

An Analytical Study of Customer Preferences and Purchase Behaviour towards Eco-Friendly Brands

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Abstract

Today, people are becoming more aware of environmental issues like pollution, climate change, etc., and companies are launching green products to attract customers who are environment-conscious. However, in real life, it is seen that the actual purchasing of green brands is not as high as expected. Consumers' attitudes towards green brands are positive, but their purchasing behaviour is limited due to certain reasons like high pricing, lack of trust, limited availability of products, etc. This difference between their attitudes and behaviour is a major area of concern for businesses as well as researchers. Therefore, this study aims to analyse consumer perception and how it affects their purchasing behaviour for green brands. This study aims to identify customer preferences for green brands in the context of increasing environmental concerns. It also aims to identify key factors that influence their purchasing behaviour for green brands, including environmental concerns, green image, quality, price sensitivity, trust for green brands, etc. This study aims to

identify major factors influencing purchasing behaviour for green brands based on a survey conducted on customers. This study also aims to identify major factors influencing purchasing behaviour for green brands based on a survey conducted on customers.

Key Words: Customer Preferences, Limited Awareness, Purchase Behaviour, Low Availability, High Pricing, Sustainability Communication.

I. INTRODUCTION

Rising environmental concerns have significantly reshaped consumer buying behaviour, leading to a growing demand for eco-friendly brands that emphasize sustainability and minimal environmental impact. Consumer preferences for these brands are shaped by multiple factors, including environmental awareness, green brand image, perceived product quality, price sensitivity, and trust in eco-friendly claims. Although many consumers express favourable attitudes toward eco-friendly products, their actual purchasing behaviour often remains inconsistent due to barriers such as higher prices and limited awareness. This study seeks to examine customer preferences toward eco-friendly brands and identify the key factors influencing their purchase decisions, with the aim of helping businesses design effective green marketing strategies and promote sustainable consumption.

Objectives

1. To analyse customer perceptions regarding price, quality, trust, and transparency.
2. To analyse the role of sustainability trends in eco-friendly brand adoption.
3. To assess barriers limiting frequent purchase of eco-friendly brands.
4. To examine customer awareness and preferences towards eco-friendly brands.

Scope of the Study

1. The study focuses on examining consumer awareness, attitudes, and purchase behaviour toward eco-friendly products across different age groups and income levels.
2. It analyses the key factors influencing both first-time and repeat purchases of eco-friendly brands, including peer influence, product design, brand image, and the role of social media.
3. The research evaluates consumer perceptions of what constitutes an eco-friendly brand and assesses how pricing, availability, and accessibility impact buying decisions.

4. It identifies major barriers to the frequent purchase of eco-friendly products and explores emerging trends that could enhance consumer adoption and market growth.

Need for the Study

1. Environmental degradation and climate change have increased the importance of sustainable consumption, making it essential to understand consumer behaviour toward eco-friendly brands.
2. Despite growing environmental awareness, a noticeable gap exists between consumers' positive attitudes and their actual purchasing behaviour, which needs in-depth examination.
3. Many eco-friendly brands face challenges such as high price perception, lack of trust in green claims, and limited consumer awareness, affecting market adoption.
4. Understanding the factors influencing customer preferences—such as green brand image, perceived quality, price sensitivity, and trust—will help businesses design effective green marketing strategies.
5. The study provides valuable insights for marketers and policymakers to promote sustainable products and encourage environmentally responsible consumption.
6. The findings will support companies in improving product positioning, communication transparency, and customer engagement in the growing green market.

Research Methodology

This study combines convenience sampling surveys with secondary data to know how people really feel about eco-friendly brands. Data was collected through an online questionnaire which was collected from salary earners, consumers and students.

Methodology	
Sample Size	74
Sampling Method	Convenience Sampling
Tools Used	Excel, Data Visualization
Methodology	Descriptive Analysis, Percentage Analysis, Survey Methodology

Descriptive Analysis

Descriptive	Majority	Percentage
Age	Above 20	73%
Consumption of eco-friendly product	Yes	77.6%
Consuming Eco-friendly Brands are Important	Yes	74.3%

Interpretation

The majority of respondents have experienced eco-friendly products in their lives. All of these respondents are over 20 years old, representing over 70% of the group, and they consider eco-friendly products and brands to be important.

Percentage Analysis

Factors Influencing Eco-Friendly Purchases	Percentage
A "let's try" mindset / willingness to experiment	50%
Product appearance and design	17.1%
Friends, family, and social influence	23.7%
Social media and advertisements	9.2%
Barriers	Percentage
Lack of awareness	35.5%
High price	42.1%
Habit of using regular brands	39.5%
Limited availability	27.6%

Interpretation

The data indicates that eco-friendly purchasing is primarily driven by a "let's try" mind-set (50%), suggesting that curiosity and a willingness to experiment are more influential than marketing or design. However, this experimental interest faces significant hurdles, most notably high prices (42.1%) and the ingrained habit (39.5%) of using established, non-eco brands. While social circles provide moderate influence, the combination of cost, brand loyalty, and a lack of awareness creates a multi-layered barrier that prevents casual interest from becoming a consistent shopping habit.

