**IMPACT OF GREEN CONSUMERISM ON ENVIRONMENTAL SUSTAINABIITY**

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**ABSTRACT**

In Current Scenario, Government and businesses are increasingly focusing on green marketing and green products as a result of environmental issues. Today's consumers are also involved in this effort since without them, all efforts in this direction would be unsuccessful. The term "green consumerism" refers to the identification and maintenance of both the needs of consumers and environmental problems. Green consumerism promotes the reuse-reduce-recycle method, which reduces the waste generated during the manufacture, packaging, and use of goods. It decreases emissions and pollution created while the objects are being transported, increases energy efficiency, and ultimately increases savings by cutting utility prices. Green consumerism involves healthier, more environmentally friendly food choices, which promotes the use of and consumption of locally and organically produced items. If people gradually develop a habit of buying more locally grown food, there will be a rise in the consumption of more nutrient-dense food. For the foreseeable future, Green Consumerism helps protect the environment.

**Keywords**: Green Consumerism, Environment, sustainability, consumer, marketing

**Introduction**

Ecology and natural resources are rapidly diminishing. There are already effects of climate change, global warming, and other severe disasters. Numerous environmental problems are putting our way of life to the test, and they all point to an ecosystem change triggered by human activities (Bamberg and Moser, 2007). Concerns over problems including climate change, ozone layer depletion, intensive resource exploitation, rising air, water, and soil contamination, and rising carbon emissions are only getting worse on a global scale. All of these difficulties are causing people to worry about protecting the environment and creating sustainable practices. The planet's limited resources are important since there is a possibility that they will soon run out. Poor economic performance has negative effects, including damage to the environment.

With expanding consumer markets and volumes, production and consumption practices are severely harming the environment. The importance of this issue has been recognized by the government, consumers, and producers. Industries' research and development divisions are constantly attempting to create products that are eco-friendly and cause less environmental damage. Green products are frequently described as having healthy disposal options and the ability to be recycled. The government and non-governmental organizations both advocate for the production, marketing, and consumption of such products.

Sustainability is not just important but absolutely necessary in the modern society. It is thought of as something's ability to remain constant across time. Environmental sustainability entails preserving the harmony between nature and humanity while safeguarding natural resources for the now and the future. One of the main economic sectors that considerably worsens the environment is the industrial one. Both the consumable finished goods and the raw resources used to make them are bad for the environment and humans. Some of them include significant climate changes, eutrophication, a shortage of fresh water, declining indoor and outdoor air quality, acid rain, plastic rain, greenhouse gas emissions, traces of dangerous toxins, global warming, and many more issues.

There are, however, some companies and brands that have significantly aided in the adoption of ecologically friendly practices, and they are certainly deserving of praise. The negative environmental effects of companies like IKEA, Unilever, Panasonic, Seventh Generation, Patagonia, IBM, Adobe, Nike, H&M, and others have been greatly reduced. Similar to these companies, all must support environmental preservation and use eco-friendly advertising techniques. It is essential to preserve the environment and human health from the negative effects of industrial pollutants and to operate responsibly in order to promote economic progress. Due to this circumstance, a brand-new idea in product and service consumption called "Green Consumerism" has emerged. Green consumerism may be characterized as a particular form of consumerism or a pattern of consumption that is well suited to the preservation of the environment for both the now and the future. It is a notion that holds people responsible for considering environmental challenges and helping to resolve them by engaging in ecologically sound behavior. According to www.conserve-energy-future.com, "green consumerism" is the habit of people searching out products and services that have undergone environmentally friendly production procedures, such as those that recycle and safeguard the planet's resources **(**[**www.conserve-energy-future.com**](http://www.conserve-energy-future.com)**).**

Green consumerism was defined as "the production, promotion, and preferential consumption of goods and services on the basis of their pro-environmental beliefs" by Akenji (2014). A movement known as "green consumerism" aims to persuade consumers to purchase foods and other items that are thought to be more environmentally friendly, such as organic food, lead-free petrol, and so on. It refers to practices that minimize environmental harm, such as recycling and utilizing eco-friendly items. More and more businesses and industries are joining the green movement, either because they really care about protecting the environment or because they want to take advantage of the rising consumer demand for greener practices. (Seema,2018)

**Consumer Behavior towards Green Consumerism**

Customers environmental commitment, opinions on eco-products, and perceptions of obstacles to going green all have a favorable impact on their desire to make green purchases, which in turn has a positive and significant impact on customers' purchases of eco-products. The results also demonstrate that the strongest predictors of customers' desire to make green purchases are their dedication to the environment and how they view eco-products. Additionally, customer demographics affect how they view eco-products, how committed they are to the environment, and how likely they are to make green purchases (Hojnik et al.2020).

