**CONSUMER BEHAVIOUR ON GREEN PRODUCTS**

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**Abstract:**

**This paper delves into consumer behavior regarding eco-friendly products, analyzing the factors that shape purchasing decisions and the hurdles to their adoption. As environmental concerns intensify, consumers are placing greater emphasis on sustainability, influenced by awareness, societal norms, and perceived advantages. However, obstacles such as price sensitivity, skepticism, and limited availability impede widespread adoption. The review emphasizes the crucial role of marketers and policymakers in tackling these challenges and fostering eco-friendly practices through transparent communication and supportive regulations. Future research should investigate the long-term market impacts and effective strategies for promoting sustainable behavior. The findings offer valuable insights for encouraging conscious consumerism and accelerating the transition to eco-friendly practices.**

**Keywords: *Consumer Behavior, Green Products, Sustainability, Eco-Friendly Practices, Sustainable Consumption.***

1. **INTRODUCTION**

In recent years, the study of consumer behavior related to eco-friendly products has become increasingly important, fueled by growing environmental consciousness and the global drive for sustainability. As people become more aware of their impact on the environment, it is crucial to understand the elements that affect their choices when it comes to purchasing green products. This paper seeks to investigate the intricacies of consumer behavior in relation to environmentally friendly products, examining the motivations, attitudes, and obstacles that influence these purchasing decisions.

The intensifying environmental crisis, characterized by climate change, pollution, and dwindling resources, has amplified the demand for sustainable practices across numerous industries. As Steg and Vlek [1] point out, environmental consciousness is a key factor in shaping consumer choices, with more people gravitating towards products that align with their sustainable and ethical values. This shift has spurred the rise of "green consumerism," where consumers prioritize goods and services that lessen environmental harm [2].

Socio-demographic elements like age, gender, income, and educational background also influence differences in green consumer behavior. Research indicates that younger individuals, females, and those with higher education levels are generally more environmentally aware and more inclined to spend extra on eco-friendly products [3]. Moreover, cultural factors significantly impact this behavior, as views on environmental responsibility and sustainability differ among various societies [4]. In recent times, technological progress and digital media have revolutionized how consumers interact with green products. Social media and online communities have become influential in promoting environmental awareness, shaping consumer choices, and fostering sustainable habits [5]. These digital platforms provide businesses with a chance to effectively convey their sustainability efforts and establish genuine connections with environmentally conscious consumers.

The COVID-19 pandemic has profoundly influenced consumer behavior, amplifying the preference for products that prioritize health and environmental sustainability. The impact of lockdowns and supply chain interruptions revealed the fragility of conventional consumption habits, encouraging consumers to turn towards more sustainable and locally produced choices [6].

1. **OBJECTIVES OF THE STUDY**

The present study is aiming at bringing the reviews on the consumer behaviour on green products.

1. **REVIEW OF LITERATURE**

As the global focus on environmental sustainability intensifies, understanding how consumers behave towards eco-friendly products has become increasingly important. Numerous studies have examined the various factors that influence consumer choices in adopting green products, highlighting psychological, social, economic, and cultural aspects. Environmental awareness is crucial in shaping consumer attitudes towards eco-friendly products. Steg and Vlek [7] pointed out that increased environmental awareness encourages individuals to engage in environmentally friendly behaviors. Peattie and Charter [8] noted the emergence of green consumerism, where consumers give preference to products with a minimal environmental footprint. Stern [9] suggested that personal values, such as altruism and concerns for the biosphere, play a significant role in promoting sustainable consumption.

Another critical element is consumer knowledge. D'Souza et al. [10] observed that individuals with higher levels of environmental literacy tend to make more sustainable choices. However, insufficient knowledge about the characteristics of green products can impede eco-friendly purchasing. Thøgersen [11] emphasized that eco-labels and certifications can effectively address this issue by enhancing consumer trust and confidence.

Socio-demographic characteristics significantly impact green purchasing behaviors. Laroche et al. [12] found that younger demographics and women are more environmentally conscious and more likely to opt for sustainable products. Additionally, Kim and Choi [13] emphasized that in collectivist societies, there is a strong focus on community-driven environmental responsibility, which shapes consumer preferences.

Price sensitivity is a major hurdle. Numerous studies have revealed that consumers often perceive eco-friendly products as expensive, which can hinder their willingness to buy [14]. The perceived effectiveness of these products is another key factor; as noted by Peattie and Charter [15], consumers may question whether green products are as effective as their conventional counterparts.

The rise of digital media has transformed consumer interactions with eco-friendly products. Pérez-López et al. [18] noted that social media campaigns and online communities are effective in promoting sustainable consumption by increasing awareness and shaping consumer preferences. Furthermore, peer influence on digital platforms boosts the adoption of green practices [19].

The COVID-19 pandemic has had a profound impact on consumer behavior. According to He and Harris [20], there was a noticeable rise in the demand for products that are both health-oriented and environmentally sustainable during this time, driven by a heightened consciousness of personal and environmental health. The challenges posed by lockdowns and supply chain interruptions exposed the fragility of traditional consumption habits, encouraging a transition towards more sustainable choices. Cultural factors are also instrumental in influencing green consumerism. For instance, Zhang et al. [21] highlighted that Eastern societies often emphasize the importance of collective well-being, viewing sustainable consumption as a communal obligation. In contrast, Western cultures typically stress the importance of individual responsibility in environmental stewardship [22].

The characteristics of products also play a crucial role. Chen and Chang [23] found that the quality, functionality, and aesthetic appeal of green products have a substantial impact on consumer preferences. Moreover, Wang et al. [24] highlighted that eco-friendly packaging enhances the perception of sustainability and positively influences purchasing decisions.

1. **CONCLUSION**

The study of consumer behavior towards eco-friendly products reveals a rising consciousness and preference for sustainable options, shaped by factors such as environmental concerns, societal norms, perceived value, and personal beliefs. An examination of existing literature shows that the global trend towards environmentally conscious practices has significantly influenced consumer attitudes and purchasing decisions, leading to a market landscape that increasingly prioritizes sustainability.

Social influences and cultural norms are also pivotal in encouraging the adoption of green products. Consumers are more inclined to choose sustainable options when they observe peers, family, or communities endorsing eco-friendly behaviors. Additionally, corporate social responsibility (CSR) initiatives and eco-labeling help build consumer trust and validate green claims, further influencing purchasing behavior.

While the shift towards green products is promising, barriers to adoption persist. High prices, limited availability, and lack of awareness are common obstacles that deter consumers from fully embracing sustainable products. Additionally, perceived inconvenience and doubts about product efficacy contribute to hesitancy in making green choices. Marketers and policymakers play a crucial role in addressing these barriers.

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