

Determinants of Green Consumer Behaviour in India: Evidence from Demographic, Psychological and Product-Related Factors

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Abstract

Purpose - This study aims to understand the determinants of green consumer behaviour in India. While past research has studied about psychological factors influencing GCB in developed countries, there has been very limited investigation into product-related factors like price and quality, especially in India. Hence this study assesses environmental awareness, attitude, peer group influence, social media, perceived quality and perceived price and their impact on GCB.

Methodology - Primary data of 205 respondents was collected for the study using a survey. Statistical techniques such as t-test, ANOVA, and multiple regression analysis were used to test the proposed hypotheses.

Findings - It has been found that among the demographic variables, the factors that impact GCB are age, income, education level and marital status. From the main variables, environmental awareness, attitude, perceived quality of green products and perceived price of green products are found to be the determinants of GCB among Indian consumers.

Future Scope - Future research can expand the sample size and include more diverse demographic segments to improve generalizability. Further studies may also incorporate actual purchase behaviour to gain deeper insights into GCB.

Practical Implications - The findings suggest that businesses should focus on improving the quality and optimising the pricing for green products. Targeting specific demographic groups can further aid marketers in promoting green products.

Originality - This study contributes to the existing literature by providing empirical evidence from the Indian context and highlighting the dominant role of economic factors over psychological and social factors in influencing green consumer behaviour.

Keywords:

Green Consumer Behaviour,
Green Products, Determinants
of Consumer Behaviour,
Demographic Factors, India

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INTRODUCTION

Advancements in technology, business practices and rapid population growth in the twenty-first century are exerting tremendous pressure on the ecosystem. Excessive consumption and production patterns are causing degradation of our natural environment, reflecting the imbalance between human activities and the Earth's ecological capacity. Human activities, especially GHG emissions have directly caused global warming. The surface temperatures across the globe have increased by 1.1°C in the period 2011-2020 as compared to 1850-1900 base year. GHG emissions have risen due to excessive use of conventional sources of energy, pressure on land, unsustainable consumption and lifestyles. This demonstrates how human conduct, particularly with regard to consumerism, has greatly exacerbated environmental issues by contributing to global warming (IPCC's Sixth Assessment Report).

India is also currently dealing with multifaceted environmental issues. According to a publicly accessible analytical summary of the "State of India's Environment 2025" report issued by the Centre for Science and Environment, the decade from 2015 to 2024 was the warmest in India's recorded history. India's progress on Sustainable Development Goal 13 (Climate Action) remains off track, with recent years showing a loss of momentum. Air pollution is estimated to have reduced the average life expectancy of Indians by approximately three and a half years in 2022.

In response to these challenges, nations are developing strategies to control the degradation happening in the environment. The Indian Government is introducing several initiatives to tackle the issues, like the National Clean Air Programme (NCAP) aimed at enhancing the quality of air in urban areas, National Mission for a Green India implemented to restore forest cover, and Ecomark Rules (2024) to improve consumers' purchasing decisions (Ministry of Environment, Forest and Climate Change).

The responsibility for environmental protection extends beyond policymaking and governmental initiatives. Businesses are key actors in implementing sustainability goals due to their significant role in production, distribution, and consumption systems. The United Nations Environment Programme (UNEP), through its "Who Cares Wins" initiative, has emphasised the need for businesses to combine all three principles like Environmental, Social, and Governance (ESG) with their profit motive. Consequently, businesses are compelled to adopt sustainable practices due to growing environmental concerns and increasing

pressure from consumers, government regulations, environmentalists, and other stakeholders, thereby giving rise to the concept of green marketing. Green marketing involves all actions related to the design, production, packaging, and promotion of environmentally friendly goods, with the objective of meeting consumer needs while minimising environmental harm.

In recent years, consumers have increasingly realised that their consumption activities result in environmental deterioration which has motivated a shift towards ecologically conscious purchasing decisions. Green consumption, according to Elkington and Hailes (1988), is abstaining from products that endanger any living being, use excessive amounts of resources during production, involve excessive packaging, come from rare animals or natural resources, or have a detrimental effect on other nations. Green consumers are those people who are aware of the negative impact their consumption can have on the environment; hence they actively modify their consumption choices to lessen environmental harm. They keep up with environmental issues and protection information and use eco-friendly products. Therefore, green consumer behaviour (GCB) is essential to protecting and preserving the environment.

Hence, this study delves into the green consumer behaviour of Indian consumers and what factors are responsible for shaping how Indians are engaging in ecologically friendly consumption. The study contributes to the existing literature by shifting the focus from predominantly psychological-based studies of GCB to a more balanced model that involves product-related determinants like price and quality along with social and demographic factors. The findings suggest that economic determinants are more important than social influences in impacting the green consumption behaviour of Indian consumers.

