
A STUDY ON CONSUMER PERCEPTION AND PURCHASE BEHAVIOUR TOWARDS SUSTAINABLE AND ECO-FRIENDLY PRODUCTS IN BANGALORE

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ABSTRACT

This study examines consumer perception and purchase behaviour towards sustainable and eco-friendly products in Bangalore. The study focuses on consumer awareness, perceptions, purchasing patterns, environmental consciousness, and the factors that influence the adoption of sustainable products. A descriptive research design was adopted. Primary data were collected through a structured questionnaire distributed using Google Forms, and the study considered 100 respondents from Bangalore selected through convenience sampling. Secondary information was obtained from books, academic journals, research articles, reports, websites and other relevant sources. The findings indicate generally favourable consumer attitudes towards sustainable products. A substantial proportion of respondents purchase sustainable products frequently or very frequently, while health benefits and environmental protection are major purchase motivations. At the same time, limited availability and high prices remain important barriers. The study concludes that improving affordability, accessibility, product information, consumer awareness and trust can encourage wider adoption of sustainable and eco-friendly products.

KEYWORDS: Consumer Perception; Sustainable Products; Eco-Friendly Products; Consumer Behaviour; Sustainable Consumption; Purchase Behaviour; Bangalore.

1. INTRODUCTION

Environmental concerns such as pollution, climate change, global warming, plastic waste and

depletion of natural resources have increased attention towards sustainable consumption. Consumers are increasingly considering the environmental impact of their purchasing decisions along with traditional considerations such as affordability and quality. Sustainable and eco-friendly products include organic, recyclable, biodegradable and reusable alternatives. The project identifies price, product quality, availability, brand image, convenience and environmental awareness as important factors shaping consumer perceptions and purchase decisions.

Bangalore provides a relevant setting for examining sustainable consumption because of its large and diverse consumer base, technological development and the increasing availability of sustainable products through offline and online channels. However, positive environmental attitudes do not necessarily translate into actual purchasing behaviour. Therefore, understanding the relationship between consumer awareness, perceptions and buying behaviour is important for businesses and marketers.

2. Objectives of the Study

1. To assess consumer awareness regarding sustainable and environmentally friendly products among consumers in Bangalore.
2. To evaluate consumers' perceptions and attitudes towards sustainable and eco-friendly products.
3. To analyse purchasing patterns and behavioural preferences towards environmentally sustainable products.
4. To determine the key factors influencing consumers' purchasing decisions regarding eco-friendly products.
5. To examine the relationship between environmental consciousness and willingness to purchase sustainable products.
6. To evaluate the influence of price, product quality, availability and convenience on adoption of sustainable products.
7. To assess consumers' willingness to pay an additional amount for sustainable products.
8. To identify major challenges and barriers discouraging consumers from purchasing eco-friendly products.
9. To examine the influence of brand reputation, consumer trust and product information on purchasing decisions.
10. To propose practical strategies to increase awareness and encourage sustainable purchasing behaviour.

3. Research Questions

RQ1. What is the level of consumer awareness regarding sustainable and eco-friendly products in Bangalore? RQ2. How do consumers perceive and evaluate sustainable and eco-friendly products?

RQ3. What are the purchasing patterns of consumers towards sustainable products?

RQ4. What factors most strongly influence consumers' decisions to purchase eco-friendly products?

RQ5. Does environmental consciousness influence consumers' willingness to purchase sustainable products? RQ6. How do price, quality, availability and convenience affect sustainable product adoption?

RQ7. What are the major barriers preventing consumers from purchasing eco-friendly products?

RQ8. How do brand reputation, trust and product information influence sustainable purchasing decisions?

4. Literature Review

The literature reviewed in the project indicates that sustainable purchase behaviour is influenced by multiple individual and market-related factors. Consumer awareness and environmental concern generally support positive attitudes towards green products, but awareness alone may not always result in actual purchases. The review identifies environmental attitude, social influence, perceived behavioural control, price, product quality, availability, brand image, eco-labels and trust as important variables. The Theory of Planned Behavior provides a useful theoretical perspective because attitudes, subjective norms and perceived behavioural control can influence behavioural intentions.

The literature also highlights a gap between consumers' positive environmental attitudes and their actual purchasing behaviour. Factors such as cost, accessibility, convenience and product attributes can prevent consumers from converting favourable attitudes into sustainable purchases. This study therefore focuses on consumers in Bangalore and examines awareness, perception, purchasing behaviour and the practical barriers affecting sustainable consumption.

5. RESEARCH METHODOLOGY

Component	Details
Research design	Descriptive research design
Study area	Bangalore
Target population	Consumers residing in Bangalore who are familiar with or have experience with sustainable and eco-friendly products
Sample size	100 respondents
Sampling technique	Convenience sampling
Primary data	Structured questionnaire through Google Forms
Secondary data	Books, journals, research articles, reports, websites and other relevant sources
Analysis	Percentages, averages and suitable descriptive statistical techniques

The study used a structured questionnaire covering demographic characteristics, awareness, perceptions, purchasing habits, environmental concerns, willingness to purchase, price, quality, availability, brand trust and other purchase-related factors. Convenience sampling was used because participants were selected based on accessibility and willingness to respond.

6. KEY FINDINGS AND DISCUSSION

1. Young consumers formed the largest part of the sample, with respondents aged 19–25 years accounting for 60%.
2. Male respondents represented 71% of the sample and female respondents 29%.
3. Students represented 52% of respondents, followed by salaried employees at 31%.
4. Organic food products were the most commonly purchased eco-friendly product category at 48%, followed by reusable products at 46%.
5. About 67% of respondents reported purchasing sustainable and eco-friendly products frequently or very frequently.
6. Health benefits (47%) and environmental protection (46%) were the two leading reasons for purchasing eco-friendly products.
7. Limited availability was identified as the biggest barrier by 42% of respondents, while 35% identified high price as the main barrier.
8. Product labels were the most common way of verifying whether a product was genuinely eco-friendly, used by 53% of respondents; 29% used online reviews and 18% relied on brand reputation.

7. CONCLUSION

The study concludes that consumers in Bangalore generally show a favourable attitude towards sustainable and eco-friendly products. Environmental awareness and perceived health benefits encourage consumers to choose sustainable alternatives, and sustainable products are becoming part of regular purchasing habits for a substantial proportion of respondents. However, the wider adoption of eco-friendly products is constrained by limited availability, relatively high prices and insufficient information.

Businesses can strengthen sustainable consumption by improving product availability, offering affordable alternatives, providing clear and verifiable information, maintaining product quality and variety, reducing unnecessary plastic packaging and building consumer trust. Greater awareness and transparent sustainability communication can help reduce the gap between positive environmental attitudes and actual sustainable purchasing behaviour.

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