

CONSCIOUSNESS AWARENESS TOWARDS GREEN SHOPPING ACTIVITIES FOR URBAN CONSUMERS

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Abstract

The issue of sustainability for the environment is becoming a major problem in the modern world due to the growing number of environmental issues which include the impact of climate change, environmental pollution and diminishing resources for the environment. People are slowly becoming aware of the importance of using environmentally friendly products and practices. This study examines the connection between awareness of sustainability and eco-friendly practices used by urban consumers. This study examines how the level of consumers' ecological awareness influences their choice in purchasing products that are sustainable. The study's data was collected through a survey created by researchers. It was later given to people in urban areas. This research studies the effects on environmental awareness as well as the attitudes of customers towards environmentally friendly products and also the potential to shop for items that are eco-friendly. Research suggests that an increasing awareness of the advantages of being sustainable positively influences purchasing practices that are green. The people who are more conscious of environmental concerns prefer to purchase eco-friendly products. This study shows that green strategies in marketing are essential, just as the consumer's awareness on the importance of sustainable consumption.

Keywords sustainable awareness Sustainable purchase behaviour among Urban Consumers, Green Marketing, Sustainable Consumption

Introduction

Sustainability of the environment is an important issue because of the increasing population density along with the growing industrialization of resources from nature. The environmental issues such as pollution caused by the production of waste from climate change and climate change has caused a rise in public awareness of the need to take measures to safeguard our environment. Environmental groups, organisations and government departments encourage people to adopt sustainable practices and be more ethically. People living in cities are becoming more aware of the effects they purchase has in the world of environmental protection. There is an increase in enthusiasm for environmentally sustainable things, including organic products that are recyclable and biodegradable packaging to recycle and

kitchen appliances as well as food items which use less energy. The act of shopping green consists buying products that are eco-friendly in regard to their use and sustainable nature. Green shoppers try to minimize the impact on the environment and also support manufacturing practices which are sustainable for the environment. Furthermore, many firms have adopted environmentally-friendly marketing strategies that help customers to purchase environmentally friendly items. Eco-labels, packaging, and other green labels are used as part of efforts to safeguard the natural environment. They are used to educate consumers about the benefits of purchasing eco-friendly goods. While awareness about sustainability increases, what the behaviour of those buying eco-friendly goods are differs. Thus, studying the effects on sustainability consciousness as well as the influence on buying patterns of consumers in urban areas that are green is vital to help encourage conscious consumption and long-term sustainable ecological sustainability for the earth.

Background to the Study

Recently, the push to protect the environment has grown to become a global concern due to the growing impacts of industrialization, urbanization and the inefficient utilization for natural resources. The environmental issues of deforestation, polluting from climate change and creation of waste have brought about the need for sustainability and ecologically viable growth. Environmental associations, organizations and public officials are encouraging companies and people to implement environmentally sustainable practices to safeguard the natural resources, as and to maintain an ecological equilibrium.

Urban consumers play a significant part in encouraging sustainable consumption as they have access to higher education technology, as well as information sources like online platforms, social media in addition to environmental-related campaigns. Increased access to information has heightened awareness of environmental concerns and the necessity to shop for green items. That's why lots of firms are offering eco-friendly items and adopting eco-friendly marketing strategies to attract eco-conscious customers.

Despite growing awareness of environmental sustainability, the behaviour of people who buy eco-friendly items varies. Though some shoppers favor eco-friendly items and will spend more on them, however, the vast majority of shoppers remain hesitant to put things like cost, accessibility or the convenience of shopping above the environmental aspect. Thus, knowing the relation between eco-friendly products and sustainable methods of shopping is crucial for encouraging sustainable shopping in urban shoppers.

Review of Literature

Ken Peattie (2001) explained the green aspect of marketing as an essential role in the promotion of sustainable consumption among customers. According to Peattie environmentally friendly marketing techniques are focused on developing the products, marketing them and disseminating them with a focus on reducing damage to the environment. A growing awareness of consumers of environmental concerns makes people more inclined to purchase environmentally sustainable products over conventional products. In addition, it was found that firms that implement environmentally friendly marketing strategies not only assist in protecting the environment, but also gain benefits in attracting eco-conscious customers.

Ricky Y. K. Chan (2001) examined the relationship between the environment's natural resources and buying behaviours. The research revealed that consumers with a greater understanding of environmental issues tend to buy eco-friendly products. Chan stated that social responsibility as well as the expectation of consumers influence purchasing eco-friendly items. It was found the impact of a awareness program and other forms of educational programs on the environment could affect the sustainability of consumers shopping habits.

