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Article

Consumer Willingness to Adopt Ai-Enabled Green Products: An Empirical Study

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Abstract: As people around the world become increasingly aware of sustainability, companies are using eco-friendly marketing methods to appeal to environmentally conscious buyers. The rise and introduction of artificial intelligence into the production and marketing of AI enabled products has created ways to encourage and promote sustainable consumption. The present research aims to examine how AI-enabled green products affect building customer trust and satisfaction, which in turn shape their intention to choose green products. Therefore, with the growing environmental problems, sustainable "AI-enabled green products have become an important choice to guide and change consumer behavior toward consuming eco-friendly and responsible products." The study encourages organizations by providing them with useful strategies for marketers on how to use AI effectively to promote eco-friendly values, helping create a marketplace that is more sustainable and environmentally aware." By using-AI tools like-chatbots, predictive analytics, and recommendation engines, companies are able to gain deeper insights into customer choices, identify eco-friendly consumer groups, and share personalized sustainability messages that connect more effectively. 238 respondents were surveyed to explore the factors that determine consumer willingness to adopt AI-enabled green products and the impact of the adoption of AI-enabled green products on the environment. The study concludes that there is a significant impact of the adoption of AI-enabled green products on the environment.

Keywords: Eco-friendly marketing, Artificial Intelligence, Sustainable consumption, Useful strategies, Predictive analytics.

INTRODUCTION

With the increase of environmental awareness all across the world, many organizations are now focusing towards sustainable production practices and green consumerism, leading to a match of the growing demand for eco-friendly products. As more and more consumers of the market are ready to follow sustainable habits in their everyday life, AI-enabled green products show a clear change in consumer behaviors. Therefore, companies and organizations focus more on the increasing damage to nature, the climate emergency, rising global warming, and the overuse of natural resources. Integration of Artificial Intelligence has grown rapidly and plays a major role in solving the above diverse challenges. Such approaches by companies have the potential to transform industries, influence policies, and shape practices that need to create a more sustainable future. The usage of Artificial Intelligence and its AI-driven solutions on the production process tends to address environmental

challenges and supporting ecosystem conservation. According to Jose et.al. (2020), AI-driven solutions play a key role towards tracking the efficient management of resources, thereby reducing the effects of climate change, which results in ensuring that resources across different sectors and industries are efficiently managed. Studies also suggest that AI can encourage eco- friendly buying habits by using data-driven approaches to build trust and provide personalized suggestions, ultimately strengthening customer loyalty toward green products. Resindra et.al. (2025) mentioned that delivering personalized, timely information and encouraging sustainable, energy-saving practices, "Artificial Intelligence enabled green products can greatly enhance consumer awareness of eco-friendly products." Research highlights a clear connection between environmental changes and human actions. This means that improving the environment first requires changes in individual behavior. Online green financial products across different online platforms have steadily emerged as environmental challenges have become more severe and sustainable development has gained importance, and are increasingly drawing interest from both policymakers and researchers. Many online applications and websites are working together to spread awareness about environmental concerns, yet only a limited number are created solely for this adoption. This study is going to add to our understanding of consumer behavior toward green financial products by integrating self-determination theory, perceived customer value, and the technology acceptance model. Provides deeper insights into the key factors that shape consumers' willingness to adopt green financial products, thereby strengthening the existing body of research on this topic. Through this research work, we will also discuss how the growth of e-commerce, along with the rising demand for eco-friendly products, brings several implications for marketers. To adapt, such changing environment, online businesses are focusing on two key priorities, which are: understanding customer engagement and leveraging Artificial Intelligence to make the shopping experience more personalized. This involves promoting the idea of eco-conscious consumers by supporting and encouraging the use of sustainable products. Alkudah & Almomani. (2024), acknowledged that, moreover, by integrating these concepts, AI helps create a customer-focused e-commerce experience which is emotionally engaging and works to build trust in both the brand and its products. Various online platform sellers are ensuring that their supply chains are tended to managed responsibly, their deliveries of products are environmentally friendly, and also their packaging is sustainable. Thus, in addition, AI-driven services and personalized recommendations of products can provide eco-conscious customers with valuable insights.

