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A study on consumer awareness and its impact on demand for sustainable products

Ajay Reddy[1], Dr. Sivaprakkash[2]
[1] Department of Commerce, Central University of Tamil Nadu, Thiruvarur, Tamil Nadu, India
[2] Assistant Professor, Department of Commerce, Central University of Tamil Nadu Thiruvarur, Tamil Nadu, India

Abstract
The study addresses consumer knowledge and behaviour concerning sustainable products in developing countries, focusing on sustainable consumption to reduce environmental harm. The study examines the factors affecting the demand for sustainable products, sources of awareness, purchasing patterns, and challenges to adopting organic products. A descriptive research design was used, with data collection from 102 respondents using structured questionnaires through convenience sampling in rural, semi-urban, and urban locations. The study results confirm that awareness of sustainability is gaining momentum, especially among younger people and people with higher levels of education. However, gaps in knowledge/ awareness still exist due to costs, lack of trust in eco-labels, and availability of sustainable products. On the social side, the results identified education, social media, and advertisements as important motivators in driving awareness of sustainability, but scepticism and affordability remained barriers to changing behaviour. Regarding policy implications, more transparency in eco-labelling is required, sustainability education should be a focus within the education system, and pricing strategies, including subsidies, may be required to improve access to sustainable products. The study acknowledges that all individuals within society, policy, and business are responsible for working together to close the attitude-behaviour gap and encourage pro-sustainable consumer behaviour.

Keywords: Consumer awareness, green practices, sustainability education, sustainable consumption, sustainable products

Introduction

Over the past few years, the international community has realised that our consumption patterns must be changed to reduce environmental degradation and promote long-term sustainability. Sustainable consumption refers to using products and services that cause less environmental harm while better supporting society's well-being and economic resilience. With consumer awareness, many people are rethinking their effect on the environment through their purchasing behaviour. In the report **"**Consumers care about sustainability and back it up with their wallets (2023)", it has been reported that there is a significant change in customer behaviour, with most customers willing to pay a premium for those products that are aligned with environmental and social governance standards. This is also supported by the study conducted by Reichheld *et al.* (2023) [22].

Sustainability is now important for modern customers and is not just an option. However, there is still a value-action gap, which makes it hard for businesses to adopt sustainability widely. White *et al.* (2019) [28]. identified that various consumers support green initiatives but are not buying suitable products. The study "PwC's Voice of the Consumer Survey 2024" shows that although people see the benefits of sustainable products, many still find them too expensive and are unwilling to pay extra. Indeed, more people want eco-friendly products, which is pushing companies to produce more environmentally friendly products. However, it notes that the spread of reliable information about sustainability is still uneven in different markets. In this regard, increased awareness of the environment shows that climate change effects have increased the demand for eco-friendly products. Education and media affect consumer knowledge of sustainable products (Żuchowski *et al.*, 2024) [31]. Furthermore, García-Salirrosas *et al.* (2023**)** support the view that with higher knowledge and environmental concerns, consumers are likely to pay more for green products. However, the impact can differ across demographic groups. Also, market segmentation is outlined, showing how people's purchasing behaviour differs for different types of products and varies from different income levels (Islam & Ali Khan, 2024) [13]. Finally, this relates to the United Nations' goals for sustainable development.

This study focuses on the fact that consumer behaviour varies highly across the categories of products and socio-economic strata. Considering the sustainable development goals, the United Nations Organisation wants governments, businesses, and consumers to work together to promote sustainable habits worldwide (Monaco, 2024) [19]. Reports show that while people worry more about sustainability, enormous challenges remain. This concern can be turned into regular buying habits by the consumer, which is helpful for society and the environment. Recently, sustainability has become an important issue worldwide, with consumers and companies focusing on using and making products in a way that is good for the environment. Even though more people know about environmental problems, there is still a gap between what consumers know and what they buy regarding sustainable products.

Education about the environment and access to sustainable options are growing quickly in developing countries. It is more important to know how consumers are aware of sustainability. Where do they get information about sustainability, how it affects society and the environment, and what they buy? Without this knowledge, the encouragement of sustainable buying might not work well. Therefore, this study aims to look at how aware consumers are and how that awareness affects their demand for sustainable products, while also finding out what stops people from being eco-friendly in their buying choices.