The remaining part of this paper is arranged as follows. The next section presents the literature review and hypotheses development, followed by the research methodology and results. The next section provides discussion of the findings. The final section concludes the study and outlines implications and future research directions.

LITERATURE REVIEW

Demographic Variables

Assessing the demographic background of individuals is useful in consumer research since it provides a better grasp on how

consumers belonging to different backgrounds differ in their attitudes and preferences, ultimately aiding in formulating marketing strategies tailored to different sections of society.

Age

Many studies have tried to understand how age affects GCB, but the results are not always consistent. Patel et al. (2017) discovered that middle aged people show stronger environmentally responsible behaviour compared to younger groups, recommending that education should promote pro-environmental awareness to build environmental consciousness in people from a young age. Evidence from China also showed that older consumers have a higher chance to reuse and recycle, due to their depression-era experience and saving habits (Zhao et al., 2013). Similarly, Bernat et al. (2026) indicated that pro environmental consumer behaviour tends to increase with rising age, particularly for food products. D'Souza et al. (2007) found that people in the older age group showed higher dissatisfaction with product labels, while younger individuals showed much lower concern, indicating that older consumers pay more attention to environmental issues and think more critically before making decisions. However, some studies like Le et al. (2026) suggested that younger consumers have a higher chance of showing green purchase intention. Additionally, the younger age group can be highly involved in green energy related sustainable behaviour (Deo and Prasad, 2024). Hence, following hypothesis is proposed:

H1: Age has a significant influence on green consumer behaviour.

Gender

Many studies have looked at how gender affects GCB, and several of them suggest that there are differences between males and females. Hunter et al. (2004) showed that as compared to men, women tend to take more part in environmentally actions, such as buying eco-friendly products. Ogiemwonyi (2022) observed that female Generation Y consumers make more efforts to protect the environment as compared to men and hence are more willing to adopt eco-friendly products. These findings are supported by those of Uddin and Khan (2015) who found that environmental mindset and green purchasing behaviour of young female consumers is higher than males. The study by Bernat et al. (2026) indicates that for clothing, accessories and cosmetics, women engage in a greater level of pro-environmental consumer behaviour as compared to men. At the same time, while some

research points out that males may have higher environmentally friendly behaviours than females (Patel et al., 2017), other studies also suggest that males and females do not differ in environmentally conscious behaviour (Mehraj et al., 2023). Accordingly, the following hypothesis is formulated:

H2: Green consumer behaviour is significantly influenced by gender.

Income

Consumers' income has often been discovered as a direct determinant of their green intention and consumer behaviour (Wang et al., 2020; Verma, 2017). According to Mehraj et al. (2023) people from lower income households depicted more environmental concern. Verhage (1980) proposed that it is actually middle-income consumers that are the most ecologically conscious because lower income people face a price barrier and high-income people are not willing to compromise on enjoying high power energy appliances. Offering a different perspective, Čater and Serafimova (2019) suggest that there is no variation in the ecologically conscious consumer behaviour of different socioeconomic levels. Malhotra et al. (2024) and Bernat et al. (2026) supported this by exhibiting that financial status of consumers does not influence their eco-friendly purchase intentions. Thus, the following hypothesis is put forward:

H3: Income significantly influences green consumer behaviour.

Education

Many researchers suggest that a person's level of education can affect how they think about environmental issues and how they behave while making purchase decisions. Education level of consumers tends to directly shape their green purchase intention (Le et al., 2026). Mehraj et al. (2023) studied graduate, post-graduate and doctorate consumers and found that all three differ in environmentally responsible consumption. Patel et al. (2017) supports this by finding that consumers with higher education (doctorate) tend to show stronger green behaviours as compared to lower education individuals (graduates and post-graduates). As per the study by Zhao et al. (2013) in Qingdao (China), education is a key demographic factor which impacts green consumption, with higher level of education enabling higher green consumption. This may be because educated individuals are better able to understand environmental problems and the long-term impact of their consumption choices. However, Čater and Serafimova (2019) and Kim (2015) found that education level of an individual does not impact the ecologically conscious

consumer behaviour. Hence, following hypothesis is proposed:

H4: Education has a significant influence on green consumer behaviour.

