

LEADING FACTORS TOWARDS GREEN CONSUMERISM: UNDERSTANDING YOUTH PERSPECTIVES

*Sreekutty B S, **Dr. Vinod G

Abstract

Growing environmental concerns and health awareness have significantly influenced consumer purchasing behaviour, leading to the emergence of green consumerism. Green consumerism refers to the conscious preference for eco-friendly products that minimise environmental damage and promote sustainable consumption. Young consumers play an important role in this transition as their consumption choices are often influenced by environmental awareness, social influence, and value-driven behaviour. This study examines the major factors influencing green consumerism among youngsters by analysing their awareness levels, consumption behaviour, motivating factors, and perceived barriers. A quantitative research approach was adopted, and primary data were collected from 80 respondents using a structured questionnaire. Descriptive statistics, correlation, and regression analysis were employed to analyse the data. The findings reveal that youngsters demonstrate moderate to high awareness and a strong inclination toward green consumption behaviour. Factors such as environmental awareness, peer influence, personal responsibility, and trust in eco-labels positively influence green consumerism. However, barriers including limited availability, lack of knowledge, and convenience issues restrict the widespread adoption of green products. The study highlights the need for improved awareness programmes, better accessibility to green products, and supportive policies to promote sustainable consumption among young consumers.

Keywords:- Green Consumerism, Eco-friendly Products, Youth Consumption Behaviour, Environmental Awareness, Sustainable Consumption.

Environmental degradation and increasing health concerns have significantly influenced consumer purchasing behaviour, leading to a shift toward sustainable consumption practices. Green consumerism represents this shift, where consumers prefer

eco-friendly products that minimise environmental harm and promote sustainability.

In recent years, this trend has gained momentum due to increased awareness, changing social values, and growing concern for environmental protection.

**Sreekutty B S, Research Scholar, Government College for Women, Thiruvananthapuram.
E-mail: sreekuttyssreekumar252@gmail.com*

***Dr. Vinod G, Associate Professor of Commerce, Government College for Women, Thiruvananthapuram.
E-mail: vinodjagathi@gmail.com*

Young consumers play a crucial role in promoting green consumerism, as their purchasing decisions are often shaped by environmental awareness, peer influence, and value-driven behaviour. Their inclination toward sustainable products has the potential to drive long-term changes in market demand and production practices. However, despite growing awareness, a gap still exists between consumers' attitudes and their actual purchasing behaviour.

This study specifically contributes by empirically analysing the behavioural gap between awareness and actual green consumption among youngsters. Unlike earlier studies that focus broadly on consumer behaviour, the present research identifies the relative influence of awareness, peer pressure, cost perception, and barriers in shaping green consumerism among youth. It also provides practical insights for improving green product adoption in real-life contexts.

Literature Review

Green consumerism refers to the consumption of products that minimize environmental harm and promote sustainable development. Green products are generally produced using eco-friendly processes and non-toxic materials and are certified by authorized agencies (Gurau & Ranchhod, 2005). Such products include energy-efficient appliances, organic food items, natural personal care products, and eco-friendly clothing (Ryan, 2006). The growth of environmental awareness has encouraged firms to adopt green marketing strategies, which involve product modification, eco-friendly production processes, sustainable

packaging, and environmentally responsible promotional practices (Mishra & Sharma, 2014; Joshi, 2024). Green marketing initiatives are considered an important driver in promoting sustainable consumption behaviour among consumers (Handayani et al., 2017).

Previous studies highlight that consumers' green purchasing behaviour is influenced by several psychological and social factors such as environmental awareness, product knowledge, personal attitudes, and socio-economic characteristics (Kumar & Ghodeswar, 2015; Chen & Deng, 2016). Media exposure, social interaction, and marketing communication also play an important role in shaping awareness and perceptions regarding green products (Divya priyadharshini et al., 2019). Furthermore, green brand positioning and eco-label information positively influence consumers' purchase intentions by enhancing trust and perceived value (Mohd Suki, 2016). Green consumption behaviour is also closely related to broader sustainability goals, where individuals adopt environmentally responsible practices to reduce the negative impacts of consumption on natural resources (Kazdin, 2009; White et al., 2019). Studies indicate that green consumerism has expanded globally regardless of the level of economic development, reflecting increasing consumer concern for environmental sustainability (Kumar & Yadav, 2021).