Many studies address consumer behaviour toward sustainability and have examined how people buy and use sustainable products. However, most have focused on developed countries where people know more about environmental awareness and have better access to these products. These studies often talk about how education, marketing, and government rules affect what people are buying. However, there is not enough research on developing countries where people face different problems, such as economic, social, and information problems. Also, much of the existing research addresses what people intend to do instead of what they buy, making it hard to understand how awareness affects real buying habits. The effects of factors like age, education, and job on the demand for sustainable products have not been well studied either. Few studies have examined how different information sources, such as social media, education, and ads, influence people's awareness and trust in sustainable product claims.

This research aims to close these gaps by providing data on how people know what they prefer and how they behave when buying sustainable products. It will also examine how these factors affect their demand for sustainable products, helping us better understand sustainability-driven shopping in growing markets. This study is important because of rising environmental issues and the global move towards sustainable consumption, as more people learn about climate change and environmental harm. Consumer behaviour towards sustainability is vital in making the market demand for environmentally friendly products.

Review of Literature

Sustainable consumer behaviour consists of consumer behaviour and choices supporting environmentally friendly products. Sustainable consumption is changing one's behaviour, particularly when buying things, and communication is mainly examined in terms of how the design and delivery of messages encourage behaviour change (Fischer *et al.,* 2021) [7]. Developed nations are concerned with tangible habits such as recycling, whereas developing nations stress abstract ideals such as equity and moral obligation (Weder *et al.,* 2025) [27]. for eco-friendly consumption. Green consumption refers to environmentally friendly purchases that minimise harm. Culturally situating sustainability policy and communication to align global standards with local ethics to persuade sustainable consumption globally. To increase the market share of sustainable products, companies should target new customer segments by adopting a holistic approach to sustainability (Camilleri *et al.,* 2023) [5]. and younger, educated consumers select green products (Barbu *et al.,* 2022) [4]. Social media, individual values and motivations, environmental knowledge and awareness influence awareness about sustainable products (Bansah *et al.,* 2024) [3].

Sustainability education, explicit marking, uniform sustainability standards, niche marketing (Herrmann *et al.,* 2022; Šostar & Ristanović, 2024) [11, 23], and the value of awareness campaigns (Goldmann & Gazdecki, 2018) [9], to encourage responsible consumption globally and encourage many social groups to engage in sustainable, mindful consumption behaviour. Personal factors such as values, knowledge, habits, and trust in green seals significantly influence the decision-making process for purchasing sustainable products **(**Kostadinova, 2016; Barbu *et al.,* 2022) [4, 14]. However, an individual's income and financial capabilities affect what they can afford. Joint action by consumers, companies, and regulators is required to stimulate sustainable consumption and integrate green marketing into education to instil long-term environmental responsibility.

Enhancing eco-label credibility and increasing the availability of green products encourage the sustainable behaviour of consumers (Ilakkia & Sumaya, 2025) [12]. Willingness to pay is associated with perceived sustainability; unpackaged, paper, and recycled plastic packaging are positively rated, whereas bioplastic is regarded sceptically, though many perceive it as a marketing strategy (Herrmann *et al.,* 2022) [11]. Customers resent the unnecessary use of plastic but appreciate the packaging's safeguarding function. By focusing on sustainable packaging (Megha, 2024) [18], ethical sourcing, and influencer power (Bansah *et al.,* 2024) [3], marketers can cater to environmentally conscious consumers and meet the growing demand for sustainable solutions. Altruistic motives strongly increase willingness to pay extra for sustainable products (Yulianti *et al.,* 2023) [30]. Altruistic marketing encourages emotional attachment, trust, and loyalty. Companies should use altruistic messaging to bridge the values-practice gap and promote ethical consumption.

