

Influence of Green Products on Consumer Behavior in Gen Z

VALLAMPATI TARUN¹, Dr. A. UDAY SHANKAR²

¹Student at KL Business School, KL University, Guntur, India.

²Associate Professor, KL Business School, KL University, Guntur, India.

Abstract- *This paper explores how green products influence the buying behavior of Generation Z, who are known for their environmental awareness and support for sustainability. The study looks at how factors like environmental awareness, trust in eco-labels, perceived value, and social influences affect Gen Z's intention to buy green products. By using both primary and secondary data, the research finds key patterns in responsible consumption. The results show that Gen Z expects brands to be transparent, use ethical sourcing, and communicate honestly, which strongly shapes their buying choices. Although Gen Z cares about the environment, their green buying habits are sometimes inconsistent. The study analyzes how awareness of green products, environmental attitudes, perceived green value, trust in green claims, price sensitivity, and social influence affect Gen Z's intention to buy and actually purchase green products. Gen Z respondents completed a structured questionnaire, and the data were analyzed using descriptive statistics, reliability tests, and regression models. The results show that positive views on the environment, green value, and trust in eco-claims encourage green buying intentions, while high prices and low availability make it harder for intentions to turn into real purchases. The article suggests that marketers should focus on strong green branding, clear communication, and affordable prices to close the gap between Gen Z's attitudes and their actual buying behavior.*

Keywords- *Green Products, Gen Z Consumer Behavior, Sustainability, Eco-Labels, Environmental Awareness, Green Purchasing, Ethical Consumption, Sustainable Branding*

I. INTRODUCTION

The need to reduce carbon emissions, deforestation, pollution, and waste induced by global issues on climate change has increased the pressure of consuming sustainably. The people have become more conscious of the impact their decisions have on the environment, and interest in the products that are promoted as environmentally friendly, eco-friendly, biodegradable, and produced in an ethical manner has greatly increased. Green products have a broad scope of products that have been produced in a way that reduces environmental effects, produce hazardous substances, and uses sustainable operations. With the world growing to be more environmentally oriented, the trend of consumption that is green consumption has become a requirement rather than an idealistic ambition.

The representatives of the so-called Generation Z (people born 1997-2012) are one of the principal contributors to this change. As they have been raised in the digital age, they get exposed to global challenges, climate actions, research work, and sustainability-oriented discussions. This recurrent experience has created a feeling of environmental responsibility and the inclination towards ethical brands. The extent to which the brand is dedicated to sustainability, reduction in carbon footprint, and environmentally friendly packaging changes are popular considerations of Gen Z customers. They do not choose based only on functionality or beauty because they have values and beliefs that match their social identity.

However, Gen Z consumers tend to be highly motivated towards being environmentally friendly; they experience contradicting forces that affect their real purchasing patterns. The barriers are often created

with higher prices, lack of availability, distrust of green claims, and greenwashing practices. This paper intends to get acquainted with these complexities through the analysis of the major drivers and deterrents surrounding the adoption of green products among Gen Z.

II. LITERATURE REVIEW

Various studies focus on green product adoption with a major connection to environmental awareness as a psychological condition. The better the environmental knowledge of consumers, the higher the preference they will have for eco-friendly options. Literature also brings out the fact that the green marketing strategies have a great influence on the choices of purchasing decisions in the event that the communication is transparent, credible, and that the communication is backed by certified sustainability labels.

The eco-labels have been widely researched as a source of trust. Scholars propose that consumers default on eco-labels as mental shortcuts to assess the environmental performance. It has to be credible. There must be credible labels; otherwise, there is a lack of trust, and green purchasing will be discouraged. The emergence of greenwashing has led to the growth of skepticism among consumers, and authenticity is one of the key elements in green marketing.

Research also suggests that social influence is highly influential in influencing the culture of Gen Z.

According to the behavioral theorists, this generation seeks social value in the backing of ethical brands, and, therefore, sustainability is a type of identity expression.

Even with positive attitudes, the literature shows that there is a discrepancy between attitude and behavior, in that expressed environmental concern does not necessarily reflect in reality as to whether people actually buy. Barriers are normally cited as price sensitivity, convenience, product performance and lack of trust.

III. RESEARCH GAP

Although several studies can be found examining the relationship between green consumer behavior, a dearth of studies has been conducted on the distinctive preferences and expectations of Generation Z in the Indian context. Existing literature tends to lump generation buying behaviors, which ignores the various psychological and digital forces that occur in Gen Z.

Moreover, limited research incorporates all the key influencing variables of environmental awareness, eco-label credibility, perceived value, price sensitivity, and social influence under one analytical framework. The present study fills this gap by exploring the overall impact of these variables on the intentions of Gen Z to purchase green products.

