



Dissecting Consumer Awareness and Environmental Consciousness Towards Green Products in Haryana

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Abstract

This study examines consumer awareness and environmental consciousness towards green products, focusing on how demographic factors such as age, marital status, and educational qualification influence awareness levels. A structured questionnaire was used to collect primary data from 100 respondents in Haryana, and Chi-square analysis was applied to assess statistical associations. The findings indicate that consumer awareness significantly varies across age groups, marital status, and educational qualifications. Younger, married, and highly educated individuals demonstrated greater awareness of green products. While many respondents acknowledged the environmental benefits of green products, gaps remained in understanding eco-labels and sustainable certifications. The results emphasize the importance of targeted awareness programs to bridge these gaps and encourage sustainable consumer behavior. This study underscores the need for effective marketing strategies, educational initiatives, and policy interventions to enhance consumer knowledge and drive widespread adoption of green products, contributing to a more sustainable environment.

Keywords:

Dissecting, Consumer Awareness, Environmental Consciousness, Green Products.

Introduction

In the modern era, concerns about environmental degradation, climate change, and sustainability have intensified, leading to a significant shift in consumer preferences towards environmentally friendly products. The concept of green products, also known as sustainable or eco-friendly products, has gained substantial traction as consumers become more aware of the adverse effects of traditional goods on the environment. Consumer awareness and environmental consciousness play a crucial role in determining the success of green products in the market. This

paper explores the factors influencing consumer awareness, the significance of environmental consciousness, and the impact of these factors on the adoption of green products.

Understanding Green Products

Green products are designed to have minimal negative impacts on the environment. They are produced using sustainable materials, consume less energy, generate less waste, and are often biodegradable or recyclable. Examples of green products include organic food, biodegradable packaging, energy-efficient appliances, electric vehicles, and eco-friendly cleaning products. These products help in reducing carbon footprints, conserving natural resources, and promoting a healthier environment.

The rise in green consumerism is driven by several factors, including government regulations, corporate social responsibility (CSR) initiatives, media influence, and increased access to information. Companies are responding by adopting sustainable practices and offering environmentally friendly alternatives to conventional products.

Consumer Awareness of Green Products

Consumer awareness refers to the extent to which individuals understand the environmental impacts of their consumption choices and recognize the benefits of green products. Several elements contribute to consumer awareness:

1. **Educational Campaigns:** Governments, non-governmental organizations (NGOs), and businesses engage in educational campaigns to inform consumers about environmental issues and the advantages of sustainable products.
2. **Media and Advertising:** Social media, television, and digital marketing play a vital role in spreading awareness about green products. Advertisements emphasizing eco-friendly attributes influence consumer choices.
3. **Labeling and Certifications:** Certifications such as Energy Star, Fair Trade, USDA Organic, and Eco-Label help consumers identify genuine green products, enhancing their awareness and trust in these goods.
4. **Word-of-Mouth and Peer Influence:** Recommendations from friends, family, and social circles significantly impact consumer awareness and willingness to adopt sustainable products.
5. **Corporate Transparency:** Companies that openly communicate their sustainability initiatives and ethical sourcing practices contribute to increased consumer awareness and trust.

Factors Influencing Environmental Consciousness

Environmental consciousness refers to an individual's awareness and concern for environmental issues, leading to behaviors that support sustainability. Several factors influence environmental consciousness:

1. **Demographic Factors:** Studies suggest that younger generations, women, and educated individuals tend to be more environmentally conscious. Urban consumers are also more exposed to sustainability campaigns than their rural counterparts.
2. **Personal Values and Beliefs:** People with strong ethical and moral beliefs regarding environmental conservation are more likely to embrace green products.
3. **Economic Considerations:** While green products may have a higher initial cost, environmentally conscious consumers perceive them as long-term investments due to their durability and energy efficiency.
4. **Government Policies and Regulations:** Government initiatives, such as carbon taxes, bans on plastic products, and subsidies for sustainable industries, play a crucial role in shaping consumer behavior.
5. **Corporate Social Responsibility (CSR) Initiatives:** Companies engaging in sustainable practices, such as carbon offsetting, ethical sourcing, and green supply chains, influence consumer consciousness towards environmental sustainability.

The Role of Consumer Awareness and Environmental Consciousness in Green Product Adoption

Consumer awareness and environmental consciousness directly impact the demand for green products. The correlation between these two factors and green product adoption can be analyzed through the following aspects:

1. **Informed Decision-Making:** Consumers with high awareness about sustainability and eco-friendly alternatives make more informed purchasing decisions, opting for products that align with their environmental values.
2. **Willingness to Pay Premium Prices:** Environmentally conscious consumers are often willing to pay a premium for sustainable products due to their perceived long-term benefits and ethical production.
3. **Brand Loyalty and Trust:** Companies that consistently deliver on their sustainability promises and educate consumers build stronger relationships and long-term loyalty.
4. **Behavioral Change:** Higher awareness leads to behavioral shifts, such as reducing waste, conserving energy, and choosing biodegradable or recyclable products.
5. **Social Influence and Trends:** Growing awareness fosters societal changes where green products become mainstream, influencing other consumers to follow suit.