Environmental consciousness considerably impacts attitude and perceived behavioural control, while willingness to pay is positively influenced by attitude, perceived behavioural control, and subjective norms (García-Salirrosas *et al.,* 2024) [8]. People who care about the environment have favourable attitudes and believe they may choose green products because social norms support their willingness to spend. Environmental consciousness, therefore, promotes sustainability and ecological responsibility by enhancing transformative consumer practices. As a result, an environmentally conscious customer is likely to carefully consider a product's manufacturing process, distribution methods, material composition, and effects on climate change, sustainability, and reusability. Sustainable consumption behaviour is culture, product, and consumption specific (Syed *et al.,* 2024) [25]. Environmentalism, future expectations regarding green, and perceived product quality positively affect Gen Z's willingness to pay for green products (Gomes *et al.,* 2023) [10]. Honest signalling, competitive pricing, and education to enhance green product uptake advocate for the continued generation of green behaviour. Individuals exhibiting pronounced tendencies towards social comparison often engage in environmentally friendly behaviours primarily for social validation (Lin & Chen, 2016) [16].

Barriers to adopting sustainable products in developing countries include exorbitant prices, doubt and lack of knowledge (Weder *et al.,* 2025) [27], inaccessibility, scepticism towards eco-labels (Megha, 2024; Ilakkia & Sumaya, 2025) [18]. [12], restricted access, and greenwashing (Barbu *et al.,* 2022) [4]. Perceived green benefits negatively influence Gen Z's willingness to pay more for green products (Gomes *et al.,* 2023) [10]. When awareness about sustainable products increases, the attitude–behaviour gap occurs because of cost and scepticism (Kostadinova, 2016) [14].

Material and Methods

Research Design: A descriptive research design was employed to collect data systematically from the respondents using a questionnaire. Using descriptive analysis, such as frequencies and Percentages, helps find patterns in consumers' choices of sustainable products. This design clearly shows the demographic details and preferences about sustainability among consumers, which helps make policies and business decisions.

Sample Size and Sampling Technique: 102 respondents were collected through convenience sampling. A sample of this size gives initial insights into consumer trends, mainly when the sample includes a variety of genders, education levels, occupations, and places of residence.

Area of Study: This study looks at a general group of consumers from different areas, including rural, semi-urban, and urban places. This data mix helps understand how consumer behaviour regarding sustainable products varies in various locations. A rural and semi-urban area is important because it shows that the awareness level towards sustainability is too high. Understanding how consumers from different backgrounds think is key to measuring how well sustainability marketing and education work. This area of study is important to see how environmental awareness and product choices change based on location and access to information.

Data Collection Instrument: The questionnaire aimed to gather comprehensive data on demographics, purchasing patterns, eco-label and sustainability-related pricing, and awareness of sustainable products. The questions were clear and simple to understand, resulting in better responses and accuracy. Each question related directly to the study's goals, making the tool effective.

Data Analysis: The data was analysed using basic tools like frequencies, cross tabulation and chi-square. A t-test was also used to compare how men and women feel about affordability. These tools helped understand the data and the links between education and awareness, occupation and price opinions, and differences between genders. The analysis was done using software like Microsoft Excel or SPSS, allowing for a better understanding of the patterns and relationships among the variables studied.

Results

Table 1: Demographic Variables

Variables	Frequency (N = 102)	Percentage	Variables	Frequency (N = 102)	Percentage
Age			Gender		
Below 20	10	9.8	Male	70	68.6
21-30	74	72.5	Female	32	31.4
31-40	10	9.8	Residence		
41-50	4	3.9	Rural	34	33.3
Above 50	4	3.9	Semi-urban	36	35.3
Occupation			Urban	32	31.4
Self-Employed	16	15.7	Qualification		
Private Sector Employee	33	32.4	High School	19	18.6
Government Employee	6	5.9	Bachelor Degree	30	29.4
Business	13	12.7	Master Degree	38	37.3
Home Maker	5	4.9	Doctorate	15	14.7
Farmers	6	5.9			
Students	23	22.5			

Source: Primary Data

Table 1 shows that 72.5% are aged 21- 30, while 9.8% are under 20 and in the 31-40 age group. Only 3.9% are aged 41-50 or over 50. There is a higher representation of adult males in the sample than females. The results might focus more on what men think, especially if the study is about differences between men and women. Seventy per cent of the respondents are employed independently, in the private sector, or in operating a business. This distribution indicates a wide range of professions. Over two-thirds of respondents are from rural or semi-urban backgrounds, which could influence the findings, particularly if the study relates to different factors in these living environments. The respondents are well-educated, which may influence views and insights associated with the study's objectives.

