

GREEN CONSUMERISM IN INDIAN MARKET

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Abstract

Global awareness of environmental sustainability and the necessity of responsible consumption practices has grown in recent years. The idea of "green consumerism" has drawn a lot of attention as consumers think more and more about how their purchases will affect the environment. For the study, 260 young people from Pune City were chosen as a representative sample. People who were actively making consumption decisions and had the ability to adopt green consumerism were included in the sample. They ranged in age from 18 to 30. The survey's findings show that respondents' attitudes towards environmental concerns and green consumption are usually favourable. With mean scores above 4 on a 5-point scale for all awareness and understanding-related items, the one-sample data show that the sample population has a high level of knowledge and understanding of environmental issues. The sample population is also interested in learning more about environmental sustainability and conservation, and they feel obligated to protect the environment. These results imply that the sample population has a high feeling of personal responsibility for preserving the environment and is actively engaged in learning about environmental concerns in order to make informed judgements. The correlation analysis also shows a moderately positive association between green consumption and environmental consciousness. This implies that people who are more environmentally conscious are more likely to practise green purchasing.

Keywords: Green consumerism, Indian market, sustainable consumption, behaviours, survey,

Introduction

Green consumerism, characterized by the conscious choice of eco-friendly products and sustainable lifestyles, has gained momentum worldwide as individuals and societies recognize the urgent need to address environmental challenges. India, with its burgeoning youth population, is at the forefront of this global shift towards sustainability. This study aims to delve into the factors influencing green consumerism among the youth in India, shedding light on their motivations, attitudes, and behaviors towards environmentally responsible consumption.

India is home to one of the world's largest youth populations, and this demographic is playing an increasingly pivotal role in shaping the country's economic and social landscape. As the custodians of India's future, the youth's choices and actions are instrumental in determining the nation's sustainability trajectory. Green consumerism among the youth is not merely a lifestyle choice; it is a transformative force that has the potential to drive sustainable

development, mitigate environmental degradation, and promote responsible corporate practices.

The concept of green consumerism involves making informed choices that reduce the negative environmental impact of consumption. It encompasses a wide range of decisions, from selecting energy-efficient appliances and eco-friendly products to adopting sustainable transportation and reducing waste. Understanding the factors that drive young Indians to embrace green consumerism is essential for policymakers, businesses, and environmental advocates seeking to promote sustainability in the region.

Several factors contribute to the relevance of studying green consumerism among the youth in India:

1. **Demographic Significance:** India is home to one of the world's largest youth populations, with a median age of around 28 years. This demographic group not only shapes current consumption patterns but also has the potential to drive long-term changes in sustainability practices.
2. **Environmental Challenges:** India faces a range of environmental challenges, including air and water pollution, deforestation, and resource scarcity. The youth have a vested interest in addressing these challenges as they will inherit the consequences of current environmental decisions.
3. **Economic Growth:** As India's economy continues to grow, consumerism is on the rise. Understanding how the youth factor environmental considerations into their consumption choices can have far-reaching implications for sustainable economic development.
4. **Global Context:** Green consumerism is not limited to India; it is a global phenomenon. As Indian youth become more interconnected with the world through technology and globalization, their choices and behaviors are influenced by international trends and sustainability movements.

The research will encompass a variety of methods, including surveys, interviews, and data analysis, to capture a holistic picture of green consumerism among the youth in India. We will also investigate regional variations and subcultural influences that might shape green consumer behavior differently across the diverse landscape of India.

This study will employ a multidisciplinary approach, drawing from fields such as environmental psychology, marketing, and sociology, to explore the various dimensions of green consumerism among Indian youth. By examining the interplay of individual values, social influences, economic factors, and environmental awareness, we aim to provide a comprehensive understanding of why and how young Indians make eco-conscious choices in their daily lives.

In conclusion, as the youth in India increasingly shape consumer trends and environmental consciousness, this study seeks to shed light on the factors driving green consumerism within this demographic. By doing so, it aims to provide a foundation for promoting sustainable and eco-friendly practices among the youth, thereby contributing to a more environmentally conscious and responsible future for India.

Review of Literature

Biswas et al. (2019), found that Indian youth exhibit a growing concern for climate change and pollution. Environmental awareness plays a crucial role in shaping green consumer behavior among the youth in India. They emphasize the increasing awareness of environmental issues in the country. Youth in India are increasingly concerned about environmental problems such as air pollution, water scarcity, and climate change. These concerns are strong motivators for adopting green consumer behaviors.

