



# Role of Consumer's Attitudes towards the Sustainable Products in India

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## Abstract

**Purpose-** In recent years, the global landscape of consumerism and production has undergone a remarkable shift towards sustainability. As environmental concerns become increasingly central to public discourse, the concept of "sustainable products" has gained prominence as a crucial avenue for addressing the pressing challenges posed by climate change, resource depletion, and pollution. In light of growing environmental concerns and the pivotal role of consumer behavior in sustainability, this study aims to provide an in-depth analysis of consumer attitudes toward sustainable products in India.

**Design/methodology/approach** – The study used both secondary and primary data. The primary data was collected from 400 customers through the online survey from Delhi and NCR. Out of the 400 questionnaires, 389 were found fit and analysed.

**Findings** – The study revealed that a majority of consumers in India are increasingly mindful of the environmental impact of their purchases. However, factors such as price and availability significantly influence their final buying decisions. As a result of consumers' positive attitudes toward green products, businesses that sell green products will undoubtedly have a competitive advantage over their rivals.

**Practical implications** – The findings have critical implications for businesses, policy-makers, and educators in understanding the driving factors behind sustainable purchasing behavior and designing interventions accordingly.

**Originality/value** – This research makes sense regarding the consumer behaviour towards the sustainable products. Unlike previous studies that have primarily focused on Western contexts, this study brings valuable insights into the emerging trends of consumer attitudes toward sustainable products in India.

**Keywords** Consumer attitude, Sustainable product, India environmental impact

**Paper type** Research paper

## Introduction

Sustainability has become more than just a buzzword; it is now a critical aspect of contemporary consumerism. As environmental degradation, climate change, and resource depletion continue to pose challenges, the focus has shifted to sustainable products that mitigate these issues. In the context of the environment, sustainability refers

to the ability to maintain the balance of the natural resources and ecosystems, so that they can continue to provide benefits for future generations. (**Brundtland, 1983**). There are some examples of sustainable products like reusable water bottles, recycled paper, notebooks, and cardboard boxes are more sustainable alternatives to disposable plastic bottles, which contribute to plastic waste and pollution. These sustainable products help to conserve natural resources and reduce waste.

In recent years, the global landscape of consumerism and production has undergone a remarkable shift towards sustainability. As environmental concerns become increasingly central to public discourse, the concept of "sustainable products" has gained prominence as a crucial avenue for addressing the pressing challenges posed by climate change, resource depletion, and pollution. These products are designed, manufactured, and used in ways that minimize their negative impact on the environment, while also considering social and economic dimensions of sustainability. The drive towards sustainable products not only reflects a growing awareness of our planet's limited resources but also signifies a collective commitment to ensuring a more harmonious coexistence between human activities and the natural world. Sustainable products are those that are designed, manufactured, and used in a way that minimizes their environmental impact and conserves natural resources. There are some examples of sustainable products like reusable water bottles, recycled paper, notebooks, and cardboard boxes are more sustainable alternatives to disposable plastic bottles, which contribute to plastic waste and pollution. These sustainable products help to conserve natural resources and reduce waste.

The intersection of marketing and sustainability has become an increasingly relevant and crucial area of research as businesses grapple with the need to address environmental and societal concerns while engaging consumers effectively. The concept of sustainable marketing revolves around integrating environmental and social considerations into the marketing strategies and practices of organizations, with the aim of fostering positive consumer attitudes and behaviors towards environmentally and socially responsible products and services. Sustainability involves taking into account the economic, social, and environmental impacts of actions and making choices that balance the needs of the present with those of the future. This requires considering the long-term consequences of decisions and ensuring that resources are used in a way that preserves their ability to provide benefits in the future. Sustainable and green marketing research studies focus on understanding consumer attitudes and behaviors towards environmentally-friendly products and services.



