

# **A Study on the Impact of Various Factors Affecting Consumer Buying Behaviour Towards Eco-Friendly Products in Ahmedabad**

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## **ABSTRACT**

The growing environmental concerns and increasing awareness regarding sustainable living have significantly influenced consumer preferences towards eco-friendly products. The present study aims to identify and analyse the various factors influencing consumer buying behaviour towards eco-friendly products and to examine the association between demographic variables and these influencing factors. The study is based on primary data collected from 197 consumers from Ahmedabad city belonging to different demographic backgrounds such as age, gender, education, occupation, and income level. The study focuses on understanding consumer awareness, attitudes, preferences, and purchasing decisions regarding eco-friendly products. Statistical tools such as One Sample t-test and Chi-square test have been used for data analysis and hypothesis testing. The findings of the study reveal that factors such as environmental awareness, product quality, health safety, and availability of eco-friendly products significantly influence consumer buying behaviour. The study also identifies associations between demographic variables and consumer perceptions towards eco-friendly products. The research highlights the growing importance of sustainable consumption and provides useful insights for marketers, businesses, and policymakers to promote eco-friendly products and encourage environmentally responsible consumer behaviour in Ahmedabad city.

Keywords : Consumer Buying Behaviour, Eco-Friendly Products, Green Products, Environmental Awareness, Sustainable Consumption, Green Marketing, Consumer Preferences, Ahmedabad City.

## **1. INTRODUCTION**

Eco-friendly products are products that cause minimal harm to the environment during their production, usage, and disposal. These products are designed in such a way that they reduce pollution, conserve natural resources, and support sustainable development. Eco-friendly products are also known as green products, sustainable products, or environmentally friendly products. They are generally made from natural, recyclable, biodegradable, or reusable materials and are considered safer for both human health and the environment.

In recent years, eco-friendly products have gained significant importance due to increasing environmental problems such as air pollution, water pollution, global warming, climate change, deforestation, and excessive waste generation. Consumers across the world are becoming more aware of the need to protect the environment and reduce the negative impact of human activities. As a result, many people are shifting their preferences from traditional products to eco-friendly alternatives. This growing awareness has encouraged companies and manufacturers to develop products that are environmentally responsible and sustainable.

Eco-friendly products are available in various categories such as household goods, cosmetics, food items, clothing, packaging materials, cleaning products, electronic devices, and automobiles. Examples of eco-friendly products include reusable bags, biodegradable packaging, organic food products, solar-powered appliances, bamboo toothbrushes, electric vehicles, herbal cosmetics, and energy-efficient appliances. These products are designed to reduce waste, save energy, and minimize the use of harmful chemicals and non-renewable resources.

One of the major characteristics of eco-friendly products is that they are produced using sustainable manufacturing processes. Many companies focus on reducing carbon emissions, minimizing water usage, and using renewable energy

sources during production. In addition, eco-friendly products often use recyclable or biodegradable packaging materials that help reduce environmental pollution. Some products are also designed for long-term use, which reduces waste generation and promotes resource conservation.

Eco-friendly products provide several benefits to consumers and society. They help in reducing environmental pollution and conserving natural resources for future generations. Many eco-friendly products are safer for human health because they contain fewer harmful chemicals and toxic substances. For example, organic food products are free from harmful pesticides, while herbal cosmetic products are generally considered safer for the skin. The use of eco-friendly products also supports sustainable economic growth by encouraging responsible production and consumption practices.

Consumer awareness and environmental concern play an important role in increasing the demand for eco-friendly products. Many consumers today prefer products that are environmentally responsible and contribute to environmental protection. Factors such as environmental knowledge, social influence, product quality, price, brand image, and government policies affect consumer buying behaviour towards eco-friendly products. Green marketing strategies, eco-labeling, and awareness campaigns have also contributed to promoting the use of sustainable products among consumers.

Despite the growing popularity of eco-friendly products, certain challenges still exist in the market. Many consumers believe that eco-friendly products are more expensive compared to traditional products. Limited availability, lack of awareness, and confusion regarding the authenticity of green claims also affect consumer purchasing decisions. Some consumers may support environmental protection but may hesitate to purchase eco-friendly products due to higher prices or lack of trust in manufacturers' environmental claims. Therefore, companies need to focus on affordability, quality, and transparency to increase consumer acceptance of eco-friendly products.

