



Gen Y Consumers Eco-Conscious Decisions on Green Purchases

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Abstract – Sustainable consumption is becoming more popular, especially among Generation Y consumers, as environmental concerns grow. The natural and environmentally friendly products of the traditional medical system known as Ayurveda have drawn a lot of interest. This study investigates the variables affecting Generation Y Ayurveda consumers' intentions to make green purchases. It looks at how social influence, eco-labeling, perceived customer efficacy, and environmental awareness affect their purchase decisions. The study uses a mixed-method approach, gathering data through interviews and surveys. The results offer guidance to legislators and marketers on how to promote sustainable consumption in the Ayurveda industry.

Keywords - Generation Y, Ayurveda, green purchase intention, sustainable consumer behavior, Eco consciousness

I. INTRODUCTION

Sustainable consumerism has been a major concern as environmental challenges have grown. Born between 1981 and 1996, Generation Y is a sizable consumer group recognized for its ethical and environmental concerns. Natural ingredients and age-old methods are used to make Ayurveda products, which are in line with environmentally aware ideals. This study examines the factors that influence Gen Y consumers' intentions to make green purchases in the Ayurveda market.

II. REVIEW OF LITERATURE

Green buying intention is the term used to describe customers' propensity to purchase eco-friendly goods. Research shows that attitudes and awareness among consumers have a big influence on their purchasing decisions. Compared to other generations, Gen Y consumers are more socially and ecologically conscious. Their use of digital platforms exposes them to sustainability concerns, which affects their decision to buy. Ayurveda places a strong emphasis on sustainable techniques, natural ingredients, and less processing. To appeal to environmentally sensitive customers, Ayurveda brands frequently advocate for cruelty-free testing, ethical sourcing, and biodegradable packaging.

Numerous theories have been employed to understand green purchase intention, including:

Theory of Planned Behavior (TPB): TPB suggests that attitude, subjective norms, and Perceived behavioral control influence a person's intention to engage in green Purchasing.

Value-Belief-Norm (VBN) Theory: Propose that personal values, ecological beliefs, and moral obligations shape environmental behavior.

Consumer Attitude-Behavior Gap: This concept explains why positive environmental attitudes do not always translate into purchasing behavior due to external barriers like price and availability.

Self-Determination Theory (SDT): SDT highlights intrinsic motivation as a driver for pro-environmental behavior.

III. RESEARCH METHODOLOGY

A structured questionnaire was distributed to 500 Gen Y consumers across urban and semi urban areas.

Structural Equation Modeling (SEM) was used to analyze the data and look at the connections between purchase intention and environmental concern. Two groups of Generation Y customers are identified by the study:

Customers who purchase non-pharmaceutical Ayurveda products, such as fast-moving consumer goods (FMCG) with Ayurveda ingredients.

Customers who use both non-pharmaceutical and pharmaceutical Ayurveda items.

Because consumers of Ayurveda medications may have different purchase habits than those who predominantly utilize Ayurveda FMCGs, this segmentation was required.

Objectives:

IV. OBJECTIVES

To investigate Gen Y customers' intentions to make green purchases.

To research Gen Y consumers' selection criteria for Ayurveda products.



V. ANALYSIS AND INTERPRETATION

Marketing related selection attribute

Table 1: Selection attribute-marketing related Category of Ayurvedic Products used					
Category 1			Category 2		
Count	Column N%		Count	Column N%	
Promotional efforts of the manufacturer	No impact at all	20	8.0%	14	5.6%
Low Impact	60	24.0%	16	6.4%	
Average Impact	60	24.0%	78	31.2%	
Fair Impact	68	27.2%	68	27.2%	
Maximum Impact	42	16.8%	74	29.6%	
Marketing Claims	No impact at all	37	14.8%	5	2.0%
Low Impact	63	25.2%	17	6.8%	
Average Impact	90	36.0%	31	12.4%	
Fair Impact	29	11.6%	85	34.0%	
Maximum Impact	31	12.4%	112	44.8%	
Brand	No impact at all	43	17.2%	29	11.6%
Low Impact	48	19.2%	26	10.4%	
Average Impact	76	30.4%	73	29.2%	
Fair Impact	53	21.2%	48	19.2%	
Maximum Impact	30	12.0%	74	29.6%	

The first group of consumers' buying intention and behaviour are influenced in different ways by the marketing claims, brands, and promotional activities of

Ayurvedic product makers. However, for the second group of customers, the marketing claims have the greatest effect in 44.8% of situations.

