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GREEN CONSUMERISM – A STUDY AMONG COLLEGE STUDENTS OF URBAN BANGALORE

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ABSTRACT

This research paper studies how college students in urban Bangalore think about and use eco-friendly products, also known as green products. As more people become aware of environmental problems like pollution, climate change, and waste, there is growing interest in products that are safe for the environment. Green consumerism means buying goods and services that are not harmful to nature. The goal of this study is to understand the level of awareness, attitude, and behavior of college students when it comes to green products. To collect data questionnaire was given to college students in Bangalore. 214 students filled in questionnaire, and some students also conducted individual interviews and group discussions. The four areas of prime interest were tested: Environmental Awareness (EAA), Green Buying Attitudes (GPA), Advocacy for Green Actions (AGA), and Sustainable Purchase Attitudes (SPA). The questionnaire was prepared to determine how much they know about green products, what affects their purchasing decision and whether they are willing to spend extra for green products or not. The research concluded that several students are already aware of green products and feel that by utilizing the green product, the environment can be saved. But their true purchasing behavior is influenced by cost, product availability, and how much they believe the company claims. Overall, this research suggests that students care about the environment but financial concerns still play a significant role in determining their choice. The results can help companies, teachers, and the government to identify better methods of motivating green consumerism among teenagers.

KEYWORDS: *Green Consumerism, Environmental Awareness, Sustainable Consumption, Youth Behavior, Urban India, Eco-Consciousness*

INTRODUCTION

Nowadays, many individuals are realizing the importance of environmental issues like air and water pollution, climate change, plastic waste, and cutting trees. These issues arise due to human activities and the growing consumption of goods that destroy the environment. Therefore, more individuals are now discussing living a green or ecological way of life. An option to achieve this is through green consumerism, which involves the purchase of goods that are friendly to the environment and will not harm nature. Green consumerism consists of employing biodegradable products, recyclables, products developed with natural substances, or goods that are generated through less consumption of energy and water. Those practicing green consumerism attempt to decrease waste and pollution by shopping in green products. Todays youth particularly college students can have a significant part to play when it comes to preserving the planet. They are knowledgeable, susceptible to change and tend to care passionately about the world's future. This research targets students in urban Bangalore. We want to find out how much they know about green products, their attitude and what drives them when making a purchase. Observing their behavior, we learn how to improve at getting young people to make environmentally-friendly decisions and aid a greener world.

RESEARCH GAP

Although many researchers have studied green consumer behavior in different parts of the world, there is limited focus on college students living in urban areas of India, especially in a city like Bangalore. Bangalore is known for its educated youth, strong digital presence, and exposure to environmental discussions. Yet, not much research has been done to understand how these students actually behave as green consumers. While some studies show that young people are aware of environmental issues and support eco-friendly ideas, it is still unclear how much this awareness affects their real-life buying habits. Also, although students are concerned about the environment, they may at times not opt for green products because of factors such as high cost, non-availability, or distrust in companies. There is also limited research on the role of peer pressure, social networks, and online marketing on their green purchases. This leaves a gap in the knowledge of the actual behavior, motivations, and barriers of college students in an emerging city like Bangalore. Hence, this study aims to bridge this gap by addressing the green consumer behavior of urban college students and the influencers of their environmentally friendly purchasing behavior.

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RESEARCH OBJECTIVES

With reference to the above, the aim of this study revolves around the following objectives:

1. To determine the knowledge levels of college students in urban Bangalore toward green consumerism and eco-friendly products.
2. To ascertain the determinants of green buying behavior among the students, including concern for the environment, influence from friends, or availability of green products.
3. To provide recommendations for promoting green consumerism among college students based on the study findings.

