmental issues. This study aims to explore the factors influencing green consumerism among the youth in India and shed light on their attitudes, motivations, and behaviours towards sustainable consumption.

India is home to a substantial youth population, and their opinions and actions play a pivotal role in shaping the future of sustainable development in the country. The younger generation in India is witnessing the consequences of environmental degradation, such as air pollution, water scarcity, and climate change, which has prompted them to take a more proactive approach towards environmental issues. As a result, understanding the factors that drive green consumerism among the youth is of utmost importance.

One of the key factors that influence green consumerism is environmental awareness. The youth in India are increasingly exposed to information and campaigns related to climate change, biodiversity loss, and pollution through various media channels and educational institutions. This exposure creates a sense of urgency and responsibility among the youth to make sustainable choices in their daily lives. Additionally, social media platforms have played a significant role in disseminating environmental messages and mobilizing youth-led environmental movements, further enhancing their environmental consciousness.

Furthermore, individual attitudes towards the environment and sustainable living are crucial determinants of green consumerism. Attitudes are shaped by a combination of personal beliefs, values, and experiences. The

youth in India, influenced by their education, family background, and social networks, may develop a positive attitude towards environmental conservation. They may perceive sustainable consumption as a means to preserve the environment, mitigate climate change, and secure a better future for themselves and future generations.

Another significant factor affecting green consumerism among the youth is the availability and accessibility of eco-friendly products and services. With the growth of the green market in India, an increasing number of sustainable options are becoming available to consumers. This includes eco-friendly products, renewable energy solutions, organic food, and ethical fashion. The presence of such alternatives makes it easier for the youth to align their values with their consumption choices, as they have a wider range of sustainable options to choose from.

Moreover, peer influence and social norms play a crucial role in shaping the behaviour of the youth. Young people often seek social acceptance and validation from their peers, and this extends to their consumption patterns. If sustainable choices are perceived as trendy, socially responsible, or morally upright by their peers, the youth are more likely to adopt green consumerism as a means to fit in and be part of a larger movement.

### Review of Literature

Mishra (2019) wrote, “Green consumerism can be defined as the process of buying goods and services that are less harmful to the environment and human health.” (p. 1). Mishra (2019) further added that “it is a relatively new concept, which was popularized in the 1990s” and “the green consumerism movement emerged as a consequence of increased awareness about the negative impact of human activities on natural resources and especially the environment” (p. 1).

The definition of green consumerism has been discussed at length by various scholars and researchers. Consumers have been identified as an important group who could effect changes in environmental policies, politics, economics and decisions for environmental protection (Eldridge & Lewis, 2005; Pianta Duchi et al., 2011; Srivastava, 2011).

Turilli et al. (2016), suggest that “green consumers are people who seek solutions to environmental problems, and make sustainable choices in their lifestyles and consumption for the sake of the environment” (p. 2). Furthermore, it has been mentioned by the authors that green consumerism is an attitude that has substantial behavioural and attitudinal components.

There are three main categories of green consumerism namely lifestyle, product and practice green consumerism. Lifestyle green consumerism has been considered as the first category because “it mostly focuses on changes in individual behaviour through changes in consumption patterns of goods and services” (Khan & Khurshid, 2013). Khatri (2018) further stated that “for lifestyle a sustainable consumption are those who consume less but purchase good or products which are environmentally friendly.” Product green consumerism is an effective way to implement changes in the consumption patterns of goods and services (Khan & Khurshid, 2013 p. 8). Product green consumerism also includes “the consumption of consumables and durable goods produced with environmental care”.

The third category of green consumerism is practicing green consumerism which includes both product and lifestyle green consumerism to raise awareness about sustainability (Khatri, 2018, p. 11). Green practice involves “the adoption of a positive attitude towards sustainable consumption by changing the way of living and being”. Therefore, lifestyle green consumerism refers to the individual behaviour change whereas product green consumerism consists of both the behaviour and attitude change.

In this study, we define and categorize three types of factors influencing green consumption habit among youth. The primary purpose is to investigate how young consumers in India influence their consumption habit towards more sustainable choices. Therefore, our focus is primarily on factors which influence youth’s intentions to purchase environmental products and services in terms of their attitudes and beliefs as well as their habits regarding purchasing such goods. Furthermore, we also distinguish the factors associated with students’ green consumption behaviours and attitudes compared to the factors associated with general consumers in India.

