



Consumers Buying Behaviour Towards Eco-Friendly Products in Kerala

Masrura. M. P

Assistant Professor, SIBGA Institute of Advanced Studies, Irikkur

<https://orcid.org/0009-0002-3617-6772>

Abstract - The study titled “Consumers’ Buying Behavior Towards Eco-Friendly Products” focuses on understanding consumers’ awareness, preference, and purchasing behavior towards environmentally friendly products. Due to increasing environmental problems and pollution, many consumers are becoming more conscious about using eco-friendly products such as reusable bags, organic products, biodegradable items, and energy-saving goods. The study aims to identify the factors influencing consumers to purchase eco-friendly products, including quality, price, environmental awareness, and social influence. It also examines the challenges faced by consumers, such as high cost and limited availability of eco-friendly products. The study concludes that consumers are gradually showing positive interest towards eco-friendly products because of growing concern for environmental protection and sustainable living.

Keywords: Consumer buying behaviour, eco-friendly products, green marketing, consumer perception.

I. INTRODUCTION

The increasing awareness of environmental issues and sustainability has led to a significant shift in consumer preferences towards eco-friendly products. As consumers become more conscious of the impact of their purchasing decisions on the environment, businesses are being forced to rethink their product offerings and marketing strategies. This project aims to investigate the factors influencing consumer buying behaviours towards eco-friendly products, with a focus on understanding the motivations, attitudes, and decision-making processes that drive purchasing decisions. By examining the complex interplay of factors that shape consumer behaviour, this study seeks to provide valuable insights for businesses, policymakers, and marketers seeking to promote sustainable consumption patterns.

The concept of eco-friendly products is becoming more popular with the aspect of cosmetic and food items. Since people are becoming more health conscious, they are giving more importance to eco-friendly products for the consumable and daily usable products. People started using more green products to minimise their health risk. Organisations and government are not fully capable of promoting the concept of “Eco-friend”. But the best part is the concept has started and it is penetrating to the society at a very fast pace. If all the factors which contribute to the popularity of eco-friendly products, such as price of the product, its quality, customer’s perception about the products, awareness about them, are being handled carefully by the government and the organisations, then eco-friendly products will become more popular in the society. Conventional products are not being produced keeping environmental considerations in mind.

There is no widespread agreement on what exactly makes a product green. Some general guidelines include that a green product does not present a health hazard to people or animals, is relatively efficient in its use of resources during manufacture, use and disposal, does not incorporate materials derived from endangered species or threatened environments, does not contribute to excessive waste in its use or packaging and, does not rely on unnecessary use of or cruelty to animals. This project focuses on understanding consumer buying behaviour towards eco-friendly products. It aims to explore what motivates people to choose green products, the factors that influence their decisions, and the challenges they face in adopting sustainable consumption habits.

II. REVIEW OF LITERATURE

- **Nguyen Le et al. (2026)** examined the factors influencing consumers’ purchase behaviour toward eco-friendly packaging products in Vietnam. The study found that perceived green value, ecological concern, and advertising positively influence consumer attitudes and green purchasing behaviour. Attitude also mediates these relationships, while construal level strengthens the attitude–behaviour link. Using Structural Equation Modeling on 543 respondents, the study contributes to sustainable consumer behaviour literature and provides managerial implications for promoting eco-friendly packaging consumption.
- **F. Varah et al. (2020)** investigates the behavioral intentions of young consumers toward green products by extending the Theory of Planned Behavior (TPB) with additional variables such as willingness to pay (WPP) and environmental concern (EC). The objective was



to identify key determinants influencing green purchasing behavior among youth in emerging economies like India. A quantitative methodology was employed, with structured questionnaires distributed in public spaces such as shopping malls, colleges, and residential areas across Delhi. From 415 responses, 316 were retained after data cleaning. Constructs were measured on a five-point Likert scale. Reliability was confirmed through KMO and Bartlett's tests, while data were analyzed using principal component analysis (PCA) in SPSS and multiple regression analysis in STATA. Results revealed that attitude, subjective norm, perceived behavioral control, willingness to pay, and environmental concern all positively and significantly influenced purchase intentions. Among these, environmental concern emerged as the strongest predictor, emphasizing the role of ecological awareness in driving consumer choices.