Jacquelyn Ottman (2011) discussed how important it is to educate consumers about the advantages for the environment that come with green products. Ottman stated that the majority of customers will more inclined to purchase eco-friendly items in the event that they're aware of environmental benefits associated with the buy these items. In addition, the study highlighted that companies must be able to communicate clearly the benefits of eco-friendly products, such as sustainable features, eco-friendly certifications, and the advantages that sustainability could bring to. A well-crafted communication strategy will increase the confidence of customers and motivate them to buy products that are sustainable.

William Young (2010) focused on the role of consumer attitudes towards the environment and behaviour in shaping the purchasing habits of environmentally conscious purchasers. The study revealed that attitudes of positivity towards the environment is a key aspect in the drive of customers to shop for eco-friendly goods. Young added that the beliefs and values of every person and the environmental beliefs of their families and the way they live their lives are crucial in the development of eco-friendly shopping habits in customers.

Yatish Joshi (2015) said that environmental sustainability and awareness are the most important factors that influence buying decisions of consumers. It was found that those who

are conscious of impacts of the environment tend to buy products and services that are environmentally sustainable. Joshi explained that education and the policies of government play a crucial contribution to raising awareness for sustainability and sustainable living.

Iris Vermeir (2006) examined the factors that affect the behaviour of people that are conscious of the environment. It was found that individual along with ethical and social aspects greatly impact the process used by people who purchase products that are eco-friendly and sustainable. Vermeir further pointed out the fact that social pressure as well as peer pressures can lead people to take ethical choices in purchasing.

Francesco Testa (2015) discovered the significance of environmental awareness and the vitality in forming customers' opinions regarding products that are environmentally friendly. Testa's study revealed that those who have a good understanding of the environment are conscious of the environmental concerns, which make people more inclined to purchase products which are sustainable. Testa discovered that institutions of education and public awareness initiatives aid to develop environmentally sustainable consumer habits.

Katherine White (2019) explained the ways that behavioural strategies such as the public norms and nudges could assist consumers to make environmentally sustainable purchasing choices while shopping. The study found that even small modifications to the way that consumers behave, such as eco-labels and other reminders and sustainability-related messages could have a huge influence on the purchasing behaviour of shoppers and inspire environmentally friendly behaviours.

Prashant Kumar (2020) observed that urban shoppers have a greater enthusiasm for environmentally friendly products as due to the growing consciousness of environmental issues as well as initiatives to promote the sustainable use of their goods. The study discovered that urban dwellers generally have access to more information environmental-friendly products and sustainable options that positively influence their green purchasing behaviour.

United Nations Environment Programme (2021) announced that sustainable production and consumption is vital to guarantee sustainable development across the world in regard to the environment. According to the report, it is recommended that consumers use sustainable buying methods, it can significantly minimize the impact on the environment and aid in the achievement of long-term sustainability targets to help create. The study highlighted the necessity to collaborate between businesses and consumers along with the government and businesses to promote sustainable consumption.

Research Gap

Although a number of studies have looked into the behaviour of green buyers however, only a handful of research studies explore the link between environmental consciousness and sustainable purchasing habits among those living in urban environments. This research aims to bridge the gaps by examining the effects of awareness of the environment in their purchase decision-making.

The Goal of the Study

- The purpose of this study is to assess the extent of sustainability-consciousness within urban areas.
- Study the connection between sustainability awareness and green purchasing methods.
- Find out what factors determine the preference of consumers to purchase products that are environmentally friendly. Sustainable.
- For the purpose of evaluating how sustainable is the greening of consumption, it is necessary to evaluate its impact on sustainability.

Conceptual Framework

The underlying theory of this study outlines the link between environmental awareness as well as the eco-friendly purchasing practices of urban shoppers. The study provides a theoretical model that will help determine how a greater awareness among people's awareness of environmental concerns influence their buying decision-making. It is believed that as people are more conscious about the impact on their environment on their purchases, They are more likely to opt for green and sustainable alternatives in the purchase of things.

Sustainability is viewed as a notion. This is considered to be the most important reason for this study. Green buying is believed as an important option. Sustainability awareness is the degree of knowledge, understanding, and commitment among consumers that are cognizant of issues affecting the environment, such as environmental pollution, the need for eliminating the waste and reducing energy use and ensuring environmentally sustainable use of natural resources. Individuals with conscious awareness of the concerns are more likely to be conscious of the detrimental effects on a consumption model that's not sustainable to society and the environment.