Annexure 1: Consumer awareness of sustainable products

Variables	Frequency (N = 102)	Percentage	Variables	Frequency (N = 102)	Percentage
Frequency of buying sustainable products			Trust in sustainable product labels		
Never	1	1.0	Strongly Distrust	9	8.8
Rarely	10	9.8	Distrust	12	11.8
Sometimes	40	39.2	Neutral	51	50.0
Often	34	33.3	Trust	22	21.6
Always	17	16.7	Strongly Trust	8	7.8
Source of information on sustainable products			Source of knowledge on sustainable products		
Social media	48	47.1	Education	38	37.3
Advertisements	22	21.6	Media	29	28.4
Friends & Family	19	18.6	Friends	9	8.8
News	9	8.8	Personal Interest	24	23.5

Other	4	3.9	News	2	2.0
Exposure to sustainable product advertisements					
Never	9	8.8			
Occasionally	42	41.2			
Sometimes	37	36.3			
Often	10	9.8			
Always	4	3.9			

Source: Primary Data

Consumer awareness of sustainable products

Most people care about buying sustainable products. Around 33.3% buy them often, and 16.7% buy sustainable products constantly (Annexure - 1). This means more and more people want to choose products that are good for the environment. People are moving towards buying things in an eco-friendlier way.

47.1% depend on social media as their essential information provider, 21.6% get information from advertisements, and 18.6% depend on friends and family 18.6%. The cumulative percentage suggests that over 68% of respondents use social media, advertisements, and personal networks (friends and family) for product information (Annexure - 1). This suggests that digital and social networks play a significant role in shaping consumer awareness.

41.2%, file occasional exposure, accompanied by the helpful resource of 36.3% who sometimes come upon such classified ads (Annexure - 1). The cumulative share suggests that 86.3% have occasional exposure to these ads. This suggests moderate visibility of sustainable product advertising, suggesting there is room for multiplied advertising and marketing efforts to create further interest and affect buyer behaviour.

21.6% trust sustainable product labels, and 7.8% strongly believe in these labels. On the other hand, 11.8% categorical distrust, and 8.8% strongly distrust them (Annexure - 1). This indicates a lack of strong confidence in sustainable product labelling. This means people want it easier to see, understand, and trust when companies say their products are sustainable.

Most people (about 66.7%) learned about sustainability through education, media, or the news (Annexure - 1). This shows that education and the media are important for teaching people about sustainability. Also, people often learn more because they are interested in it themselves

Annexure 2: Awareness affects demand for sustainable products

Variables	Frequency (N = 102)	Percentage	Variables	Frequency (N = 102)	Percentage
Products' impact on the environment			Advertisement impact on knowledge of sustainable products		
Strongly Disagree	3	2.9	No Impact	12	11.8
Disagree	2	2.0	Low Impact	17	16.7
Neutral	15	14.7	Moderate Impact	34	33.3
Agree	41	40.2	High Impact	31	30.4
Strongly Agree	41	40.2	Very High Impact	8	7.8
Price impact on sustainable product			Frequency of checking the product's label		
Strongly Disagree	6	5.9	Never	1	1.0
Disagree	3	2.9	Rarely	15	14.7
Neutral	30	29.4	Sometimes	33	32.4
Agree	27	26.5	Often	24	23.5
Strongly Agree	36	35.3	Always	29	28.4
Brand image and consumer awareness					
Strongly Disagree	1	1.0			
Disagree	8	7.8			
Neutral	26	25.5			
Agree	36	35.3			
Strongly Agree	31	30.4			

Source: Primary Data

Awareness affects demand for sustainable products

The largest groups, 40.2% each, either agree or strongly agree that products impact the environment (Annexure - 2). 14.7% are neutral, while 2.9% strongly disagree and 2% disagree with the statement. The respondents understand that the environmental impact of products has an impact in some way. This suggests a standard consensus that merchandise has an incredible effect on the environment, with most respondents recognising or firmly declaring this impact.