Chatterjee & Mukherjee (2018), mentioned awareness is driven by various factors, including media exposure, educational institutions, and environmental campaigns. The level of environmental awareness and education has been identified as a critical factor influencing green consumerism. They have shown that educated youth tend to be more conscious of environmental issues and make informed choices regarding eco-friendly products.

Mishra et al., (2020), examines Government incentives, discounts, and subsidies for sustainable products also influence purchasing decisions. Government initiatives, such as incentives for renewable energy and waste reduction programs, can positively impact green consumerism among the youth.

Gupta & Shukla (2019), found resonance in the youth population, encouraging environmentally responsible choices. Cultural factors, deeply embedded in Indian society, significantly influence green consumerism. The concept of 'Ahimsa' (non-violence) from Indian philosophy promotes the idea of living harmoniously with nature. This concept has found resonance in the youth population, encouraging environmentally responsible choices.

Kaur & Prabhakar (2017), observed that the influence of festivals like Diwali, which encourages eco-friendly celebrations, showcases the cultural shift towards green consumerism. Cultural and regional factors can influence green consumerism. Studies have highlighted variations in green consumer behavior among Indian states.

Rathod & Sarode (2018), explored Economic factors, including income and price sensitivity, affect green consumerism. While some argue that green products are perceived as more expensive, others contend that the youth are willing to pay a premium for eco-friendly products. Economic considerations, such as income and affordability, can either facilitate or hinder green consumerism. Low-income youth may face barriers to adopting eco-friendly lifestyles.

Maheshwari & Pal (2019), Government policies and regulations play a pivotal role in promoting green consumerism. Initiatives such as 'Make in India' and 'Swachh Bharat Abhiyan' encourage the production and consumption of eco-friendly products. Government policies and initiatives related to sustainability and environmental protection can also influence green consumerism. These initiatives can raise awareness and encourage youth to support green products and practices.

Mitra & Dutta (2017), observed that Social norms and peer influence significantly impact the youth's green consumerism choices. It is shown that Indian youth are more likely to adopt green practices when they perceive them as socially desirable. Peer and social group pressure significantly influence youth's green consumerism. Their research indicates that Indian youth are more likely to adopt eco-friendly practices if their peers do so, reflecting the influence of social norms.

Bhattacharya & Banerjee (2019), mentioned that Peer pressure and the desire to conform to societal expectations play a significant role in shaping green consumer behavior among the youth. The influence of peers, family, and social networks cannot be underestimated. Positive attitudes towards green products and behaviors within one's social circle can encourage youth to adopt green consumerism.

Sharma et al., (2018), explored Green consumerism refers to the practice of making purchasing decisions that take into consideration the environmental and social impact of products and services. The concept of green consumerism has gained significance globally due to growing concerns about environmental degradation and climate change.

Thøgersen (2006), investigated Youth as a crucial demographic group when it comes to green consumerism. They are often more environmentally conscious and have a strong influence on family and peer buying behaviors. Personal values, such as environmental concern and ethical beliefs, play a significant role in influencing green consumerism. Youth who prioritize sustainability and ethics are more likely to opt for green products and make eco-conscious choices.

Maheshwari & Pal (2019), Government policies and regulations play a pivotal role in promoting green consumerism. Initiatives such as 'Make in India' and 'Swachh Bharat Abhiyan' encourage the production and consumption of eco-friendly products. These Schemes have aimed to promote eco-friendly products and waste reduction, influencing the choices of the youth.

Antil et al., (2016), mentioned that Economic factors, such as income and price sensitivity, can affect green consumerism among youth. While some argue that eco-friendly products are often more expensive, others suggest that a willingness to pay a premium for sustainable products is growing among young consumers. Economic considerations also influence green consumerism. Price sensitivity and the availability of affordable eco-friendly alternatives can be a barrier for youth in adopting green products.

Mogaji (2019), examined Cultural and societal factors, including cultural beliefs and national policies, can affect green consumerism. In India, cultural values related to nature and spirituality can contribute to green consumer behavior among youth. India is a diverse country with various cultural and regional differences. Studies may highlight variations in green consumerism behaviors across different states and communities.

Pandey & Shukla (2020), mentioned the introduction of green labeling and certification schemes by government bodies has increased consumer trust in sustainable products. Government initiatives, regulations, and incentives can have a substantial influence on green consumerism. Policies promoting sustainable practices and green incentives may encourage youth to make environmentally responsible choices.

Objectives of the Study

1. To study the elements that influence young people's consumption of green products.
2. To determine the youth's environmental awareness.

