EPRA International Journal of Environmental Economics, Commerce and Educational Management
Journal DOI: 10.36713/epra0414 |ISI I.F Value: 0.815|SJIF Impact Factor (2026): 8.752 ISSN: 2348 – 814X
Volume: 13 | Issue:3 | March 2026 -Peer Reviewed Journal

ASSESSEMENT OF STUDENTS BUYING DECISIONS TOWARDS ECO-FRIENDLY PRODUCT IN THE CONTEXT OF ENVIRONMENTAL SUSTAINABILITY

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ABSTRACT

The study titled "Assessment of Students' Buying Decisions towards Eco-Friendly Products in the Context of Environmental Sustainability" aims to examine the level of awareness, attitude, and purchasing behaviour of students toward eco-friendly products. Environmental sustainability has become an important concern due to increasing pollution, climate change, and depletion of natural resources. Eco-friendly products are designed to reduce environmental harm and promote sustainable consumption. This study focuses on understanding how students perceive such products and the factors that influence their buying decisions.

The research mainly analyses variables such as environmental awareness, product availability, price, quality, and social influence that affect students' purchasing choices. Data were collected from students using a structured questionnaire, and statistical tools such as percentage analysis and correlation were used to interpret the results. The findings indicate that many students are aware of environmental issues and show a positive attitude toward ecofriendly products; however, factors like high price and limited availability sometimes influence their purchasing decisions.

The study concludes that increasing awareness programs, better marketing strategies, and affordable pricing can encourage students to prefer eco-friendly products. Promoting sustainable consumption among students can contribute significantly to environmental protection and long-term sustainability.

KEYWORDS: *Eco-friendly products, Environmental sustainability, Students' buying decision, green marketing, Consumer awareness, Sustainable consumption.*

INTRODUCTION

In recent years, environmental sustainability has become a global priority due to increasing concerns about climate change, pollution, resource depletion, and waste generation. International initiatives such as the United Nations Sustainable Development Goals (SDGs) emphasize responsible consumption and production as essential pathways toward protecting the planet. As a result, eco-friendly products—goods that minimize environmental harm through sustainable sourcing, energy efficiency, recyclable materials, and reduced carbon emissions—have gained significant attention in the marketplace.

Consumers today are more informed and environmentally conscious than ever before. Among them, students represent a particularly important segment. As members of a younger, educated, and socially aware generation, students are often exposed to environmental education, climate activism movements such as Fridays for Future, and global discussions about sustainability. Their buying decisions not only reflect current market trends but also shape future consumption patterns. Since students are future professionals, policymakers, and opinion leaders, understanding their purchasing behaviour toward ecofriendly products is essential for promoting long-term environmental sustainability.

STATEMENT OF THE PROBLEM

Environmental degradation, climate change, and excessive resource consumption have intensified the need for sustainable consumption practices across the globe. Although ecofriendly products are increasingly available in the market, their adoption remains inconsistent, particularly among price-sensitive consumer groups such as students. While many students express concern about environmental sustainability and demonstrate positive attitudes toward green products, this concern does not always translate into actual purchasing behaviour.

A significant gap exists between environmental awareness and real buying decisions. Factors such as high product prices, limited availability, lack of reliable information, peer influence, brand perception, and doubts about product effectiveness may discourage students from consistently choosing eco-friendly alternatives. Moreover, despite

global sustainability initiatives promoted by organizations such as the United Nations, responsible consumption patterns among young consumers are still evolving and not fully understood.

OBJECTIVE OF THE STUDY

- To study the level of awareness among students about eco-friendly products.
- To analyse the buying behaviour of students towards eco-friendly products.
- To identify the factors influencing student's purchase decisions of eco-friendly products.

RESEARCH METHODOLOGY

The research methodology refers to the systematic method used to collect, analyse, and interpret data for the study. This study focuses on "Assessment of Students' Buying Decisions towards Eco-Friendly Products in the Context of Environmental Sustainability." The main objective of the research is to understand the awareness, attitudes, and purchasing behaviour of students toward eco-friendly products. A descriptive research design was used to analyse the buying decisions of students and the factors influencing their preference for environmentally friendly products.