LITERATURE REVIEW

Green Consumerism and Environmental Consciousness

Most studies indicate that being aware of environmental issues makes individuals make more environmentally friendly choices when they shop. Boztepe (2010) stated that green marketing where businesses emphasize the environmentally friendly aspect of their products can have a significant impact on what and how much people purchase. When individuals become aware of issues such as global warming or pollution from plastic, they generally choose environmentally friendly products. Norazah (2013) obtained the same findings in Malaysia. She observed that awareness is just not sufficient—individuals must feel their actions make a difference as well. This is especially relevant in India as the country has plenty of environmental issues. City college students are getting more environment-aware because of social media, education, and environmental campaigns. Chaudhary and Bisai (2018) conducted research on youth Indians and found that they would buy more environmentally friendly products if they believe that it will contribute to the well-being of the environment and to their own personal beliefs. In Bangalore, which is an extremely educated and technologically advanced city, such consciousness among students could be even greater.

Influence of Gender, Behavior, and Culture

Behavior, personal habits, and culture influence individuals' attitudes toward and purchases of green goods. Sreena, Purbey, and Sadarangani (2018) concluded that female individuals purchase more green products compared to males. Moreover, individuals from eco-sustainable families will more likely decide to opt for green alternatives. Cultural values of ahimsa (non-harming) and the appreciation for nature in Indian culture can positively influence youth in doing things sustainably. This is important for students who are in the process of forming their beliefs and habits. When their university encourages green thinking through clubs, campaigns, or recycling programs students are likely to conduct themselves in green manners in the long run. Several colleges in Bangalore have already been doing that.

Marketing Influence and Green Product Branding

Green consumption behavior is influenced significantly by marketing. If companies inform consumers that their products are beneficial for the environment, they can win over environmentally conscious consumers. Shabbir et al. (2020) discovered in the UAE that transparent and truthful green marketing enables consumers to make environmentally friendly options. But only if they believe in the brand. If they are deceived, they might no longer buy from the company. Branding also counts. Employing natural colors, eco-labels, and sustainability messages makes products attractive to youth, eco-friendly consumers. Boztepe (2010) stated that this kind of packaging increases the appeal of green products. In urban areas such as Bangalore, where students consume social media extensively and subscribe to brands digitally, green marketing online can be particularly potent.

The Problem of Greenwashing

While green marketing raises awareness, it can also be abused. Some businesses make false environmental claims simply to appear good. This is referred to as greenwashing. Szabo and Webster (2021) discovered that greenwashing hurts the reputation of the brand and the trust of people in green consumerism. When consumers feel deceived, they lose faith in green products in general. Youths, particularly students, are sensitive to deceptive advertising. If they sense that firms are exploiting their interest in the world, they can get upset. To prevent this, firms must be truthful and provide evidence such as certifications to validate their eco-friendly claims.

Influence of Social Norms and Peer Behaviour

Individuals tend to go green if others close to them do so. Yamin et al. (2019) elaborated that social norms what the majority in a group tend to do—can influence others to comply. For students, peer pressure is powerful, particularly in the communal areas such as hostels or classrooms. At university campuses, team activities such as "green days," clean-up activities, or eco-challenges can instill a culture of sustainability. Students tend to do the same if they notice that their friends are making green decisions, even though they were not interested previously.

Digital Influence and E-Commerce

The internet also influences green consumption choices. According to George, Merrill, and Schillebeeckx (2020), digital tools such as social media and apps assist individuals in learning about sustainability. Urban dwellers in places like Bangalore use technology daily. Eco-labels, online reviews, and influencers can lead them to greener options. Khrais, Zorgui, and Aboalsamh (2023) further noted that smart technology (such as IoT in e-shopping) may recommend green products, display carbon footprints, or provide sustainability ratings. Today's students are more likely to see green content on YouTube or Instagram than in conventional advertisements. Those brands that advertise their green credentials on the internet are likely to have a greater influence over them.

Perceptions of Sustainability in Everyday Products

Gazzola et al. (2020) studied how young people view eco-friendly fashion. They found that both age and gender affect how people think about sustainability. Young women, for example, are more concerned about eco-friendly clothing. This is relevant to college students, many of whom buy fast fashion but are also aware of its environmental impact. In urban areas such as Bangalore, where values and trends both count, students are beginning to opt for more eco-friendly products such as recycled clothing, reusable bottles, and biodegradable

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packaging. They are starting to align their shopping behavior with their care for the planet.