Marital Status

Marital status has also been studied as a factor that influences GCB. Čater & Serafimova (2019) suggest that married people (considered as those people who live with a significant other in a household for the purpose of the study) are found to be more active in making environmentally friendly buying decisions and that single individuals may have lower levels of environmental concern and may engage less in green consumption practices. This is further supported by Kim (2015) who indicated green behaviour of consumers varies significantly with their marital status. Married consumers are generally more involved in activities such as purchasing eco-friendly products, recycling, and saving energy. Patel et al. (2017) also found similar results. However, Diamantopoulos et al. (2003) has suggested that marital status of a person does not shape their green behaviours. Thus, the following hypothesis is formulated:

H5: Green consumer behaviour is significantly influenced by marital status.

Green Consumer Behaviour (GCB)

Growing concern for environmental issues and sustainable development has changed traditional marketing practices and encouraged organisations to adopt greener approaches. Green marketing is described as marketing those products that have eco-friendly techniques of production, packaging and distribution (Mehraj & Qureshi, 2020; Reddy et al., 2023).

Consumer behaviour is central to the success of green marketing initiatives. It refers to how individuals or groups select, purchase, use, and dispose of goods and services to satisfy their needs and wants (Solomon, 2009). It includes stages such as evaluating options, making purchase decisions, and post-purchase behaviour. Consumer behaviour is influenced by psychological, social, and cultural factors as well as demographic factors like age and gender. (Khawaja, 2023). Green consumers are those who take into account the environmental impact of their consumption choices and try to reduce negative effects through their purchasing behaviour. (Kumar & Ghodeswar, 2014). Research on green consumer behaviour has increased because it provides useful insights for businesses and policymakers. Consumers are becoming more aware of pollution, climate change, and resource depletion, and many are changing their

lifestyles to reduce environmental harm (Cherian & Jacob, 2012). Governments and organisations are also responding through policies and awareness campaigns (Malhotra et al., 2024).

Studies show that many consumers now hold stronger environmental values and are more informed about green products (Reddy et al., 2023). Younger generations, especially Millennials and Gen Z, are often more willing to support green brands and may pay more for sustainable products. India consumers are also becoming more environmentally conscious (Kumar & Ghodeswar, 2014). However, awareness does not always lead to action, as many consumers still do not prioritise green choices.

Environmental Awareness

Green awareness or knowledge refers to an individual's understanding of environmental issues and their awareness of how human activities impact the natural environment (Mahmoud, 2024). Greater environmental awareness tends to result in higher environmentally responsible buying decisions (Akandere & Gümrah, 2025; Yadav et al., 2026), suggesting that when consumers understand environmental problems, they feel a greater sense of responsibility and are more likely to adopt sustainable consumption practices (Ogiemwonyi, 2022). Borah et al. (2024) found that Generation Z consumers in China are more likely to engage in green purchasing due to their strong knowledge of environmental issues, which is often influenced by high exposure to digital and social media platforms. Even in the renewable energy sector, consumers who gain awareness about the environmental advantages of green energy are usually more engaged in purchase decisions (Bang et al., 2020). However, Datta and Ishaswini (2011) found that although many consumers are aware of environmentally friendly products, they may not fully trust them, which affects their purchase decisions. Accordingly, the following hypothesis is formulated:

H6: Environmental awareness significantly influences green consumer behaviour.

Attitude

Attitude is considered an important psychological factor in understanding consumer behaviour. It reflects how individuals feel or think about a particular object, idea, or behaviour, and this influences how they act in different situations (Ajzen & Fishbein, 2000; Weigel, 1983; Schwartz, 1992). Research shows that the environmental attitudes of consumers directly shape their intention to engage in sustainable consumption (Yadav et al.,

2026). Sun and Wang (2019) found that consumers' willingness to purchase green products is strongly influenced by their overall perception and evaluation of these products. The effect was found to be stronger among certain groups, including males, higher-income consumers, and Gen Y. Similarly, Alex et al. (2025) observed that consumers' intention to engage in green purchasing is closely linked to their attitude towards environmental issues, suggesting that when individuals have a favourable outlook towards sustainability, they are more likely to reflect this in their buying behaviour. This is supported by Gracia and de Magistris (2007) and (Ogiemwonyi, 2022). Environmental attitude of consumers was also found to have a relation with the purchase intention for green cosmetics (Begum & Kalpana, 2025). Overall, attitude acts as a key driver of GCB, as it directly influences consumers' decision-making for green products. Hence, the following hypothesis is put forward:

H7: Attitude has a significant influence on green consumer behaviour.

