



Article

# Factors Affecting Buying Decisions of Consumer towards Green Product: Special Reference to Youth

## Article History:

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**Abstract:** Customers, nowadays, know about the ecological issue they face and are prepared to effectively partake and assume a sense of ownership with the action the association and government take. Eco-friendly products are products that contribute to conserving resources like energy and water. Eco-friendly refers to anything that is not harmful to the environment. This means preventing air, land, and water pollution which harms natural ecosystems and wildlife. Many people are adopting eco-friendly habits to protect the environment in addition to their health and safety (Thomson, 2020). The terminology, eco-friendly, is used to explain services and activities that are beneficial for the environment. Planning and executing the behavioral changes and lifestyle of an individual along with environmentally friendly products manufactured can be defined as eco-friendly or ecological friendly activities (Jha et al, 2017). The effect of eco-friendly products is significantly less when compared to traditional products. This whole study explains above mentioned factors towards buying decision of the consumers that if they actually have any impact or not and with the analysis and findings we can conclude that all these factors have direct impact towards the decision making.

**Keywords-** Customers, products, Eco-friendly & environment

## INTRODUCTION

Eco-friendly products have a positive benefit, depending on how the companies do business activities and the actions were taken by the consumer after buying the product. The eco-friendly consumer's action is also important along with their consumption. Their lifestyle changes, resource consumption based on sustainability are also vital factors that protect the natural resources for the future along with present needs.

In any case, here and there, clients' absence of mindfulness or their demeanor, information, and insight regarding eco-accommodating items due to different socio, social, monetary, or individual

elements prompts low utilization of eco-accommodating items. Henceforth makers and advertisers of eco-accommodating items are standing up to issues like ignorance of clients with respect to well-disposed items and their utilities, their elements in purchasing conduct, weighty interest in item advancement, variety popular, and so on. Given the progressions in shoppers' purchasing behaviors because of ecological obligation, the organizations ought to focus on this section since it gives an upper hand from now on. Ambika (2020) uncovered in her proposition that eco-accommodating clients are naturally cognizant yet display controlled conduct with regards to buying because of an absence of mindfulness, insight, and trust. As indicated by Bhatia

and Jain (2013), purchasers have shown an uplifting outlook towards eco-accommodating items, simultaneously they are worried about accessibility and cost.

It is fundamental to use eco-obliging things in this period considering the biological debasement we see and feel today concerning alarming ordinary fiascos. The carbon impression we left behind is to be checked to avoid such a calamity. Therefore, using the base ordinary resource and defending with most outrageous capability without harming the climate is fundamental. Viability is the new mantra that places itself above green and ecofriendly things. Sensible progression is the critical need to save the meager resources for the gathering on the way and fulfill the requirements for the continuous age with least and capable utilization of inadequate resources. The ozone-hurt substance outpouring is too chopped down and consequently the force of pollution is moreover dealt with.

The eco-accommodating item carries sound life to people exclusively and public wellbeing is saved. It assists with diminishing contamination and pollution. Energy-saving and solid way of life out of utilizing harmless to the ecosystem items sets aside a great deal of cash. Eco-cordial items guarantee better happiness and fulfillment determined out of the thing we do to be eco-accommodating. It additionally guarantees a superior future for the age to come. Decrease of defilement and contamination The decrease of tainting and contamination is one of the upsides of utilizing harmless to the ecosystem items. Decrease in poisonousness in the creation of materials and appropriation process is a significant accomplishment for a green and reasonable climate.

## OBJECTIVES

- 1.To identify the impact of paying attention to eco-badges affects the buying intentions of purchasing decisions.
- 2.To identify the impact of supporting environmental

protection on green product purchase decision

3. To identify the impact of environment friendliness of companies on green products purchase decision.

4.To observe the impact of the social appeal on green product purchase.

## RESEARCH METHODOLOGY

The exploration philosophy is the association of strategies utilized from outlining the examination question to fostering the survey, framing a speculation, information assortment, investigation of information to theory testing, and synopsis. Research philosophy should be outlined and checked prior to continuing with the review.

Here, eco-accommodating clients' mindfulness about the green items viz. should be ecofriendly, creation process, bundling, eco-naming; their demeanor, and discernment towards green food and corrective items are arranged measures to know the client conduct and their interrelation which thus influence the buy choice successfully.

This is a descriptive study. A massive proportion of population after Pandemic concerned about environment and health so for checking the impact towards eco-friendly products this study is being made.