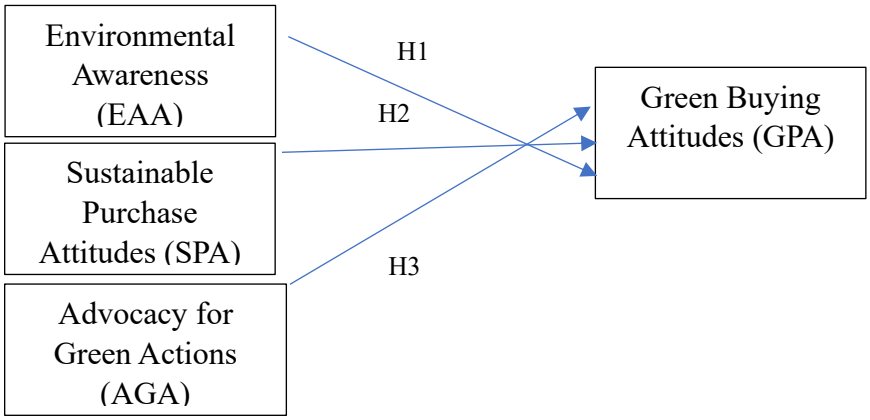
Trust, Motivation, and Purchase Decisions

Even if the students are environmentally conscious, they need to be motivated to purchase green products. Norazah (2013) stated that awareness is not enough people need to feel their actions really matter and that it is worth it to pay for the product. Most people still view green products as unaffordable or unavailable. Shabbir et al. (2020) wrote that consumers are more likely to purchase green products from a brand they trust. This indicates that developing trust through honest and transparent communication is highly critical for businesses.

Indian Context: Green Buying Habits of Young People

Chaudhary and Bisai (2018) targeted young Indian consumers and discovered a number of important factors that influence their green consumer behavior. These are concern for the environment, perception that their individual action can make a difference, confidence in brands, and how accessible green products are. Their research revealed that young Indians are concerned about sustainability but need evidence that their shopping is actually making a difference to the planet. This is particularly relevant to Indian college students. As the future generation of leaders and consumers, their decisions can shape the destiny of green markets if they receive appropriate knowledge and inspiration.

Framework



Hypothesized Relationships

H1: Environmental Awareness (EAA) positively influences Green Buying Attitudes (GPA).
H2: Sustainable Purchase Attitudes (SPA) enhance Green Buying Attitudes (GPA).
H3: Advocacy for Green Actions (AGA) leads to more Green Buying Attitudes (GPA)

- **METHODOLOGY**

Survey Research: A standardized questionnaire was constructed to collect information on environmental consciousness, green product attitudes, social influence, and green buying behavior among urban Bangalore college students.
The questionnaire contained closed-ended questions employing a 5-point Likert scale as well as some optional open-ended answers to enable personal opinions. The scale was developed to evaluate psychological indicators and behavioral tendencies associated with green consumerism.

Sampling

To get a representative sample of 214 participants, a stratified random sampling technique was used, incorporating important demographic categories as age, gender, educational attainment, and monthly disposable income.
Students were sampled from various undergraduate and postgraduate universities in urban Bangalore, providing a diversity of academic and geographical backgrounds.

Source of Data Collection

Primary Data

Surveys: Online survey (on Google Forms) was conducted among 214 students in city Bangalore. They were given a set of questions about their environment awareness, green product opinions, social opinion, buying behavior, and a few personal details such as age, gender, education, and spending levels.

Sampling

Stratified random sampling was used to provide a proper representation of students belonging to different backgrounds and segments. This provided an opportunity for diverse green consumer behavior views to be gathered in urban Bangalore.