Peer group influence

Research suggests that peer influence has a positive and meaningful effect on consumers' decisions to purchase green products (Suki, 2019). Khare (2014) found that peer influence significantly affects consumers' decisions to buy eco-friendly products. Choosing green products can also reflect an individual's alignment with social groups that support sustainable practices. This is particularly relevant in collectivist societies like India, where individuals tend to follow shared norms and values, which can reduce uncertainty in decision-making and encourage socially accepted behaviour. Lee (2008) observed that adolescents' green purchasing behaviour is highly influenced by social factors. Environmental behaviour can develop and spread through peer networks, and for younger individuals, green consumption may carry social meaning and serve as a way to express identity within their peer group. Discussions and recommendations among friends can also encourage interest in green products. Supporting these findings, Alex et al. (2025) found that consumers' buying behaviour for green products is shaped by social influence and subjective norms. Similarly, Ofori et al. (2025) highlighted that social norms shape personal values, which in turn influence green purchasing. Yadav et al. (2026) also reported similar findings, showing that consumers' intention to engage in green consumption is positively influenced by social norms. Overall, pro-environmental actions are often guided by societal expectations and shared norms, which encourage

individuals to adopt more sustainable consumption patterns. Thus, the study proposes the following hypothesis:

H8: Green consumer behaviour is significantly influenced by peer group influence.

Social Media

Social media is described as the channels through which content can be created as well as shared among individuals and organisations (Icha and Agwu, 2015). Putri (2025) showed that social media positively affects product knowledge, social influence, and perceived effectiveness of consumption, which in turn shape environmentally conscious consumer behaviour. Gulati (2021) found that social media campaigns can increase awareness about sustainable tourism among Indian consumers, which leads to greater interest in eco-friendly travel choices and products. Social media marketing can shape environmental concern, strengthen green values, and increase brand involvement, which makes the consumers consistently purchase eco-friendly products (Hu et al., 2024). Similarly, Pop (2020) discovered that social media impact how people view and purchase green cosmetics. People who trust the information on social media tend to foster favourable opinions about green products resulting in purchase behaviour. Contrary to these findings, Begum & Kalpana (2025) suggest that social media marketing for green cosmetics does not have any influence on the purchase intention for green cosmetics in India. Accordingly, the following hypothesis is formulated:

H9: Social media significantly influences green consumer behaviour.

Perceived Quality of Green Product

Product quality includes different aspects such as the information available about a product and its specific features (Kumar & Ghodeswar, 2014). The quality of a product is generally linked to both its characteristics and the overall experience it provides to consumers. Perceived quality is concerned with how the consumer evaluates a product in relation to other alternatives (Zeithaml, 1988). Perceived quality of green products plays an important role in shaping environmentally responsible consumer behaviour. Wagdi (2022) found that higher perceived quality of green products can positively influence consumer satisfaction and contribute to better outcomes in green marketing efforts. A study conducted in Bangladesh by Nekmahmud and Fekete-Farkas (2020) found that negative perceptions of green product quality can reduce consumers' willingness to purchase such

products. This may be due to inconsistencies in product standards or the inability of businesses to meet consumer expectations because of which younger consumers are not satisfied with the quality of these products. Contrary to this, in developed markets, businesses are more likely to offer standardised and high-quality eco-friendly products, which helps build greater consumer trust. Hence, the following hypothesis is put forward:

H10: Perceived quality of green products has a significant influence on green consumer behaviour.

Perceived Price of Green Product

Green price includes not only the financial cost of the product, but its environmental impact (Mahmoud et al., 2024). In developing countries, price plays a key role in decisions related to buying green products. As highlighted by Nekkumud and Fekete-Farkas (2020), younger consumers, particularly those with higher education levels, are more likely to purchase eco-friendly products when they are aware of their costs. Many young consumers show interest in eco-friendly products and may even adjust their lifestyle choices if the price is similar to or lower than conventional alternatives. However, price sensitivity can act as a barrier for certain groups, specifically those with limited budgets. Sun and Wang (2019) indicate that low-income households are more restricted in purchasing eco-friendly products, while female and Gen X consumers tend to be more price-conscious. When financial resources are limited, consumers may avoid green products due to higher perceived costs. Despite that, there are consumers who are open to the idea of paying a higher cost for eco-friendly products (Essoussi and Linton, 2010). For green products to be widely accepted, pricing must be seen as fair and reasonable (Zhao et al., 2021). On the contrary, the study by Yadav et al. (2026) suggests that price sensitivity of consumers does not directly influence their sustainable purchase behaviour. Thus, the study proposes the following hypothesis:

H11: Green consumer behaviour is significantly influenced by perceived price of green product.

RESEARCH GAP

Existing studies on green consumer behaviour have largely focused on psychological factors like attitudes and intentions toward green consumption, creating the need to study product related factors like green price and quality. While demographic variables have been examined in prior research, the findings remain inconsistent and context-dependent, indicating the need for further examination in India. Additionally, much of the

existing literature on green consumers has been conducted in developed economies, reducing its generalisability to emerging markets such as India, where consumption patterns, income levels, environmental awareness, and market maturity differ significantly. Accordingly, the present study seeks to address these gaps by empirically examining the influence of various determinants on green consumer behaviour in the Indian context.