Alagarsamy et al. 2021 evaluated green consumption values and production patterns and comprehended how these affected green customers' consumer behavior and buying intentions, particularly those of the city of Bangalore's environmentally concerned young. The findings demonstrated that environmentally conscious purchasing intentions and consumer attitudes towards sustainable food logistics are either directly or indirectly influenced by green consumption values and consumer attitudes. This study's key contribution is the discovery of new multidimensional constructs that can be used to gauge green consumers' attitudes towards ethical food logistics in the setting of India. These results will enable managers and upcoming academics to comprehend how eco-friendly consumer attitudes might be influenced by sustainable food logistics practices.

The future of human life disrupts the world and damages our finite resources, thus decision-makers and thinkers must come up with a solution. Concern for the environment has gained attention recently in many spheres of society. The study examined the impact of green marketing tools namely, eco-labels, eco-brands, and environmental advertisements. The findings demonstrate that eco-brands had the least impact on customer purchasing behavior whereas environmental advertisements had the most impact (Delafrooz et al. 2014).

Rahbar et al. (2011) examined the impact of green marketing strategies on Malaysian consumers actual purchasing behavior and found that consumers' perceptions of eco-brands and the trust they place in them had a positive and significant influence on their actual purchasing decisions. Real-world applications report offers helpful advice for green product marketers and manufacturers and provides useful guidelines for the government to develop green policies, such as offering marketing incentives to producers of green goods and enticing consumers to purchase products with eco-labels.

Gupta et al.2013. investigated and comprehended the consumer awareness and attitudes towards green products, services, and corporate marketing initiatives and revealed that consumers have positive attitudes towards green products and marketing. The use of green products and intentions to buy them were examined in Shamsi 2017 study in relation to demographic factors such as age, gender, income, and educational attainment. The findings provided crucial information on the elements that significantly influence customer behavior towards green goods, both positively and negatively. Consumer personal conscience and environmental sustainability are shown to be motivating factors, while lack of availability and ignorance, as well as the expense of installation and usage, are found to be demotivating issues. Regardless of their demographics, consumers are expected to buy green items. However, it is discovered that the only demographic factor associated with the use of green products is educational level.

A study by Zeynalova and Namazova, 2022 ascertained the connection between customer attitudes and behaviors regarding the use of environmentally friendly products. The variables influencing respondents urban purchasing decisions, intentions, awareness, attitudes, and behaviors towards green items were surveyed. The respondent’s green consumer habits varied depending on their age, the size of their home, their marital status, their level of education, and their income. At the same time, customers focused mostly on price, brand, look, advertising, professional judgement, and label information for purchasing environmentally products.

According to Makhdoomi et al.2016 With the rise in global consumption, there has been a quickening of economic growth. The environment has gotten worse as a result of this excessive consumption. The effects of this environmental degradation include pollution, global warming, and other issues that have raised public concern and sparked the green movement for environmental preservation. The study aimed to Understand the factors influencing customer purchasing behavior for green products and found that demographic characteristics have no impact on consumers decisions to buy environmentally friendly goods. The likelihood that a buyer will make a purchase is influenced by how satisfied they are with the product. The characteristics of green products have the biggest impact on consumer behavior and satisfaction.

**Ways to Be A Green Consumer**

One can start saving the environment and other natural resources by being a green consumer today to avoid regrets in the future. Anyone can alter their conduct in one of the following ways to become a green consumer:

**Less Energy usage**: Reduce energy consumption by switching off lights and other power sources when not in use at home and at work. Instead of using different electricity sources, one may develop the habit of spending more time in one particular area each day by working in several rooms around a property.

**Perspective shift:** Everyone needs to become more ecologically sensitive and aware of the dangers posed by environmental decline.

**Utilization of solar technology and renewable energy sources:** Some of the products offered include solar heaters, solar lamps, solar backpacks, solar geysers, and solar bulbs. While some of these products are more expensive than ordinary products, they often have longer lifespans and are more environmentally beneficial because they utilize natural energy.

**Reusing items:** One can easily become a green consumer by opting to reuse items or by using eco-friendly alternatives. Example: A cloth wipe that can be washed and reused repeatedly is an alternative to paper towels.

**Buy organic and locally grown food:** Buying organic and locally grown food helps to reduce the environmental effects of using artificial pesticides and fertilizers as well as carbon emissions caused by transportation.

Given the negative effects of global warming and other major catastrophes on the ecosystem and human health, it is time to embrace green consumerism and establish oneself as a proud green consumer in order to safeguard the environment and human life.

**Conclusion**

Although the Indian government has already taken action by enforcing numerous rules and regulations pertaining to environmental preservation, more needs to be done to promote green ideas and raise public awareness of environmental issues and problems. This will result in a new generation of environmentally conscious consumers who will both contribute significantly to keeping our planet healthy for future generations and themselves. Understanding the role consumers play in maintaining green supply chain operations requires more than just a focus on green consumerism; rather, it necessitates an appreciation of the lifestyle decisions consumers make in their day-to-day lives that fall under the definition of sustainable consumption, including those that have an extended negative impact on the environment.

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