It can be observed from the above word count figure that marketing is shifting towards sustainable marketing. Sustainable products are those that are designed, manufactured, and used in a way that minimizes their environmental impact and conserves natural resources. There are some examples of sustainable products like reusable water bottles, recycled paper, notebooks, and cardboard boxes are more sustainable alternatives to disposable plastic bottles, which contribute to plastic waste and pollution. These sustainable products help to conserve natural resources and reduce waste. Therefore, the objective of the study will assess the customer's attitude towards the sustainable products. The paper is organized into several sections, starting with a review of the literature, followed by the methodology, results, discussion, and finally the conclusion and recommendations.

There is a remarkable shift in recent years, the global landscape of consumerism towards sustainable products and services, and production has undergone a remarkable shift towards sustainability. The extensive literature available on the relationship between various factors interplaying in the process of purchasing environmentally sustainable products. According to **Bhatia, (2008)** consumer attitudes and behaviours towards green products and the factors that influence those attitudes. Similarly, **Ghosh, (2010)** examines the consumer perceptions and preferences for green products and services, and found the consumer preference impacts the perceptions on purchasing behavior. In connection to green marketing, **Saxena, (2010)** researches sustainable consumption, and sustainable development in developed nations. Again, this research was noticeably absent when it came to growing economies like India. This study was a start towards closing this gap. The study's findings showed that consumers have a strong concern for environmental preservation and are willing to purchase products that are green in nature. As a result of consumers' positive attitudes toward green products, businesses that sell green products will undoubtedly have a competitive advantage over their rivals. The study's conclusions backed up the authors' assertion that using green marketing as a tool for sustainable growth is unquestionably possible. Companies could target green segments by creating integrated marketing communications and emphasising their product's competitive advantages to ensure sustainable development.

On the other hand, **Sarkar (2012)** discussed the potential and challenges those firms with regard to green marketing face as well as the present market scenario in India. Why businesses are implementing it and the prospects for green marketing led to the conclusion that these trends will continue to expand in popularity. The study came to the conclusion that by broadening and deepening the definition of "green," pertinent entities will have a financial incentive to explore the creation of green products. Utilizing market dynamics that support the creation of green products will increase the uptake of green products. **(Cherian, 2012)** This study defined the term "green marketing" and examined several consumer characteristics associated with it. The conceptual model and literature review indicated that most consumers still lack 'green' awareness. Organizations continue to make little effort to create more environmentally friendly products or to create environmentally friendly packaging. Businesses are attempting to repackage their products into a more environmentally friendly product in an effort to get an advantage in the green market industry.

**(Gokarn, 2013)** The study investigated problems associated with green marketing and suggested the required solutions. Also it described the recent trends in green marketing, and how green marketing can be a means for sustainable development. The study identified two challenges - Green Marketing Myopia and Greenwashing. The study concluded that the key to green marketing is credibility. Sustainable development is the need of time and green marketing can fulfill this need and can become means for sustainable development as green marketing incorporates people, profit and planet all together. **(A Khare, 2013)** In recent years, green marketing has rapidly emerged as a new research subject. Consumer awareness of green products is still in its infancy in emerging economies like India. Consumers are unaware of green marketing and mistakenly link it to social responsibility programmes. The impact of collective self-esteem, informational and normative values, and social influence on Indian consumers' green purchase behaviour was examined in this study. The findings suggested that consumers' green purchase behaviour is influenced by normative ideals, social influence, and group respect. The findings can assist businesses in spreading knowledge of green marketing and products, which will lead to increased revenue.