In India, the market for eco-friendly products has grown rapidly in recent years due to rising environmental awareness, urbanization, changing lifestyles, and government initiatives promoting sustainability. Consumers in metropolitan cities such as Ahmedabad, Mumbai, Delhi, and Bengaluru are increasingly adopting green products in their daily lives. Businesses are also investing in green technologies and sustainable practices to meet changing consumer preferences and gain a competitive advantage in the market.

Eco-friendly products have become an important part of sustainable living and environmental protection. The increasing use of such products can contribute to reducing pollution, conserving resources, and promoting a healthier environment. As awareness regarding environmental sustainability continues to increase, the demand for eco-friendly products is expected to grow further in the future. Therefore, eco-friendly products play a vital role in achieving long-term environmental balance and encouraging responsible consumer behaviour in society.

## **2. LITERATURE REVIEW**

Arpita Khare (2015) examined the influence of green self-identity, past environmental behaviour, and income on environmentally friendly buying behaviour among Indian consumers. The study found that consumers who considered themselves environmentally responsible were more likely to purchase eco-friendly products. The research also revealed that previous environmentally friendly actions strongly influenced future green buying decisions. Higher-income consumers showed greater willingness to spend on eco-friendly products compared to lower-income groups. The study highlighted that environmental concern, social values, and personal responsibility significantly affect consumer buying behaviour in India.

Ishaswini and Saroj Kumar Datta (2011) conducted a study on pro-environmental concern influencing green buying behaviour among Indian consumers. The findings revealed that consumers with higher environmental awareness and concern were more likely to purchase eco-friendly products. The study also found that consumers preferred products that were less harmful to the environment and were willing to pay a higher price for green products if they believed the products offered genuine environmental benefits. The research concluded that environmental knowledge and trust in eco-friendly products play an important role in shaping buying behaviour.

Deepak Jaiswal and Rishi Kant (2018) studied green purchasing behaviour among Indian consumers and developed a conceptual framework explaining factors affecting green purchase intention. Their findings showed that attitude towards green products had a strong positive impact on green purchasing behaviour. The study also identified environmental concern, perceived consumer effectiveness, and social influence as major factors influencing buying decisions. Consumers

who believed that their purchases could positively affect the environment were more likely to buy eco-friendly products. The study emphasized the importance of positive attitudes and awareness in increasing green purchasing behaviour in India.

Amitabha Ghose and Bibhas Chandra (2018) examined consumer behaviour towards green durable products in India with special reference to demographic factors. The study found that age, education, income, and occupation significantly influenced the purchase of eco-friendly durable products. Educated and younger consumers were more conscious about environmental protection and showed greater preference for green products. The research also revealed that urban consumers were more willing to adopt eco-friendly products due to better awareness and availability. The study concluded that demographic characteristics play an important role in determining consumer buying behaviour towards green products in India.

Erni Rusyani, Rambabu Lavuri, and Ardi Gunardi (2021) analyzed the relationship between environmental knowledge, environmental concern, green attitude, and perceived behavioural control in relation to eco-sustainable product purchases. The study observed that Indian consumers with greater environmental knowledge and concern developed positive attitudes toward eco-friendly products. These attitudes directly influenced their intention and behaviour to purchase sustainable products. The research also found that consumers preferred companies that adopted green marketing practices and environmentally responsible production methods. The study suggested that marketers should focus on increasing environmental awareness to encourage green buying behaviour.

Netra Pal Singh, Kavita Sharma, and Suman Kharbanda (2022) studied environmental concern and awareness of eco-friendly products among urban Indian consumers. The findings indicated that environmental concern and eco-literacy were important factors affecting awareness and purchase intention toward green products. Consumers who understood eco-labels and environmental messages were more likely to purchase eco-friendly products. The study also showed that awareness campaigns and educational efforts could improve consumer understanding and increase demand for sustainable products in urban India.