OBJECTIVES

Based on the above identified gaps, the present study attempts to empirically examine the role of demographic, psychological, and product-related factors in shaping green consumer behaviour in India, with a specific focus on understanding whether functional product attributes outweigh social and psychological influences. Hence, the objectives formulated for this study are:

- To examine the influence of environmental awareness on green consumer behaviour.
- To assess the impact of attitude on green consumer behaviour.
- To analyse the effect of peer group influence on green consumer behaviour.
- To understand the influence of social media on green consumer behaviour.
- To assess the impact of perceived quality of green products on green consumer behaviour.
- To understand the influence of perceived price of green products on green consumer behaviour.
- To analyse the effect of demographic factors (age, gender, income, education level and marital status) on green consumer behaviour.

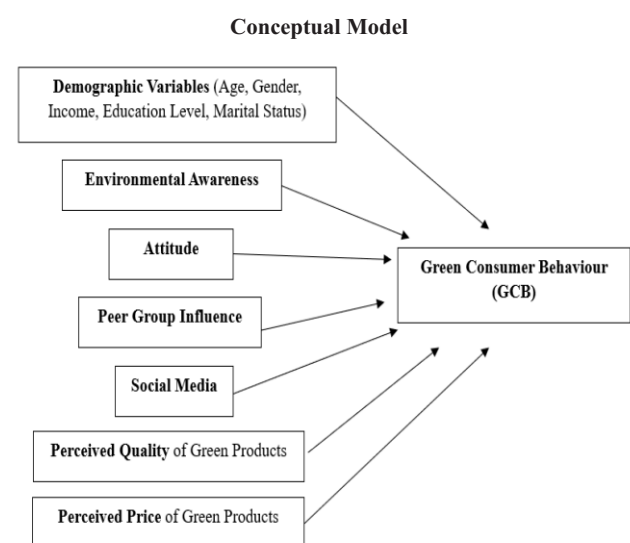


Figure I: Conceptual Model of the Study

RESEARCH METHODOLOGY

Sources of Data

Both primary and secondary sources have been used in the study. Primary data is collected through a structured questionnaire, while secondary data is collected from books, journal articles and government reports.

Research Instrument

A pilot study was carried out on 30 respondents, following which ambiguous statements were removed. The final questionnaire was created on Make My Survey and consisted of 40 items divided into two sections. The first section collected data about the demographic characteristics of respondents using five items. The second section measured the dependent and six independent variables using five statements each, resulting in a total of 35 statements. The responses were recorded using a five-point Likert scale ranging from 1 (Strongly Disagree) and 5 (Strongly Agree).

Data Collection and Sampling Design

The questionnaire was shared on social networking sites and circulated in offline mode during a time span of two months. The study employs a non-probability sampling technique, specifically convenient and snowball sampling. Through this process, 205 responses were collected.

Ethical Considerations

Respondents participated in the study voluntarily and were informed that the questionnaire is anonymous and confidential. The data collected has been used solely for academic purposes.

DATA ANALYSIS

Demographic Profile

Table I: Respondent's Profile

Variable	Groups	Frequency	Percentage
Gender	Male	96	46.8
	Female	108	52.7
	Prefer not to say	-	-
Age	18-24	77	37.6
	25-30	20	9.8
	31-40	18	8.8
	41-50	26	12.7
	50 and above	64	31.2

Education Level	Higher Secondary	24	11.7
	Graduation	119	58
	Post Graduation	59	28.8
	PhD	2	1
	Other	1	0.5
Annual Income (Individual)	₹ 0- ₹ 300000	76	37.1
	₹ 300001- ₹ 600000	27	13.2
	₹ 600001- ₹ 1200000	27	13.2
	₹ 1200001- ₹ 1800000	47	22.9
	More than ₹ 1800000	28	13.7
Marital Status	Single	100	48.8
	Married	98	47.8
	Prefer not to say	6	2.9
	Others	1	0.5

Reliability Analysis

Table II: Cronbach's Alpha

Variable	Cronbach's Alpha
Environmental Awareness	0.803
Attitude	0.738
Peer Group Influence	0.808
Social Media	0.853
Perceived Quality of Product	0.871
Perceived Price of Product	0.705
Green Consumer Behaviour	0.788

Reliability analysis using Cronbach's Alpha was done to check whether the scale used in the study is consistent and dependable. The Cronbach Alpha for all the variables is exceeding 0.70, showing that the study's measurement scales are sufficiently reliable and were kept for further statistical analysis (Table II).