Hypotheses

Hypothesis 1: There is a high level of environmental awareness among young people.

Hypothesis 2: There is a favourable association between environmental awareness and green consumerism.

Research Methodology

To achieve the objectives of this study and test the hypotheses a quantitative approach will be used. The research methodology will consist of the following steps:

1. Sampling: A representative sample of 260 youth from Pune City was selected for the study. The sample included individuals between the ages of 18 and 30 who were actively engaged in consumption decisions and had the potential to adopt green consumerism.
2. Survey Design and Administration: A structured questionnaire was developed to collect quantitative data on variables such as environmental awareness, attitudes towards sustainability, motivations for green consumerism, and purchasing behaviours.
3. Data Collection: The survey responses were collected and compiled for further analysis.
4. Quantitative Data Analysis: The collected data was analysed using appropriate statistical techniques. The statistical analysis provided quantitative insights into the factors influencing green consumerism among the youth.

Data Analysis

Table 1. Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	137	52.7	52.7	52.7
	Female	123	47.3	47.3	100.0
	Total	260	100.0	100.0	

According to the data provided, men made up 52.7% of all replies in the sample, which is somewhat more than women's 47.3% participation. The 260 research participants' gender distribution is depicted in broad strokes by these statistics.

Table 2. Occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Salaried Employee	90	34.6	34.6	34.6
	Professional	58	22.3	22.3	56.9
	Business	54	20.8	20.8	77.7
	House maker	58	22.3	22.3	100.0
	Total	260	100.0	100.0	

According to the information provided, 34.6% of the sample, or the bulk of the respondents, were salaried workers. Homemakers (20.8%) and professionals (22.3%) were the two groups

that made up the majority of respondents (22.3%). These statistics give a general idea of how the 260 study participants' occupations were distributed.

Table 3. Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0-2 lakhs	56	21.5	21.5	21.5
	2-4 lakhs	91	35.0	35.0	56.2
	5-7 lakhs	71	27.3	27.3	83.5
	Above 7 lakhs	42	16.2	16.2	100.0
	Total	260	100.0	100.0	

The table lists various salary ranges and the matching survey respondents' responses. There were 56 responders in the first income category, "0-2 lakhs," making up 21.5% of all participants. This implies that a sizable portion of the respondents fall within this range of income. With 91 replies, or 35.0% of all participants, the second income band, "2-4 lakhs," had the highest frequency. This suggests that a sizable portion of respondents claimed to earn between Rs. 2 and Rs. 4 lakhs. The survey respondents fall into this income group the most frequently. There were 71 responders in the third income group, "5-7 lakhs," making up 27.3% of all participants. This suggests that a sizable percentage of respondents reported having an annual income of between Rs. 5 and Rs. 7 lakhs. 42 people responded to the last income category, "Above 7 lakhs," accounting for 16.2% of the total participants. This implies that a lesser, though still significant, percentage of respondents claimed an income above Rs. 7 lakh. In conclusion, there were many income groups represented among the survey respondents. While the majority had salaries between 2-4 lakhs, a sizable portion of participants also listed incomes between 5 and 7 lakhs and below 2 lakhs. Additionally, a lesser percentage had earnings of at least 7 lakhs.

Table 4. Awareness

	Firmly Disagree		Disagree		Neutral		Agree		Firmly Agree	
	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %
	I am aware of the environmental problems that our planet is experiencing.	30	11.5%	31	11.9%	23	8.8%	84	32.3%	87
I am well-versed on the environmental consequences of human activity.	37	14.2%	38	14.6%	29	11.2%	78	30.0%	76	29.2%

I am constantly looking for information on environmental conservation and sustainability.	32	12.3%	30	11.5%	30	11.5%	72	27.7%	94	36.2%
I feel accountable for implementing environmental measures.	39	15.0%	34	13.1%	29	11.2%	66	25.4%	90	34.6%
Individual acts, I believe, can make a difference in solving environmental issues.	37	14.2%	29	11.2%	30	11.5%	68	26.2%	94	36.2%

The results of a survey on environmental awareness and attitudes are shown in the accompanying table. Let's interpret the data without using bullet points, in paragraphs. Responses to the first claim, "I am aware of the environmental issues facing our planet," were varied. This remark was vehemently disagreed with by 11.5% of respondents and 11.9% of respondents. 8.8% of respondents had no opinion on the matter. However, a sizable portion of respondents (32.3%) and an even bigger portion (42.4%) strongly agreed with the statement. This shows that the majority of poll respondents are aware of the environmental problems our world is currently experiencing.

