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Examining the Drivers and Barriers of Sustainable Consumption: The Role of Environmental Awareness in Shaping Eco-Friendly Purchasing Decisions

Dr Pratap R. Desai
Associate Professor
Department of Management Studies,
Bharati Vidyapeeth
(Deemed to be University),
Institute of Management and
Rural Development Administration,
Sangli-416 416
https://orcid.org/0000-0002-4943-3240

Dr. Devinder Singh Hooda
Associate Professor,
Department of Economics
Indira Gandhi University,
Meerpur Rewari (Haryana), India.
https://orcid.org/0000-0002-1026-2122
Corresponding Author
dshooda.igu@gmail.com

Dr. Supriya Choudhary
Associate Professor,
Department of Business Administration,
Maharaja Surajmal Institute
(Affiliated to GGSIPU)
https://orcid.org/0009-0007-3838-9655

Dr. Jasbir Singh
Associate Professor (Dy. Director)
Maharaja Surajmal Institute
New Delhi, India
https://orcid.org/0000-0001-8752-0057

Dr. N. Bindu Madhavi
Associate Professor,
KL Business School & KL Centre for
Distance and Online Education (CDOE),
Koneru Lakshmaiah Education Foundation
(Deemed to be University),
Andhra Pradesh

Abstract

As environmental concerns continue to rise, understanding the factors that influence consumers' choices is crucial for promoting more sustainable consumption patterns. Despite growing awareness of environmental issues, consumers often face significant barriers, such as cost, convenience, and availability, that hinder the adoption of eco-friendly products and services. The purpose of this paper is to study the role of environmental awareness in shaping eco-friendlypurchase decisions. Furthermore, the study also examines the drivers and barriers of sustainable consumption. The research has considered 557 users of eco-friendly products, which were selected by using the snowball sampling method. The data were collected using a structured questionnaire and subsequently examined using SPSS to examine factors affecting sustainable consumption. The results indicated that respondents were significantly aware of environmental issues and their awareness was different with respect to their demographic profile. Health benefits, social influence and product quality and sustainability are the motivating factors to purchase eco-friendly products and the high price of eco-friendly products is the most prominent barrier in purchasing these products, followed by the convenience of non-sustainable alternatives and the lack of availability in local stores. Furthermore, the findings indicate that environmental awareness plays a significant role in shaping consumers' eco-friendly purchasing decisions. The study highlights the importance of strengthening environmental awareness while addressing economic, accessibility, and convenience-related barriers to promote sustainable consumption.

Keywords: Consumer choice, Environmental awareness, Eco-friendly products, Sustainable consumption

Introduction

The world has been moving toward sustainability in recent decades due to growing concerns about resource depletion and environmental damage. Sustainable consumption, or the use of products and services that have minimal environmental impact and support long-term

ecological health, is a crucial focus. Many consumers still engage in environmentally harmful shopping practices despite a growing understanding of environmental issues. Important considerations concerning the elements that promote and impede sustainable consumption have been brought up by this conundrum.

This study aims to explore the drivers and barriers of sustainable consumption, with a particular emphasis on the role of environmental awareness in shaping eco-friendly purchasing decisions. As consumers become more aware of the environmental consequences of their actions, their purchasing behaviours are thought to be influenced by various factors such as personal values, social norms, economic considerations, and perceived benefits of sustainability (Hooda and Sehrawat, 2023). However, despite widespread awareness of environmental issues, numerousbarriers, including convenience, cost, and lack of available alternatives, often prevent individuals from making more sustainable choices (Hooda et.al. 2025).

The research seeks to identify the key drivers that encourage sustainable consumption, while also examining the obstacles that limit its widespread adoption. Additionally, it will delve into the critical role of environmental awareness in motivating consumers to opt for eco-friendly products and services. By understanding these dynamics, this study aims to provide valuable insights into how policymakers, businesses, and educators can foster a more sustainable consumer culture, ultimately contributing to a greener and more sustainable future.

Review of Literature

The topic of sustainable consumption has garnered significant attention in academic research, driven by growing concerns about the environmental impact of consumer behaviour. As societies become increasingly aware of the need to reduce ecological footprints, scholars have examined the factors that influence consumer choices related to sustainability. Previous studies have explored a variety of drivers and barriers that shape sustainable consumption, with environmental awareness being a central theme in many of these investigations.