Descriptive Statistics

Table III: Descriptive Statistics

Variable	Mean	Median	Standard Deviation
Environmental Awareness	4.06	4.2	0.69
Attitude	4.49	4.8	0.63
Peer Group Influence	3.21	3.2	0.88
Social Media	3.26	3.2	0.88

Perceived Quality of Product	3.54	3.4	0.77
Perceived Price of Product	3.19	3.3	0.87
Green Consumer Behaviour	3.73	3.8	0.76

Descriptive statistics were used to understand the overall pattern of the data (Table III).

Correlation Analysis

Table VI: Correlation Matrix

Variable	Environmental Awareness	Attitude	Peer Group Influence	Social Media	Perceived Quality of Green Products	Perceived Price of Green Products	GCB
Environmental Awareness	1						
Attitude	0.369	1					
Peer Group Influence	0.335	-0.044	1				
Social Media	0.359	-0.012	0.549	1			
Perceived Quality of Green Products	0.433	0.058	0.566	0.565	1		
Perceived Price of Green Products	0.312	0.039	0.488	0.371	0.641	1	
GCB	0.427	0.195	0.418	0.413	0.554	0.492	1

Correlation was used to check how variables are related to each other and whether they move in the same direction or not. All the independent variables are positively related to GCB, showing a moderate to strong relationship (Table IV).

Independent Samples T- test

Table V: T-test and Anova Results

Variable	Groups	Mean	Observations	df (Between, Within)	t Stat	p-value
Age	18-24	3.460	77	4, 200	-	0.001
	25-30	3.8	20			
	31-40	3.856	18			
	41-50	3.777	26			
	50 and above	3.991	64			
Gender	Male	3.781	96	202	0.837	0.403
	Female	3.693	108			
Income	₹ 0- ₹ 300000	3.553	76	4, 200	-	0.003
	₹ 300001- ₹ 600000	3.630	27			

	₹ 600001- ₹ 1200000	3.704	27	3, 201	-	0.045
	₹ 1200001- ₹ 1800000	4.089	47			
	More than ₹ 1800000	3.757	28			
Education Level	Higher Secondary	3.467	24	195	-4.281	0.00003
	Graduation	3.734	119			
	Post graduation	3.878	59			
	PhD & Others	3	3			
Marital Status	Single	3.524	100	195	-4.281	0.00003
	Married	3.963	98			

Note: Significant at $p < 0.05$.

T-test has been used to assess whether GCB varies with gender and marital status. The results show that the difference in GCB across males and females was statistically insignificant ($p = 0.403, p > 0.05$). Gender does not affect the green buying decision of individuals. Thus, H2 gets rejected. Marital status was found significant ($p = 0.00003, p < 0.05$). The mean score of GCB for married respondents was higher than that of single respondents. Marital status has a significant influence on GCB. Hence, H5 gets accepted (Table V).

One-way Anova

One way ANOVA was used to understand whether GCB differs with varying levels of age, income and education. The results indicate that age was found significant ($p = 0.001, p < 0.05$), with the mean GCB scores rising with increase in age. Therefore, people from different age groups vary in how they engage in GCB. As for income, there exists a statistically significant difference in GCB across income levels ($p = 0.003, p < 0.05$). Respondents in the higher income groups exhibit the highest GCB mean, whereas those in the lowest income group show lower mean. Hence, variations in income are associated with differences in the adoption of green consumer practices. Education level is significant ($p = 0.045, p < 0.05$). Respondents who are post-graduates have the highest level of GCB, followed by graduate respondents and higher secondary respondents. Education level has a meaningful impact on the GCB of consumers, with consumers from different education levels portraying varying levels of GCB. Hence, H1, H3 and H4 are accepted (Table V).

Regression

Multiple regression has been used to understand how all the selected independent variables are influencing the dependent

variable. The regression model in this study is significant and explains 40.1% (R^2) of the variation in GCB ($p < 0.001$). After adjusting for all variables, the Adjusted R^2 came out to be 38.3%, indicating that the model has a moderate explanatory power (Table VI).

Table VI: Model Summary of Multiple Regression Analysis

R	R^2	Adjusted R^2	Standard Error
0.633	0.401	0.383	0.594

Among the individual predictors, environmental awareness ($p = 0.031$), attitude ($p = 0.043$), perceived quality of green products ($p = 0.003$), and perceived price of green products ($p = 0.005$), were significant. Thus, H6, H7, H10, H11 are supported. Peer group influence ($p = 0.296$) and social media ($p = 0.157$) were insignificant. Hence, H8 and H9 were not supported (Table VII).