LITERATURE REVIEW

According to Dixit & Singh. (2025), sustainability and eco-friendly consumer habits are becoming highly significant, leading businesses to adopt Artificial Intelligence tools and technologies for personalized recommendations to influence customer purchasing decisions. The fast advancement taking place in AI technologies, therefore, makes it possible to address environmental challenges while also improving convenience and user experience. However, despite the benefits of integrating AI into consumer products, certain obstacles still remain that limit its ability to fully promote AI-enabled green products and sustainable living. Shubham. (2025), mentioned that Artificial Intelligence is playing a considerable role in shaping the lifestyles of younger consumers, thereby affecting their decisions and habits in many areas of life. Integration of AI-enabled green products has changed the way by providing personalized experiences and suggestions, as well as encouraged sustainable practices by offering customized recommendations for eco-friendly goods and services. Because of the rising environmental awareness, consumers in the market are embracing AI-powered green products. Nguyen et.al. (2025), stated AI-enabled green products are further enhanced by AI, through improved resource efficiency, reduced waste, and tailored guidance for eco- friendly living, which strengthens consumer satisfaction and loyalty. Artificial Intelligence is a very powerful tool towards sustainability, which carries both the benefits and drawbacks for the environment. AI-driven solutions and their products to forecast and reduce the effects of environmental damage leads to create innovative tools and technologies to fight climate change. During the year 2024, Artificial Intelligence is going to be no longer just a science fiction cure-all for the planet and environment. AI has become a reality in today's scenario, with more and more companies adopting AI technologies to monitor, minimize, and optimize resource use while driving meaningful ecological improvements. Therefore, the traditional process of manufacturing practices tends to "produce cheaply, maximize the output, and sell for profit"-often resulting towards the overuse of resources and labor exploitation. However, AI and other digital technologies offers the best possible way towards the creation of innovative product and service models which remain profitable while being fundamentally transformative. For example, the beverage companies, by leveraging AI tools and technologies, IoT, and real-time fleet management, have managed to cut emissions from refrigeration, glass, and water transportation by developing innovative dispensing methods for both hospitality and household use. White et.al. (2019) mentioned consumers of the market are increasingly becoming more mindful of environmental issues and tend to choose products from such brands which demonstrate strong commitments to sustainability.

Manufacturers of the products hold the major responsibility for improving the recyclability of their products and for raising greater consumer awareness. Dhanabalan & Sathish. (2018) mentioned that, in this era of Industry 4.0, the majority of organizations as well as firms in India have adopted AI technologies and automation to boost their efficiency, lower their overall expenses, and enhance overall productivity. HUL (Hindustan Unilever Limited) is one of the fastest and prominent consumer goods (FMCG) companies that produces a wide range of items, including personal care, home care, and food. To simplify the supply chain operations, handle the order processing, and manage inventory, HUL uses Robotic Process Automation (RPA). The company leverages AI algorithms to precisely forecast consumer demand, and these AI-powered demand prediction helps maintain ideal inventory levels. Integration of such technologies has minimized manual mistakes as well as enhanced the efficiency and responsiveness of the supply chain. The company integrates AI-driven algorithms to forecast consumer willingness towards consumption of their produced goods with precision. Mogaji & Jain. (2024) stated that Generative AI, or Gen AI, is reshaping their shopping experiences, and the majority of consumers in the market are expressing their interest in its integration into their buying journey. The demand for quick commerce platforms is rapidly growing, while consumers in certain regions are showing a greater readiness to pay for the fastest delivery and convenience. For instance, the share of people willing to spend extra for faster delivery jumped from 41% in 2023 to 70% in 2024, reflecting a strong shift toward instant access to products. AI-driven influencers of the market, like digital avatars built with AI tools, are gaining traction, with about approximately one in four consumers trusting their suggestions and buying products based on them. At the same time, social media influencers are also becoming more influential, with nearly 75% of Gen Z kids discovering new products through them in the year 2024- up sharply from 45% in 2023. Social media platforms like Instagram and TikTok are transforming the retail sector, with more than half of consumers now finding new products through them-up from 35% in November 2022. Zolfagharian & Yazdanparast. (2019), asserted that numerous studies also revealed that 50-60% of consumers sometimes turn to social media for customer service, showing an increasing dependence on such platforms for problem-solving and support. AI algorithms are used in the drug discovery and development process by Sun Pharma, and they help them to speed up the research process. AI tools and technologies helps the company to accelerate the creation of new medicines, which ultimately leads to save lives. Automation optimizes production lines, ensuring uniform quality of medicines while minimizing human errors and preserving product standards to encourage consumers' willingness. “Raymond is a well- known textile and clothing manufacturer that uses CAD systems to design fabrics and garments.” While CAD accelerates the fabric design cycles, automation in textile manufacturing ensures the accuracy and uniformity of manufactured goods.