A massive portion, 35.3%, strongly agrees and 26.5% agree that cost has an impact, even as 29.4% remain neutral (Annexure - 2). Only a small proportion disagree (2.9%) or strongly disagree (5.9%). The exhibits that price plays a role in their buying decisions. This indicates that affordability remains a key influencing factor in client behaviour, whilst sustainable products are gaining interest.

A mixed 65.7% either agree (35.3%) or strongly agree (30.4%) that the brand image notably influences the interest in sustainable products (Annexure - 2). This means that a clear and strong brand image can effectively raise awareness and influence customer choices about eco-friendly products.

Regarding the effect of advertising on their knowledge of sustainable products, 33.3% see a real impact, followed by 30.4% who think the impact is high, and 7.8% who believe it is very high (Annexure - 2). In contrast, 16.7% see a low impact and 11.8% trust that there is no impact. Respondents acknowledge that advertisements have at least a reasonable effect. This shows that advertising plays an extensive role in spreading awareness and information about sustainable merchandise amongst consumers.

32.4% look at labels sometimes, 28.4% always check and 23.5% often check (Annexure - 2). This means most customers pay attention to product information, which can affect their choices, especially about sustainability and product trust.

Annexure 3: Stops people from being eco-friendly in their buying choices

Variables	Frequency (N = 102)	Percentage	Variables	Frequency (N = 102)	Percentage
Barriers to buying sustainable products			Discounts and Purchase Decisions		
High Cost	36	35.3	Not at all	16	15.7
Low Awareness	40	39.2	Slightly	29	28.4
Lack of Availability	21	20.6	Moderately	29	28.4
Other	5	4.9	Significantly	17	16.7
Quality Comparison: Normal vs Sustainable			Extremely	11	10.8
Definitely Not	17	16.7	Cost Comparison and Switching to Sustainable Products		
Probably Not	21	20.6	Definitely Not	12	11.8
Not Sure	41	40.2	Probably Not	22	21.6
Probably Yes	14	13.7	Not Sure	30	29.4
Definitely Yes	9	8.8	Probably Yes	14	13.7
Affordability and Sustainable Purchases			Definitely Yes	24	23.5
Never	2	2.0	Difficulty in finding sustainable products		
Rarely	6	5.9	Never	9	8.8
Sometimes	29	28.4	Occasionally	23	22.5
Often	26	25.5	Sometimes	36	35.3
Always	39	38.2	Often	24	23.5
			Always	10	9.8

Source: Primary Data

Stops people from being eco-friendly in their buying choices (19, 20, 21, 22, 23, 24)

The main problems faced by the respondents in buying sustainable products are low awareness (39.2%), high cost (35.3%) and lack of availability (20.6%) (Annexure - 3). The respondents struggle with the recognition and affordability of sustainable products. This highlights the preference for better consumer training and broader availability of priced, sustainable products to inspire greater sustainable shopping behaviour.

77% of respondents are undecided about the quality of normal and sustainable products (Annexure - 3). This suggests that perceptions of excellence might also hinder some consumers from adopting sustainable merchandise.

Regarding the affordability influencing the frequency of sustainable product purchases, 38.2% always find sustainable products affordable. Due to affordability, 28.4% buy sustainable products occasionally, and even 5.9% do so rarely (Annexure - 3). The respondents often assume that sustainable merchandise is affordable, indicating that cost is no longer a significant barrier for the majority, even though many buyers still find affordability challenging.

The beneficial aid of discounts moderately influences the respondents' sustainable product purchase decision (Annexure - 3). This suggests that discounts are vital in motivating purchases for many consumers, especially when considering sustainable products.

Willingness to switch to a sustainable product is primarily based on cost. A large part, 29.4%, are unsure that they would switch, while 23.5% switch, and 13.7% probably switch. However, 21.6% are probably not, and 11.8% will not switch (Annexure - 3). This indicates that the respondents are open to switching to a sustainable product depending on price factors. This suggests that while cost is a consideration, many consumers would be inclined to switch to the sustainable product if it were priced competitively.

Most of the respondents face at least some stage of the problem in finding sustainable products (Annexure - 3). This highlights that availability is a key barrier for many customers when considering sustainable options.