However, most existing studies primarily focus on general consumer awareness, green marketing strategies, and purchase intentions. Limited research specifically examines the key factors

influencing green consumerism among youngsters, even though youth represent a socially conscious group whose consumption behaviour is often shaped by moral values, social influence, and environmental concern. Therefore, the present study attempts to bridge this gap by analysing the major determinants that drive green consumerism among young consumers.

Statement of the Problem

In recent years, sustainable development and concern for the environment have attracted global attention and influenced consumer buying behaviours across all age groups. Among them, youth play a crucial role in choosing green products because they are more aware, connected and responsive towards the environment. Although young consumers are increasingly aware of the issues arising from current consumption patterns, they express a favourable attitude towards eco-friendly products to become more responsible for their environment. Understanding the leading factors that drive towards green consumerism can promote sustainable consumption patterns. Therefore, this study aims to identify and analyse the key determinants that shape consumer buying behaviour towards green consumerism.

Scope of the Study

The present study focuses on examining the leading factors influencing green consumerism among youngsters. It analyses the level of awareness regarding green consumerism, the green consumption behaviour of young consumers, and the key factors that

influence their purchasing decisions. The study also evaluates the relationship between awareness, peer influence, and cost of green products in shaping eco-friendly consumption behaviour. The research is limited to youngsters and aims to understand their perceptions and attitudes toward green products in the context of sustainable consumption. The analysis is based on primary data collected through a structured questionnaire and examined using statistical tools such as descriptive statistics, correlation, and regression analysis.

Significance of the Study

Growing environmental concerns and the need for sustainable development have increased the importance of green consumerism in consumer behaviour research. Young consumers represent an influential market segment whose purchasing decisions can significantly promote environmentally responsible consumption. Understanding the factors influencing green consumerism among youngsters is therefore essential for encouraging sustainable purchasing behaviour. The findings of this study provide insights into the awareness, consumption patterns, and behavioural drivers that shape green consumerism among youth. The study also offers useful implications for policymakers, marketers, and researchers in promoting eco-friendly products and strengthening sustainable consumption practices.

Objectives of the Study

1. To assess the level of awareness regarding green consumerism among youngsters.

2. To identify the green consumption pattern among youngsters.
3. To analyse the factors influencing green consumerism.
4. To explore the barriers that prevents green consumerism among youngsters.

Hypotheses of the Study

- H01: There exist a positive correlation between awareness of green consumerism and adoption of green consumption behaviour.
- H02: There is a positive relationship between cost of green products and purchasing habit of such product among youngsters.
- H03: Peer pressure influence positively associated with green consumerism.
- H04: Lack of knowledge, green washing and convenience negatively associated with green consumerism.

Methodology

The reliability analysis (Table 4.1) shows that all constructs exhibit acceptable to high internal consistency. The Awareness scale ($\alpha = 0.786$) demonstrates good reliability, while the Behaviour scale ($\alpha = 0.849$) indicates high internal consistency. The Influencing Factors scale ($\alpha = 0.747$) reflects acceptable reliability, and the Challenging Factors scale ($\alpha = 0.850$) shows high reliability. Overall, the Cronbach's alpha values confirm that the instruments used in the study are reliable and appropriate for further analysis.

The majority of respondents (52.5 per cent) are in the 20 - 25 years age group, confirming that the sample predominantly consists of young adults (Table 4.2). Most respondents (53.8 per cent) are graduates, indicating a relatively high educational background, which may influence awareness and behaviour towards green consumerism. A majority of respondents (62.5 per cent) have a monthly income below ₹ 25,000, suggesting that affordability may be an important factor in consumption decisions. Most respondents (70 per cent) reside in urban areas, which may provide greater access to green products and information. The sample is largely composed of young, educated, and urban respondents, making it suitable for analysing awareness, behaviour, and challenges related to green consumerism.

Objective 1: To Assess the Level of Awareness Regarding Green Consumerism among Youngsters.