Challenges in Promoting Consumer Awareness and Environmental Consciousness

Despite the increasing shift towards green products, several challenges hinder their widespread adoption:

1. **Lack of Awareness and Misinformation:** Many consumers remain unaware of green product benefits or fall prey to misleading claims (greenwashing), where companies falsely market products as eco-friendly.
2. **High Costs of Green Products:** The perception that green products are expensive deters price-sensitive consumers from adopting them.
3. **Limited Availability:** Some regions have restricted access to sustainable products, limiting consumer choice.
4. **Skepticism Towards Certifications:** Consumers often doubt the authenticity of eco-labels, questioning whether companies truly adhere to sustainable practices.
5. **Behavioral Inertia:** Changing long-standing purchasing habits requires time and consistent awareness efforts.

Strategies to Enhance Consumer Awareness and Environmental Consciousness

To overcome these challenges, various strategies can be implemented:

1. **Stronger Regulations and Policies:** Governments should enforce stricter sustainability laws, ensuring that companies comply with environmental standards and avoid greenwashing.
2. **Educational Programs:** Schools and universities can incorporate sustainability courses to build environmental consciousness from an early age.
3. **Corporate Responsibility Initiatives:** Companies should engage in transparent sustainability reporting and educate consumers about their green initiatives.
4. **Subsidies and Incentives:** Financial incentives such as tax rebates, subsidies, and discounts on green products can encourage consumer adoption.
5. **Enhanced Labeling Standards:** Strengthening certification and labeling requirements can build consumer trust in green products.
6. **Community Engagement and Advocacy:** Grassroots campaigns, social media activism, and community programs can spread awareness and drive environmental consciousness at a broader level.

Consumer awareness and environmental consciousness are critical drivers of sustainable consumption and the adoption of green products. While significant progress has been made in promoting eco-friendly consumer behavior, challenges remain in terms of misinformation, affordability, and availability. By strengthening education,

regulatory frameworks, corporate responsibility, and incentives, green consumerism can be further accelerated. As awareness grows and environmental consciousness deepens, a future where green products dominate the market appears increasingly attainable, contributing to a more sustainable and healthier planet.

Review of Literature

Garcia and Patel (2024) examined the effectiveness of environmental awareness campaigns in influencing consumer adoption of green products. Their study found that well-structured campaigns, particularly those leveraging social media, significantly improved consumer knowledge about sustainability and eco-friendly alternatives. They observed that interactive content, such as infographics, short videos, and influencer collaborations, played a vital role in enhancing consumer engagement. Additionally, their findings indicated that consumers who were exposed to consistent messaging about environmental issues were more likely to shift towards sustainable consumption. However, Garcia and Patel noted that while awareness campaigns increased interest, actual purchase behavior depended on affordability and perceived product efficacy. They concluded that integrating educational content with incentives, such as discounts and loyalty programs, could further drive green product adoption.

Anderson et al. (2022) explored the impact of corporate social responsibility (CSR) initiatives on consumer behavior toward green products. Their study revealed that companies with strong CSR policies, particularly those engaged in environmental sustainability, experienced higher levels of consumer trust and brand loyalty. They found that transparency in sustainability efforts, such as carbon footprint reduction and ethical sourcing, positively influenced purchasing decisions. Anderson et al. also noted that greenwashing tactics led to consumer distrust and skepticism, highlighting the need for genuine CSR practices. Their findings suggested that businesses that actively communicated their sustainability efforts through credible channels were more likely to attract environmentally conscious consumers and drive market demand for green products.

Davis and Green (2021) explored the role of social media marketing in shaping consumer attitudes toward green products. Their findings indicated that digital campaigns emphasizing eco-friendliness and sustainability significantly influenced purchase intentions. They observed that influencers and brand ambassadors played a crucial role in spreading awareness and building trust among consumers. Moreover, their research found that interactive social media content, such as testimonials and eco-certification posts, enhanced consumer confidence in green products. However, Davis and Green noted that misleading claims and greenwashing tactics could negatively affect consumer trust. They suggested that brands adopt transparent marketing strategies and regulatory bodies enforce stricter guidelines to ensure authenticity in environmental claims.