**(Bhaskar, 2013)** The paper examined how modern consumers behave when it comes to green marketing. It also discussed the necessity and significance of green marketing, as well as some of the challenges associated with it. Finally, it outlined the factors that a marketer should take into account when deciding whether to adopt green marketing practices, when changing how products are packaged, modified, and produced. Additionally, producers in India were provided with guidelines for creating items for the green market. The study found that, given the undeniable need for green products, green marketing offers businesses the chance to grow their market share by introducing eco-friendly goods. Consumers who are interested in green marketing must be environmentally conscious, clean, and prepared to "pay" for a greener environment. Firms won't be able to lead the green marketing revolution on their own until this happens. **(Saini, 2013)** The study was primarily concerned with how green marketing impacts consumer purchasing decisions and how businesses might gain a competitive advantage by using it. What obstacles businesses would face in adopting green practices, as well as how demand could be increased by doing so? The findings showed that in order to go green, businesses must communicate with customers more frequently, and that factors like price and qualities are more significant than "environmental



responsibility." The economic component of marketing shouldn't be overlooked while using green strategies. Marketers need to be aware of the effects of green marketing. The performance of a product must be improved, client loyalty must be increased, and a greater price must be demanded by marketers. To fully explore the potential of green marketing, which is still in its infancy, there needs to be a lot of research done. **(Roy, 2013)** The purpose of this study was to determine how green marketing by businesses affects customer behaviour. By finding out how people view Green marketing and how conscious they are of the "environmental impact" that the companies are making would help one to better understand how consumers view brands and what the brand's image is. Whether customers' buying habits are impacted when businesses go green?" The outcome of this showed that businesses need to communicate with customers more in order to go green and those factors like pricing and quality are more significant than "environmental responsibility."

**(Maheshwari, 2014)** In this study, customer attitudes and views on environmental protection were examined, as well as how consumers choose to buy environmentally friendly goods. The success of marketers' initiatives to raise consumer awareness of green products was another major theme in this paper. In order to determine how consumers are convinced to choose greener products, it further studied consumer behaviour and the impact of marketing communication. This study found that consumers do not receive enough information on green product marketing, and it recommended using marketing and brands more effectively to advertise and market products that are both functional and ecologically friendly. According to the research, consumer organisations with pro-environmental principles may be better positioned to take advantage of the Indian market for greener goods. **(Tiwari, 2014)** Green marketing is a phenomenon that has gained particular prominence in the modern marketplace. It has become a key idea in India as well as other developing and industrialised nations, and it is viewed as a crucial tactic for promoting sustainable development. The concept, necessity, and importance of green marketing were all highlighted in this research paper, along with its obstacles and future potential. According to the study, green marketing could be used to safeguard the environment for coming generations. In Indian businesses, green marketing is still in its infancy. Green marketing is necessary, and customer behaviour needs to change. Firms won't be able to lead the green marketing revolution on their own until this happens.

**(Narula, 2016)** With a focus on consumer behaviour, this study intended to evaluate current research in green marketing, identified issues in both practice and research, and provided useful insights for both groups. The authors described the scope of green marketing as a distinct discipline, examined all facets of green consumer behaviour, and outlined potential for future research while reviewing the body of existing literature in the paper. However, studies were found to be of a generic character. Findings pointed to Green consumer behaviour research as one topic that is particularly thoroughly explored. The authors emphasised that further research must be done in order to close gaps between consumer perceptions and the design of green products, the identification of green markets, the positioning of green products, and the involvement of stakeholders in the process of green marketing. More research regarding consumers' willingness to pay for green qualities in comparison to conventional attributes is required. **(Chekima, 2016)** This study seemed to investigate the effects of environmental awareness, cultural values, and environmental advertising on consumers' green purchasing intentions, as well as the

moderating effect of income level, education level, and gender. According to the findings, cultural values and environmental advertising were the most influential factors in forming green purchase intentions, while environmental knowledge was not significantly associated. The findings also showed that education and gender have a substantial positive moderation effect, although income does not. This showed that the motivators for green purchase intentions are stronger among highly educated persons, particularly ladies.

**(Sharma, 2017)** This research tried to comprehend the concept and origins of green marketing, as well as why it is critical to adopt it, particularly in today's day, while also considering the needs of future generations. The implications of green marketing were something that marketers needed to be aware of. To increase competitive advantages and increase consumer satisfaction, businesses could use strategies like green marketing and green product development. The businesses must act ethically, which means avoiding greenwashing and attempting to implement as many green strategies as they can while also raising consumer awareness. According to the study's findings, consumers' concerns about environmental protection have caused them to adopt a greener lifestyle.

