



Green Consumerism on Indian Youth in the city of Mumbai

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Abstract

Green consumerism has emerged as a significant trend in India, particularly among urban youth in metropolitan cities like Mumbai. Rising environmental awareness, coupled with exposure to global sustainability movements, has influenced young consumers to prefer eco-friendly products and practices. In Mumbai, a city marked by rapid urbanization and high consumption patterns, youth are increasingly aligning their choices with values of sustainability, ethical production, and waste reduction. Factors such as education, social media influence, and peer networks play a crucial role in shaping these attitudes. However, challenges like higher costs of green products, limited availability, and lack of regulatory enforcement often hinder widespread adoption. Despite these barriers, the youth in Mumbai demonstrate a growing willingness to integrate sustainability into lifestyle choices, from fashion and food to transportation and technology. This shift not only reflects changing consumer behaviour but also highlights the potential of youth-led movements in driving India's transition toward a greener economy. The study underscores the importance of policy support, awareness campaigns, and affordable alternatives to strengthen green consumerism in urban India. The study explores how environmental awareness, lifestyle aspirations, and urban social influences shape the eco-friendly purchasing decisions of Mumbai's youth. Using a mixed-method approach, the paper examines attitudes toward sustainable products, barriers to green consumption, and the role of digital culture in shaping eco-conscious behaviour. Findings indicate that while awareness about sustainability is high, actual purchasing is often affected by price sensitivity and limited product accessibility. The study highlights the need for targeted environmental education, stronger brand transparency, and supportive urban policies to encourage responsible consumption among young Mumbaikars.

Keywords: Green Consumerism; Environmental Awareness; Eco-Friendly Purchasing; Urban Youth; Sustainable Consumption.

INTRODUCTION

Green marketing has evolved since the late 1980s, driven by growing consumer awareness and corporate consciousness toward environmental sustainability. In recent years, governments worldwide have intensified efforts to promote sustainable manufacturing and marketing practices that minimize environmental impact. As a response, many corporations have incorporated green



marketing strategies into their Corporate Social Responsibility (CSR) initiatives, recognizing sustainability as a competitive advantage. This study explores the purchase behaviour of Gen-Z consumers in green markets, contextualized a demonstrating rapid urbanization, growing sustainability awareness, and a large student population. The localized nature of the study provides depth and context with its growing youth demographic, expanding urban infrastructure, and rising environmental consciousness, serves as a microcosm of India's emerging Tier-II cities like Mumbai. It's green transition journey offers replicable insights for similar urban ecosystems. This study enables a nuanced understanding of Gen-Z consumers' motivations and constraints in emerging green markets. This study makes a distinct contribution by addressing the behavioural dynamics of green consumption in Mumbai city, a setting underrepresented in existing literature. It provides a comprehensive framework that captures both social and moral dimensions influencing Gen-Z behaviour. This dual-theoretical lens offers enhanced explanatory power compared to prior single-framework studies, advancing current understanding of sustainable consumer behaviour in emerging economies.

REVIEW OF LITERATURE

Green marketing has emerged as a crucial aspect of modern business evolution, as consumers increasingly demand sustainable product choices (Kotler, 2011). Marketers are now focused on developing strategies to attract green-conscious consumers by understanding what persuades them to purchase eco-friendly products (Peattie & Crane, 2005). Research suggests that factors such as price sensitivity, ecological safety, brand value, product personalization, health benefits, and technological integration significantly impact green purchase decisions (Joshi & Rahman, 2015). However, there remains a gap in identifying which of these factors hold the most weight for different consumer segments.

In particular, Gen-Z consumers are emerging as a critical demographic in sustainable consumption due to their strong environmental concerns and digital literacy (Francis & Hoefel, 2018). However, they are also highly price-sensitive and critical in their decision-making process (Muralidharan & Xue, 2016). Businesses must, therefore, determine whether their primary focus should be on affordability, brand perception, environmental impact, or technological innovation when targeting this group.

Existing research acknowledges that consumers today have extensive knowledge about product choices, making purchasing decisions increasingly complex (Hartmann & Apaolaza-Ibanez, 2012). Businesses are thus concentrating on identifying the most influential factors that drive consumer interest in green products. Understanding these drivers can help companies design effective marketing strategies that not only retain eco-conscious consumers but also attract future generations, ensuring long-term sustainability in the marketplace.



By addressing these factors, this study aims to bridge the gap in understanding the purchasing behavior of Gen-Z consumers regarding green products and contribute to the development of more effective sustainable marketing strategies.

Gen-Z becomes an increasingly influential demographic in the beauty and personal care market, understanding their attitudes and behaviours is crucial for industry stakeholders. Social media platforms play a crucial role in influencing Gen Z’s purchasing decisions. Research by Smith (2021) highlights that Gen Z consumers rely heavily on digital platforms such as Instagram, TikTok, and YouTube for beauty and personal care product recommendations. A study by Djafarova & Rushworth (2017) found that social media influencers significantly impact young consumers’ attitudes toward brands, as they are perceived as more relatable and trustworthy than traditional advertisements.

According to several researches, university students with higher education can comprehend, evaluate, and offer accurate environmental data more quickly than those with lower education (Amin & Tarun, 2020).

According to study, this customer base is the most ecologically aware, comparably, various studies revealed that the majority of college students polled preferred brands that are both ecologically and socially conscious (Vermillion & Peart, 2010).

Consumer attitudes and their awareness, Green Brand Positioning (GBP), and Green Brand knowledge (GBK) are important in promoting Green Buying Intentions (GBI) in the Indian market. Better Brand Image (BI) and Brand Trust (BT) may successfully translate favorable customer perceptions into real green buying decisions (Diksha Dubey et al, 2024)

Research Gaps

The study investigates how demographic, social and psychological variables influence green product purchase behavior among youth in the city of Mumbai, with a focus on bridging the attitude behavior gap in green marketing.