Urban consumers are more concerned about news concerning the environment, which come from a variety of sources including schools, along with other campaigns in the media to protect the environment. This includes sustainability initiatives of governments and corporate

initiatives. These initiatives can aid in bringing awareness of the effects on the environment and prompts consumers to consider environmental impact when they purchase. This means that people who are more conscious about the negative impact they have on the environment can enjoy items which are eco-friendly.

Green buying is the requirement of the consumer to purchase products which aren't harmful to the environment, and that are durable in regards to their effect on the environment. It means purchasing items that are organic, biodegradable and sustainable, as well as sustainable. They're also eco-friendly and produced using environmentally sustainable processes. Some examples of items that are eco-friendly are organic food items, recycled packaging as well as environmentally friendly appliances for homes and others that use less energy.

It is due to the fact that consumers are increasingly concerned about the environment. People are likely to shop at companies or brands committed to protecting the natural environment. Conservation. Awareness of environmental issues can influence consumers' attitudes, beliefs and purchasing decisions regarding products which are environmentally friendly. This awareness is evident through the increasing purchases of urban shoppers.

In addition, the rise of green buying habits helps in developing sustainable habits of consumption. When people choose to purchase eco-friendly products, they aid businesses adopt sustainable manufacturing methods and produce better-quality products. It's not just a way to cut down on environmental pollution but it can also improve the endurance of growth in socioeconomics as well as economic growth.

The research that underpins the study suggests that increasing awareness about sustainability could have a significant positive effect on the decisions of urban consumers. In bringing awareness to and educating people about the environmental concerns, consumers are more likely to take sensible decisions to promote sustainable development as well as protect the environment security.



Figure 1: Conceptual Framework of the Study

Research Hypotheses

Based on the framework concept

H1: Awareness of sustainability can positively influence the buying behaviour of green buyers.

H2: Green issues have a positive impact on green purchasing habits.

H3: The high-quality of the product can influence purchasing behaviours that are eco-friendly.

The H4 eco-label and the green certification have a positive impact on the buying habits of green-friendly buyers.

H5: The costs of eco-friendly products could have a significant influence on the environmentally friendly ways shoppers engage as they shop.

H6: The influence of social networks positively impacts green shopping habits.

H7: A mixture of environmental consciousness, sustainability consciousness, and understanding of items with environmental labels and the influence of social networks could be utilized to assess the sustainability of buying behaviour of buyers in cities.

Methodology

This study uses the technique of descriptive research in order to examine the environmental awareness and purchasing methods of green urban buyers.

This data was gathered using an online questionnaire that was sent out to customers within urban settings. The methodology used to collect information in this study can be known as simple sampling. A total of 100 individuals were chosen to participate in the research.

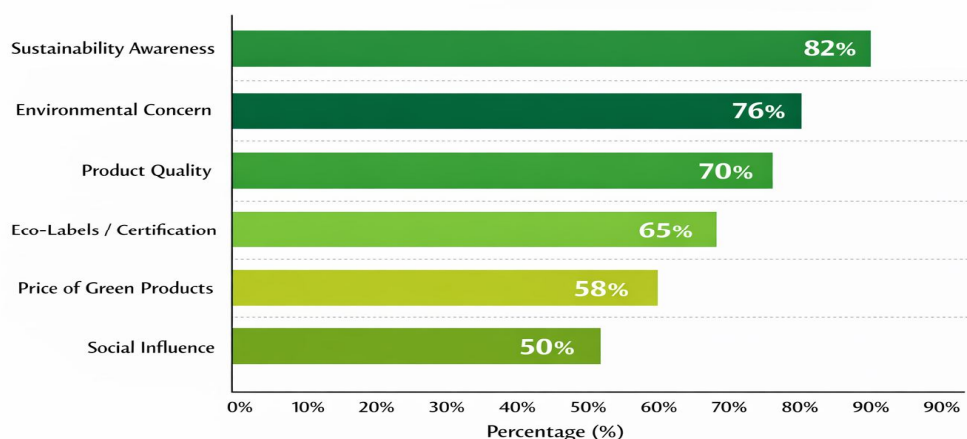
The data was analysed by statistics tools like percent analysis as well as the correlation analysis and the regression technique.