Annexure 4: Sustainable products and environmental impact

Variables	Frequency (N = 102)	Percentage	Variables	Frequency (N = 102)	Percentage
Sustainable Products and Environmental Impact			Awareness of Sustainability Initiatives		
Strongly Disagree	5	4.9	Not Aware at all	16	15.7
Disagree	7	6.9	Slightly Aware	31	30.4
Neutral	27	26.5	Somewhat Aware	33	32.4
Agree	25	24.5	Quite Aware	13	12.7
Strongly Agree	38	37.3	Very Aware	9	8.8
Mode of Buying Sustainable Products			Brand Sustainability Awareness		
Always Offline	19	18.6	No, I am not Aware	15	14.7
Mostly Offline	27	26.5	I am Somewhat Aware	22	21.6
Both Equally	38	37.3	I am not sure	26	25.5
Mostly Online	10	9.8	Yes, I am aware	29	28.4
Always Online	8	7.8	Yes, I am very aware	10	9.8
Sustainable Education in Curriculum			Impact on One-Time Purchase		
Definitely Not	11	10.8	Never	6	5.9
Probably Not	20	19.6	Rarely	8	7.8
Not Sure	21	20.6	Sometimes	38	37.3
Probably Yes	22	21.6	Often	26	25.5
Definitely Yes	28	27.5	Always	24	23.5

Source: Primary Data

Sustainable products and environmental impact

37.3% strongly agree and 24.5% agree that sustainable merchandise has a tremendous environmental impact (Annexure - 4). The respondents apprehend a tremendous environmental impact from sustainable products, indicating a high interest in their environmental benefits. Regarding respondents' mode of buying sustainable products, 18.6% usually store offline, and 7.8% always choose online shopping. Flexibility in purchasing methods is indispensable for shoppers when choosing sustainable options.

Integrating sustainable schooling into the curriculum indicates a good backing for sustainability in educational settings. Even as a majority have some degree of awareness, a significant portion of the populace remains largely unaware or only slightly aware of these initiatives. Most respondents have some degree of recognition of brand sustainability (Annexure - 4). This means that while many people know a bit about sustainability, there is still a group of customers who are unaware or unsure about what brands are doing for the environment. Many respondents are at least sometimes influenced by sustainability when making one-time purchases, showing that sustainability is important for many shoppers.

Hypothesis-1: Level of education and source of knowledge in sustainable products

Table 2: Chi-Square Analysis

			Main source of knowledge on sustainable products					Total
			Education	Media	Friends	Personal Interest	Others	
Level of Education	High School	Count	4	8	2	4	1	19
		%	3.9	7.8	2.0	3.9	1.0	18.6
	Bachelor Degree	Count	10	9	3	8	0	30
		%	9.8	8.8	2.9	7.8	0.0	29.4
	Master Degree	Count	18	9	3	7	1	38
		%	17.6	8.8	2.9	6.9	1.0	37.3
	Doctorate	Count	6	3	1	5	0	15
		%	5.9	2.9	1.0	4.9	0.0	14.7
Total		Count	38	29	9	24	2	102
		%	37.3	28.4	8.8	23.5	2.0	100.0

Source: Primary Data

Table 3: Chi-Square Test

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	7.949[a]	12	0.789
N of Valid Cases	102		
a. 11 cells (55.0%) have expected count less than 5. The minimum expected count is 0.29.			

Source: Primary Data

The cross-tabulation presents the distribution of respondents' primary sources of information on sustainable products by education level (Table 2). The media and education are the most frequent sources in all groups. The p-value is 0.789 (greater than 0.05), which signifies there is no statistical significance between education level and primary source of knowledge (Table 3). The null hypothesis is thus accepted, implying that no difference exists between education level and source of knowledge.

Hypothesis-2: Occupations determine the impact of the price on sustainable products.