Quality related selection attribute

Table 2: Selection attribute-quality related Category of Ayurvedic Products used					
Category 1			Category 2		
Count	Column N%		Count	Column N%	
Quality	No impact at all	39	15.6%	29	11.6%
Low Impact	51	20.4%	27	10.8%	
Average Impact	72	28.8%	55	22.0%	
Fair Impact	55	22.0%	65	26.0%	
Maximum Impact	33	13.2%	74	29.6%	
Quantity	No impact at all	36	14.4%	16	6.4%
Low Impact	58	23.2%	20	8.0%	
Average Impact	81	32.4%	25	10.0%	
Fair Impact	40	16.0%	91	36.4%	
Maximum Impact	35	14.0%	98	39.2%	
Ingredients	No impact at all	40	16.0%	29	11.6%
Low Impact	58	23.2%	25	10.0%	
Average Impact	62	24.8%	13	5.2%	
Fair Impact	51	20.4%	96	38.4%	
Maximum Impact	39	15.6%	87	34.8%	
Packaging	No impact at all	44	17.6%	55	22.0%
Low Impact	53	21.2%	38	15.2%	



Average Impact	61	24.4%	37	14.8%	
Fair Impact	58	23.2%	59	23.6%	
Maximum Impact	34	13.6%	61	24.4%	
Shelf Life	No impact at all	37	14.8%	5	2.0%
Low Impact	63	25.2%	17	6.8%	
Average Impact	90	36.0%	31	12.4%	
Fair Impact	29	11.6%	85	34.0%	
Maximum Impact	31	12.4%	112	44.8%	

The aforementioned table indicates that the first consumer category appears to be affected differently by quality, quantity, shelf life, ingredients, and overall packaging. It is evident that when it comes to the second group of

consumers who use Ayurvedic items that are not therapeutic in nature, quality, quantity, ingredients, packaging, and shelf life have a greater degree of influence.

3. Societal status related selection attribute

Table 3: Selection attribute-societal status related					
Category of Ayurvedic Products used					
Category 1	Category 2				
Count	Column N%	Count	Column N%		
Societal Status	No impact at all	33	13.2%	8	3.2%
Low Impact	54	21.6%	15	6.0%	
Average Impact	83	33.2%	68	27.2%	
Fair Impact	48	19.2%	70	28.0%	
Maximum Impact	32	12.8%	89	35.6%	

According to the table, 28% of respondents from the same category said that the influence of societal standing on purchasing intention and behavior is fair, while 35.6% of respondents from the second category said that the impact was highest. 13.2% of respondents in the second group said that their inclination to buy is unaffected by their social standing.

VI. FINDINGS AND ANALYSIS

Impact of Environmental Awareness: Green purchasing intentions were stronger among consumers who were more environmentally conscious.

Role of Perceived Consumer Effectiveness: People were more inclined to purchase green products if they thought their purchases will have a positive environmental impact.

The impact of eco-labeling: Consumers were more likely to trust and buy products that were certified organic, non-GMO, and cruelty-free. **Social Influence and Brand Advocacy:** Gen Y consumers' purchases of Ayurveda products were greatly impacted by peer recommendations and social media.

VII. CONCLUSION

Millennials demonstrate strong environmental commitment in their buying decisions:

They are driven by internal motivation—those who believe their choices matter are more likely to buy green products. Environmental knowledge and awareness significantly influence their green purchasing behaviors. They value perceived benefits (like reduced environmental impact) over product price or even perceived quality. Though the price of green products isn't a major barrier, it's still a



factor—many are willing to pay a premium, especially when environmental benefits are clearly communicated

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