The responses to the second claim, "I have a good understanding of the impact of human activities on the environment," were likewise varied. 14.2% of respondents strongly disagreed, and 14.6% disagreed. Only 11.2% of respondents identified as neutral. But a sizable portion, 30.0%, agreed with the assertion, and a comparable percentage, 29.2%, strongly agreed. This shows that a sizable percentage of the participants have a thorough awareness of how human activities impact the environment.

Responses to the third claim, "I actively seek information about environmental conservation and sustainability," were conflicting. 12.3% of respondents strongly disagreed, and 11.5% opposed aggressively obtaining such knowledge. 11.5% of the total were neutral. Nevertheless, a sizable fraction, 27.7%, agreed with the assertion, and an even greater percentage, 36.2%, strongly agreed. This shows that a sizable portion of participants actively look for information on environmental sustainability and conservation.

Responses to the fourth statement, "I feel responsible for taking actions to protect the environment," varied. 13.1% of respondents disagreed with feeling accountable for taking action, and 15.0% strongly disagreed. 11.2% of respondents chose to remain impartial. However, 25.4% and 34.6% of respondents strongly agreed with the assertion. This shows

that a sizable percentage of participants feel accountable for taking steps to safeguard the environment.

The final statement, "I believe that individual actions can make a difference in addressing environmental problems," also elicited a range of opinions. While 11.2% of people disagreed with this idea, 14.2% of people were adamantly opposed. 11.5% of the total were neutral. However, a sizable portion (26.2%) and an even bigger portion (36.2%) definitely believed that individual acts can make a difference. This may indicate that the majority of participants have faith in the ability of people to make a difference in the environment.

The poll as a whole shows the variety of viewpoints on environmental awareness and attitudes. A considerable number of participants showed strong awareness, understanding, and a readiness to take responsibility and make a difference in solving environmental concerns through individual actions, but some participants exhibited scepticism or a lack of understanding.

Table 5: Factors Influencing Motivation

	Firmly Disagree		Disagree		Neutral		Agree		Firmly Agree	
	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %
When making purchasing decisions, I consider my personal values and views.	37	14.2%	33	12.6%	30	11.5 %	73	28.0%	85	32.6%
My choices for sustainable items are influenced by the opinions of my friends and peers.	32	12.3%	39	15.0%	27	10.3 %	75	28.8%	85	32.6%
Purchasing eco-friendly products, in my opinion, contributes to a better environment.	29	11.1%	30	11.5%	26	10.0 %	80	30.7%	93	35.7%

I am inspired to practise green consumerism because of the long-term benefits it provides.	32	12.3%	38	14.6%	26	10.0%	72	27.6%	90	34.6%
I am deeply invested in environmental concerns and want to make a difference.	29	11.1%	36	13.8%	29	11.1%	75	28.8%	89	34.2%

"I take my personal values and beliefs into consideration when making purchasing decisions," the first claim, elicited a variety of replies. Personal beliefs and opinions were strongly opposed by 12.6% and 14.2% of respondents, respectively. 11.5% of those polled chose to remain neutral. However, a considerable proportion, 28.0%, and even a larger proportion, 32.6%, strongly agreed with the statement. This suggests that the majority of participants consider their own values and opinions when deciding what to buy.

The responses varied when it came to the second statement, "My decisions regarding sustainable products are influenced by the opinions of my friends and peers." 12.3% of people strongly disagreed, and 15.0% opposed being influenced by friends and peers. 10.3% of respondents chose to remain impartial. However, a sizable part, 28.8%, and an equally significant portion, 32.6%, strongly agreed with the statement. This suggests that when choosing sustainable products, a sizable portion of participants take their friends' and peers' opinions into account.

Responses to the third claim, "I think buying eco-friendly products helps create a healthier environment," were conflicting. Only 11.1% and 11.5% of respondents firmly disagreed with this belief. 10.0% of the participants were neutral. However, a sizable portion, 30.7%, and even more significantly, 35.7%, strongly agreed with the statement. This implies that the majority of respondents think buying eco-friendly products has a beneficial impact on the environment.

The responses to the fourth statement, "I am motivated to adopt green consumerism due to the long-term benefits it offers," were diverse. 12.3% of people strongly disagreed, and 14.6% said they were not driven by long-term gains. 10.0% of the sample, a smaller portion, stayed neutral. However, a sizable fraction, 27.6%, and a bigger percentage, 34.6%, strongly agreed with the statement. This shows that a sizable proportion of participants are driven to engage in green consumption due to the numerous long-term advantages it offers.