The descriptive statistics for the awareness items indicate that respondents generally demonstrate a moderate to high level of awareness regarding green consumerism (Table 4.3). The mean scores for the five items range from 3.750 to 4.137 on a 5-point Likert scale, which shows that respondents mostly agree with statements reflecting awareness of eco-friendly products and sustainable practices. The highest mean is observed in Awareness 4 (Mean = 4.137, SD = 0.707), suggesting that this aspect of awareness is particularly strong among the respondents. The lowest mean is in Awareness 5 (Mean = 3.750, SD = 0.703), indicating that there is slightly less

Table 4.1
Reliability Statistics

Variable	Number of items	Cronbach's Alpha	Interpretation
Awareness	5	0.786	Good internal consistency and reliable scale
Behaviour	6	0.849	High internal consistency and reliable scale
Influencing factor	5	0.747	Acceptable internal consistency
Challenging factor	8	0.850	High internal consistency and reliable scale

Source: Primary Data

Table 4.2
Demographic Variables

Variable	Category	Frequency	Percentage (%)
Age Group (Years)	Below 20	6	7.5
	20–25	42	52.5
	26–30	17	21.3
	31–35	11	13.8
	Above 35	4	5.0
Education Level	1.0 (Primary)	9	11.3
	2.0 (Secondary)	22	27.5
	3.0 (Graduate)	43	53.8
	4.0 (Postgraduate)	6	7.5
Monthly Income (₹)	Below 25,000	50	62.5
	25,000–50,000	24	30.0
	Above 50,000	6	7.5
Area of Residence	Urban	56	70.0
	Semi-Urban	16	20.0
	Rural	8	10.0

Source: Primary Data

agreement on this item, but it still reflects a generally positive awareness level. The standard deviations, ranging from 0.703 to 0.770, indicate moderate variability in responses, meaning that while most respondents have similar awareness levels, some variation exists. Overall, the results suggest that youngsters in the study are consciously aware of green consumerism,

supporting the notion that awareness is a relevant factor in shaping green consumption behaviour.

Objective 2: To Identify the Green Consumption Pattern Among Youngsters.

The descriptive statistics of the green consumption behaviour items (Table 4.4) indicate that respondents exhibit a high

Table 4.3
Descriptive Statistics of Awareness of Green Consumerism (N = 80)

Awareness Items	N	Mean	Std. Deviation	Interpretation
Awareness on Green Consumerism	80	3.925	0.708	Moderate to high awareness
Awareness on Eco-Friendly Products	80	4.100	0.722	High awareness
Awareness on Eco-Friendly Brands	80	3.963	0.770	Moderate to high awareness
Awareness on Environmental Issues on Non-Eco-Friendly Brands	80	4.137	0.707	Highest awareness level
Awareness On Govt Initiatives to Promote Green Consumerism	80	3.750	0.703	Positive awareness

Source: Primary Data

Table 4.4
Descriptive Statistics of Green Consumption Behaviour (N = 80)

Behaviour Items	N	Mean	Std. Deviation	Interpretation
Self-efficacy in Green Purchasing	80	4.337	0.693	Very high level of green consumption behaviour
Social Influence / Subjective Norms	80	4.175	0.743	High level of green consumption behaviour
Environmental Advertising Responsiveness	80	4.238	0.750	High level of green consumption behaviour
Eco-label Awareness and Verification Behaviour	80	4.237	0.698	High level of green consumption behaviour
Personal Environmental Responsibility	80	4.013	0.788	Moderate to high level of green behaviour
Green Consumption for Social Image / Social Status Motivation	80	4.000	1.006	Positive behaviour with higher variation

Source: Primary Data

level of green consumption behaviour. The mean scores for the six behaviour items range from 4.000 to 4.337 on a five-point Likert scale, suggesting that respondents generally agree with statements reflecting environmentally responsible consumption practices. Among the items, Self-efficacy in Green Purchasing records the highest mean score. Environmental advertising responsiveness

(Mean = 4.337, SD = 0.693), indicating strong adoption of green consumption behaviour. This is followed by (Mean = 4.238, SD = 0.750) and Eco-label awareness and verification behaviour (Mean = 4.237, SD = 0.698), reflecting consistent engagement in green purchasing practices. The lowest mean score is observed for Green consumption for social Image / social status motivation

(Mean = 4.000, SD = 1.006). Although the mean still indicates a positive behavioural tendency, the relatively higher standard deviation suggests greater variability in respondents' behaviour for this item, implying differences in the extent to which youngsters consistently practice this aspect of green consumption. Overall, the findings reveal that youngsters demonstrate a strong inclination towards green consumption behaviour, thereby fulfilling Objective 2, which aims to identify the green consumption pattern among youngsters.

