

A Study on Buying Behaviour of Gen Z Towards Green Products.

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Abstract

Infrastructure development has brought a drastic transformation and fluctuation in the ecosystem which led to the priority towards environmental protection practices. Environmental protection has been given highest priority by the government to avoid occurring disasters due to lack of conservation practices and due to higher focus towards infrastructure development. However, the present study has been undertaken to analyze buying behaviour of Gen Z towards green products. The study focuses towards analyzing buying behaviour of Gen Z towards green products, to study the factors influencing green product purchase by Gen Z, to study the satisfaction level of Gen Z towards usage of green products. The data for the present study has been collected by meeting 100 gen Z consumers buying green products. The study area is confined to Kadur taluk. From the present study it can be suggested that campaigns must be conducted to create awareness and benefits about the usage of green products.

Keywords: Consumer Behaviour, Gen Z, Ecofriendly etc

INTRODUCTION

Infrastructure development has brought a drastic transformation and fluctuation in the ecosystem which led to the priority towards environmental protection practices. Environmental protection has been given highest priority by the government to avoid occurring disasters due to lack of conservation practices and due to higher focus towards infrastructure development. Manufacturing eco friendly products which are biodegradable and reusable can reduce pollution and helps in conserving resources. Generation Z is driving a massive shift towards sustainable consumption prioritizing products made from renewable, non-toxic or recycled materials.

However, the present study has been undertaken to analyze buying behaviour of Gen Z towards green products. The study focuses towards analyzing buying behaviour of Gen Z towards green products, to study the factors influencing green product purchase by Gen Z, to study the satisfaction level of Gen Z towards usage of green products.

LITERATURE REVIEW

➤ **Kumar S (2024)** conducted a study on “**Determining Factors Influencing Customer’s Purchase Decisions for Green Products an Analytical Study of Delhi**”. This study focused towards environmental awareness among Indian customers and variables influencing Indian customers to buy green products. The data for present study has been collected from both primary data and secondary data. Primary data has been collected with the help of structured questionnaire by meeting 204 respondents. Snowball sampling techniques has been

used for the purpose of data collection. The study reveals that green product experience and environmental friendliness of companies are more important for Indian customers in deciding to purchase green products.

➤ **Roshan David Pereira, Et al (2024)** conducted a study on “**A Study on The Factors Influencing the Purchasing Behaviour for Green Products Among Young Costumers in India**”. This study explored the role of Determinants that influence the consumption of eco-friendly products among youth of India. The intention to purchase green items was the dependent variable. The data for present study has been collected from primary and secondary sources. Primary data has been collected with the help of structured questionnaire by meeting 286 Respondents. Convenience sampling technique has been used for data collection.

➤ **Vishal Guptha (2021)** conducted a study on “**Green Purchase Intention: Impact of Subjective Norms and Perceived Behavioural Control**”. This study understood the concept of green products, green purchase intention, perceived behavioural control. The data for the present study has been collected from both primary and secondary sources. Primary data has been collected with the help of structure questionnaire by meeting 905 respondents. The study has been undertaken to analyse the youth attitude and behaviour towards overall green products line like green food, green clothing, green technology, green cars etc.

➤ **Sidhi Verma (2020)** conducted a study on “**Precursors of Green Purchase Behaviour**”. This study examined the influence of part environment friendly behaviour, peer influence and green product knowledge in the context of organic product purchase behaviour. The data for present study has been collected from both primary and secondary sources. Primary data has been collected with the help of structured questionnaire by meeting 102 respondents. It was found that post environment friendly peer influence and green product knowledge influenced Indian youth's organic product purchase behaviour.

➤ **Anitha Acharya (2019)** conducted a study on “**Factors Behind Discussion To Green Products Among Young Customers: A qualitative Study**”. This study sought to a predict green products, thematic analysis, young costumers. The present study has been collected from primary and secondary sources. Primary data has been collected with the help of structure questionnaire by meeting 31 college students as respondents. It was found that future research can take a contrasting approach and focus on investigating what kind of Indian consumers prefer to use green products and what motivates them to buy green products.

OBJECTIVES OF THE STUDY

1. To determine the buying behaviour of Gen Z towards green products
2. To study the factors influencing green product purchase by Gen Z
3. To study the satisfaction level of Gen Z towards usage of green products.

SCOPE OF THE STUDY

The present study focuses towards Consumer Behaviour of Gen Z Towards Green Products. The study focuses only on Gen Z behaviour towards buying green products by ignoring others. The geographical area chosen for the present study in Kadur taluk only. The number of respondents were limited to 100 only.

RESEARCH METHODOLOGY

The data for the present study has been collected from both primary and secondary sources.

Primary data: The primary data for the present study has been collected through a well-structured questionnaire by direct and telephonic interview method. For this study the sample size is 100 respondents selected through a simple random sampling technique. The collected data has been analyzed and interpreted with the help of tables and graphs.

Secondary data: Secondary data has been collected by referring various articles, journals, websites books etc.

RESULTS AND DISCUSSIONS

Table No-1: Type of green product regularly purchased/used

Sl No	Particular	No of respondent	Percentage (%)
1	Organic food	29	29
2	Green electric vehicle	10	10
3	Eco friendly cleaning products	32	32
4	Solar panels	06	06
5	Re usable water bottles	12	12
6	Sustainable fashion	02	02
7	Green building materials	00	00
8	Other green products	09	09
	Total	100	100

(Source: Field Survey)

From the above table it can be analyzed that out of 100 respondents, 32% respondents regularly purchase ecofriendly cleaning products, 29% respondents regularly purchase organic food, 12% regularly use reusable water bottles, 10% prefer Green electric vehicle, 9% purchase other green products, 6 regularly use solar panels and 2% respondents regularly use sustainable fashions.