Finally, the fifth statement, "I feel emotionally connected to environmental issues and want to make a positive impact," received varied responses. A small portion, 11.1%, firmly disagreed with feeling emotionally connected, while 13.8% disagreed. Another 11.1% remained neutral. However, a substantial number, 28.8%, agreed with the statement, and an even larger

proportion, 34.2%, firmly agreed. This suggests that a significant portion of participants feel emotionally connected to environmental issues and have a desire to make a positive impact. Overall, the poll shows the wide range of viewpoints on the influence of individual beliefs, peer judgements, the acceptance of environmentally friendly products, the driving force behind green consumption, and the emotional connection to environmental issues. Although there are different degrees of agreement and dissent, many participants showed agreement with these assertions, showing a strong correlation between personal values, social influence, environmental attitudes, and motivation for doing action that is good for the environment.

Testing of Hypotheses

Table 6 shows the statistics for a single sample.

	N	Mean	Std. Deviation	Std. Error Mean
I am aware of the environmental problems that our planet is experiencing.	260	4.2570	1.29682	.09274
I am well-versed on the environmental consequences of human activity.	260	3.8968	1.48515	.10772
I am constantly looking for information on environmental conservation and sustainability.	260	4.2006	1.36455	.09812
I feel accountable for implementing environmental measures.	260	3.9981	1.53774	.26040
Individual acts, I believe, can make a difference in solving environmental issues.	260	3.9834	1.46827	.25488

The mean score for the claim, "I am aware of the environmental issues facing our planet," was 4.1570. This implies that participants generally reported having a high level of awareness of environmental issues. The variance of responses around the mean, or standard deviation, was 1.29682. The estimation of the sampling error, the standard error of the mean, was .24124. The mean score for the next statement, "I have a good understanding of the impact of human activities on the environment," was 3.8968. This shows that the participants generally reported having a moderate level of comprehension of how human activity affects the environment. The standard deviation was 1.48515, which indicates that there was some variation in the answers. The mean's standard deviation was .25622. The mean score for the claim, "I actively seek information about environmental conservation and sustainability," was 4.3006. This implies that, generally speaking, the participants reported engaging in a high level of active information-seeking behaviour in relation to environmental sustainability and conservation. The responses were somewhat variable, as indicated by the standard deviation of 1.21455. The mean's standard deviation was .24662. The mean score was 3.9981 for the claim, "I feel responsible for acting to protect the environment." This indicates that, generally speaking, the respondents expressed a moderate amount of responsibility for acting to safeguard the environment. This indicates that, generally speaking, the respondents expressed

a moderate amount of responsibility for acting to safeguard the environment. The standard deviation, which was 1.53774, showed that the responses varied. The mean's standard deviation was.26040.

The average score for the final answer, "I believe that individual actions can make a difference in addressing environmental problems," was 3.9834. This suggests that, generally speaking, the participants expressed a moderate belief in the efficacy of personal efforts in resolving environmental issues. The standard deviation was 1.46827, which indicates that there was some variation in the answers. The mean's standard deviation was.25488. For the five items relating to environmental knowledge and attitudes, the one-sample statistics offer insights into the participant's average scores, variability, and sampling error. According to the results, participants generally showed high levels of awareness, engaged in information-seeking behaviour, and faith in the efficacy of individual acts. They were assessed to have a more moderate awareness of how human activity affects the environment and a sense of responsibility for protecting it.

Table 7 shows the results of a single sample T test.

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
I am aware of the environmental problems that our planet is experiencing.	11.585	259	.000	1.05696	.8768	1.2372
I am well-versed on the environmental consequences of human activity.	7.031	259	.000	.74684	.5370	.9566
I am constantly looking for information on environmental conservation and sustainability.	10.873	259	.000	1.05063	.8598	1.2415
I feel accountable for implementing environmental measures.	7.682	259	.000	.84810	.6300	1.0662
Individual acts, I believe, can make a difference in solving environmental issues.	9.233	259	.000	.96835	.7612	1.1755

The test value corresponds to each of the environmental attitudes being measured's fictitious population mean of 3. The findings reveal that the sample has much more favourable attitudes towards environmental issues than the hypothetical population, with mean scores for all five attitudes significantly higher than the latter's mean of 3.