The study is mainly based on primary data and secondary data. Primary data were collected from students through a structured questionnaire using an online Google Form. The questionnaire included questions related to awareness, preference, price sensitivity, quality perception, and environmental concern regarding eco-friendly products. Secondary data were collected from websites, journals, articles, and previous research studies related to eco-friendly products and environmental sustainability**.**

DATA ANALYSIS AND INTERPRETATION

TABLE 1-SHOWS THE AGE GROUP OF THE RESPONDENTS

Age	Frequency	Percentage
Below - 20	9	7.6
18 - 20	53	44.5
20 - 23	50	42.0
24 - 26	7	5.9
Total	119	100

Source f data: Primary data

Inference: The majority of the participants (86.5%) are aged between 18 and 23, with the 1820 group being the single largest category. Meanwhile, the age groups below 18 and above 23 comprise the smallest segments, representing only 13.5% of the total population.

TABLE 2-SHOWS THE GENDER OF THE RESPONDENTS

Gender	Frequency	Percentage
Male	50	42.0
Female	69	58.0
Total	119	100

Source of data: Primary data

Inference: The table reveals a majority female participation, with 58% (69 individuals) of the total 119 respondents identifying as female. Conversely, male participants represent a smaller portion of the group, accounting for 42% (50 individuals) of the total population.

TABLE 3-SHOWS THE EDUCATION GROUP OF THE RESPONDENTS

Education	Frequency	Percentage
undergraduate	63	52.9
postgraduate	39	32.8
professional	13	10.9
Diploma/others	4	3.4
Total	119	100

Source of data: Primary data

Inference: The study population is predominantly female (58%), with the majority of respondents currently at the undergraduate level (52.9%).

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TABLE 4-RESPONDENT'S OPINION TOWARDS ECO-FRIENDLY PRODUCTS

S.NO	FACTORS	SA	A	N	DA	SDA	TOTAL
1	Eco-friendly products contribute to long-term environment protection	41	39	29	3	7	119
2	I consider the environmental impact of a product before purchasing it	17	51	41	2	8	119
3	Eco-friendly products are effective alternatives to conventional products	17	30	50	14	8	119
4	Promotional campaigns increase my interest in eco-friendly products	15	55	28	13	8	119
5	Easy availability would increase my purchase of eco-friendly products	21	35	41	9	13	119

Source of data: Primary data

Inference: The data shows a strong consumer belief in the environmental benefits of ecofriendly products, with promotional campaigns acting as a primary driver for interest. However, the high neutral response rates suggest that consistent adoption is still limited by concerns over product effectiveness and ease of access.

TABLE 5- FACTORS INFLUENCING PURCHASE ECO-FRIENDLY

S.NO	FACTORS	1	2	3	4	5	TOTAL
1	Sustainability	47	27	23	14	8	119
2	Price	25	48	37	3	6	119
3	Product quality	19	43	33	17	7	119
4	Environmental impact	14	49	30	14	12	119
5	Availability	27	31	31	12	18	119

Source of data: Primary data

Inference: The data indicates that environmental impact and price are the primary considerations for consumers when choosing eco-friendly products. While quality also plays a significant role, factors like availability show a more divided response, suggesting they are secondary to cost and ecological value.

TABLE 6-PREFERENCE OF BUYING ECO-FRIENDLY PRODUCTS

S.NO	FACTORS	SA	A	N	DA	SDA	TOTAL
1	I prefer buying products use ecofriendly packaging	41	31	43	0	4	119
2	I feel eco-friendly products should be Promoted more in colleges	15	62	35	5	2	119
3	I check products labels to confirm whether a product is eco-friendly	24	30	50	9	6	119
4	I avoid products that harm the environmental even if they are cheaper	16	64	22	11	6	119
5	I think eco-friendly products help reduce global warming effects	19	44	38	5	13	119

Source of data: Primary data

Inference: The table shows that most respondents agree that eco-friendly products should be promoted in colleges and prefer avoiding products that harm the environment, even if they are cheaper.

CONCLUSION

The study concludes that students have a positive attitude towards eco-friendly products and are aware of environmental sustainability. However, factors such as high price, limited availability, and lack of strong promotional strategies influence their final buying decisions.

While environmental concern is high among students, there exists a gap between intention and actual purchase behaviour. With proper awareness, affordable pricing, better accessibility, and supportive policies, students can become active contributors to sustainable consumption.

Therefore, businesses, educational institutions, and policymakers must work together to promote eco-friendly purchasing behaviour among students. Encouraging sustainable buying decisions at a young age will significantly contribute to long-term environmental sustainability and responsible consumer culture.

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