The descriptive statistics (Table 4.5) indicate that the mean score for the factors influencing green consumerism among youngsters is 4.08, suggesting a high level of influence of the selected factors. These factors include price of green products, availability and accessibility of green products, personal satisfaction derived from sustainable choices, trust in green claims and eco-labels, and concern towards the environment. The minimum and maximum values (3.00 and 5.00) show that respondents' perceptions range from

moderate to very high levels of influence. The standard deviation of 0.52 reflects a reasonable level of consistency in responses among the 80 respondents considered for the study.

Regression Analysis

H1: There exist a positive correlation between awareness of green consumerism and adoption of green consumption behaviour

R value is 0.305, indicating a low to moderate positive correlation between the independent variable (influencing factor 1) and the dependent variable (green consumption behavior) (Table 4.6). The R Square value is 0.093, which means that approximately 9.3 per cent of the variance in green consumption behavior can be explained by influencing factor 1. This suggests that while the factor has some predictive power, a large portion of the behavior is influenced by other variables not included in the model. The Adjusted R Square is 0.081, slightly lower than R Square, which adjusts for the number of predictors in the model and confirms that

Table 4.5
The Descriptive Statistics of the Factors Influencing Green Consumerism

Variable	N	Mean	Std. Deviation
Factors influencing Green Consumerism	80	4.08	0.52

Source: Primary Data

Table 4.6
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.305	0.093	0.081	0.56949

Source: Primary Data

the model explains a modest portion of the variance. The Standard Error of the Estimate is 0.56949, reflecting the average distance between the observed and predicted values of the dependent variable.

The F value is 7.991 with significance (Sig.) of 0.006, which is less than the conventional 0.05 level (Table 4.7). This indicates that the regression model is statistically significant, meaning the independent variable (influencing factor 1) reliably predicts green consumption behavior.

The results support H01, confirming that there is a positive relationship between awareness of green consumerism (or influencing factor 1) and the adoption of green consumption behavior, although the effect size is relatively modest. Practically, this suggests that while the factor contributes to green consumption, other variables should also be explored to fully understand consumer behavior in this context.

Regression Analysis

H2: There is a positive relationship between cost of green products and purchasing habit of such product among youngsters.

The regression analysis reveals a statistically significant relationship between the cost of green products and the purchasing habit of youngsters. The model summary (Table 4.8) indicates that the independent variable explains 9.3 per cent of the variation in purchasing behaviour ($R^2 = 0.093$). The ANOVA results confirm that the regression model is statistically significant ($F = 7.991$, $p = 0.006$) (Table 4.9). The coefficients table shows that the cost of green products has a significant positive influence on purchasing behaviour ($\beta = 0.305$, $p = 0.006$)(Table 4.10). This indicates that youngsters who perceive green products as costly are still willing to purchase them, possibly due to higher environmental awareness or perceived value. Hence, the revised Hypothesis 2 is accepted.

Correlation Analysis

H3: Peer pressure influence positively associated with green consumerism

The Pearson correlation analysis (Table 4.11)reveals a strong positive relationship between peer pressure and green consumerism among youngsters. The correlation coefficient ($r = 0.727$) indicates a high degree of positive

Table 4.7
ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	2.592	1	2.592	7.991	0.006
Residual	25.297	78	0.324		
Total	27.889	79			

Source: Primary Data

Table 4.8
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.305	.093	.081	.56949

Source: Primary Data

Table 4.9
ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	2.592	1	2.592	7.991	.006
Residual	25.297	78	.324		
Total	27.889	79			

Source: Primary Data

Table 4.10
Coefficients

Model	Predictor	B	Std. Error	Beta	Sig.
1	Cost of Green Products	0.251	0.089	0.305	0.006

Source: Primary Data

association, suggesting that as peer influence increases, the adoption of green consumption behaviour also increases. The relationship is statistically significant at the 1 per cent level ($p = 0.000$), confirming that the observed association is not due to chance. Therefore, the revised Hypothesis 3, which states that peer pressure is positively associated with green consumerism, is accepted.