Literature Review:

1. Panchasara, D. (2024) - **A Literature Review on Consumer Preferences for Green and Sustainable Products: A Critical Review**

This study reviews previous research on how consumers choose green and sustainable products. The author explains that environmental awareness, price

sensitivity, product quality, and social influence strongly affect buying decisions. The paper highlights the gap between consumers' positive attitudes toward sustainability and their actual purchase behaviour. It also suggests that companies should improve transparency, affordability, and eco-label communication to increase green product adoption.

2. Kim, H. & Johnson, K. (2019) - Green Brands and Consumer Perceptions

Kim and Johnson (2019) explore how eco-friendly brand attributes influence consumer trust and purchase intention in sustainable markets. They argue that brand transparency and environmental certifications significantly enhance consumer loyalty. Their study is based on survey data from 450 consumers in the U.S., revealing that perceived authenticity drives eco-brand preference. The authors highlight the role of eco-labelling in reducing scepticism about green claims. They conclude that marketing communication must align with genuine sustainability practices. This work is often cited in branding and sustainability literature for its empirical insights.

3. Peattie, K. & Charters, S. (2018) - Green Marketing: Myth of Reality or Reality of Myth

Peattie and Charters (2018) provide a critical review of green marketing practices within eco-friendly branding. They examine the evolution of green brands from niche players to mainstream market forces. The authors critique superficial "greenwashing" and emphasize the importance of substantive environmental commitments. Through comparative case studies, they identify key success factors for authentic eco-brands. They argue that sustainability must be embedded in organizational culture, not just external messaging. This work deepens understanding of the authenticity gap in sustainable branding.

4. Strahilova, A. (2020) - Consumer Attitudes Towards Eco-Friendly Brands

Strahilova's (2020) investigates consumer attitudes and motivations toward eco-friendly brands in the European context. Using mixed-method research, the study finds that environmental concern and perceived social responsibility positively affect brand choice. It reveals that younger consumers are more willing to pay premium prices for eco-certified products. The paper highlights barriers such as price sensitivity and lack of trustworthy information. Strahilova's analysis helps explain demographic differences in eco-brand engagement. The author suggests strategies for improving consumer education on sustainability.

5. Joshi, Y. & Rahman, Z. (2015) - Factors Affecting Green Purchase Behaviour And Future Research Directions

This paper reviews the major factors influencing green buying behaviour. The authors explain that environmental concern, social norms, perceived consumer

effectiveness, and willingness to pay are key drivers. They also highlight the attitude–behaviour gap, where consumers support sustainability but do not always purchase green products. The study suggests improving awareness and trust in eco-labels

6. Gleim, M. R. Et Al. (2013) - Against the Green: A Multi-Method Examination Of The Barriers To Green Consumption

This research focuses on why consumers avoid green products. The authors identify barriers such as high price, scepticism about environmental claims, and limited availability. The study suggests that reducing these obstacles can increase sustainable purchasing. Clear communication and affordability are key solutions.

7. Kumar, A. & Ghai, S. (2022) - Customer Perception Towards Eco-Friendly Brands And Purchase Intention

This study examines how environmental awareness and brand trust influence consumer buying decisions. The authors found that customers prefer eco-friendly brands when they perceive them as authentic and socially responsible. Price sensitivity still affects final purchase decisions. The study concludes that transparency and strong brand image improve green purchase intention. This research found that everyone feels good about buying green brands, but the high price tags and the habit of sticking to traditional products positive the barriers make it tough for customers to commit to repeat purchases. Along with this, lack of awareness plays major role in it.

II. CONCLUSION

This study concludes that strengthening customer preference toward eco-friendly brands requires more than just promoting environmental benefits. While consumers today are increasingly aware of sustainability and show positive attitudes toward green products, their final purchase decisions are strongly influenced by practical factors. Affordable pricing plays a crucial role, as many consumers still compare eco-friendly products with cheaper conventional alternatives. Therefore, brands must ensure that sustainability does not come at the cost of accessibility. Clear and honest communication about sustainability practices is equally important. Consumers need transparent information about how products are environmentally friendly, as trust plays a major role in shaping perception. Avoiding exaggerated or misleading claims helps build long-term credibility and brand loyalty. At the same time, maintaining consistent product quality is essential, because customers expect eco-friendly brands to perform as well as, or better than, regular products. Improved availability and easy access to eco-friendly options can further encourage sustainable buying behaviour. When green products are conveniently available and competitively priced, consumers are more likely to choose them. Overall, by focusing on affordability, transparency, quality, and accessibility, eco-friendly brands can bridge

the gap between positive consumer perception and actual purchase behaviour, ultimately promoting a more sustainable future.

III. REFERENCES

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