Current literature tends to consider particular sub-products (e.g., green clothing or individual city samples) rather than making broad generalizations based on green consumption. The focus on intention is more common than on the influencing factors of intention and actual purchase behavior within one framework applied to Gen Z. Consequently, the amount of empirical research that simultaneously examines awareness and perceived value, trust, price sensitivity, and social influence as the changeable predictors of Gen Z who use green products is also relatively less. Moreover, new changes in social media influence and the post-pandemic sustainability consciousness imply that new evidence on the current impact of such factors on how Gen Z consumes green is maintained.

IV. RESEARCH OBJECTIVES

To determine the degree of environmental sensitivity of Generation Z consumers.

In order to discuss the perception and attitudes of the Gen Z generation towards green and environmentally friendly products.

To determine the major factors that affect the purchase intentions of green products.

To examine the position of eco-label credibility in increasing trust.

To estimate the price sensitivity in the adoption of green products.

To offer suggestions of brands to take to Gen Z that offer sustainable products.

V. HYPOTHESES

- H1: The green purchase intention is positively affected by environmental awareness.
H2: Eco-labels' credibility leads to a high degree of trust in green products.
H3: The social influence has a positive influence on the green purchasing behavior of Gen
H4: Perceived value is a major contributor to the adoption of green products.
H5: A Price sensitivity has a negative impact on the green buying decision.

VI. CONCEPTUAL FRAMEWORK

The conceptual model places independent structures of environmental attitude, green perceived value, trust in green claims, perceived price, and subjective norms in relationship with the dependent variable of green purchase intention that shapes actual green product purchase behavior. In this model, intention mediates between the psychological and social variables and the ultimate behavior in its normal form of the TPB pattern, with the added concept of the green perceived value and trust, which are significant extensions.

Environmental attitude	Independent variable → Intention.
Green perceived value	Corporation There, another variable of the intention.
Trust in green claims	Independent variable → Intention
Perceived price	Independent variable → Intention
Subjective norms	Independent variable → Intention
Purchase intention	Mediator → Actual behavior
Actual behavior	Dependent variable

VII. RESEARCH METHODOLOGY

This paper will assume a descriptive and analytic research design to learn the behavior of Gen Z towards green products. Primary data: A structured questionnaire was used to collect primary data, which was given to the respondents between the ages of 18-25. The secondary data were obtained from journals, green marketing books, sustainability reports, and scholarly articles.

The convenience sampling method was used to pick a sample of 150 respondents. Such analysis tools were the analysis (percentage analysis, correlational analysis, and thematic interpretation. The ethical standards were adhered to guarantee the confidentiality of the data and the voluntary nature of the studies.

The proposed study follows a descriptive and explanatory quantitative research design to understand the factors behind the behavior of Gen Z to act greenly in terms of products. The target market is Gen z customers (around 18-28 years) who have either awareness or already bought consumer goods like food, fashion, personal care, or household products. The respondents can be approached with the help of convenience or purposive sampling, which can be considered a non-probability sampling method because online survey distribution can take place on social media and educational institutions. A structured questionnaire is used to gather data using five-point Likert scales, which in turn measure constructs such as environmental attitude, perceived value, trust, price perception, subjective norms, intention, and self-reported purchase frequency. Statistical analysis can involve reliability test (Cronbach alpha), correlation and regression, or structural equation modelling to evaluate the conjectured relationships.

VIII. FINDINGS AND DISCUSSION

The results indicate that Gen Z customers are very environmentally conscious, and most of them consider sustainability as one of their product determinants. The brands that the respondents would prefer are transparent, environmentally-conscious, and socially responsible.

Credibility of the eco-label was identified as a significant predictor of trust. Gen Z is more dependent on those verifiable labels and certifications to distinguish between those truly green products and fake statements. This dependence demonstrates that, in its turn, this means that brands have to invest in authentic certification.

Another powerful force turned out to be social influence. Green purchasing trends are strongly influenced by social media use, environmental activism, and peer communities. Digital ecosystems have higher amplifiers in the information that influence consumer awareness and their purchase motives.

Gen Z is willing to buy sustainability brands; however, when the price of green products is much higher, the majority of respondents said they are hesitant to make this purchase. This points to the role of affordability in increasing the number of green consumers.

CONCLUSION

The research finds that green products play a major part in Gen Z consumer behavior. Green purchasing intentions are greatly influenced by the environmental awareness, credibility, perceived value, and social influence of eco-labels. But actual buying can be lessened by the price sensitivity and suspicion of greenwashing.

As the sustainability orientation of Gen Z will be exploited, a company needs to focus on its transparency, certification, low costs, and digital communication.

SUGGESTIONS

Offer credible and clear-cut eco-label certifications.
Be cost-efficient and not at the expense of sustainability.

Create digital platforms to train Gen Z on environmentally sustainable actions.

Enhance the availability of green products in the retail outlets.

REFERENCES

- [1] Peattie, K. (2001). Green Marketing: Theory and Practice.
- [2] Ottman, J. (2017). The New Rules of Green Marketing.
- [3] Journal articles on sustainability, eco-labels, and Gen Z consumer behavior.