The descriptive statistics (Table 4.12) indicate that the mean score of barriers towards green consumerism among youngsters is 3.96, suggesting a high level of perceived barriers to green consumerism among youngsters. This implies that respondents strongly perceive barriers such as limited availability of eco-friendly products, difficulty in

identifying green products, green washing, imperfect substitutes, limited options, habitual consumption behaviour, and lack of institutional support as significant obstacles to adopting green consumption behaviour. The standard deviation of 0.52 indicates moderate consistency in respondents' opinions. The analysis is based on 80 valid responses.

H4: Lack of knowledge, green washing and convenience negatively associated with green consumerism.

The correlation analysis (Table 4.13) reveals that lack of availability or convenience ($r = 0.223$, $p < 0.05$) and lack of knowledge about green consumerism ($r = 0.326$, $p < 0.01$) are significantly associated with green consumption behaviour among

Table 4.11
Correlation between Peer Pressure and Green Consumerism

Variables	Behavioural Mean	Peer Pressure (Behaviour 2)	N
Behavioural Mean	1	0.727	80
Peer Pressure	0.727	1	80

Source: Primary Data

Table 4.12
The Descriptive Statistics of the Barriers towards Green Consumerism

Variable	N	Mean	Std. Deviation
Barrier towards Green Consumerism	80	3.9609	0.52

Source: Primary Data

Table 4.13
Correlation Analysis

Barrier Variable	Pearson r with Behavioural_Mean	Sig.	Interpretation
Lack of availability / convenience	0.223	0.047	Weak but significant relationship
Green washing	0.027	0.814	Not significant
Lack of knowledge	0.326	0.003	Moderate and significant relationship

Source: Primary Data

youngsters. In contrast, green washing does not exhibit a significant relationship with green consumerism ($r = 0.027$, $p > 0.05$). The findings indicate that structural and informational barriers play a more prominent role in influencing green consumerism than trust-related concerns. Therefore, Hypothesis 4 is partially supported.

Findings & Suggestions

The study reveals that youngsters exhibit a moderate to high level of awareness and a strong inclination toward green consumerism, indicating a positive

shift toward sustainable consumption behaviour. Key determinants such as environmental awareness, peer influence, and personal responsibility significantly drive green purchasing decisions, while the perceived high cost of green products does not act as a major deterrent, reflecting a growing willingness among youth to prioritise environmental value. However, the presence of structural barriers, including limited availability, lack of knowledge, and convenience-related issues, highlights a persistent attitude–behaviour gap that restricts the widespread adoption of green products. These

findings underscore the need for targeted and practical interventions. Improving the accessibility and availability of eco-friendly products, implementing action-oriented awareness programmes, ensuring transparent and reliable eco-labelling, and leveraging peer influence through social marketing strategies are essential to strengthen green consumerism. Additionally, policy-level support through subsidies, educational integration, and institutional initiatives can further promote sustainable consumption practices among youngsters.

Conclusion

The study concludes that youngsters exhibit a moderate to high level of awareness and a strong inclination towards green consumption behaviour, indicating a positive attitude towards environmentally responsible consumption. The findings reveal that

awareness significantly influences the adoption of green consumption practices, supporting the view that informed youngsters are more likely to engage in eco-friendly purchasing. Factors such as self-efficacy, social influence, environmental advertising, and personal responsibility play an important role in shaping green consumer behaviour. Although the cost of green products is perceived as high, it does not discourage purchasing, suggesting that youngsters are willing to pay more for environmentally beneficial products. However, barriers such as lack of availability, convenience, and insufficient knowledge continue to hinder the widespread adoption of green consumerism. Overall, the study highlights the need for improved access to green products, effective awareness programmes, and supportive policies to strengthen green consumerism among youngsters and promote sustainable consumption practices.

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