- **Manoj Krishnan CG and Arun G (2025)** studied the significance of environmental pro social attitude, green consumption values, and openness to green communication in shaping the green consumer behaviour of urban consumers in Trivandrum city. The study revealed that environmental pro social attitude significantly influences green consumption value and green consumption values held by consumers will influence their openness to green communication. Those consumers with environmentally responsive behaviour are strongly affected by both environmental pro social attitude and openness to green communication. This article allows the marketers to concentrate on enhancing green consumer values and maintaining trustworthiness and openness in communication strategies of green products.
- **Tai Nguyen Quoc et al. (2025)** conducted a study titled "Examining green packaging, branding, and eco-labeling strategies: The case of young consumers' perceptions and responses in F&B industry." The study discovered that green packaging, green branding and ecolabeling have a positive impact on affective attitude of consumers while green packaging and green branding didn't have a positive impact on affective attitude. Eco-labeling positively influences cognitive attitude. Affective and cognitive attitude positively influence conative attitude. The research found that eco-labeling as a perfect choice for companies to promote their green food products among the Vietnamese consumers.
- **Hoang Tran Phuoc Mai Le et al. (2025)** carried out a study on "Green influencers and consumers' decoupling behaviours for

parasocial relationships and sustainability. The study revealed trust in green influencers positively influence para social relationships and negatively influence perceived risk. The follower density increases the green purchase behaviour and there were variations in both country because of their cultural differences. This study is more relevant in this influencer marketing era and where everyone follows digital trends. The study also contributes to the areas of ethical consumerism, and green decoupling.

Although previous studies have examined factors influencing green purchasing behaviour, most research has mainly focused on specific variables such as environmental concern, eco-labeling, green communication, and influencer trust. Limited studies have comprehensively explored consumers' overall perception, advantages, popularity, and effectiveness of eco-friendly products in a single framework. Furthermore, many studies were conducted in foreign contexts such as Vietnam, while comparatively fewer studies focus on Indian consumers and their practical experiences with eco-friendly products. Therefore, there is a need for a detailed study to understand consumer perception and the factors influencing the purchase and effectiveness of eco-friendly products in the present market environment.

III. STATEMENT OF THE PROBLEM

Consumers are the key player in marketing of any product and they play a major role in the process of marketing. The success or failure of any business is highly depending on buying behaviour of consumers and understanding their preference and behaviours will ultimately lead to the maximisation of efficiency of marketing strategies. The increasing concern for environmental sustainability has led to a growing demand for eco-friendly products. However, despite the availability of these products, consumers' buying behaviour towards them remains inconsistent. Many consumers express positive attitudes towards eco-friendly products, but their actual purchasing decisions often do not reflect these attitudes. This discrepancy highlights the need to understand the factors influencing consumer buying behaviour towards eco-friendly products.

IV. SIGNIFICANCE OF THE STUDY

The socio-economic profile consumer of eco-friendly products is useful to gain knowledge on the socio-economic conditions which would considerably influence their eco-friendly buying. The consumer's attitude, perception and buying behaviour towards eco-friendly products are helpful



for broad understanding of the consumer's insights, feelings, compassion and buying activities towards eco-friendly products. The present study examines the consumers buying behaviour towards eco-friendly products with special reference to Kannur District. The main intention of the study is to analyse the consumers awareness, preferences and buying behaviour towards eco-friendly products.

V. OBJECTIVES

1. To understand the perception of consumers for buying eco-friendly products.
2. To find out various factors which influence purchase of eco-friendly products.
3. To analyse advantages to consumers while using eco-friendly products.
4. To identify the popularity and effectiveness of eco-friendly products.

VI. RESEARCH METHODOLOGY

The present topic "A Study on Consumers Buying Behaviour Towards Eco-friendly Products with Special Reference to Kannur District" is designed as an analytical and descriptive one.

The data for this study was gathered through primary and secondary data.

VII. RESEARCH DESIGN

Kannur district has been taken as the whole unit of data collection. Partially descriptive and partially analytical design is used in this study.

VIII. AREA OF THE STUDY

Kannur district has been selected for the area of the study.

IX. SOURCES OF DATA

Both primary and secondary data were collected for the purpose of study. A well drafted questionnaire was used for the primary data collection. Secondary data was collected from books, journals and magazines which help to understand the consumer behaviour. Some other sources of secondary data collection is internet searching. Internet is also used as a tool for secondary data.

X. POPULATION

The total number of items or things in a particular equity is known as population. Here the population is infinite that means the population cannot be measured. Population include consumers in Kannur District area.

XI. SAMPLE SIZE

Sample size is the number of persons chosen for data collection. Here 100 samples are selected for the study.