The tolerance values were well above the minimum acceptable threshold of 0.10 and the VIF was also falling within the acceptable range of 1 to 5. Hence, multicollinearity is not a concern in the present study (Table VII).

Table VII: Regression Coefficients and Collinearity Statistics

Variable	Coefficients	Standard Error	t Stat	P-value	Beta value	Tolerance	VIF
Environmental Awareness	0.162	0.075	2.17	0.031	0.147	0.659	1.517
Attitude	0.147	0.072	2.04	0.043	0.123	0.826	1.211
Peer Group Influence	0.065	0.062	1.05	0.296	0.077	0.566	1.766
Social Media	0.087	0.061	1.42	0.157	0.102	0.588	1.699
Perceived Quality of Product	0.244	0.083	2.95	0.003	0.250	0.425	2.353
Perceived Price	0.178	0.063	2.82	0.005	0.206	0.564	1.773

Note: Significant at $p < 0.05$.

Table VIII: Summary of Hypothesis Testing

Hypothesis	Statement	P value	Result
H1	Age has a significant influence on GCB.	0.001	Accepted
H2	GCB is significantly influenced by gender.	0.403	Rejected
H3	Income significantly influences GCB.	0.003	Accepted
H4	Education has a significant influence on GCB.	0.045	Accepted
H5	GCB is significantly influenced by marital status.	0.00003	Accepted
H6	Environmental awareness significantly influences GCB.	0.031	Accepted

H7	Attitude has a significant influence on GCB.	0.043	Accepted
H8	GCB is significantly influenced by peer group influence.	0.296	Rejected
H9	Social media significantly influences GCB.	0.157	Rejected
H10	Perceived quality of green products has a significant influence on GCB.	0.003	Accepted
H11	GCB is significantly influenced by perceived price of green product.	0.005	Accepted

DISCUSSION

Age

The age of a consumer influences their green consumption decisions ($p < 0.05$), with the findings suggesting that older people display higher GCB. This is supported by previous studies (D'Souza et al., 2007; Patel et al., 2017; Zhao et al., 2013). Older individuals are generally more financially stable and have greater purchasing power, enabling them to afford relatively expensive green products. They prioritise health and long-term sustainability more when they evaluate products. Younger people, who formed a large proportion of the sample, exhibit lower GCB, possibly because of budget constraints.

Gender

Even though past studies have often found differences in GCB based on gender (Hunter et al., 2004; Ogiemwonyi, 2022; Patel et al. 2017), this study finds gender has no effect on GCB ($p > 0.05$). Digital media and increasing availability of green brands has exposed both the genders to environmental information, due to which sustainable consumption is emerging as a collective concern rather than being limited to a particular gender.

Income

Income has a direct effect on GCB, suggesting that higher income people exhibit stronger green behaviour ($p < 0.05$). Green products are generally priced higher than conventional products, which restricts their accessibility to people in the lower-income brackets. High-income consumers can look beyond the pricing and prioritise concerns like health and sustainability. People with lower income may find it harder to choose green products despite having environmental consciousness because they are restricted by price sensitivity and budget constraints.

Education

Education level's significance shows that education plays a significant role in improving knowledge about environmental

issues, eco-friendly practices and long-term consequences of consumption decisions. Educated consumers are more likely to grasp concepts like eco-labelling and environmental impact, which positively influence their purchasing behaviour. These findings are supported by Patel et al. (2017) and Zhao et al. (2013).

Marital Status

Marital status directly shapes GCB ($p < 0.05$), with married respondents appearing to exhibit higher levels of environmentally responsible consumption compared to single individuals. This is in line with the research by Čater & Serafimova (2019), Patel et al. (2017) and Kim (2015). Married people generally have more household responsibilities and think about the long-term well-being of their family and children, which influences them to become more aware of their consumption choices and invest more in eco-friendly products. Single individuals, particularly younger respondents, who form a large portion of the sample may exhibit relatively lower levels of GCB due to lower financial stability and higher price sensitivity.

Environmental Awareness

The significance of environmental awareness ($\beta = 0.147, p < 0.05$) indicates that Indian consumers are now well-acquainted with environmental challenges especially air pollution and excessive plastic wastes, which is influencing their consumption choices when it comes to green products. Hence, people who are more aware about environmental problems and environmentally friendly practices, have a higher chance of engaging in GCB. Past studies have suggested the same (Borah et al., 2024; Bang et al., 2020).

Attitude

Indian consumers have a favourable perception towards environmental protection and green products, and this attitude directly influences their GCB ($\beta = 0.123, p < 0.05$). This is in line with the findings by Sun & Wang (2019) and Alex et al. (2025). Rising education, discussions on environmental challenges, exposure to eco-friendly practices and introduction of eco brands are creating a positive attitude towards green products. In turn, consumers who possess favourable attitude are then more likely to translate this attitude into actual consumption choices.