**(Mercade Mele, 2019)** This study gave a theoretical and managerial implication to assist executives in adopting green marketing tactics, owing to the favourable effects on consumer recommendations, both direct and indirect, via loyalty and trust. It is found that green marketing initiatives have a bigger impact on their indirect relationship with word of mouth than on their direct relationship, and that loyalty has the greatest influence on trust.

**(B Sangvikar, 2019)** This study was conducted specifically in newly emerging smart cities in India where consumers were aware of these products in order to obtain clear insights and conclusions. This study showed customer behaviour in a smart city and marketing prospects for environmentally friendly items. The use of these items frequently demonstrated outstanding consumer satisfaction, and the orientation towards ecologically sustainable products was particularly favourable in India's burgeoning smart cities. Customer spending was determined by these products' accessibility, and age did not significantly influence how often these eco-friendly products were used. It is the duty of the government, businesses, and consumers to preserve the environment and utilise eco-friendly products. A study by **(Elham Rahbar et al , 2011)** proposes to determine the effect of green marketing tools on consumer's actual purchase behaviour in Penang (Malaysia). The survey was carried out on 250 Chinese, Malay, Indian and other races that represent the Penang population. In much work is done as far as the influence of green marketing on consumer behaviour is concerned.

**(Liao, 2020)** By utilising the signalling theory approach to green marketing, this work aimed to combine the theoretical foundation of green purchasing. The goal of this study was to investigate the influence of green consumer value and attitude on green purchasing intention. It also sought to pinpoint the moderating impacts of green marketing and green psychological advantages on the connections between consumer value, attitude, and green purchase intention. The empirical study's findings revealed a significant and positive influence of green customer value on opinions of green goods. In addition, attitudes about eco-friendly goods and the value of being a green customer both had a favourable impact on the desire to make eco-friendly purchases. The study discovered that perceptions of values and environmental value, as well as the moderating effect of environmental social

media advertising, all affect views toward green products. Additionally, psychological advantages of going green, such as a warm glow, freedom of expression, and exposure to nature, considerably restrain green purchase behaviour.

**(D Jaiswal, 2020).** This study's goal is to operationalize the segmentation of the green market based on behavioural, psychographic, and demographic characteristics in the context of green consumerism in India. The findings showed that the three distinct consumer groups were developed as "keen greens," "moderate greens," and "reluctant greens" based on the eight cognitive variables used in this study, including environmental concern (EC), perceived environmental knowledge (PEK), perceived consumer effectiveness (PCE), perception of eco-label, perception of eco-brand and environmental advertisements, green purchase intention (GPI), and green purchasing behaviour (GPB). **(C Gelderman, 2021)** In an effort to market and sell environmentally friendly products, many businesses have developed green marketing strategies. While the bulk of papers on this subject report on studies in a business-to-consumer context, the research in this study focused on the effect of green marketing techniques on the happiness and loyalty of professional buyers in a business-to-business situation. The outcomes highlighted the significance and influence of product price, quality, and brand. Salesperson expertise was determined to have the most notable and powerful effect on satisfaction and loyalty.

**(E Correia, 2023)** The purpose of this study was to determine whether consumers' attention to businesses' green marketing messages affect their propensity to make green purchases. It also examined the significance of customer traits, such as gender, education, and environmental attitudes, in determining how much attention consumers pay to businesses' green marketing communications. The outcomes allow us to draw the conclusion that customers pay attention to green marketing messages from businesses. Consumer attentiveness to businesses' green marketing communications and green purchase behaviour were found to be strongly correlated. The findings also supported the notion that people with higher levels of education, pro-environmental attitudes, and females are more receptive to businesses' green marketing messages. **(Fortas, 2023)** Customers' opinions regarding green brands have changed substantially over the past few years, as have their awareness of them. Even while green products are more and more common, there are several issues with their acceptance on the market, especially considering the numerous instances of "green washing." The main issue appears to be related to how consumers currently define the idea of "green products," which is generally still unclear to many of them. Clarifying the idea of a "green product" and how it influences customer purchase behaviour is the goal of this study. The study came to the conclusion that consumer's values such as health consciousness, environmental consciousness, prior experience, and attitude toward purchasing organic products, are the primary factors influencing consumer purchase behaviour.