XII. SAMPLING TECHNIQUE

For data collection convenience sampling technique was used. Convenience sampling is one in which a sample is obtained by selecting such units of the universe which may be conveniently located and contacted.

XIII. TOOLS FOR DATA COLLECTION

In order to achieve the objective, structured questionnaire is used for collecting primary data from the respondents.

XIV. TOOLS FOR DATA ANALYSIS

Primary data were processed and analysed manually for preparing the report. Tabular forms of statements have been used for the presentation of data. For the analysis of data percentage, bar diagram, pie diagram and chart are used.

XV. PERIOD OF THE STUDY

The duration of the study was the month of February 2026.

XVI. DATA ANALYSIS AND INTERPRETATION

The data collected for the study on consumers' buying behaviour towards eco-friendly products was analyzed and interpreted using percentage analysis and pie charts. Percentage analysis was used to classify and compare the responses of the respondents, while pie charts and bar charts were used for clear graphical presentation of the data. The analysis helps to understand consumers' awareness, preferences, attitudes, and factors influencing the purchase of eco-friendly products. The collected data were arranged systematically and interpreted for drawing meaningful conclusions.

TABLE 1

Demographic variables

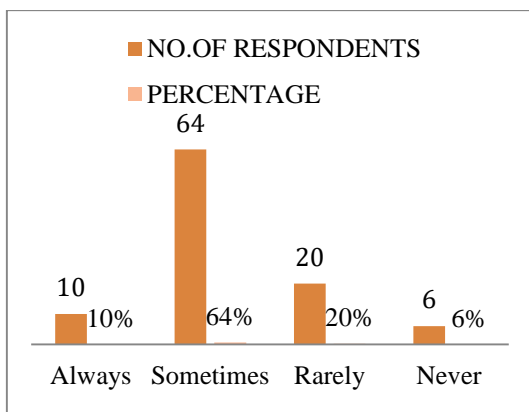
Variable	Category	No.Of Respondents	Percentage
Age	Below 25	72	72%
	25-35	16	16%
	35-45	8	8%



	Above 45	4	4%
Educational Qualification	Sslc	10	10%
	Plus Two	46	46%
	Graduation	40	40%
	Post Graduation	4	4%
Occupation	Coolie Worker	4	4%
	Student	84	84%
	Business	4	4%
	Others	8	8%
Monthly Income	Below 10000	70	70%
	10000-20000	12	12%
	20000-30000	10	10%
	Above 30000	8	8%

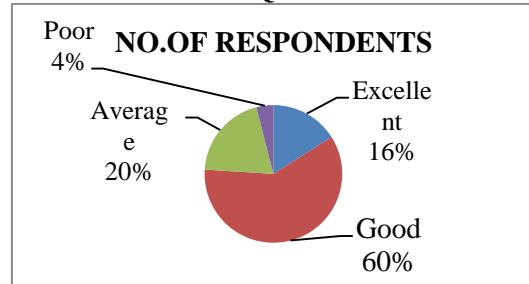
Table shows that most respondents 72% are below 25 years of age. The 25–35 age group represents 16%, while 8% are between 35–45 years and only 4% are above 45 years. most respondents are plus two 46%. 40% have completed graduation. 10% have completed sslc. Only 4% have post graduation. most respondents are students 84%. 4% are coolie workers. 4% are in business. 8% come under others. Majority of respondents 70% earn below Rs 10000. 12% earn Rs 10000-20000.10% earn Rs 20000-30000. 8% earn above Rs 30000.

PURCHASE OF ECO FRIENDLY PRODUCTS



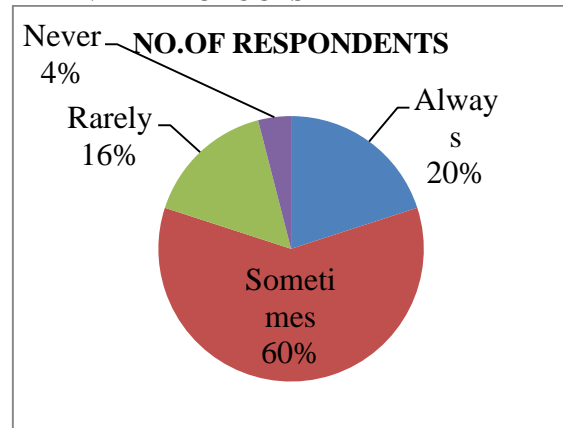
Graph shows that 64% of respondents sometimes purchase eco-friendly products. 20% rarely purchase them. 10% always purchase them. 6% never purchase.