From the above analysis it can be interpreted that majority of the respondents regularly purchase eco-friendly cleaning products.

Table No – 2: Brand reputation for purchasing green products

Sl No	Particular	No of respondent	Percentage (%)
1	Very important	53	53
2	Somewhat important	23	23
3	Not very important	20	20
4	Not at all important	04	04
	Total	100	100

(Source: Field Survey)

From the above table it can be analyzed that out of 100 respondents, 53% respondents said brand reputation is very important in purchasing green products, 23% said somewhat important, 20% said it's not very important, 4% said it's not at all important.

From the above analysis it can be interpreted that majority of the respondents said brand reputation is somewhat important for purchasing green products.

Table No – 3: Challenges faced while buying green products

Sl No	Particular	No of respondent	Percentage (%)
1	Costly	17	17
2	Time consuming	03	03
3	Green washing	30	30
4	Limited availability	13	13
5	Lack of awareness	25	25
6	Confusing label	05	05

7	Other challenges	07	07
	Total	100	100

(Source: Field Survey)

From the above table it can be analyzed that out of 100 respondents, 30% respondents have green washing as a challenge to buy green products, for 25% respondents lack of awareness is a challenge to buy green products, for 17% respondents high cost is a challenge to buy green products, 7% respondents have other challenges to buy green products, for 5% respondents confusing label is a challenge to buy green products, for 3% respondents time consumption is a challenge to buy green products.

From the above analysis it can be interpreted that majority of the respondents face green washing as a challenge in green products.

Table No -4: Satisfaction level on quality of green products

Sl No	Particular	No of respondent	Percentage (%)
1	Highly satisfied	17	17
2	Satisfied	46	46
3	Neutrally	30	30
4	Dissatisfied	00	00
5	Highly dissatisfied	07	07
	Total	100	100

(Source: Field Survey)

From the above table it can be analyzed that out of 100 respondents, 46% respondents are satisfied with quality of green products, 30% respondents are neutral, 17% respondents are highly satisfied, 7% respondents are highly dissatisfied with the quality of green products.

From the above analysis it can be interpreted that majority of the respondents are satisfied with the quality of green products.

FINDINGS

- The study found that majority that is 96% of the respondents are aware about green products
- The study identifies that majority of the respondent's reason to buy green products is environmental issues.
- The study it clear that majority that is 46% of the respondents always purchase green products.
- The study clear that majority that is 32% of the respondents regularly purchase eco-friendly cleaning products.
- The study found that majority that is 43% of the respondents are getting information about green product from internet.
- The study found that majority that is 98% of the respondents believe that green products are helping to save and manage waste.
- The study identifies that majority that is 31% of the respondent's found benefits with conversation of natural resources from green products.
- The study clear that majority that is 57% of the respondents perceive that green products are bio degradable.
- The study clear that majority that is 44% of the respondents sometimes buy green products if they are costly.
- The study found that majority that is 34% of the respondents trusted green pro certification for buying green products.
- The study found that majority that is 95% of the respondents agreed that green products help to maintain and improve good health.

- The study found that majority that is 49% of the respondents found suitability of green products to their life style.
- The study identifies that majority that is 67% of the respondents approved that green products are not overpaid.
- The study identifies that majority that is 50% of the respondents gave excellent rating for green products are value for money.
- The study clear that majority that is 98% respondents believe that green products help to maintain good environment
- The study clears that majority that is 53% of the respondents said brand reputation is somewhat important for purchasing green products.
- The study found that majority that is 45% of the respondents are very likely to continue in purchasing green products.
- The study found that majority that is 30% of the respondents face green washing as a challenge in green products.
- The study identifies that majority that is 42% of the respondents are expecting improved performance from green products in future days.
- The study identifies that majority that is 46% of the respondents are satisfied with quality of green products.
- The study found that majority that is 73% of the respondents recommended green products to others.

SUGGESTIONS

- Awareness programs and promotional campaigns must be held to create awareness about paper bags, handicraft items and clay products the sale of among Gen Z consumers so their buying patterns can be progressed.
- Advertisement strategies need to be advanced by providing advertisements in social media and television so that it can reach most of the people in short duration.
- Research to be held to analyze the reason for low customer satisfaction and corrective actions need to be taken to solve these issues.
- Demand and supply need to be balanced to eradicate unavailability issue of the product
- Create awareness about the benefits of eco friendly products for their sustainable future.

CONCLUSION

Environmental conservation must be given high priority by the manufacturers by providing unique products with unique benefits and are degradable and renewable. The present study has been undertaken to analyze buying behaviour of Gen Z towards green products. The study focuses towards analyzing buying behaviour of Gen Z towards green products, to study the factors influencing green product purchase by Gen Z, to study the satisfaction level of Gen Z towards usage of green products. Awareness programs and promotional campaigns must be held to create awareness about paper bags, handicraft items and clay products the sale of among Gen Z consumers so their buying patterns can be progressed. Advertisement strategies need to be advanced by providing advertisements in social media and television so that it can reach most of the people in short duration.

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