Table 4: Chi-Square Analysis

			Price Impact on Sustainable Products					Total
			SD	D	N	A	SA	
Occupation	Self-Employed	Count	2	1	3	4	6	16
		%	2.0	1.0	2.9	3.9	5.9	15.7
	Private Sector Employee	Count	0	0	11	10	12	33
		%	0.0	0.0	10.8	9.8	11.8	32.4
	Government Employee	Count	1	0	2	1	2	6
		%	1.0	0.0	2.0	1.0	2.0	5.9
	Entrepreneur	Count	0	0	3	3	7	13
		%	0.0	0.0	2.9	2.9	6.9	12.7
	Home Maker	Count	1	0	1	2	1	5
		%	1.0	0.0	1.0	2.0	1.0	4.9
	Farmers	Count	1	1	0	2	2	6
		%	1.0	1.0	0.0	2.0	2.0	5.9
	Students	Count	1	1	10	5	6	23
		%	1.0	1.0	9.8	4.9	5.9	22.5
Total		Count	6	3	30	27	36	102
		%	5.9	2.9	29.4	26.5	35.3	100.0

Source: Primary Data

Table 5: Chi-Square Test

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	22.103[a]	24	0.573
N of Valid Cases	102		
a. 28 cells (80.0%) have expected count less than 5. The minimum expected count is 0.15.			

Source: Primary Data

The cross-tabulation reveals people's perceptions across various occupations of the effect of price on knowledge of sustainable products (Table 4). Most respondents in most occupational groups agreed or strongly agreed that price influenced their knowledge, with respondents from the private sector and students being the most represented. The p-value = 0.573 (greater than 0.05) shows no statistically significant relationship between occupation and the belief that price affects knowledge about sustainable products (Table 5). Hence, we accept the null hypothesis, and there is no substantial difference between occupations regarding their belief about the price effect.

Hypothesis-3: Gender decides the willingness to purchase sustainable products if affordable.

Table 6: T-Test

	Gender	N	Mean	Standard Deviation	Standard Error of Mean	F	Sig.
Affordability and Sustainability Purchases	Male	70	3.89	1.110	0.133	1.943	0.166
	Female	32	4.00	0.880	0.156		

Source: Primary Data

Table 6 compares male and female respondents' perceived affordability and sustainable buying. Males have a mean of 3.89 with a standard deviation of 1.110, while females have a higher mean of 4.00 with a standard deviation of 0.880. This indicates that both genders hold the view, on average, that affordability affects sustainable purchase, with females having a slightly higher agreement. The p-value = 0.166, greater than 0.05, so the variance difference is not statistically significant. Thus, we accept the null hypothesis and state that no significant variance exists between female and male perceptions concerning the influence of affordability on sustainable buying.

Discussions

Recent exploration into sustainable consumer behaviour shows a strong engagement from educated & youthful grown-ups, especially those aged 21 – 30. Around 72.5% of actors in a recent demographic study. This group contains 68.6% of males and is largely educated, with 85.3% of the respondents holding at least a Bachelor's degree. Some effects are frequently connected to better mindfulness of the terrain and active conduct for sustainability choice (Bajar *et al.,* 2024) [2]. These results match a transnational study that set up, education and mindfulness of the terrain substantially impact consumer sustainable buying choices in different countries (Lee & Hung, 2024) [15]. Regarding product preferences, organic food surfaced as the most favoured sustainable product, with 40.2% of the respondents having moderate purchasing behaviour. Around 39.2% of the respondents buy sustainable products sometimes, and 33.3% of the respondents are regularly introduced to them. Food and drink are in top sustainable orders given lesser visibility and consumer applicability (Potter *et al.*, 2021) [21]. Notably, perceived value regarding sustainability and brand trust are critical factors determining purchase behaviour (Monfort *et al.,* 2025) [20], showing the mistrust displayed by some consumers against green claims, because only 29 percent of respondents trust entirely in environmental labelling.

Social media is also a significant source of creating mindfulness about sustainable products for people, as 47.1% of respondents used this source, with educational institutions (37.3%) being the most popular form of mindfulness. This supports the literature that suggests social media affects consumer knowledge and fidelity through ongoing brand commitment and participatory values (Siregar *et al.,* 2023) [24]. Likewise, 71.5% of consumers stated that advertising increased their knowledge of sustainability, which is harmonious with previous meta-analysis findings that green trust, health consciousness, and price are important determinants of intent to buy green products (Wijekoon & Sabri, 2021) [29].