There are different studies conducted on the effectiveness of various green marketing strategies and communication methods, as well as the potential impact of government regulations on green marketing efforts. Additionally, sustainable and green marketing research can help businesses identify market opportunities and develop sustainable products and services that meet consumer needs and preferences. The existing studies

primarily deal with issues like consumers' attitude and behaviour towards green practices, green buying behaviour and opportunity and challenges in green consumerism (e.g., **Prakash, 2002; Jain and Kaur, 2004; Jauhari and Manaktola, 2007; Mishra and Sharma, 2012**).

(Gyan Prakash 2017) The present study was conducted with the aim of increasing knowledge about young Indian consumers' purchase intention of products contained/ wrapped in sustainable packaging. The study has supported the applicability of TRA for Indian consumers in green purchase intention as attitude and personal norm significantly influence purchase intention towards eco-friendly packaging.

These studies have no doubt created a repository of knowledge about environmental consumerism in countries like India by providing some ideas to the retailers, but the literature holistically is void of studies discussing many contextual factors elaborating the predictive

adoption and purchasing of environmentally sustainable products. The study has helped in understanding the relative strength of determinants of purchase intention with regard to environmentally sustainable products which lead to purchase behaviour for the same. This paper is trying to address this issue by taking the study done by **Elham Rahbar (et al, 2011)** in Malaysia by replicating some aspects of it in India. The main objective of study was to assess the role of consumer's attitudes towards sustainable products in India. Further this study will also identify the factors influencing the behaviour of consumers towards sustainable products.

**Research Gap:** While much of the existing literature concentrates on Western contexts, there is a lack of research that explores consumer attitudes towards sustainable products in India.

## Research Methodology

The research study used both secondary and primary data. The primary data was collected from 400 customers through the online survey from Delhi and NCR. Out of the 400 questionnaires, 389 were found to fit and analysed. The demography about the sample as out of the 389 samples, 165 were males and 224 were females. The data accumulated from the primary sources was subjected to various statistical tools for verification and interpretations, such as, Descriptive Statistics (Mean, Standard Deviation and Percentile) were used to have a better understanding on the basis of the respondents group. The data once collected was analysed by using the Statistical package for Social Sciences (SPSS). The tests used for analysis were Levene Test independent t-test, multiple regression analysis. The respondents were asked to give their response on a five point Likert scale and to measure the extent of agreement and disagreement towards the attitude of buying behaviour of consumers.

**Objectives of the Study:** This study aims to fill this gap by examining the various factors influencing consumer attitudes toward sustainable products in India.

The Hypothesis formulated in the study:

H01: There is a significantly important relationship between awareness and adoption of sustainable products.

HA1: There is no significant relationship between awareness and adoption of sustainable products.

H02: There is a significant relationship between Price and use of sustainable products.

HA2: There is no significant relationship between Price and use of sustainable products



H03: There is a significant relationship between the convenience for the adoption of sustainable products.

HA3: There is no significant relationship between the convenience for the adoption of sustainable products.