Results and Discussion

These results indicate that a majority of residents in urban areas are conscious of environmental concerns and have the ability to choose items that are environmentally friendly. The majority of people gravitate towards items which are recyclable, biodegradable as well as energy efficient. These findings show the importance of sustainability awareness as significant influence on purchases of people who have a green mindset, as those who are more aware of the impact on the planet prefer to purchase items that are green and to choose sustainable ways to consume. Furthermore, other factors such as the environment, the quality of products, and eco-labels could influence the decision-making of shoppers to buy environmentally-friendly products. Research also suggests that variables such as levels of

education, level of income, and the age are all factors that are significant in influencing purchasing habits of green urban consumers. People with higher education levels tend to have more knowledge of environmental issues, and thus have more preference for sustainable products as do younger shoppers, who show greater interest in environmentally friendly consumption because of their exposure to environmental-related campaigns and initiatives to raise awareness. However, despite the positive opinion of environmentally friendly products consumers who aren't enticed to buy them. They are reluctant to buy these products due to the increasing cost and the lack of alternative products available in the local market. The results suggest that, even though the awareness of environmental concerns is growing in the urban populace, accessibility and affordability of green goods are the primary factors which influence the buying preferences of customers.

GREEN PURCHASE BEHAVIOR TABLE OF FACTUALS



Management Effects

The study's findings can be beneficial to both businesses and marketers who are trying to promote sustainability in consumption. Businesses should adopt eco-friendly and sustainable marketing strategies in order to educate customers about items that are eco-friendly as well as the environmental benefits that they offer. Companies can inform their clients through informative ads along with green labels as well as other websites with detailed details about the advantages the products they sell. Their labels and certificates which clearly outline the advantages will build trust among consumers as well as encourage sustainable purchasing practices.

Additionally, companies should focus on improving the longevity of their products as well as the value of environmentally friendly items to make them appealing to a greater number of consumers. Strategies for pricing must be created in a manner that ensures that sustainable

products are able to compete on the market. Companies can offer discounts, special deals or other incentives that encourage customers to look into sustainable options.

Furthermore, businesses must invest in environmentally-friendly manufacturing methods, as well with sustainable packaging and an environmentally sustainable management of their supply chain. If they integrate sustainability into their core strategy for business, they are able to not only lessen their impact on the environment, however, they can also improve their credibility and brand image with eco-conscious consumers. Involving with green groups such as the government and communities can increase the awareness of sustainable practices and help in establishing sustainable lifestyles for consumers in the market. Businesses that employ sustainable practices and endorse environmentally friendly products have a higher chance of gaining new customers, and also protect the environment.

Conclusion

The study concluded that sustainability awareness is crucial to a large influence on the green buying habits of urban consumers. Environmental concerns such as the effects of climate change, pollution and the loss of natural resources increase because consumers are becoming more conscious of the impact on the environment of their purchase. The results of this study show that those who have more awareness of the environment and sustainability are likely to select green, recyclable, and environmentally-friendly products over the conventional ones.

Sustainability has encouraged consumers to look at more than just the benefits of their goods, but equally the negative environmental impacts that their use has on the environment. Urban residents are exposed various sources of information like the internet and school along with eco-friendly programs as well as social media that influence the way they live in a sustainable and healthy lifestyle. It is the reason why consumers are more likely buy eco-friendly products which minimize environmental impacts and promote sustainability.

The research highlights the importance in spreading sustainability through different ways. Schools could be a part of the process of incorporating sustainability and environmental issues into their programs to enhance education. Advertising campaigns by businesses along with other groups can help promote the benefits of green products which influence buyers and the choices they make. In addition, efforts by the government like policies regarding environmental protection or laws governing eco-labelling, as well as public awareness campaigns can inspire customers to select eco-friendly ways to buy.

Furthermore, business owners are also held to an enormous responsibility to promote sustainability in consumption. The companies should be focused on developing eco-friendly

products that not only satisfy the requirements from consumers regarding the quality, efficiency and price but they must reduce the impact on the environment. A transparent communication regarding sustainability of products ethical sourcing, ethical purchasing, and environmentally-friendly production methods will help build trust with consumers and help build the brand's reputation. Businesses that are committed to sustainability are more likely to have advantages in the marketplace as consumers who are mindful of their environment will like brands that adhere to ethical principles.

Inspiring green habits in urban dwellers can help protect the environment, and help to sustain growth in the future. When they choose to purchase goods that are environmentally friendly and sustainable, they will reduce their consumption of waste, conserve natural resources and decrease the effect of pollution the natural environment. So, teaching consumers about sustainability in their consumption is essential to creating a healthy and sustainable environmental balance. Encourages the sustainable use of the resources.

At the end of the day, an increase in awareness of sustainability as well as the support of companies and education institutions and government agencies will greatly increase the green buying habits of consumers. The effort of all involved isn't just focused on protecting the environment. It can help ensure longevity of sustainable economic growth, as also social sustainability and sustainability of the environment in the coming generations to come.

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