Improves the overall quality of the product and also minimizes defects. Raymond engages consumers of the market by leveraging AI to deliver more customized and seamless experiences, using “AI-driven sales tools that help retailers provide personalized product suggestions and manage inventory more efficiently.” AI-powered in-store analytics give valuable insights into consumers' behavior, helping improve store layouts and product placement. Raymond also uses AI for more precise marketing campaigns and applies AI-driven manufacturing to develop innovative, virus-resistant fabrics, boosting product attractiveness and keeping pace with consumer preferences. Artificial Intelligence is also transforming the manufacturing sector in multiple ways. Agarwal et.al. (2023) mentioned Industry 4.0 encourages the use of advanced technologies in production to enhance scalability, flexibility, agility, and efficiency while minimizing additional resource usage. It enables many manufacturers to be more innovative, adaptive, and creative in the design of new products. AI also tends to shorten the development cycle, helping companies to launch products in a faster way. Cognizant is a global company with more than 25 years of expertise. This organization is also one of the leading AI-driven manufacturing development firms, supporting enterprises in reshaping their business models and reinventing processes through advanced technologies. Cognizant breaks down innovation barriers by combining manufacturing operations with AI and ML technologies. Encourages the adoption of IoT (Internet of Things) and generative AI to enable automation, real-time data analysis, and other advanced capabilities. Gomaa. (2024), mentioned “The company supports enterprises in creating smart factories, shifting conventional methods of manufacturing towards more agile and future-ready approaches.” Assists the clients in enhancing sustainability while placing strong emphasis on eco-friendly practices. According to Ahmed et.al. (2025), consumers with higher emotional intelligence tend to respond more positively to AI, in promoting green products, indicating that AI can help build an emotional connection to sustainability goals. Just like in other fields, the perceived benefits of AI-powered features in green products play a major role towards encouraging their adoption. Sinha et.al. (2025) mentioned that AI chatbots can provide consumers of the market with reminders about eco-friendly options, encourage energy-saving habits, and inform consumers about environmental impacts, thereby motivating environmentally responsible actions. Although AI can shape buying decisions, emotional intelligence also has an impact, and the degree of influence may differ, emphasizing the importance of tailored AI strategies. “AI delivers a strong,

customized, and data-driven method for AI-enabled green products amongst consumers, giving businesses an edge by aligning with consumers' sustainability aspirations." The availability of information on digital platforms and social media has heightened-environmental awareness amongst them, enabling consumers to make more informed and mindful decisions.

Despite numerous advantages, there still lies a major challenge in turning environmental concern into consistent eco-friendly buying habits, commonly known as the "attitude-behavior gap." While many consumers worry about the environment, they often don't act on them because of factors such as higher prices, limited access to green options, or doubts about the credibility of sustainability claims. According to Keke. (2025), Artificial Intelligence can play an important role in narrowing the above-mentioned gap; by tailoring sustainable marketing messages, improving AI-enabled product transparency, and offering real-time information about products, which guides eco-friendly choices.

OBJECTIVE

1. To explore the factors that determine consumer willingness to adopt AI-enabled green products.
2. To know the impact of the adoption of AI-enabled green products on environment

METHODOLOGY

238 respondents were surveyed to explore the factors that determine consumer willingness to adopt AI-enabled green products and the impact of the adoption of AI-enabled green products on environment. Data collection and analysis are done through "Random sampling method" and "Exploratory Factor Analysis" following "Multiple Regression Analysis".

FINDINGS

In the study survey male are 61.8% and rest 38.2% are female. 32.8% are below 32 years of age, 38.2% are between 32 to 42 years, and the remaining 30.0% are above 42 years. 22.3% are students, 20.2% are housemakers, 16.8% are self-employed, 21.4% are in the service sector, and the remaining 19.3% are in business.