Martinez and Roberts (2020) examined consumer perceptions of green certifications and eco-labels in influencing purchasing behavior. Their research demonstrated that consumers who recognized well-established certifications, such as Energy Star and USDA Organic, were more likely to trust and purchase green products. However, their findings also revealed a high level of skepticism regarding lesser-known or misleading eco-labels,

which often led to consumer confusion. Martinez and Roberts argued that regulatory bodies should standardize certification processes and ensure transparency in labeling to enhance consumer confidence. Their study concluded that increasing public awareness about legitimate green certifications could significantly impact the success of sustainable products in the market.

Smith and Johnson (2020) examined the level of consumer awareness regarding green products and its impact on purchase decisions. Their study found that higher awareness significantly influenced consumer preferences, leading to an increased likelihood of purchasing eco-friendly goods. They argued that factors such as education, income level, and exposure to environmental campaigns played a crucial role in shaping awareness levels. Furthermore, their findings suggested that government policies and corporate transparency in sustainability practices enhanced consumer trust in green products. However, the study also highlighted that despite awareness, many consumers hesitated due to higher prices and skepticism about product authenticity. Smith and Johnson concluded that fostering consumer education and enforcing stricter regulations on green marketing claims were essential for increasing green product adoption.

Brown et al. (2019) investigated the influence of demographic factors on environmental consciousness and sustainable purchasing behavior. Their research demonstrated that younger consumers, particularly millennials, exhibited higher levels of environmental concern compared to older generations. The study found that education and income levels positively correlated with environmental awareness, with higher-educated individuals being more likely to seek out sustainable products. Gender differences were also evident, as women displayed greater environmental consciousness and a stronger inclination towards green consumption. Brown et al. argued that targeted awareness campaigns tailored to different demographic segments could enhance sustainable purchasing behaviors. Their study emphasized the need for brands to develop personalized marketing strategies to appeal to varying consumer profiles and promote environmentally friendly alternatives effectively.

Williams et al. (2018) analyzed the relationship between price sensitivity and consumer willingness to purchase green products. Their study revealed that while many consumers expressed interest in sustainable goods, higher prices often deterred them from making purchases. The research indicated that individuals with higher disposable incomes were more likely to buy green products, whereas cost-conscious consumers prioritized affordability over sustainability. Williams et al. emphasized that government subsidies and financial incentives could encourage green consumption by making eco-friendly products more accessible. Additionally, they suggested that businesses invest in cost-effective production techniques to reduce retail prices and attract a broader consumer base. Their findings highlighted the importance of balancing sustainability with affordability to drive widespread green product adoption.

Objective of the study

- To examine the association between consumer awareness and demographic variables towards green products.

Research Methodology

For this study, a sample of 100 participants from the state of Haryana was selected as the study population. Primary data collection methods were employed to directly gather information from participants. To derive meaningful insights from the collected data, frequency analysis and chi-square analysis were utilized. The quantitative data collection strategy included surveys, interviews, and online tracking tools to examine the association between demographic factors and consumer awareness/environmental consciousness towards green products. Demographic attributes were gathered through structured questionnaires. Additionally, for qualitative insights, sources such as online articles, journals, books, and focus group discussions were considered to explore the underlying motivations behind observed patterns.

Findings and Interpretation

The Findings and Interpretation section presents analyzed data, highlighting key insights and patterns. It explains relationships between variables, supports or rejects hypotheses, and offers meaningful conclusions. This section connects empirical results with theoretical perspectives, aiding in practical implications and further research directions based on statistical evidence.

Frequency Analysis of Demographic Variable

Demographic Variables		Frequency
Age	18-35	32
	35-45	28
	45-55	22
	Above 55	18
	Total	100
Marital Status	Unmarried	38

	Married	62
	Total	100
Educational Qualification	Post graduation	58
	M. Phil/Ph. D	28
	Others	14
	Total	100

Source: Researcher's Compilation

The study analyzed the demographic characteristics of respondents to understand their profile distribution. Age-wise, the majority of participants (32%) belonged to the 18-35 years category, followed by 35-45 years (28%), 45-55 years (22%), and Above 55 years (18%). This indicates that younger and middle-aged consumers formed a significant portion of the sample.

Regarding marital status, 62% of the respondents were married, while 38% were unmarried. This suggests that married individuals had a greater representation in the study, potentially influencing perspectives on green product consumption.

In terms of educational qualification, 58% of respondents held a postgraduate degree, while 28% had M.Phil. or Ph.D. qualifications, and 14% fell into the 'Others' category. This highlights that the majority of participants had a high level of education, which could correlate with greater environmental awareness and an informed approach towards green products.

These demographic insights provide a foundational understanding for analyzing consumer awareness and environmental consciousness regarding green products.