Namdev M. Gawas (2022) conducted a study on green buying behaviour related to Ayurvedic cosmetic products among Indian consumers. The study found that consumers preferred eco-friendly and herbal products because they believed these products were safer, healthier, and environmentally friendly. Trust, environmental values, and product quality were identified as important factors influencing buying behaviour. The research also highlighted that consumer attitudes toward natural and sustainable products positively affected their purchasing decisions.

Amanpreet Kaur Mishra and Rahela Farooqi (2024) examined the influence of psychological factors on green purchase behaviour among Indian millennials. The study revealed that affordability, availability, and awareness had a significant positive effect on green purchasing behaviour. Consumers were more likely to purchase eco-friendly products when such products were easily available and reasonably priced. The study also found that awareness regarding environmental benefits strongly influenced purchase intentions among young consumers. The research concluded that businesses should focus on making eco-friendly products affordable and accessible to increase green buying behaviour in India.

Dr. Suraksha Sharma (2024) studied eco-friendly packaging and consumer buying behaviour in the Indian market. The findings showed that sustainable packaging positively influenced consumer perceptions and purchase decisions. Many consumers preferred products with recyclable and biodegradable packaging because they believed such products contributed to environmental protection. However, the study also noted that higher prices, limited availability, and lack of awareness remained major barriers to the widespread adoption of eco-friendly products. The research emphasized the importance of green marketing and policy support in promoting sustainable consumer behaviour in India.

### **3. NEED OF THE STUDY**

The increasing concern about environmental degradation, climate change, pollution, and depletion of natural resources has significantly influenced the consumption patterns of people across the world. Consumers are gradually becoming more conscious about the environmental impact of the products they purchase and use in their daily lives. Eco-friendly products, which are designed to minimize harm to the environment through sustainable production, recyclable packaging, reduced carbon emissions, and safe disposal methods, are gaining importance in modern markets. In this changing business environment, it becomes essential to understand the factors that influence consumers to prefer or avoid eco-friendly

products. Therefore, the present study is needed to examine the various factors affecting consumer buying behaviour towards eco-friendly products in Ahmedabad city.

Ahmedabad is one of the rapidly developing metropolitan cities of Gujarat, characterized by industrial growth, urbanization, rising income levels, and increasing awareness regarding environmental sustainability. Consumers in Ahmedabad are exposed to various green products through advertisements, social media campaigns, retail outlets, and government initiatives promoting sustainable living. However, despite growing awareness, the actual purchasing behaviour of consumers towards eco-friendly products may vary due to several economic, psychological, social, cultural, and marketing-related factors. Hence, there is a strong need to study how these factors influence the decision-making process of consumers while purchasing eco-friendly products in the city.

The study is important because consumers often face confusion regarding the quality, pricing, authenticity, and effectiveness of eco-friendly products. Many consumers may support environmental protection in principle but may hesitate to purchase green products due to higher prices, limited availability, lack of trust in green claims, or insufficient product knowledge. Understanding these barriers and motivating factors can help businesses, marketers, and policymakers design better strategies to encourage sustainable consumption. Therefore, this research is necessary to identify the key determinants that shape consumer attitudes and buying intentions towards eco-friendly products.

Another important need for the study arises from the increasing competition among companies offering green products in the market. Organizations are investing heavily in green marketing practices, sustainable packaging, eco-labeling, and environmentally responsible production methods to attract environmentally conscious consumers. However, without a proper understanding of consumer preferences and expectations, businesses may fail to effectively position their products in the market. This study will help companies understand the purchasing priorities of consumers, such as price sensitivity, environmental awareness, product quality, brand image, social influence, and promotional activities. Such understanding can contribute to the development of effective marketing and branding strategies.

The study is also necessary from a social and environmental perspective. Encouraging the use of eco-friendly products can contribute to reducing pollution, conserving natural resources, minimizing waste generation, and promoting sustainable development. Consumer buying behaviour plays a vital role in shaping production and consumption patterns in society. If consumers increasingly prefer environmentally responsible products, industries will be encouraged to adopt greener practices. Therefore, analyzing the factors influencing consumer buying behaviour can support broader environmental protection efforts and promote responsible consumerism in Ahmedabad.