Although a substantial body of literature exists on consumer awareness regarding green marketing, much of it remains focused on general attitudes and perceptions rather than on the behavioural aspects of green purchasing. Recent studies have emphasized the need to critically examine the specific factors that significantly influence actual purchase decisions—particularly among Generation Z consumers, a distinct demographic known for their digital fluency, heightened social awareness, and value-driven consumption. Despite their expressed concern for environmental sustainability, Gen Z’s buying behavior is shaped by a complex interplay of social, psychological, and contextual factors that remain underexplored in current research. This gap highlights the necessity for a focused inquiry into what truly motivates or inhibits green purchasing among this emerging consumer segment. Although the study is geographically



situated in Mumbai city serves as a representative urban center in India. Mumbai city demographic composition, rapid urbanization, strong presence of professional students, and increasing digital and green awareness among youth position it as a microcosm of emerging Indian cities where Gen-Z is an influential consumer segment.

Objective of the study

- To make awareness of green consumerism among Mumbai youth.
- To identify factors influencing green purchase behavior.
- To analyze hurdles in adopting eco-friendly habits.
- To examine willingness to pay more for sustainable products.
- To provide recommendations to increase green adoption.

Research Methodology

- **Research Design** – Exploratory study collecting data through a primary study which is taken by conducting questionnaire
- **Sampling Method**- Purposive sampling method (sampling size collected- 30 respondent)
- **Data Analysis**- Percentage method was used to prove Hypothesis

Hypothesis of the Study

H1: Green product unavailability quality negatively affects the purchase of green products

H2: High prices of green products negatively affects the purchase of green products

Data Analysis

The data collected from 30 respondents was analyzed using both descriptive methods. Descriptive method such as frequencies, percentage, summarized responses to test the hypothesis

- 85 percent of respondents are aware of green consumerism
- 72% have showcased a positive impact where they think that green consumerism will help in reduce in wastage of energy use as it is considered to be vital in sustainable effectiveness in protecting the environment

5

- 80% have given a positive response that protecting the environment is very essential as it helps to combat environmental problems
- 95% have positively agreed that saving electricity is vital
- 95% of respondents have given positive response by applying various methods of saving electricity using solar energy , by switching to LED lights, switching of lights when not in use



- 90% respondents had given positive response that they using products which is eco-friendly and can be recycled
- 92% respondents encourage recycling as they help in protecting natural resources , saves energy, reduce carbon emission , brings people together in protecting the environment
- 85% responded that it is essential to buy electric device which are energy saving device

Findings:

- Awareness is high but actual practice is low.
- Price sensitivity is the biggest barrier.
- Social media is the strongest influencer.
- Sustainable fashion popularity is increasing.
- Youth prefer brands with eco-friendly packaging and transparency.
- Sustainability is becoming part of youth identity.

Conclusions

- There is significant awareness of green consumerism among youth in Mumbai
- Companies are promoting green marketing making the product easily accessible to consumers
- There is had been significant shift in green consumerism in last five years where 70% of youth are using eco-friendly products.
- Social Media have played in promoting green consumerism
- Make eco-friendly products more affordable.
- Conduct awareness campaigns and green fairs in colleges.
- Strengthen regulations against greenwashing.
- Increase availability of refill stations and thrift shops.
- Use youth-focused digital marketing and influencers.
- Introduce reward-based recycling systems.

Recommendations & Implications

Based on these insights, businesses, marketers, and policymakers should:

Enhance Environmental Awareness – Conduct campaigns and educational initiatives to increase awareness of eco-friendly products.

Leverage Social Influence – Utilize influencers, peer networks, and digital marketing to engage Gen-Z consumers.

Make Green Products Affordable – Implement pricing strategies, subsidies, or incentives to encourage adoption.



Strengthen Product Positioning – Emphasize quality, health benefits, and long-term value rather than just sustainability.

Future Research Directions

While this study provides valuable insights into Gen-Z’s green purchasing behavior, certain limitations must be acknowledged:

The research methodology relied on self-reported data, which may be subject to social desirability bias or response bias.

Economic factors, such as pricing, affordability, and financial constraints, were not deeply analyzed. Since cost sensitivity is a major concern for Gen-Z consumers, future research should explore how financial considerations influence sustainable purchasing decisions.

The influence of personal environmental ethics on sustainable consumption behaviors needs to be examined in greater depth to understand the moral and value-based motivations driving green product adoption.

Trust in eco-certifications and sustainability labels is another critical factor that may impact consumer confidence in green products. Investigating the role of certification authenticity and consumer scepticism could provide valuable insights for marketers and policymakers.

A qualitative research approach could be employed to explore the deeper motivations behind Gen-Z’s commitment to eco-friendly products. In-depth interviews and focus groups may help uncover psychological and emotional triggers that influence sustainable purchasing behavior.

Future research could extend the current study by conducting cross-regional comparisons within India or by examining generational consumer behavior in international contexts. Comparative studies between Indian and Western Gen-Z consumers may offer deeper insights into how cultural, economic, and regulatory environments influence green purchase behavior.

Future research could enhance explanatory power by employing Structural Equation Modeling (SEM). SEM would allow for a more nuanced exploration of mediating and moderating variables, providing deeper insight into the causal relationships among constructs.

AI Use Disclosure

During the preparation of this work the author(s) used ChatGPT by OpenAI in order to improve the language, structure, and clarity of the manuscript, and to receive guidance on journal selection and submission process. After using this tool/service, the author(s) reviewed and edited the content as needed and take(s) full responsibility for the content of the publication.



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