Research study area is Kanpur and sample size is 173. For this research primary and secondary data is used. Data is collected from the students of various institutions located in Kanpur. This is the cross-sectional study as the data is collected only at once which is completed in 2 months. Convenience sampling is used. Google Docs was used to create an online questionnaire and was sent to the respondents for the collection of data. The questionnaire is developed and structured based on prior research studies conducted, variables derived from the literature review, experts' opinions, and pilot study. The statistical package to analyze the data collected is SPSS (Statistical Package for the social sciences) statistical tool is ANOVA.

## DATA ANALYSIS

### Demographic profile of respondents

The segment profile of customers and points of interest about eco- items are inspected utilizing rate investigation. This talks about the Gender of the respondents Total number of respondents are 173 out of which 78 are male and 95 are female. Valid Percentage of male is 45.1 and female is 54.9.

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	78	44.6	45.1	45.1
	Female	95	54.4	54.9	100.0
	Total	173	100.0	100.0	

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Use				
	Frequency	Percent	Valid Percent	Cumulative Percent
yes	132	75.4	76.3	76.3
may be	41	24..6	23.7	100.0
Total	173	100.0	100.0	

132 respondents use eco-friendly products out of 173. 41 respondents are not sure about their answers as they may not be aware if they had used it or not. Responses are taken from the students of various institution located in Kanpur as this research is dedicated towards the youth so the age of the respondents is lie between 15-24year age group. Dedication about save the environment is ow visible after the pandemic so for this purpose questionnaire is being filled by the students who uses eco-friendly products.

**H01: Supporting environmental protection has an impact on buying decision towards green products.**

- Null Hypothesis: There is no significant relationship between Supporting environmental protection and buying decision.
- Alternative Hypothesis: There is a significant relationship between Supporting environmental protection and buying decision.

**H02: Environmental friendliness of companies has an impact on buying decision towards green products.**

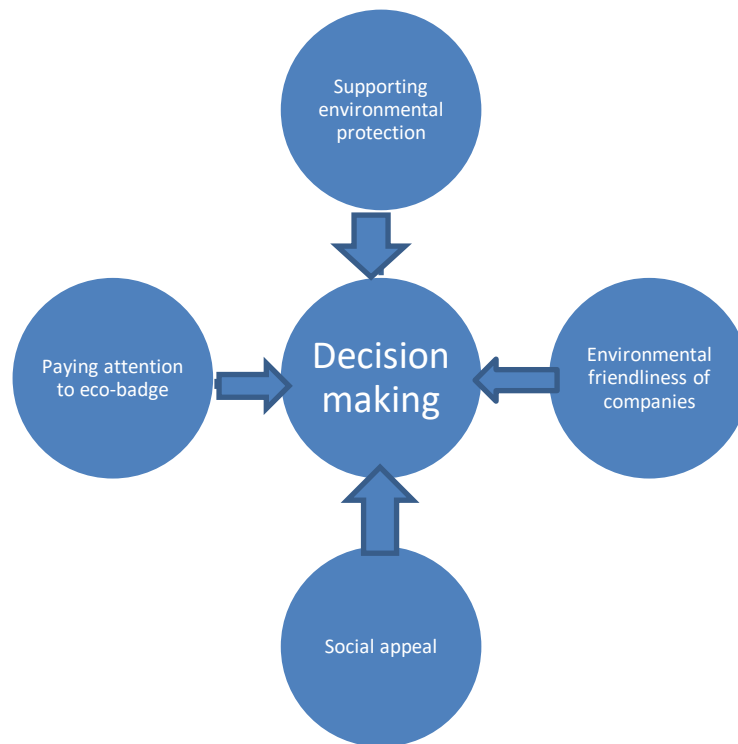
- Null Hypothesis: There is no significant relationship between Environmental friendliness of companies and buying decision.
- Alternative Hypothesis: There is a significant relationship between Environmental friendliness of companies and buying decision.

**H03: Social appeal has an impact on buying decision towards green products.**

- Null Hypothesis: There is no significant relationship between Social appeal and buying decision.
- Alternative Hypothesis: There is a significant relationship between Social appeal and buying decision.

**H04: Paying attention to eco-badge has an impact on buying decision towards green products.**

- Null Hypothesis: There is no significant relationship between Paying attention to eco-badge and buying decision.
- Alternative Hypothesis: There is a significant relationship between Paying attention to eco-badge and buying decision.