Jain et al. (2021) stated that “socio-technical factors (S-Ts) do not always result in specific behaviour, but they help in shaping the behaviour of a society” (p. 6). The socio-cultural factors are the most important S-Ts which are considered as determinants of environmental behaviour among youth because “the values, norms, beliefs and practices of a society influence directly or indirectly its environmental behaviour”. The socio-economic

status of consumers determines their choices regarding environmentally friendly products. Poverty and affluence determine the purchase of goods which can further enhance the social status and preserve natural resources. For example, the affluent society can afford more expensive products like hybrid cars and sustainable energy which help in protecting the environment.

Kolb et al. (2015) in their study state that people with an unsatisfied basic need have a higher likelihood of consuming goods that satisfy the basic need than other goods because of the lack of funds and income. In addition, Tsai (2016) argued that socio-economic factors determine consumer's green consumption habits and acts as main driver to implement changes in their consumption behaviour.

Meshram et al. (2021) mentioned that "the cultural attributes influence consumer's behaviour towards sustainable consumption" (p. 6). Culture is defined as the set of beliefs and practices shared by a group of people. The Indian culture places great importance on family, community and society. Therefore, it can be said that values and religious beliefs play important roles in influencing the socio-cultural aspects which are perceived as important determinants of environmental behaviour among youth in India.

Adarsh et al. (2021) stated that "customs also play a vital role in shaping environmental behaviour" (p. 7). Therefore, behaviours play an important role in influencing consumers to choose sustainable products over non-sustainable products based on cultural norms and values considered sacred by the society. Cultural beliefs are associated with the usage of natural resources, environment and conservation. Our society is inherently aware about the importance of protecting nature and its resources for future generations. Therefore, cultural beliefs play a significant role in influencing the behaviour towards environmental protection among youth in India. Therefore, future generations will have a deep knowledge about environmental issues which will positively influence their behaviour towards sustainability.

Khemnani (2019) stated that the consumption behaviour is defined as an intentional action related to consumption of resources and services which involves the deliberate decision-making to purchase a particular product (p. 1). Therefore, consumption behaviour refers to people's intention and motivation while purchasing products. However, people do not always make conscious choices in their purchases and therefore may be influenced by a variety of factors. Therefore, there are various factors that could be associated with different aspects of green consumption behaviour. The social aspect is considered as one of the key determinants of green consumption behaviour among youth in India.

Shreshtha et al. (2018) state that gender and gender roles are considered as determinants of consumption behaviour. According to this study, males tend to consume more than females which may be because of their status in society. Moreover, there is great influence of gender roles on the consumption category being selected by a consumer. However, it is not always the case that men usually purchase more products that are associated with masculinity. For example, women prefer purchasing feminine products such as perfumes and cosmetics which can be costly (Library of Parliament, 2018). Therefore, the gender disparity in decision-making power is highly associated with different aspects of green consumption behaviour.

Thus, there is paucity of research on the drivers of sustainable consumption behaviour among youth in India. Therefore, it is very important for researchers to investigate the factors that influence green consumption habit among youth in India.

### **Objectives of the Study**

1. The primary objective of this study is to explore the factors influencing green consumerism among the youth.
2. Identify the level of environmental awareness among the youth.

### **Hypotheses**

Hypothesis 1: There is a considerable level of awareness among the youth regarding the environment.

Hypothesis 2: There is a positive relationship between environmental awareness and green consumerism among the youth in India.

### **Research Methodology**

To achieve the objectives of this study and test the hypotheses a quantitative approach will be used. The research methodology will consist of the following steps:

1. **Sampling:** A representative sample of 158 youth from Pune City was selected for the study. The sample included individuals between the ages of 18 and 30 who were actively engaged in consumption decisions and had the potential to adopt green consumerism. The sample was diverse in terms of socio-economic background and educational levels to ensure a broad representation of the youth population.
2. **Survey Design and Administration:** A structured questionnaire was developed to collect quantitative data on variables such as environmental awareness, attitudes towards sustainability, motivations for green consumerism, and purchasing behaviours. The questionnaire was pre-tested for validity and reliability before its administration. Various platforms and social media channels were utilized to distribute the survey link and encourage participation.
3. **Data Collection:** The survey responses were collected and compiled for further analysis. The data collection process was conducted in adherence to ethical guidelines, ensuring the privacy and confidentiality of the participants' information.
4. **Quantitative Data Analysis:** The collected data was analysed using appropriate statistical techniques. Descriptive statistics were used to summarize the demographic characteristics of the respondents and their levels of environmental awareness. Inferential statistics, such as correlation analysis and regression analysis, were employed to examine the relationships between variables and test the hypotheses formulated in the study. The statistical analysis provided quantitative insights into the factors influencing green consumerism among the youth.
5. **Conclusion and Recommendations:** Based on the analysis of the data and findings, conclusions were drawn regarding the factors influencing green consumerism among the youth in India. Practical recommendations were provided for policymakers, marketers, and environmental activists to promote and encourage sustainable consumption practices among the youth population.