Data Analysis and Interpretation

Quantitative Analysis

Using SPSS and a quantitative research method is a good choice for this study because it helps analyze numerical data from a large group of university students in a clear and reliable way. SPSS allows researchers to do detailed analysis like finding patterns, connections, and predictions between things like awareness, attitudes, and behavior. Quantitative methods are useful for measuring how common green consumer habits are and how they are changing over time. The results can be applied to the larger student population, and they help in making decisions and creating programs based on solid evidence.

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Demographic Analysis

Demographic Variable	Frequency	Percent
Gender		
Male	88	41.1
Female	126	58.9
Age		
18-20	47	22.0
21-24	55	25.7
Above 24	31	14.5
Under 18	81	37.9
Education Level		
Doctorate (PhD/MPhil)	51	23.8
Postgraduate (PG)	93	43.5
Undergraduate (UG)	70	32.7
Spending Capacity		
$2,000–$5,000	25	11.7
$5,001–$10,000	75	35.0
Above $10,000	36	16.8
Below $2,000	78	36.4

The demographics provide a clear picture of the 214 college students from urban Bangalore who participated in the study. Among them, 58.9% are male and 41.1% are female. This narrow male majority may influence the overall findings, though previous work indicates that women tend to be more concerned with the environment. The students are of varying levels of education: 43.5% are pursuing postgrad studies, 32.7% are undergrads, and 23.8% are PhD students. This indicates that the group is very well educated, which is important since higher education is usually associated with improved environmental consciousness. A majority of the participants are youth. Nearly 38% of them are below 18, and nearly 26% are aged between 21 and 24. This is significant because youth tend to be more active on social media and more concerned about the environment. As far as spending is concerned, 36.4% spend below $2,000 a month, and 35% spend between $5,001 and $10,000. This indicates there's a combination of students with varying spending power, which may influence how likely they are to purchase environmentally friendly products.

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
EAA	214	1.4000	4.6000	3.265421	.7977789
GPA	214	1.4000	4.8000	3.275701	.9893652
AGA	214	1.0000	4.8000	3.401869	1.1268787
SPA	214	1.8000	4.8000	3.433645	.9364747
Valid N (listwise)	214				

The descriptive statistics show that most urban college students in Bangalore have a moderate to positive attitude toward environmental issues and green consumerism. The average scores for all four factors—Environmental Awareness (EAA), Green Buying Attitudes (GPA), Advocacy for Green Actions (AGA), and Sustainable Purchase Attitudes (SPA)—are above 3.2 on a scale of 1 to 5.This implies the majority of students are concerned with environmental issues, open to purchasing environmentally friendly products and contributing to green activities. These findings indicate young urban students are gaining awareness and concerns regarding the environment. The somewhat higher mean score for SPA (3.43) suggests students are more prone to sustainable consumer purchasing behavior. This matches previous studies which show that students in cities like Bangalore are influenced by their education, digital media, and sustainability movements. However, the wide spread of scores and higher standard deviation, especially for AGA, suggest that not all students are as committed to green behavior. This necessitates more focused awareness drives and education to encourage more students to translate their environmental awareness into action.

Correlations					
		EAA	GPA	AGA	SPA
EAA	Pearson Correlation	1	.730**	.597**	.644**
	Sig. (2-tailed)		.000	.000	.000
	N	214	214	214	214
GPA	Pearson Correlation	.730**	1	.745**	.767**
	Sig. (2-tailed)	.000		.000	.000
	N	214	214	214	214

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AGA	Pearson Correlation	.597**	.745**	1	.863**
	Sig. (2-tailed)	.000	.000		.000
	N	214	214	214	214
SPA	Pearson Correlation	.644**	.767**	.863**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	214	214	214	214
**. Correlation is significant at the 0.01 level (2-tailed).					