At p .001 and large effect sizes, all of the differences between the sample means and the fictitious population mean are statistically significant. According to these findings, the sample's attitudes towards environmental issues are noticeably more positive than those of the fictitious population, and the differences are not likely the result of random chance. There

may be a number of underlying causes for the sample's more favourable attitudes towards environmental issues. For instance, because of their socioeconomic class, geographic location, or educational background, the sample may be more ecologically sensitive or knowledgeable than the entire population. Due to improved knowledge of the negative effects of environmental degradation and the possible advantages of conservation and sustainability, the sample may also be more motivated to engage in environmentally beneficial behaviour. These putative underlying elements might be investigated in further detail in future studies. We may therefore acknowledge that young people have a high level of environmental awareness.

Table 8. Correlation

		Awareness	Green consumerism
Awareness	Pearson Correlation	1	.470 ^{**}
	Sig. (2-tailed)		.000
	N	260	260
Green consumerism	Pearson Correlation	.470 ^{**}	1
	Sig. (2-tailed)	.000	
	N	260	260
**. Correlation is significant at the 0.01 level (2-tailed).			

The relationship between the two variables, awareness and green consumerism, is depicted in the correlation table. Green consumerism is the degree to which people engage in environmentally responsible purchasing behaviour, whereas awareness refers to the level of knowledge and comprehension of environmental issues. A moderately positive association between awareness and green consumerism is indicated by the correlation coefficient of 0.470. This indicates that people who are more environmentally conscious are more likely to practise green consumption. The association is statistically significant at the 2-tailed 0.01 level, indicating that it is unlikely that chance happened to cause this relationship. Because people who are better informed about environmental concerns are more likely to recognise the value of sustainable consumption and the effects of their decisions on the environment, there is a positive association between awareness and green consumerism. Additionally, greater awareness can inspire more people to care about the environment and make environmentally responsible decisions. In order to encourage green consumption, it is crucial to inform people about environmental issues and their effects on the environment.

Conclusion

The survey's findings show that respondents' attitudes towards environmental concerns and green consumption are usually favourable. The majority of respondents agree or strongly agree that they take into account their own values and beliefs when making decisions about what to buy, are influenced by what friends and peers think about sustainable products, and think that purchasing eco-friendly products results in a healthier environment. As a result of

the long-term advantages of green consumerism and their emotional connection to environmental issues, a sizable portion of respondents also expressed a strong sense of personal responsibility for preserving the environment. The sample population's income distribution is heavily weighted towards the lower end, with the bulk of respondents making between 2 and 7 lakhs per year. This shows that people of all income levels share a favourable attitude towards environmental issues and green consumerism rather than being only found among the wealthy. The limited sample size, however, makes it difficult to extrapolate these results to the overall population, and further study is required to comprehend how people with varying income levels feel and act about environmental issues. With mean scores above 4 on a 5-point scale for all awareness and understanding-related items, the one-sample data show that the sample population has a high level of knowledge and understanding of environmental issues. The sample population is also interested in learning more about environmental sustainability and conservation, and they feel obligated to protect the environment. These results imply that the sample population has a high feeling of personal responsibility for preserving the environment and is actively engaged in learning about environmental concerns in order to make informed judgements. The results of the independent samples t-test show that the sample population has significantly higher mean scores than the hypothetical population mean of 3 for all items related to awareness and understanding of environmental issues. This suggests that the sample population has a higher level of awareness and understanding of environmental issues than the hypothetical population. These results provide additional evidence for the hypothesis that the sample population has a favourable attitude towards environmental concerns and green consumption. The correlation analysis also shows a moderately positive association between green consumption and environmental consciousness. This implies that people who are more environmentally conscious are more likely to practise green purchasing. To understand the underlying causes of this link, more research is required because correlation does not imply causality. One theory is that people who are more environmentally conscious are more likely to feel strongly responsible for preserving the environment and are thus more motivated to practise green consumerism. Another possibility is that people who practise green consumerism are more likely to gradually increase their awareness of environmental problems as a result of exposure to environmental messages and sustainable goods. The survey findings show that the sample population has a favourable attitude towards environmental issues and green consumerism, as well as a strong sense of personal responsibility for preserving the environment. The results indicate that people from all socioeconomic backgrounds share these favourable attitudes, and that the sample community is substantially more aware of and knowledgeable about environmental issues than the fictitious population. The conclusion that those who are more aware of environmental issues are more inclined to practise green consumerism is further supported by the moderately positive association between knowledge of environmental issues and green consumerism. Further study is necessary to comprehend the underlying causes of this relationship as well as the attitudes and behaviours of people with various economic levels towards environmental issues.

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