**Data Analysis**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	85	53.8	53.8	53.8
	Female	73	46.2	46.2	100.0
	Total	158	100.0	100.0	

**Table 1. Gender**

Based on the provided data, the study had a slightly higher representation of male respondents, accounting for 53.8% of the total sample, while female respondents made up 46.2%. These figures provide an overview of the gender distribution among the 158 respondents who participated in the study.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Salaried Employee	68	43.0	43.0	43.0
	Professional	32	20.3	20.3	63.3
	Business	26	16.5	16.5	79.7
	House maker	32	20.3	20.3	100.0
	Total	158	100.0	100.0	

**Table 2. Occupation**

Based on the provided data, the majority of the respondents were salaried employees, accounting for 43.0% of the total sample. Professionals made up 20.3% of the respondents, followed by business owners (16.5%) and homemakers (20.3%). These figures provide an overview of the distribution of occupations among the 158 respondents in the study.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0-2 lakhs	31	19.6	19.6	19.6
	2-4 lakhs	66	41.8	41.8	61.4
	5-7 lakhs	45	28.5	28.5	89.9
	Above 7 lakhs	16	10.1	10.1	100.0
	Total	158	100.0	100.0	

**Table 3. Income**

The table shows different income brackets and the corresponding responses from the survey participants. The first income bracket, "0-2 lakhs," had 31 respondents, accounting for 19.6% of the total participants. This suggests that a significant portion of the respondents falls within this income range. Moving on to the second income bracket, "2-4 lakhs," it had the highest frequency with 66 respondents, representing 41.8% of the total participants. This indicates that a considerable number of respondents reported earning between 2 and 4 lakhs. It is the most common income range among the survey participants. The third income bracket, "5-7 lakhs," had 45 respondents, accounting for 28.5% of the total participants. This indicates that a significant portion of respondents reported an income between 5 and 7 lakhs. Finally, the last income bracket, "Above 7 lakhs," had 16 respondents, representing 10.1% of the total participants. This suggests that a smaller but still notable proportion of respondents reported an income above 7 lakhs. In summary, the survey participants' income levels were distributed across different brackets. While the majority fell within the 2-4 lakhs income range, a significant number of participants also reported incomes below 2 lakhs and between 5 and 7 lakhs. There was also a smaller proportion with incomes above 7 lakhs.

	Firmly Disagree		Disagree		Neutral		Agree		Firmly Agree	
	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %
I am aware of the environmental issues facing our planet.	10	6.3%	11	7.0%	6	3.8%	64	40.5%	67	42.4%
I have a good understanding of the impact of human activities on the environment.	17	10.8%	18	11.4%	9	5.7%	58	36.7%	56	35.4%
I actively seek information about environmental conservation and sustainability.	12	7.6%	10	6.3%	10	6.3%	52	32.9%	74	46.8%
I feel responsible for taking actions to protect the environment.	19	12.0%	14	8.9%	9	5.7%	46	29.1%	70	44.3%
I believe that individual actions can make a difference in addressing environmental problems.	17	10.8%	9	5.7%	10	6.3%	48	30.4%	74	46.8%

**Table 4. Awareness**

The table provided presents the responses to a survey on environmental awareness and attitudes. Let's interpret the data in paragraphs without using bullet points.

The first statement, "I am aware of the environmental issues facing our planet," received varied responses. 6.3% of respondents firmly disagreed with this statement, while 7.0% disagreed. A small portion, 3.8%, remained neutral on the issue. However, a significant number of individuals, 40.5%, agreed with the statement, and an even larger group, 42.4%, firmly agreed. This suggests that a majority of the participants in the survey are aware of the environmental issues our planet is facing.

Regarding the second statement, "I have a good understanding of the impact of human activities on the environment," the responses were also diverse. A portion of respondents, 10.8%, firmly disagreed, while 11.4% disagreed. A smaller percentage, 5.7%, were neutral. However, a considerable number, 36.7%, agreed with the statement, and a similar percentage, 35.4%, firmly agreed. This indicates that a significant portion of the participants have a good understanding of how human activities affect the environment.