"Table 1 General Details of Respondents"

"Variables"	**"Respondents"**	**"Percentage"**
Gender		
Male	147	61.8
Female	91	38.2
Total	**238**	**100**
Age		
Below 32	78	32.8
32-42	91	38.2
Above 42	69	30.0
Total	**238**	**100**
Occupation		
Students	53	22.3
Housemaker	48	20.2
Self employed	40	16.8
Service	51	21.4
Business	46	19.3
Total	**238**	**100**

"Exploratory Factor Analysis"

"Table 2 KMO and Bartlett's Test"

"Kaiser-Meyer-Olkin Measure of Sampling Adequacy"		.847
"Bartlett's Test of Sphericity"	"Approx. Chi-Square"	4584.548
	"df"	120
	"Sig."	.000

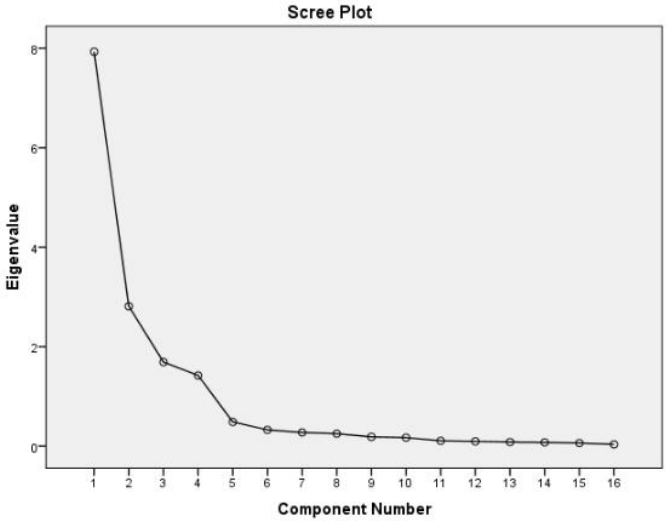
KMO value is 0.847, and the "Bartlett's Test of Sphericity" is significant.

"Table 3 Total Variance Explained"

"Component"	**"Initial Eigen values"**			**"Rotation Sums of Squared Loadings"**		
	"Total"	**"% of Variance"**	**"Cumulative %"**	**"Total"**	**"% of Variance"**	**"Cumulative %"**
1	7.930	49.562	49.562	3.558	22.239	22.239
2	2.813	17.580	67.142	3.543	22.147	44.386

3	1.690	10.561	77.703	3.412	21.326	65.712
4	1.421	8.883	86.586	3.340	20.874	86.586
5	.486	3.037	89.623			
6	.326	2.039	91.662			
7	.274	1.715	93.377			
8	.251	1.566	94.943			
9	.186	1.160	96.103			
10	.170	1.063	97.166			
11	.107	.668	97.834			
12	.095	.596	98.429			
13	.081	.507	98.936			
14	.075	.469	99.405			
15	.061	.383	99.789			
16	.034	.211	100.000			

In a “principal component analysis”, 16 variables were grouped into 4 factors with 22.239%, 22.147%, 21.326%, and 20.874% variance, respectively, and the total variance is 86.586%.



The graph above shows the Eigenvalues derived from the "Total Variance Explained" table, indicating an elbow point at 4 components.

“Table 4 Rotated Component Matrix”

“S. No. ”	**“Statements”**	**“Factor Loading ”**	**“Factor Reliability ”**
	Environmental Concern		.957
1	Consumers are willing to adopt for AI-enabled green products due to growing environmental problems	.911	
2	Increase in environment awareness all across the worldwide	.877	
3	Consumers are increasingly becoming more mindful of environmental issues	.866	
4	Consumer’s belief that AI-enabled green products reduce carbon footprint	.850	
	Perceived Usefulness & Performance		.956
5	Consumers belief that AI reduces the effects of climate change	.885	
6	Green products improve the resource efficiency	.878	
7	AI system tailor guidance for eco-friendly living	.873	
8	Consumers expect AI enabled green product to deliver real, measurable green benefits	.852	
	Trust in AI		.940
9	AI-enabled green products build customer trust and satisfaction	.867	
10	Consumer trust AI to provide timely information	.865	
11	Consumers rely on AI to encourage sustainability	.858	
12	Promote energy-saving practices	.837	