Correlations						
			EAA	GPA	AGA	SPA
Spearman's rho	EAA	Correlation Coefficient	1.000	.721**	.610**	.602**
		Sig. (2-tailed)	.	.000	.000	.000
		N	214	214	214	214
	GPA	Correlation Coefficient	.721**	1.000	.713**	.703**
		Sig. (2-tailed)	.000	.	.000	.000
		N	214	214	214	214
	AGA	Correlation Coefficient	.610**	.713**	1.000	.863**
		Sig. (2-tailed)	.000	.000	.	.000
		N	214	214	214	214
	SPA	Correlation Coefficient	.602**	.703**	.863**	1.000
		Sig. (2-tailed)	.000	.000	.000	.
		N	214	214	214	214
**. Correlation is significant at the 0.01 level (2-tailed).						

The correlation test shows high positive correlations between all the significant variables: Environmental Awareness (EAA), Green Buying Attitudes (GPA), Advocacy for Green Actions (AGA), and Sustainable Purchase Attitudes (SPA). Pearson and Spearman's rho correlation both show the same results, which is that as student environmental awareness grows so also grow their attitudes towards purchasing green products, supporting sustainable actions, and buying sustainably. Specifically, Pearson correlation exhibits a high relationship between EAA and GPA (0.730), which means that students with higher environmental awareness have positive attitudes toward environmentally friendly purchasing. Moderate levels of correlations are also found between EAA and AGA (0.597) and between EAA and SPA (0.644), which mean that environmentally aware individuals are associated with advocacy for green actions and with sustainable purchase actions. The Spearman's rho values also support these trends, and the correlations between EAA and GPA (0.721), between EAA and AGA (0.610), and between EAA and SPA (0.602) are all significant. The most significant correlation is for SPA and AGA (0.863), showing that green activists are likely to engage in environmentally friendly spending. All of the correlations are statistically significant at the 0.01 level, meaning these relationships are strong and significant. In general, the results highlight the significant relationship between environmental consciousness and green consumer behaviors among urban university students.

Model Summary									
Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**	**Change Statistics**				
					R Square Change	**F Change**	**df1**	**df2**	**Sig. F Change**
1	.837[a]	.701	.696	.5450828	.701	163.909	3	210	.000
a. Predictors: (Constant), SPA, EAA, AGA									

The model summary shows a strong relationship between the predictors (Sustainable Purchase Attitudes (SPA), Environmental Awareness (EAA), and Advocacy for Green Actions (AGA)) and the dependent variable. The R value of 0.837 indicates a strong overall fit, and the R Square value of 0.701 means that about 70% of the variance in the dependent variable can be explained by the three predictors. The F Change value of 163.909, with a significant p-value of 0.000, confirms that the model is statistically significant and a good predictor of the outcome.

ANOVA[a]						
Model		**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
1	Regression	146.099	3	48.700	163.909	.000[b]
	Residual	62.394	210	.297		
	Total	208.494	213			
a. Dependent Variable: GPA						
b. Predictors: (Constant), SPA, EAA, AGA						

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The ANOVA table shows that the regression model is statistically significant. The F-value of 163.909 and a p-value of 0.000 indicate that the model, which includes Sustainable Purchase Attitudes (SPA), Environmental Awareness (EAA), and Advocacy for Green Actions (AGA) as predictors, significantly explains the variation in the dependent variable (Green Buying Attitudes, GPA). The Sum of Squares for the regression (146.099) is much larger than the residual (62.394), reinforcing that the predictors effectively explain the variance in green buying attitudes.

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-.126	.166		-.757	.450		
	EAA	.477	.062	.384	7.743	.000	.579	1.728
	AGA	.233	.066	.266	3.539	.000	.253	3.960
	SPA	.306	.083	.290	3.681	.000	.230	4.351

a. Dependent Variable: GPA

The coefficients table shows the relationships between the predictors (Environmental Awareness (EAA), Advocacy for Green Actions (AGA), and Sustainable Purchase Attitudes (SPA)) and the dependent variable (Green Buying Attitudes, GPA). All predictors have a significant positive effect on GPA, with EAA having the strongest impact ($B = 0.477$, $p < 0.001$). The Beta values indicate that EAA has the highest standardized influence on green buying attitudes, followed by AGA and SPA. The VIF values are below 5, suggesting no serious multicollinearity issues between predictors.