**Carrigan and Attala (2001)** suggest the discretion between beliefs and behaviour is a result of other factors playing a more important role in determining purchase behaviour. These include price, value, trends and brand image, elements which are particularly relevant to clothing consumption (Solomon and Rabolt, 2004). Lisa McNeill and Rebecca Moore(2015) The study suggested that the ‘Social’ consumer segment shows burgeoning interest in sustainable fashion alongside a movement away from traditional fast fashion. A number of perceived barriers currently prevent the widespread adoption of sustainable fashion within this group, including unawareness, a perceived lack of social acceptance for sustainable fashion and perceived very high prices. Because of the large population and the focus these individuals have on social norms, mass and social media could prove to be a valuable medium to create awareness amongst this market. In addition, targeting opinion leaders is likely to pay dividends here, as ‘Social’ individuals are extremely concerned with how they are perceived by their peers. Price appears less of a concern in reality, as these individuals have relatively few reservations paying large sums of money for items of clothing they strongly desire (unlike ‘Self’ consumers)

### Findings of the study

The findings of the study suggest that there are variables which are having an significant impact on the consumer’s attitudes towards the purchase of sustainable products and have important implications for marketers as well as for policy makers.

According to the Levene Test for equality of variances, Survey results showed that (N=389), there is a significant relationship between price and adoption of sustainable products. In addition, there is significant difference if sustainable products are reasonably priced.

### Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means				
		F	Sig.	t	df	Sig. (2-tailed)	95% Confidence Interval of the Difference	
							Lower	Upper
1. The price of sustainable products can be a barrier to adoption.								
	Equal variances assumed	.743	.389	.536	391	.593	-.115	.200

	Equal varian ces not assum ed			.538	376. 679	.591	-.114	.200
2. If sustainable products are reasonably priced, they are more likely to be purchased.								
	Equal varian ces assum ed	3.249	.072	1.257	391	.209	-.052	.238
	Equal varian ces not assum ed			1.244	355. 521	.214	-.054	.240
3. Sustainability must be convenient for consumers to adopt.								
	Equal varian ces assum ed	.375	.540	.302	392	.763	-.137	.187
	Equal varian ces not assum ed			.301	366. 592	.764	-.138	.188
4. Consumers are more likely to choose sustainable products if they align with their personal values								
	Equal varian ces assum ed	1.102	.294	.647	391	.518	-.104	.206
	Equal varian ces not			.643	363. 287	.521	-.105	.207

	assumed							
5 Do you think that Communication is important for the use of sustainable products?	Equal variances assumed	.272	.602	-.995	391	.320	-.235	.077
	Equal variances not assumed			-.995	372.811	.320	-.235	.077
6. Consumers are more likely to choose sustainable products from brands they trust and respect	Equal variances assumed	1.896	.169	.730	391	.466	-.046	.100
	Equal variances not assumed			.726	362.684	.469	-.046	.100
7. If sustainable products are difficult to find or use, they are less likely to be adopted	Equal variances assumed	5.203	.023	-.251	392	.802	-.164	.127
	Equal variances not assumed			-.248	355.089	.804	-.166	.128

**Group Statistics**

	Gender	N	Mean	Std. Deviation	Std. Error
8.The price of sustainable products can be a barrier to adoption.	1	219	4.28	.801	.054
	2	174	4.24	.773	.059
9.If sustainable products are reasonably priced, they are more likely to be purchased.	1	218	4.41	.695	.047
	2	175	4.32	.766	.058
10.Sustainability must be convenient for consumers to adopt.	1	219	4.17	.800	.054
	2	175	4.15	.831	.063
11.Consumers are more likely to choose sustainable products if they align with their personal values	1	218	4.21	.757	.051
	2	175	4.16	.801	.061
12 Do you think that Communication is important for the use of sustainable products?	1	218	4.25	.783	.053
	2	175	4.33	.783	.059
13 Consumers are more likely to choose sustainable products from brands they trust and respect	1	218	3.89	.355	.024
	2	175	3.86	.377	.028
14 If sustainable products are difficult to find or use, they are less likely to be adopted	1	219	4.26	.696	.047
	2	175	4.27	.769	.058

The survey results show that convenience is another variable for the attitude towards the purchase of sustainable products. There is a significant relationship between the alignment of personal values and the attitude towards



sustainable products. **Lisa McNeill and Rebecca Moore (2015)** The study confirmed that individuals have social norms, mass and social media could prove to be a valuable medium to create awareness amongst this market. In addition, targeting opinion leaders is likely to pay dividends here, as 'Social' individuals are extremely concerned with how they are perceived by their peers.