Despite these positive comprehensions of the actions, 80.4% conceded that they consider the environmental ramifications of their purchasing decisions. Still, principal among these walls were a lack of knowledge (39.2%) and worry about affordability (35.3%). Both these walls are harmonious with findings of studies conducted during the COVID-19 epidemic, where customers' attitudes towards purchasing green products mediate the impact of green product literacy, green product orientation, and social influence on behavioural intention (Chen *et al.,* 2022) [6]. Price is still a significant hedge for consumers. For example, request cost impacted buying choices for 61.8% of the consumers, and 66.7% indicated it was hard to find sustainably sourced products. These walls were also stressed in the value-sensitive design-led exploration. Value-sensitive design exploration characteristically emphasises translucency and availability, regarding sustainable consumption, meaning translucency can ease some of the walls to sustainable consumption (Asikis *et al.*, 2021) [1].

Price perception and brand impact the customer's purchasing behaviour. As 72.5% of the respondents said they are motivated by reduced price, and 37.2% indicated they would choose another brand if it were more sustainable, if that brand were cheaper. Brand image also influences consumer mindfulness and consumer purchasing behaviour. 65.7% of respondents stated that it plays a crucial part. This aligns with exploration indicating eco-friendly branding creates perceived quality in purchases and enhances consumer fidelity (Wang *et al.*, 2022) [26].

Shopping behaviour suggests a mongrel approach, with 37.3% of the respondents shopping online and offline. The preference for both channels aligns with the substantiation that youngish consumers, digitally fluent consumers, want

to have both the convenience of shopping online and a palpable evaluation of the sustainability claims before making a purchase (PwC, 2023).

Suggestions

We can take a few steps to increase the demand for sustainable products. First, we should run awareness campaigns on social media, in schools, and in communities to help people better understand sustainability and eco-labels. Second, businesses must be transparent about their sustainability claims and improve product labels to earn consumer trust. Third, companies and policymakers can provide subsidies, discounts, or other price incentives to make sustainable products more affordable. Making eco-friendly products available in cities and rural areas is also important. Additionally, teaching sustainability in schools and colleges can help change behaviour over time. Finally, companies should work on building a strong brand that shows they care about the environment, as this can increase consumer awareness and loyalty.

Conclusion

This study shows that understanding sustainability is crucial for buying eco-friendly products. As people learn more about environmental issues, they realise the adverse effects of buying items that harm the planet. The results indicate that when people know more about sustainability and how products are made in an eco-friendly way, it strongly impacts their buying choices. Smart shoppers usually pick products that are good for the planet and made fairly, especially if they have eco-labels or certifications. The study also shows that education, social influence, and access to reliable information help shape what people like. Younger people and city residents are more likely to choose sustainable options, which means awareness campaigns work well for these groups. However, there are still challenges. High prices, limited availability, and doubts about sustainability claims make it hard for more people to buy these products. This shows a gap between what people know and what they do, which needs to be closed with better policies, clearer marketing, and more honesty from companies. In summary, increasing customer awareness is a strong way to encourage sustainable buying. However, it must work alongside efforts from companies and governments to make sustainable choices easier to find, cheaper, and trustworthy. Only through working together is the best way to boost the demand for sustainable products.

Limitations of The Study

The research only considers what individuals believe, feel, and claim to do, rather than real buying behaviours. Although the sample of individuals questioned provides valuable information, it does not represent the entire nation. However, it provides insight into purchasing behaviour in developing regions where sustainable shopping is growing but is still rare.

Future Scope of The Study

This study shows many ways for future research on sustainable consumer behaviour. While this research looks at a specific group, future studies can include larger and different groups from various areas to make the findings more relevant. Comparing urban and rural areas could give a better understanding of the differences in knowing and accessing sustainable products. Long-term studies can help to see how consumer behaviour changes over time as awareness campaigns and green projects develop.

Future research could also examine how well specific marketing strategies, like eco-labelling, influencer marketing, and corporate social responsibility, encourage people to buy sustainable Products. Experiments can be done to see how price, packaging, and product placement affect the eco-friendly choices of the consumer. Looking at psychological and cultural factors could help better understand what drives or holds back consumers. Sustainability trends in specific industries, like food, fashion, or electronics, can also be studied to create better solutions. Future research can help build a solid plan to connect awareness with action, promoting a more sustainable consumer economy.

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