

Green Consumer Behavior in India

Dr. Priya Nair

Abstract

Green consumer behavior has emerged as an important area of research due to increasing environmental awareness and the growing demand for sustainable products. This review paper examines the factors influencing green purchasing behavior in India, the challenges faced by consumers and businesses, and strategies for promoting sustainable consumption. The paper concludes that education, environmental awareness, supportive government policies, and responsible business practices are essential for encouraging green consumer behavior.

Keywords

Green Consumer Behavior, Sustainable Consumption, Green Marketing, Eco-friendly Products, Consumer Awareness, Environmental Sustainability, India

Introduction

Growing environmental concerns, climate change, pollution, and resource depletion have significantly influenced consumer purchasing decisions across India. Consumers are increasingly considering environmental and social impacts when selecting products and services. Green consumer behavior refers to the preference for products that minimize environmental harm through sustainable production, recyclable packaging, energy efficiency, and responsible consumption. Although awareness has increased, factors such as price sensitivity, product availability, trust, and environmental knowledge continue to influence purchasing decisions.

1. Factors Influencing Green Consumer Behavior

Environmental awareness, education, income, social influence, health consciousness, eco-labels, product quality, brand reputation, and government initiatives play important roles in shaping green purchasing decisions. Consumers who understand the long-term environmental benefits of sustainable products are more likely to adopt environmentally responsible consumption practices.

2. Role of Green Marketing and Business Practices

Organizations encourage sustainable consumption through green advertising, eco-friendly packaging, corporate social responsibility initiatives, transparent environmental communication, and environmentally responsible supply chains. Authentic green

marketing helps build consumer trust, strengthen brand loyalty, and improve competitive advantage while reducing environmental impact.

3. Challenges to Green Consumption in India

Despite increasing awareness, consumers often face barriers such as higher prices, limited availability of eco-friendly products, lack of reliable environmental information, greenwashing, and insufficient awareness in rural areas. Businesses also encounter challenges related to production costs, certification requirements, and changing consumer preferences.

4. Future Directions and Policy Recommendations

Strengthening environmental education, improving eco-labeling standards, promoting sustainable manufacturing, encouraging digital awareness campaigns, and providing government incentives can accelerate green consumer adoption. Collaboration among policymakers, businesses, educational institutions, and civil society is essential for creating a sustainable consumer culture in India.

Conclusion

Green consumer behavior is becoming increasingly important for achieving sustainable development in India. Consumers, businesses, and policymakers must work together to promote environmentally responsible purchasing decisions through awareness, innovation, ethical marketing, and supportive public policies. Such collective efforts will contribute to environmental protection and sustainable economic growth.

References

1. Kotler, P., & Keller, K. L. (2022). Marketing Management.
2. Peattie, K. (1995). Environmental Marketing Management.
3. Ottman, J. A. (2017). The New Rules of Green Marketing.
4. Government of India. Ministry of Environment, Forest and Climate Change.
5. Government of India. (2020). National Education Policy 2020.
6. UNEP. Sustainable Consumption and Production Reports.
7. OECD. (2023). Green Growth Indicators.
8. Joshi, Y., & Rahman, Z. (2015). Factors Affecting Green Purchase Behaviour: A Review.