**Robbins and Greenwald's (1994)** findings, as it demonstrates the individual's ability to grasp and interpret abstract concepts, such as the impact of consumption on mankind, and suggests a drive to limit personal impact related to this. In relation to this, the current study also suggests that there is a significant relationship between trust and communication towards sustainable products.

The study noted the importance of sustainable products being difficult to find and use, gives an understanding of the less likelihood of purchase of sustainable consumption and future research should measure the relationship between perceptions of self and ethical purchasing behaviours. Piaget and Rosin's initial theory of Ego Development (1978), participant behaviours and attitudes are likely to change over time (and in relation to development of self-identity). **Fishbein and Ajzen (1980)** identify an individual's attitude and relevant social norms as the key driving factors of behaviour (and thus behaviour change). The current study supports this, where participants discuss the conflict between their prevalent attitude to sustainable consumption and that of society (e.g. the consumer who 'can't be bothered' with recycling, but does so due to the social visibility of the act). This relationship should be further explored in order to understand how the behaviour model is constructed in relation to clothing purchase, and the role of self-identity in this construction.

## Discussion & Practical implications

In conclusion, the role of consumer attitudes towards sustainable products in India is undeniably a critical factor in driving the sustainability agenda forward in the country. As India grapples with the challenges of rapid urbanization, industrialization, and environmental degradation, the awareness and choices of consumers regarding sustainability have emerged as a beacon of hope for a more environmentally conscious and socially responsible future.

Several studies have shown that consumer attitudes play a pivotal role in influencing their purchasing decisions (Arli et al., 2013; Bansal et al., 2019). The evolving attitudes of Indian consumers towards sustainability, influenced by factors such as increasing environmental awareness (Sharma & Bhattacharyya, 2017), changing cultural norms (Banerjee et al., 2020), and a desire for healthier and eco-friendly lifestyles (Dwivedi et al., 2021), have led to a surge in demand for sustainable products across various sectors, including fashion, food, and electronics.

According to the Levene Test for equality of variances, Survey results showed that (N=389), there is a significant relationship between price and adoption of sustainable products. In addition, there is significant difference if sustainable products are reasonably priced. Assessing the consumer's attitude which fosters sustainability is imperative when the market is trying to enhance product quality. The findings of the study suggest that there are

some variables which are having an significant impact on the consumer's attitudes towards the purchase of sustainable products and have important implications for marketers as well as for policy makers.

**Scope and Limitations:** The study focuses on consumers in India and utilizes a mixed-methods approach. However, the scope is limited to the perspectives of consumers and does not examine the supply chain aspects of sustainable products.

This shift in consumer attitudes is not isolated but rather part of a global trend towards sustainable consumption (Vermeir & Verbeke, 2006). India is experiencing a wave of sustainability campaigns, educational initiatives, and government policies that encourage sustainable practices and products (Nagpal et al., 2020). These efforts align with the United Nations Sustainable Development Goals (UNSDGs), particularly Goal 12 - Responsible Consumption and Production, which emphasizes the need for sustainable consumption patterns.

As research on this subject continues to evolve, it is clear that consumer attitudes will remain a driving force behind the sustainability movement in India, with significant implications for the nation's environmental and social well-being.

Nevertheless, challenges persist, including the affordability and accessibility of sustainable products for all segments of society, as well as the need for robust infrastructure to support sustainable practices (Sarkar et al., 2020). Overcoming these challenges necessitates collaborative efforts between consumers, businesses, and policymakers to create an environment where sustainable choices are both viable and attractive.

In essence, the role of consumer attitudes towards sustainable products in India is not just about making informed choices but also about catalyzing a broader societal transformation. It is about fostering a culture of sustainability that extends beyond individual decisions to influence industries and government policies, ultimately contributing to a more resilient and environmentally conscious nation.

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