	Social influence		.929
13	Social media influencer promotes green products	.917	
14	Eco-conscious people around encourage green product adoption	.908	
15	Green product adoption is influenced by friends and family recommendations	.900	
16	Interaction on social media platforms affects green product adoption	.765	

Factor "Environmental Concern" includes the variables like consumers are willing to adopt for AI-enabled green products due to growing environmental problems, an increase in environment awareness all across the world, Consumers are increasingly becoming more mindful of environmental issues, and consumers' belief that AI-enabled green products reduce carbon footprint. Factor "Perceived Usefulness & Performance" consists of variables such as Consumers' belief that AI reduces the effects of climate change, green products improve resource efficiency, AI system tailor guidance for eco-friendly living, and Consumers expect AI enabled green product to deliver real, measurable green benefits. Factor "Trust in AI" includes the variables like AI-enabled green products build customer trust and satisfaction, Consumer trust AI to provide timely information, Consumer relies on AI to encourage sustainability and Promote energy-saving practices. Factor "Social influence" includes the variables like a social media influencer promotes green products, Eco-conscious people around encourage green product adoption, green product adoption is influenced by friends and family recommendations, and Interaction on social media platforms affects green product adoption.

"Table 5 Reliability Statistics"

"Cronbach's Alpha"	"N of Items"
.930	16

The overall reliability is 0.930 for the 4 constructs comprising sixteen items.

"Table 6 Model Summary"

"Model"	"R"	"R Square"	"Adjusted R Square"	"Std. Error of the Estimate"
1	.781[a]	.610	.603	.67354
Predictors: (Constant), Environmental Concern, Perceived Usefulness & Performance, Trust in AI, and social influence				

The adjusted R-squared value is 0.603 with approximately 61% of the variation.

"Table 7 ANOVA"

"Model"		"Sum of Squares"	"df"	"Mean Square"	"F"	"Sig."
1	"Regression"	165.193	4	41.298	91.034	.000[b]
	Residual	105.702	233	.454		
	Total	270.895	237			
a. Dependent Variable: Overall impact of adoption of AI enabled green products on environment						
b. Predictors: (Constant), Environmental Concern, Perceived Usefulness & Performance, Trust in AI, and social influence						

Value under the significant column indicates a significant relationship between the adoption of AI enabled green products and the environment.

"Table 8 Coefficients"

"Model"	"Un standardized Coefficients"		"Standardized Coefficients"	"t"	"Sig."
	"B"	"Std. Error"	"Beta"		
(Constant)	3.979	.044		91.138	.000
Environmental Concern	.158	.044	.148	3.606	.000
Perceived Usefulness & Performance	.140	.044	.131	3.203	.002
Trust in AI	.345	.044	.323	7.895	.000
Social influence	.730	.044	.683	16.69	.000

				0	
DV: Overall impact of adoption of AI enabled green products on environment					

The table above shows that all the factors, Environmental Concern, Perceived Usefulness & Performance, Trust in AI, and social influence, show a significant impact of the adoption of AI enabled green products. Highest impact is shown by social influence with a beta value .683, followed by Trust in AI (.323), Environmental Concern (.148), and Perceived Usefulness & Performance (.131).

CONCLUSION

The integration of "AI tools and technologies, machine learning, and several smart devices is set to transform sustainable consumption by building connected, real-time systems which track and optimize environmental impact." Although Artificial Intelligence (AI) tends to offer great potential towards driving sustainable development, it also raises various challenges and ethical issues which businesses need to tackle in order to preserve consumers trust and ensure transparency. AI-driven personalization depends largely on consumers' data, such as browsing patterns, purchase records, and social media interactions. However, usage of such data brings up concerns around privacy and informed consent, especially when sensitive environmental values and behaviors are being examined. As artificial intelligence (AI) advances further, its influence on driving sustainable consumer engagement is likely to become even stronger. By leveraging AI tools and technologies responsibly, companies can, though, build a positive cycle where consumers are encouraged to choose eco-friendly products, goods, and services, paving the way for a more sustainable and environmentally conscious future.

The study aims to explore the factors that determine consumer willingness to adopt AI-enabled green products and the impact of adoption of AI-enabled green products on the environment and found that Environmental Concern, Perceived Usefulness & Performance, Trust in AI, and social influence are the factor that determines consumer willingness to adopt AI-enabled green products. The study concludes that there is a significant impact of the adoption of AI enabled green products on environment.

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