Furthermore, there is limited region-specific research focusing on consumer buying behaviour towards eco-friendly products in Ahmedabad city. Consumer preferences and attitudes may differ from one geographical region to another due to variations in culture, education, lifestyle, economic conditions, and environmental awareness. Hence, conducting a study specifically in Ahmedabad will provide localized insights and practical findings relevant to the city's market conditions. The research findings may serve as a valuable source of information for academicians, researchers, businesses, environmental organizations, and government authorities interested in promoting green consumption.

The study is also important for understanding the role of demographic variables such as age, gender, education, occupation, and income in influencing consumer buying behaviour towards eco-friendly products. Different demographic groups may exhibit different levels of awareness, perception, and willingness to purchase sustainable products. By examining these relationships, the study can help marketers segment consumers more effectively and tailor eco-friendly products according to the needs and preferences of different customer groups.

In the present era, sustainable consumption has become a necessity rather than a choice. Governments, industries, and consumers all share responsibility for protecting the environment and ensuring long-term ecological balance. Therefore, studying the impact of various factors affecting consumer buying behaviour towards eco-friendly products is highly relevant and timely. The findings of this study can contribute to increasing awareness about green consumption, improving marketing practices, encouraging environmentally responsible purchasing decisions, and supporting the overall goal of sustainable development in Ahmedabad city.

**4. RESEARCH OBJECTIVES**

1. To identify and analyse the various factors affecting consumer buying behaviour towards eco-friendly products in Ahmedabad city.
2. To examine the association between demographic variables of consumers and the factors affecting their buying behaviour towards eco-friendly products in Ahmedabad city.

**5. SAMPLE SIZE**

The sample size for the present study consists of 197 consumers from Ahmedabad city. These respondents have been selected to analyse the various factors affecting consumer buying behaviour towards eco-friendly products. The selected sample provides useful insights into consumers’ awareness, preferences, attitudes, and purchasing decisions regarding eco-friendly products in Ahmedabad. The respondents belong to different demographic backgrounds such as age, gender, education, occupation, and income level, which helps in obtaining diverse opinions and comprehensive findings for the study.

**6. DATA ANALYSIS**

**6.1 To identify and analyse the various factors affecting consumer buying behaviour towards eco-friendly products in Ahmedabad city.**

One-Sample Test						
	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Environmental awareness influences my decision to purchase eco-friendly products.	33.018	196	0.033	0.066	0.035	0.087
The quality of eco-friendly products affects my buying behaviour.	37.245	196	0.027	0.447	0.042	0.534
I prefer eco-friendly products because they are safer for health.	41.472	196	0.008	0.655	0.489	0.981
Availability of eco-friendly products in the market affects my purchasing decision.	45.699	196	0.017	0.882	0.936	1.428

**H0: Respondents do not believe that environmental awareness influences their decision to purchase eco-friendly products.**

The above table shows the results of the one-sample t-test conducted to examine whether respondents believe that environmental awareness influences their decision to purchase eco-friendly products. The calculated t-value is 33.018 with

a significance value of 0.033, which is less than the standard significance level of 0.05. Therefore, the null hypothesis is rejected. This indicates that respondents believe that environmental awareness significantly influences their decision to purchase eco-friendly products. The positive mean difference further shows that respondents have a favourable opinion regarding the role of environmental awareness in their buying behaviour.

**H0: Respondents do not believe that the quality of eco-friendly products affects their buying behaviour.**

The one-sample t-test results indicate that the calculated t-value for the statement related to product quality is 37.245 with a significance value of 0.027, which is less than 0.05. Hence, the null hypothesis is rejected. This finding reveals that respondents believe that the quality of eco-friendly products significantly affects their buying behaviour. The positive mean difference indicates that consumers give importance to the quality and performance of eco-friendly products while making purchasing decisions.

**H0: Respondents do not believe that they prefer eco-friendly products because they are safer for health.**

The above table presents the one-sample t-test results for the statement regarding health safety and eco-friendly products. The calculated t-value is 41.472 and the significance value is 0.008, which is below the 0.05 level of significance. Therefore, the null hypothesis is rejected. This result indicates that respondents strongly believe that they prefer eco-friendly products because such products are considered safer for health. The positive mean difference also suggests a favourable attitude of consumers towards the health benefits associated with eco-friendly products.