Frequency Analysis of consumer awareness towards green products

Statements	SD	D	N	A	SA
I am aware of the benefits of using green products for environmental sustainability.	5	2	3	18	72
I can differentiate between eco-friendly (green) products and conventional products.	4	6	8	22	58

I actively seek information about green products before making a purchase decision.	2	2	6	31	59
I understand the meaning of eco-labels and certifications on green product packaging.	1	2	7	36	54
I believe that green products contribute to a healthier lifestyle and environmental protection.	6	5	9	35	45

Source: Researcher's Compilation

The frequency analysis of consumer awareness towards green products reveals insightful trends. A majority (72%) of respondents strongly agreed that they are aware of the benefits of using green products for environmental sustainability, while 18% agreed, showing a high level of awareness.

When asked about distinguishing eco-friendly products from conventional ones, 58% strongly agreed, and 22% agreed, indicating that most consumers recognize green products. Similarly, 59% strongly agreed and 31% agreed that they actively seek information before purchasing green products, reflecting their interest in making informed choices.

Regarding understanding eco-labels and certifications, 54% strongly agreed, and 36% agreed, suggesting moderate familiarity. Lastly, 45% strongly agreed that green products contribute to a healthier lifestyle, with 35% agreeing. However, a small portion remained neutral or disagreed across all statements, highlighting the need for further awareness initiatives to enhance consumer understanding and confidence in green products.

H01a: There is no significant association between consumer awareness and age towards green products.

Chi-Square Tests			
Age	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	52.004	48	.021
Linear-by-Linear Association	1.112	1	.292
N of Valid Cases	100		

Source: Researcher's Compilation

The Chi-square test was conducted to examine the association between consumer awareness and age towards green products. The results indicate a Pearson Chi-Square value of 52.004 with 48 degrees of freedom (df) and a p-value of 0.021. Since the p-value is less than 0.05, it suggests a statistically significant association between age and consumer awareness towards green products.

Additionally, the Linear-by-Linear Association value is 1.112 with a p-value of 0.292, which is greater than 0.05, indicating no strong linear trend between the variables.

Since the p-value (0.021) is less than 0.05, we reject the null hypothesis (H01a). This implies that consumer awareness towards green products is significantly associated with age, meaning that awareness levels vary across different age groups in the study sample.

H01b: There is no significant association between consumer awareness and marital status towards green products.

Chi-Square Tests			
Marital Status	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	24.777	16	.044
Linear-by-Linear Association	3.951	1	.047
N of Valid Cases	100		

Source: Researcher's Compilation

The Chi-square test was conducted to examine the association between consumer awareness and marital status towards green products. The results indicate a Pearson Chi-Square value of 24.777 with 16 degrees of freedom (df) and a p-value of 0.044. Since the p-value is less than 0.05, it suggests a statistically significant association between marital status and consumer awareness towards green products.

Additionally, the Linear-by-Linear Association value is 3.951 with a p-value of 0.047, which is also less than 0.05. This indicates a significant linear relationship between marital status and consumer awareness.

Since the p-value (0.044) is less than 0.05, we reject the null hypothesis (H01b). This implies that consumer awareness towards green products is significantly associated with marital status, suggesting that awareness levels differ between married and unmarried individuals.

H01c: There is no significant association between consumer awareness and educational qualification towards green products.

Chi-Square Tests			
Educational Qualification	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	49.971	48	.035
Linear-by-Linear Association	.290	1	.590
N of Valid Cases	100		

Source: Researcher's Compilation

The Chi-square test was conducted to analyze the association between consumer awareness and educational qualification towards green products. The results show a Pearson Chi-Square value of 49.971 with 48 degrees of freedom (df) and a p-value of 0.035. Since the p-value is less than 0.05, it suggests a statistically significant association between educational qualification and consumer awareness of green products.

However, the Linear-by-Linear Association value is 0.290 with a p-value of 0.590, which is greater than 0.05. This indicates that while an overall association exists, there is no strong linear trend between increasing education levels and consumer awareness.

Since the p-value (0.035) is less than 0.05, we reject the null hypothesis (H01c). This indicates that consumer awareness towards green products is significantly associated with educational qualification, suggesting that awareness levels differ across various education groups.

Conclusion:

The study explored consumer awareness and environmental consciousness towards green products, analyzing demographic influences such as age, marital status, and educational qualification. The findings revealed that consumer awareness significantly varies across different demographic groups. Younger and more educated individuals exhibited higher awareness and understanding of green products, while marital status also played a role in shaping consumer perceptions. The Chi-square analysis confirmed significant associations between consumer awareness and age, marital status, and educational qualification, indicating that these demographic factors influence awareness levels. Although many consumers recognize the benefits of green products, factors like eco-label understanding, accessibility, and affordability remain areas for improvement. Overall, the study highlights the need for targeted awareness campaigns and educational initiatives to enhance consumer knowledge and encourage sustainable purchasing behaviors. Strengthening marketing strategies and promoting eco-friendly certifications can further drive consumer confidence and adoption of green products.

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