Peer Group Influence

The relationship between peer group influence and GCB is not found significant ($\beta = 0.077, p > 0.05$). Generally, in a collectivist society like India, social influence tends to shape consumer

decision-making. But in the case of green products, currently the purchase is individually-driven rather than socially driven because green consumption may not have developed into a social norm yet. Eco-friendly behaviour is not always visibly practised or reinforced within peer groups, hence people may not feel the push from social circles to adopt green habits.

Social Media

Social media's insignificance ($\beta = 0.102, p > 0.05$) shows that despite excessive environmental brand campaigns and influencer marketing, social media is not driving actual green purchase behaviour possibly due to the large volume of information online, which makes it difficult for consumers to identify credible information. Consumers may be unsure about trusting green claims online, especially with increasing instances of greenwashing coming to light.

Perceived Quality of Green Products

Perceived quality of green products has emerged as the strongest determinant of GCB ($\beta = 0.250, p < 0.05$). This is in line with the research by Wagdi (2022). This is because majority of Indian consumers are apprehensive when it comes to green products, as they believe that these products may be compromising on effectiveness. As a result, when Indian consumers assess green products, they tend to focus not just on the environmental sustainability of the products, but also the functional utility. Consumers are willing to adopt eco-friendly products only if they perceived them to be sufficiently effective and durable.

Perceived price of green product

Perceived price's significance is because Indian consumers are normally very sensitive about the price and value of products, so their consumption choices are greatly influenced by affordability and perceived value for money ($\beta = 0.206, p < 0.05$). Consumers who perceive the cost of eco-friendly products to be reasonable and justifiable due to the quality are hence more willing to adopt green products. Existing studies (Nekmahmud and Fekete-Farkas (2020); Sun and Wang, 2019) have found similar findings.

CONCLUSION

The present study examined the determinants of GCB in India by analysing the influence of demographic factors along with psychological, social, and product-related variables. The findings lead to three key conclusions which contribute to the existing literature.

First, while the majority of previous research has focused on psychological and intention-based frameworks, this study

highlights the dominant role of product-related factors (perceived quality and perceived price) in shaping green consumer behaviour in an emerging market context like India.

The findings also challenge the conventional assumption that peer influence and social media exposure significantly drive green purchasing, as both these determinants were found to be statistically insignificant in this study. This suggests that green consumption in India is still primarily driven by functional and economic considerations rather than social reinforcement mechanisms. Indian consumers are currently quite practical in their approach towards green consumption, trying to balance their environmental consciousness with functional utility and affordability.

Additionally, by integrating demographic, psychological, and product-related variables within a single empirical model, this study provides a more comprehensive understanding of green consumer behaviour in a developing economy context.

IMPLICATIONS

The findings of this study provide practical implications for businesses, marketers and policymakers.

- Firms are recommended to set performance standards of green products against conventional alternatives, specially in product categories where effectiveness is the primary decision-making factor, like FMCG, personal care and household products.
- The price premium associated with green products needs to be brought down, through local sourcing of raw materials and achieving economies of scale in production.
- To further reduce price sensitivity among Indian consumers, firms may opt for strategies like smaller package sizes (trial packs) and subscription-based pricing for certain green products.
- Since social influence and digital media are not currently driving green consumer decisions alone, marketers may shift from over-reliance on these factors to adopting ways to increase credibility of green products like verified eco-labels and certifications and positioning products by emphasising on their health benefits and personal utility.
- When it comes to policy interventions, it is quite clear that awareness campaigns have already resulted in higher environmental awareness among the population, however significance of price and quality show that awareness alone will

not drive adoption of green products. Policy initiatives include subsidies for eco-friendly manufacturing, GST reductions and tax benefits for certified green products.

FUTURE RESEARCH SCOPE

While the study contributes to existing literature, it also provides several areas for future research where there is more scope for analysis of green consumers. Since this study was based on the data collected at a single point in time (cross-sectional data), future research can use longitudinal research design which will examine how consumers' green behaviour changes over time. Since the data was self-reported, it may have led to social desirability bias. More objective measures can be used to obtain accurate insights into consumer practices. Future research can use larger sample with probability sampling so that more people from diverse backgrounds may be included. Since the study relied on perceived measures of behaviour, future research can examine the actual buying behaviour through real purchase data to better capture the gap between perception and action. Finally, the current study did not focus on a specific green product category, while actual consumer behaviour may vary among different types of green products. More emphasis can be placed on specific green product categories in future research.

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