OPINION ABOUT QUALITY PRODUCT



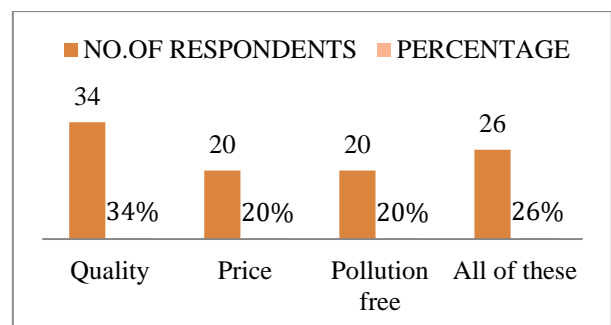
Pie chart shows that 16% of the consumers have excellent opinion about the quality of product, they are highly satisfied with the quality of product. 60% of the consumers have good opinion, 20% have average satisfaction among quality of product and 4% are not satisfied with the quality of product.

CONSUMERS PREFERENCE TOWARDS ECO-FRIENDLY PRODUCTS



Pie chart shows that 60% of respondents sometimes prefer to buy eco-friendly products, while 20% always purchase them. About 16% rarely choose such products and only 4% never buy them.

FACTORS INFLUENCING PURCHASE OF ECO FRIENDLY PRODUCTS



Graph shows that 34% of respondents are influenced by quality, 20% by price, and 20% by pollution-free nature when purchasing eco-friendly products.



About 26% of respondents are influenced by all these factors.

XVII. RESULTS AND DISCUSSION

The study revealed that the majority of the respondents (72%) belonged to the age group below 25 years. Education-wise analysis showed that 46% of the respondents had completed Plus Two education, and most of the respondents (84%) were students. The income analysis indicated that 70% of the respondents earned below Rs.10000 per month. The study also revealed that 64% of the respondents sometimes purchase eco-friendly products. Majority of the respondents (60%) felt good about the quality of eco-friendly products. The study also revealed that 60% of the respondents sometimes purchase eco-friendly products. and 34% considered quality as the main factor while purchasing eco-friendly products.

XVIII. SUGGESTIONS

Awareness about eco-friendly products should be increased through advertisements and social media campaigns. Better awareness will encourage consumers to make environmentally responsible choices. The price of eco-friendly products should be reduced to make them affordable for all income groups. Reasonable pricing will increase demand and regular purchases. Eco-friendly products should be easily available in local shops and supermarkets. Easy availability will improve consumer convenience and buying behaviour. Manufacturers should focus on improving the quality and durability of eco-friendly products. High quality builds trust and customer satisfaction. Companies should clearly highlight the health and environmental benefits of eco-friendly products. This will positively influence consumer perception and buying decisions. Attractive packaging and proper eco-labelling should be used to inform consumers. Clear information increases confidence in the product. Online marketing and e-commerce platforms should be promoted for eco-friendly products. Digital platforms can reach a larger number of young consumers. Government should provide subsidies and tax benefits to promote eco-friendly products. Such support can motivate both producers and consumers. Educational institutions should include environmental awareness programs in their curriculum. This will develop responsible buying behaviour among students. Promotional offers, discounts, and loyalty programs should be introduced for eco-friendly products. These incentives can encourage repeat purchases and customer loyalty

XIX. CONCLUSION

The study focuses on examining buying behaviour of green products/eco-friendly products. Eco-friendly products are those products that do not harm the environment whether in their production, use or disposal.

From the analysis, it can be concluded that, most consumers are young students with low to moderate income levels. While many are partly aware of eco-friendly products, only a small percentage are fully aware, indicating a need for increased awareness and education. Consumers generally trust the quality of these products and recognize their health and environmental benefits, but price and availability remain important factors influencing their purchase decisions. Most respondents purchase eco-friendly products occasionally, and factors such as product quality, environmental friendliness, and durability strongly affect their choices. Overall, the findings suggest that improving awareness, affordability, availability, and quality of eco-friendly products, along with effective marketing and government support, can significantly boost consumer adoption and contribute to a sustainable environment.

promoting eco-friendly products through social media campaigns, educational programs, and community initiatives can further enhance consumer interest and understanding. Businesses should also focus on innovation and variety in eco-friendly offerings to meet diverse consumer needs. Over time, consistent efforts in awareness, accessibility, and quality improvement can help create a long-term shift in consumer behaviour toward more sustainable consumption practices, benefiting both the environment and society as a whole.

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