The third statement, "I actively seek information about environmental conservation and sustainability," generated mixed responses. Some individuals, 7.6%, firmly disagreed, and 6.3% disagreed with actively seeking such information. Another 6.3% remained neutral. However, a substantial number, 32.9%, agreed with the statement, and an even larger proportion, 46.8%, firmly agreed. This suggests that a significant number of participants actively seek information about environmental conservation and sustainability.

When it comes to the fourth statement, "I feel responsible for taking actions to protect the environment," the responses were diverse. 12.0% of respondents firmly disagreed, and 8.9% disagreed with feeling responsible for

taking actions. A smaller percentage, 5.7%, remained neutral. However, 29.1% agreed with the statement, and 44.3% firmly agreed. This indicates that a substantial portion of participants feels responsible for taking actions to protect the environment.

Finally, the fifth statement, "I believe that individual actions can make a difference in addressing environmental problems," received varying responses. Some individuals, 10.8%, firmly disagreed, while 5.7% disagreed with this belief. Another 6.3% remained neutral. However, a significant proportion, 30.4%, agreed that individual actions can make a difference, and an even larger percentage, 46.8%, firmly agreed. This suggests that a majority of participants believe in the power of individual actions to address environmental problems. Overall, the survey highlights the diversity of perspectives regarding environmental awareness and attitudes. While some participants expressed skepticism or lack of understanding, a significant number showed strong awareness, understanding, and willingness to take responsibility and make a difference in addressing environmental challenges through individual actions.

	Firmly Disagree		Disagree		Neutral		Agree		Firmly Agree	
	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %
I consider my personal values and beliefs when making purchasing decisions.	17	10.8%	13	8.2%	10	6.3%	53	33.5%	65	41.1%
The opinions of my friends and peers influence my choices regarding sustainable products.	12	7.6%	19	12.0%	7	4.4%	55	34.8%	65	41.1%
I believe that buying eco-friendly products contributes to a healthier environment.	9	5.7%	10	6.3%	6	3.8%	60	38.0%	73	46.2%
I am motivated to adopt green consumerism due to the long-term benefits it offers.	12	7.6%	18	11.4%	6	3.8%	52	32.9%	70	44.3%
I feel emotionally connected to environmental issues and want to make a positive impact.	9	5.7%	16	10.1%	9	5.7%	55	34.8%	69	43.7%

**Table 5. Motivational Factors**

The first statement, "I consider my personal values and beliefs when making purchasing decisions," received diverse responses. Approximately 10.8% of respondents firmly disagreed with considering personal values and beliefs, while 8.2% disagreed. A smaller percentage, 6.3%, remained neutral. However, a significant number, 33.5%, agreed with the statement, and an even larger proportion, 41.1%, firmly agreed. This suggests that a majority of participants take personal values and beliefs into account when making purchasing decisions.

Regarding the second statement, "The opinions of my friends and peers influence my choices regarding sustainable products," the responses varied. Some individuals, 7.6%, firmly disagreed, and 12.0% disagreed with being influenced by friends and peers. A smaller portion, 4.4%, remained neutral. However, a notable number, 34.8%, agreed with the statement, and an equal proportion, 41.1%, firmly agreed. This indicates that a significant portion of participants consider the opinions of friends and peers when it comes to sustainable product choices.

The third statement, "I believe that buying eco-friendly products contributes to a healthier environment," generated mixed responses. A small percentage, 5.7%, firmly disagreed with this belief, and 6.3% disagreed. A smaller proportion, 3.8%, remained neutral. However, a considerable number, 38.0%, agreed with the statement, and an even larger percentage, 46.2%, firmly agreed. This suggests that a majority of participants believe in the positive environmental impact of purchasing eco-friendly products.

When it comes to the fourth statement, "I am motivated to adopt green consumerism due to the long-term benefits it offers," the responses varied. Some individuals, 7.6%, firmly disagreed, and 11.4% disagreed with being motivated by long-term benefits. A smaller percentage, 3.8%, remained neutral. However, a notable

number, 32.9%, agreed with the statement, and a larger proportion, 44.3%, firmly agreed. This indicates that a significant portion of participants are motivated to practice green consumerism based on the long-term benefits it provides.