### Supporting Environmental Protection

- Positive inclination towards green item are bound to buy green items. This finding is reliable to those of (Follows and Jobber 2000).Who tried positive that customers who comprehend natural results of their utilization designs have earth dependable buy expectation (lee2009).
- Pilot study is done for checking the reliability. . This Study is checked on 30 respondents data.
- The Cronbach's alpha (.691) was checked in the first place which
- shows that the scale taken for estimating supporting ecological security is solid.

Case Processing Summary			
		N	%
Cases	Valid	30	100.0
	Excluded	0	.0
	Total	30	100.0
a. Listwise deletion based on all variables in the procedure.			
Reliability Statistics			
Cronbach's Alpha		N of Items	
.691		4	

### H01: Supporting environmental protection has an impact on buying decision towards green products.

- Null Hypothesis: There is no significant relationship between Supporting environmental protection and buying decision.
- Alternative Hypothesis: There is a significant relationship between Supporting environmental protection and buying decision.

### Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
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1	A4, A2, A1, A3	.	Enter
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a. Dependent Variable: mean decision making

b. All requested variables entered.

ANOVA						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	41.103	4	10.276	203623838127 61248.000	.000 <sup>b</sup>
	Residual	.000	168	.000		
	Total	41.103	172			
a. Dependent Variable: mean_ decision making						
b. Predictors: (Constant), A4, A2, A1, A4						

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.203E-015	.000		.000	1.000
	A1	.250	.000	.296	77487860.637	.000
	A2	.250	.000	.470	132479451.38 4	.000
	A3	.250	.000	.430	111691010.20 3	.000
	A4	.250	.000	.365	90956240.567	.000
a. Dependent Variable: mean decision making						

Since this variable is measured by the help of likert scale and 1 is assigned to strongly agree and 5 is for strongly disagree. The value of ANOVA is .00 which is less than .05 then we reject the null hypothesis and accept the alternative hypothesis.

Here we can say that there is a significant relationship between Supporting environmental protection and buying decision. Respondents gets affected by the environmental protection activities. A1 consist item related to activities that affect the consumers. A2 consist price charged on green products. A3 consist contents and ingredients of eco-product. A4 consist preference of green product over conventional product. These all construct the variable Supporting environmental protection.

### Environmental friendliness of companies

- Companies engaging in the eco-friendly manufacturing of products are considered and consumers prefer these companies over conventional manufacturing companies.
- Green product producers examine first that environmental issues knowledge is crucial basis for manufacturing any product so for the that it is important for companies that they produce environment friendly products. (Young, Hwong, McDonald&Oates2010P.28.29)
- Pilot study is done for checking the reliability. This Study is checked on 30 respondents data.
- Listwise deletion based on all variables in the procedure

Case Processing Summary			
		N	%
Cases	Valid	30	100.0
	Excluded	0	.0
	Total	30	100.0

The Cronbach's alpha (.789) was checked in the first place which shows that the scale taken for estimating environmental friendliness of companies is solid.

#### Reliability Statistics

Cronbach's Alpha	N of Items
.789	2

#### H02: Environmental friendliness of companies has an impact on buying decision towards green products.

- Null Hypothesis: There is no significant relationship between Environmental friendliness of companies and buying decision.
- Alternative Hypothesis: There is a significant relationship between Environmental friendliness of companies and buying decision.

Variables Entered/Removed			
Model	Variables Entered	Variables Removed	Method
1	B2, B1 <sup>b</sup>	.	Enter
a. Dependent Variable: mean decision making			
b. All requested variables entered.			

Model Summary					
Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate
1	.461 <sup>a</sup>	.213	.203		.43630
a. Predictors: (Constant), B2, B1					

ANOVA						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	8.742	2	4.371	22.963	.000 <sup>b</sup>
	Residual	32.361	170	.190		
	Total	41.103	172			
a. Dependent Variable: mean decision making						
b. Predictors: (Constant), B2, B1						

#### Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.318	.099		13.376	.000
	B1	.198	.047	.317	4.232	.000
	B2	.109	.036	.227	3.023	.003

a. Dependent Variable: mean decision making

Since this variable is measured by the help of likert scale and 1 is assigned to strongly agree and 5 is for strongly disagree. The value of ANOVA is .00 which is less than .05 then we reject the null hypothesis and accept the alternative hypothesis.