DISCUSSIONS

This research examined how urban Bangalore college students think and behave with respect to the environment and green consumption. The findings indicate that the majority of students are young, highly educated, and increasingly aware of environmental matters. Many are willing to purchase environmentally friendly products and desire to contribute to green initiatives.

The average scores for environmental awareness, green consumerism attitudes, support for green behavior, and willingness to purchase sustainably were all higher than average. This suggests students overall are keen on contributing to the environment. The highest average score was for buying sustainably, which shows that many students are happy to spend their money on items that are beneficial to the environment. But not all the students were as committed some were highly interested and involved, but others were less so. This indicates there is still a need for greater awareness and education to promote consistent green behavior in all students. The research also established a high correlation between green behavior and environmental awareness. Students who are more aware of environmental problems are likely to hold favorable attitudes towards purchasing green products and endorsing environmentally friendly activities. The strongest relationship was established between individuals who endorse green activities and those who purchase sustainable products. This indicates students who are concerned about the environment also spend their money responsibly. The model of research indicated that ecological awareness, encouragement of green activities, and environmentally friendly purchasing behavior could explain approximately 70% of green purchasing attitudes of the students. It is a robust finding and indicates that these variables are significant to influence student conduct. In short words, the research indicates that young students are becoming increasingly environmental-friendly, yet they need to be guided and encouraged to channel their positive attitudes into actual green behaviors through learning and campaigns.

Relaiebility Analysis

Case Processing Summary

		N	%
Cases	Valid	214	100.0
	Excluded[a]	0	.0
	Total	214	100.0

Reliability Statistics

Cronbach's Alpha	N of Items
.910	4

A Cronbach's Alpha of above 0.7 is commonly deemed to be good, while above 0.9 is suggestive of the fact that questions on a survey are extremely reliable. The Cronbach's Alpha in this research is 0.910, suggesting high reliability. This means that the questions used to measure environmental awareness, green consumer behavior, green support behavior, and sustainable shopping are strongly correlated. They collaborate well to estimate the general notion of green consumption behavior among students, and one can rely on the outcomes from these questions.

Implications and Conclusion

Implications for Theory:

This study helps us better understand how and why college students in urban Bangalore are becoming green consumers. It shows that students who know more about the environment are

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more likely to care about it and act in eco-friendly ways. The close relationship between environmental awareness, green attitudes, and green consumer behavior corroborates what other studies have established that the more individuals are informed about the environment, the higher the chances they will change their behavior. This corroborates green consumerism theory by showing how awareness leads to action.The study also used reliable procedures and had plenty of students, so the outcome is reliable. There are opportunities for other researchers in the future to employ this research in finding out whether young people's values and knowledge can affect what green products they buy or their giving to ecological initiatives.

Implications for Practice:
This study gives useful ideas for real-life actions. It shows that many students already have some level of interest in eco-friendly products and green practices. But it also shows that not all students turn their good intentions into action. So, schools, colleges, and government programs can do more to teach students how to live in a more environmentally friendly way. Workshops, awareness drives, and green events on campus can help encourage real change. Companies can also use this information to market eco-friendly products to students, as many are willing to make green choices if they are aware of the benefits. Social media can be an effective medium to disseminate green messages among the youth. Policymakers can formulate special campaigns or regulations to encourage green living among students. In this manner, young people can become responsible citizens who love the planet and make better decisions for a sustainable future.

Limitations
There are some limitations to this study. It only examined students in urban Bangalore, so the results may not be generalizable to students in rural towns or other cities. The data was gathered via a questionnaire, which is based on truthful responses, but some students may have provided answers that they perceived as being more socially acceptable rather than telling the truth entirely.The study also focused on just a few factors, like awareness, attitude, and buying behavior. Other factors, like peer influence, income, or access to eco-friendly products, were not considered. Future studies could include a larger and more diverse group of people and look at more factors to get a better understanding.

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