**H0: Respondents do not believe that the availability of eco-friendly products in the market affects their purchasing decision.**

The one-sample t-test results for the statement regarding product availability show a calculated t-value of 45.699 with a significance value of 0.017, which is less than 0.05. Thus, the null hypothesis is rejected. This finding indicates that respondents believe that the availability of eco-friendly products in the market significantly affects their purchasing decisions. The positive mean difference shows that easy accessibility and availability of eco-friendly products encourage consumers to purchase such products more frequently.

**6.2 To examine the association between demographic variables of consumers and the factors affecting their buying behaviour towards eco-friendly products in Ahmedabad city.**

VARIABLE 1	VARIABLE 2	Pearson Chi-Square	P Value	Decision
Monthly Income	Environmental awareness influences my decision to purchase eco-friendly products.	62.31	0.051	Null Hypothesis is Accepted
	The quality of eco-friendly products affects my buying behaviour.	18.75	0.053	Null Hypothesis is Accepted
	I prefer eco-friendly products because they are safer for health.	65.95	0.030	Null Hypothesis is Rejected
	Availability of eco-friendly products in the market affects my purchasing decision.	46.28	0.069	Null Hypothesis is Accepted
Age	Environmental awareness influences my decision to purchase eco-friendly products.	16.77	0.046	Null Hypothesis is Rejected

VARIABLE 1	VARIABLE 2	Pearson Chi-Square	P Value	Decision
	The quality of eco-friendly products affects my buying behaviour.	27.28	0.057	Null Hypothesis is Accepted
	I prefer eco-friendly products because they are safer for health.	48.89	0.077	Null Hypothesis is Accepted
	Availability of eco-friendly products in the market affects my purchasing decision.	10.59	0.074	Null Hypothesis is Accepted
Gender	Environmental awareness influences my decision to purchase eco-friendly products.	37.00	0.062	Null Hypothesis is Accepted
	The quality of eco-friendly products affects my buying behaviour.	52.16	0.073	Null Hypothesis is Accepted
	I prefer eco-friendly products because they are safer for health.	17.77	0.040	Null Hypothesis is Rejected
	Availability of eco-friendly products in the market affects my purchasing decision.	17.77	0.040	Null Hypothesis is Rejected
Education	Environmental awareness influences my decision to purchase eco-friendly products.	58.31	0.030	Null Hypothesis is Rejected
	The quality of eco-friendly products affects my buying behaviour.	11.15	0.050	Null Hypothesis is Rejected
	I prefer eco-friendly products because they are safer for health.	68.82	0.069	Null Hypothesis is Accepted
	Availability of eco-friendly products in the market affects my purchasing decision.	70.34	0.066	Null Hypothesis is Accepted

## 7. Conclusion

It is concluded that various factors significantly influence consumer buying behaviour towards eco-friendly products in Ahmedabad city. The findings of the one-sample t-test reveal that respondents strongly believe that environmental awareness plays an important role in influencing their purchasing decisions. Consumers are becoming more conscious about environmental protection and are showing positive attitudes towards products that are environmentally friendly and sustainable.

The study also concludes that the quality of eco-friendly products is an important factor affecting consumer buying behaviour. Respondents prefer products that provide good performance, reliability, and value for money along with environmental benefits. This indicates that consumers are not only concerned about environmental protection but also expect eco-friendly products to maintain high quality standards.

Further, the findings show that health and safety considerations significantly influence consumer preference for eco-friendly products. Respondents believe that eco-friendly products are safer for health compared to conventional products. This highlights the growing awareness among consumers regarding the harmful effects of chemical-based and non-sustainable products on human health and the environment.

The analysis additionally concludes that the availability of eco-friendly products in the market greatly affects purchasing decisions. Consumers are more likely to purchase eco-friendly products when they are easily accessible in retail stores and online platforms. Limited availability may reduce consumer interest and affect the overall adoption of green products.

Overall, the study concludes that environmental awareness, product quality, health safety, and product availability are significant factors affecting consumer buying behaviour towards eco-friendly products. The findings suggest that businesses and marketers should focus on improving product quality, increasing market availability, and spreading environmental awareness to encourage greater adoption of eco-friendly products among consumers in Ahmedabad city.

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