Here we can say that there is a significant relationship between Environmental friendliness of companies and buying decision. consumers decision gets affected by the influence that which companies use eco-manufacturing process. Consumers prefer those companies produce eco friendly product over conventional products.

- B1 refers to the preference of brand by the consumer which are less damaging the environment.
- B2 refers to the refusal of products from the companies which causes harm to the environment.

### Social appeal

- Society plays very important role in the decision making of the consumers. Impact of society change the decision making of the consumers.
- Individual who wish to be a piece of an innocuous to the biological system society and to make and stay aware of innocuous to the environment lifestyles will undoubtedly purchase green thing. [Lee (2009), Oliver& Lee (2010), and Ozaki & Sevostyanova (2011)].
- Pilot study is done for checking the reliability. This Study is checked on 30 respondents data.

#### Case Processing Summary

	N	%
Valid	30	100.0
Excluded	0	.0
Cases		
Total	30	100.0

The Cronbach's alpha (.844) was checked in the first place which shows that the scale taken for estimating social appeal is solid.

#### Reliability Statistics

Cronbach's Alpha	N of Items
.844	2

### H03: Social appeal has an impact on buying decision towards green products.

- Null Hypothesis: There is no significant relationship between Social appeal and buying decision.
- Alternative Hypothesis: There is a significant relationship between Social appeal and buying decision.

#### Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	C2, C1 <sup>b</sup>	.	Enter

a. Dependent Variable: mean decision making

b. All requested variables entered.

#### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.334 <sup>a</sup>	.112	.101	.46340

a. Predictors: (Constant), C2, C1

#### ANOVA

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	4.597	2	2.298	10.703	.000 <sup>b</sup>
Residual	36.507	170	.215		
Total	41.103	172			

a. Dependent Variable: mean\_decision making

b. Predictors: (Constant), C2, C1

#### Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.444	.115		12.520	.000



C1	.080	.046	.133	1.735	.085
C2	.152	.044	.267	3.497	.001

a. Dependent Variable: mean decision making

Since this variable is measured by the help of likert scale and 1 is assigned to strongly agree and 5 is for strongly disagree. The value of ANOVA is .00 which is less than .05 then we reject the null hypothesis and accept the alternative hypothesis.

Here we can say that there is a significant relationship between Social appeal and buying decision. consumers decision gets affected by the influence of the society.

Society's perception is made up of people living there and also some standards has been set to measure certain standards of people. Social Appeal in decision making huge impact in decision making.

- C1 refers to perception of others that they will think using eco-product is outdated.
- C2 refers to if by talking upon the issues related to environment makes an individual more attractive.

#### Paying attention to eco-badges

- The purchaser additionally needs to believe the marks and the data gave is valid {Thogersen,2000}.
- This component has likewise been brought up in another exploration that it is vital that data given is valid, when the client involves it as a scale (Leire&Thidell,2004).
- Pilot study is done for checking the reliability. This Study is checked on 30 respondents data.

#### Case Processing Summary

	N	%
Valid	30	100.0
Excluded	0	.0
Cases		
Total	30	100.0

The Cronbach's alpha (.571) was checked in the first place which shows that the scale taken for estimating eco-badge is solid.

#### Reliability Statistics

Cronbach's Alpha	N of Items
.571	4

#### H04: Paying attention to eco-badge has an impact on buying decision towards green products.

- Null Hypothesis: There is no significant relationship between Paying attention to eco-badge and buying decision.
- Alternative Hypothesis: There is a significant relationship between Paying attention to eco-badge and buying decision.

#### Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	D4, D1, D3, D2 <sup>a</sup>	.	Enter

a. Dependent Variable: mean decision making

b. All requested variables entered.

#### Model Summary



Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.498 <sup>a</sup>	.248	.230	.42892

a. Predictors: (Constant), D4, D1, D3, D2

#### ANOVA

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	10.196	4	2.549	13.855	.000 <sup>b</sup>
	Residual	30.908	168	.184		
	Total	41.103	172			

a. Dependent Variable: mean decision making

b. Predictors: (Constant), D4, D1, D3, D2

#### Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.077	.134		8.022	.000
	D1	.007	.037	.014	.203	.840
	D2	.123	.041	.210	2.999	.003
	D3	.098	.033	.210	3.020	.003
	D4	.186	.046	.291	3.992	.000

a. Dependent Variable: mean\_decision making

Since this variable is measured by the help of likert scale and 1 is assigned to strongly agree and 5 is for strongly disagree. The value of ANOVA is .00 which is less than .05 then we reject the null hypothesis and accept the alternative hypothesis.