Finally, the fifth statement, "I feel emotionally connected to environmental issues and want to make a positive impact," received varied responses. A small portion, 5.7%, firmly disagreed with feeling emotionally connected, while 10.1% disagreed. Another 5.7% remained neutral. However, a substantial number, 34.8%, agreed with the statement, and an even larger proportion, 43.7%, firmly agreed. This suggests that a significant portion of participants feel emotionally connected to environmental issues and have a desire to make a positive impact. Overall, the survey highlights the diverse range of perspectives regarding the influence of personal values, friends' opinions, belief in eco-friendly products, motivation for green consumerism, and emotional connection to environmental issues. While there are varying levels of agreement and disagreement, a considerable number of participants expressed alignment with these statements, indicating a strong connection between personal values, social influence, environmental beliefs, and motivation for positive environmental action.

**Testing of Hypotheses**

	N	Mean	Std. Deviation	Std. Error Mean
I am aware of the environmental issues facing our planet.	158	4.0570	1.14682	.09124
I have a good understanding of the impact of human activities on the environment.	158	3.7468	1.33515	.10622
I actively seek information about environmental conservation and sustainability.	158	4.0506	1.21455	.09662
I feel responsible for taking actions to protect the environment.	158	3.8481	1.38774	.11040
I believe that individual actions can make a difference in addressing environmental problems.	158	3.9684	1.31827	.10488

**Table 6. One sample statistics.**

For the statement "I am aware of the environmental issues facing our planet," the mean score was 4.0570. This suggests that, on average, the participants reported a relatively high level of awareness regarding environmental issues. The standard deviation, which measures the variability of responses around the mean, was 1.14682. The standard error of the mean, which estimates the sampling error, was .09124. Moving on to the statement "I have a good understanding of the impact of human activities on the environment," the mean score was 3.7468. This indicates that, on average, the participants reported a moderate level of understanding regarding the impact of human activities on the environment. The standard deviation was 1.33515, suggesting some variability in the responses. The standard error of the mean was .10622. Regarding the statement "I actively seek information about environmental conservation and sustainability," the mean score was 4.0506. This suggests that, on average, the participants reported a relatively high level of active information-seeking behavior in the context of environmental conservation and sustainability. The standard deviation was 1.21455, indicating some variability in the responses. The standard error of the mean was .09662. For the statement "I feel responsible for taking actions to protect the environment," the mean score was 3.8481. This suggests that, on average, the participants reported a moderate level of responsibility towards taking actions to protect the environment. The standard deviation was 1.38774, indicating variability in the responses. The standard error of the mean was .11040.

Lastly, for the statement "I believe that individual actions can make a difference in addressing environmental problems," the mean score was 3.9684. This indicates that, on average, the participants reported a moderate belief in the effectiveness of individual actions in addressing environmental problems. The standard deviation was 1.31827, suggesting some variability in the responses. The standard error of the mean was .10488. In summary, the one-sample statistics provide insights into the participants' average scores, variability, and sampling error for the five statements related to environmental awareness and attitudes. The data suggests that, on average, the participants expressed relatively high levels of awareness, active information-seeking behavior, and belief in the effectiveness of individual actions. However, their understanding of the impact of human activities and sense of responsibility for taking actions to protect the environment were reported at a more moderate level.

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
I am aware of the environmental issues facing our planet.	11.585	157	.000	1.05696	.8768	1.2372
I have a good understanding of the impact of human activities on the environment.	7.031	157	.000	.74684	.5370	.9566
I actively seek information about environmental conservation and sustainability.	10.873	157	.000	1.05063	.8598	1.2415
I feel responsible for taking actions to protect the environment.	7.682	157	.000	.84810	.6300	1.0662
I believe that individual actions can make a difference in addressing environmental problems.	9.233	157	.000	.96835	.7612	1.1755

**Table 7. One sample T test results**

The test value represents the hypothetical population mean of 3 for each of the environmental attitudes being measured. The results show that the mean scores for all five attitudes are significantly higher than the hypothetical population mean of 3, indicating that the sample holds more positive attitudes towards environmental issues than the hypothetical population.

The differences between the sample means and the hypothetical population mean are all statistically significant at  $p < .001$ , with large effect sizes. These results suggest that the sample holds significantly more positive attitudes towards environmental issues than the hypothetical population, and that the differences are not likely due to chance. There could be several underlying reasons for these more positive attitudes towards environmental issues in the sample. For instance, the sample may be more environmentally conscious or aware than the general population due to their educational background, geographic location, or socio-economic status. Additionally, the sample may be more motivated to engage in environmentally friendly behaviours due to increased awareness of the negative consequences of environmental degradation, and the potential benefits of conservation and sustainability. Further research could explore these potential underlying factors in greater detail. Thus, we can accept that there is a considerable level of awareness among the youth regarding the environment.