Here we can say that there is a significant relationship between Eco-badge and buying decision. consumers decision gets affected by the badging on the products if it is related to the environment. Paying attention towards eco-badges comes from knowledge and motivation of the consumer towards environment.

D1 refers to know that difference of conventional product and eco-friendly product.

D2 refers to consequences towards buying product.

D3 refers to information given upon environmental product is sufficient or not.

D4 refers to motivational factor of buying eco-friendly product.

#### FINDINGS

1.The result is derived from the data of 173 respondents of which 78 are males and 95 are females.

2. Out of 173 respondents 132 uses eco-friendly products and 41 are not sure that if they use it or not.

3.More than 75% respondents uses eco-friendly product.

4.The first variable **Supporting Environmental Protection** is reliable and provide that it is significant factor of influencing the decision of the consumer towards their buying behavior. And find that this variable has impacted on purchasing decision.

5. The second variable **Environmental friendliness of companies** is reliable and provide that it is

significant factor of influencing the decision of the consumer towards their buying behavior. And find that this variable has impacted on purchasing decision.

6. The third variable **Social Appeal** is reliable and provide that it is significant factor of influencing the decision of the consumer towards their buying behavior. And find that this variable has impacted on purchasing decision.

7. The fourth variable **Paying attention to eco-badges** is reliable and provide that it is significant factor of influencing the decision of the consumer towards their buying behavior. And find that this variable has impacted on purchasing decision.

## CONCLUSION

Major ecological issues and exhaustion of normal assets constrained human civilization to zero in on naturally mindful utilization. An ever increasing number of associations are delivering harmless to the ecosystem items today and shoppers are additionally showing expanded readiness to buy such item. In this piece of the proposal, we examine and decipher the importance of our review results.

### Influencing Factor:

Supporting environmental activities plays a huge role in the decision making of the consumers, activities which are eco-friendly are also liked and preferred by consumers. Environment friendliness of companies is also a significant factor which affects the decision of consumers to buy eco-friendly items. Companies which are engaged in eco-manufacturing are preferred by many consumers than those companies which are engaged in normal manufacturing. Social appeal contributes a lot in the process of decision making of the consumer in buying green products this becomes a social status for some of them and some thinks it as a moral responsibility toward environment protection and sustainability. Paying attention toward eco badges is crucial factor for buying eco-product and many of the consumers have knowledge and they are aware about the benefits of green products over conventional product.

This whole study explain above mentioned factors towards buying decision of the consumers that if they actually have any impact or not and with the analysis and findings we can conclude that all these factors have direct impact towards the decision making.

### Managerial Implications

The exploration observing will assist the associations with distinguishing the critical variables prompting greater agreeableness of the green products in the Indian market, all the more explicitly in Kanpur and the regions taken inside the state. It will additionally assist every one of the concerned people with distinguishing the variables which go about as obstructions to green items' prevalence and make restorative moves to conquer these obstructions.

### Future Research Scope

The current review is completed on the purchasing conduct of shoppers towards ecofriendly items in Kanpur among adolescents. So in different locale, the review can be led. A relative report on customer conduct towards eco-accommodating items between metropolitan also, country regions in Kanpur might be concentrated in future examination work.. The information, assumption, and buy goal of ladies towards eco-accommodating items in Kanpur might be widely inspected as future exploration work. The effect of promotions and superstar supports on the

purchasing conduct of purchasers towards eco-accommodating items in Kanpur might be explored as a different report in what's to come. Impact of mental, individual, and moral qualities on socioeconomics which thusly influence the purchasing conduct might be concentrated as a future work.

## LIMITATIONS

This is overall study of all eco product rather than on one aspect so this can be done more specific and in-depth research of single item. This choice was done because of restricted assets; it will be gainful to stretch out this review to other items as well. The review was conveyed in Kanpur which can not address the attributes of entire purchaser market. Our example size is tiny as we have wanted to have 100-200 respondents, in correlation with the entire Youth populace of city. Alongside this, our technique for information assortment is accommodation examining which can't bring about a delegate inspecting, so it is very difficult to sum up our outcomes to the entire buyer market. During information investigation we dealt with a few issues.

At last, we have restricted this exploration to assess simply four variables because of time limitations and we propose to incorporate different factors too for instance; age, training, pay, absence of time, culpability for the climate, propensities, standards, values, bundling, and brand name.

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