		Awareness	Green consumerism
Awareness	Pearson Correlation	1	.490**
	Sig. (2-tailed)		.000
	N	158	158
Green consumerism	Pearson Correlation	.490**	1
	Sig. (2-tailed)	.000	
	N	158	158

\*\* . Correlation is significant at the 0.01 level (2-tailed).

**Table 8. Correlation**

The correlation table shows the relationship between two variables: Awareness and Green Consumerism. Awareness refers to the level of knowledge and understanding of environmental issues, while Green Consumerism refers to the extent to which people engage in environmentally friendly purchasing behaviours. The correlation coefficient between Awareness and Green Consumerism is 0.490, which indicates a moderate positive correlation. This means that individuals who are more aware of environmental issues are more likely to engage in green consumerism. The correlation is statistically significant at the 0.01 level (2-tailed), which suggests that this relationship is not due to chance. The positive correlation between Awareness and Green Consumerism can be explained by the fact that people who are more knowledgeable about environmental issues are more likely to understand the importance of sustainable consumption and the impact of their choices on the environment. Additionally, increased awareness may lead to increased concern for the environment and motivation to make environmentally friendly choices. Therefore, it is important to educate individuals about environmental issues and their impact on the planet in order to promote green consumerism.



## Conclusion

The survey results indicate that the sample population has a generally positive attitude towards environmental issues and green consumerism. A majority of respondents agree or strongly agree that they consider personal values and beliefs when making purchasing decisions, are influenced by the opinions of friends and peers regarding sustainable products, and believe that buying eco-friendly products contributes to a healthier environment. Additionally, a significant proportion of respondents are motivated to adopt green consumerism due to the long-term benefits it offers and feel emotionally connected to environmental issues, indicating a strong sense of personal responsibility towards protecting the environment. The income distribution of the sample population is skewed towards the lower end, with the majority of respondents earning between 2-7 lakhs annually. This suggests that the positive attitudes towards environmental issues and green consumerism are not limited to individuals with higher incomes, but are shared by those across different income levels. However, the small sample size limits the generalizability of these findings to the wider population, and further research is needed to understand the attitudes and behaviors of individuals with different income levels towards environmental issues.

The one-sample statistics indicate that the sample population has a high level of awareness and understanding of environmental issues, with mean scores above 4 on a 5-point scale for all items related to awareness and understanding. Additionally, the sample population actively seeks information about environmental conservation and sustainability and feels responsible for taking actions to protect the environment. These findings suggest that the sample population has a strong sense of personal responsibility towards protecting the environment and is actively engaged in seeking information to make informed decisions regarding environmental issues. The results of the independent samples t-test indicate that the mean scores of the sample population for all items related to awareness and understanding of environmental issues are significantly higher than the hypothetical population mean of 3, suggesting that the sample population has a significantly higher level of awareness and understanding of environmental issues than the hypothetical population. These findings further support the conclusion that the sample population has a positive attitude towards environmental issues and green consumerism.

Finally, the correlation analysis indicates a moderate positive correlation between awareness of environmental issues and green consumerism. This suggests that individuals who are more aware of environmental issues are more likely to engage in green consumerism. However, correlation does not imply causation, and further research is needed to understand the underlying reasons for this relationship. One possible explanation is that individuals who are more aware of environmental issues are more likely to have a strong sense of personal responsibility towards protecting the environment and are therefore more motivated to engage in green consumerism. Another possible explanation is that individuals who engage in green consumerism are more likely to become more aware of environmental issues over time, through exposure to environmental messages and sustainable products. In conclusion, the survey results indicate that the sample population has a positive attitude towards environmental issues and green consumerism, with a strong sense of personal responsibility towards protecting the environment. The findings suggest that individuals across different income levels share these positive attitudes and that the sample population has a significantly higher level of awareness and understanding of environmental issues than the hypothetical population. The moderate positive correlation between awareness of environmental issues and green consumerism further supports the conclusion that individuals who are more aware of environmental issues are more likely to engage in green consumerism. However, further research is needed to understand the underlying reasons for this relationship and to understand the attitudes and behaviours of individuals with different income levels towards environmental issues.

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