Drivers of Sustainable Consumption

Numerous studies demonstrate how important environmental consciousness is in determining what consumers decide to buy. Studies by Tavitiyaman (2024) and Hooda et al. (2025) have shown that consumers who are more aware of environmental issues are more likely to take part in eco-friendly activities, such as cutting back on waste or buying energy-efficient items. One of the main drivers of adopting sustainable consumption habits is frequently seen as environmental awareness. However, this link is not necessarily linear because it can be affected by a number of outside factors, including the availability of green alternatives and social standards Olasiuk & Bhardwaj (2019).

Numerous studies have also connected customers' personal values, such as ethics, compassion, and concern for future generations, with sustainable consumption. Popovic et.al. (2019) found that people who place a high priority on environmental values are more likely to make thoughtful purchases that support sustainable practices. Similarly, Limjaroenrat and Ramanust (2023) found that ethical considerations significantly influence consumers' purchasing decisions, particularly when consumers perceive that their spending choices can contribute to positive environmental outcomes.Peer pressure and social standards are also important forces behind sustainable consumption. According to Sobuj et al. (2021), social pressures, such as the need to fit in with society's standards or to imitate peers' environmentally conscious behaviour, are a major factor in encouraging people to make more sustainable purchases. According to studies by Harjadi & Gunardi (2022), consumers are frequently influenced by the actions and behaviours of those in their social circles, and peer approval can significantly boost environmentally responsible consumption.

Barriers to Sustainable Consumption

The greater price of eco-friendly products is one of the most commonly mentioned obstacles to sustainable consumption. Wierzbiński (2015) contend that although green products are becoming more widely available, many customers still find them to be prohibitively expensive.

Financial restrictions may discourage some consumers from prioritising sustainability in favour of cost, while others may be ready to pay more for environmentally friendly items Song, Qin & Yuan, 2019).

A prevalent obstacle noted in the literature is the absence of easily comprehensible information on how products affect the environment. According to Osburg et al. (2020), customers frequently have difficulty locating trustworthy and easily comprehensible information regarding the environmental credentials of items. Eco-friendly purchase decisions can also be hampered by misconceptions, such as the mix-up between "greenwashing" and true sustainability claims (Nugraha & Soelasih, 2023).

Other significant obstacles include the ease of buying and the availability of sustainable substitutes (Hooda et al, 2023). Research by Shah & Asghar (2024) showed that when consumers make judgments about what to buy, they often prioritise convenience over sustainability. Customers may choose traditional alternatives if sustainable items are not easily accessible or if obtaining them requires additional effort. Furthermore, Mataracı & Kurtuluş (2020) stressed that customers may be deterred from making sustainable decisions by the time and effort needed to investigate and locate eco-friendly items.

Some customers have doubts about how their personal purchases affect environmental problems around the world. People may be less inclined to practice sustainable consumption if they believe their activities have little impact on larger environmental issues (He et al., 2019). This feeling of inefficiency is exacerbated by consumers' mistrust of the actual environmental impactof products, with some doubting the veracity of businesses' sustainability claims (Mazurek- Łopacińska, Sobocińska & Krupowicz, 2022).

Role of Environmental Awareness in Shaping Eco-friendly Purchasing Decisions

Numerous studies highlight the connection between consumer behaviour and environmental consciousness. According to research by Shimul & Cheah (2023) and Hooda et al. (2023), those who are more environmentally conscious are more inclined to select sustainable solutions. However, other elements like motivation, individual values, and perceived obstacles frequently mitigate the effect of awareness. For example, Rustam, Wang & Zameer (2020) showed that although customers' intentions to buy eco-friendly products were heightened by environmental knowledge, these intentions did not always materialise because of outside influences like cost or convenience.

Many studies have examined the relationship between environmental consciousness and other motivators. According to studies, removing obstacles like cost, accessibility, and convenience is necessary to promote sustainable purchasing; environmental awareness alone might not be enough. Khalil & Adnan (2021) highlighted the significance of business openness, policy incentives, and supportive infrastructure in empowering consumers to act on their environmental knowledge (Hooda and Anu, 2025).

In conclusion, the existing literature provides valuable insights into the factors that facilitate and constrain sustainable consumption, with particular emphasis on the role of environmental consciousness in shaping consumers' sustainable consumption behaviour. Although eco-friendly purchase decisions are significantly influenced by environmental consciousness, their influence is either amplified or diminished by interactions with other psychological, social, and economic aspects. Additionally, customers are frequently prevented from making more sustainable decisions by a number of obstacles, such as cost, convenience, and information gaps. To aid in the development of solutions for overcoming barriers to sustainable consumption and encouraging environmentally conscious consumer behaviors on a larger scale, future research should continue to examine the intricate interactions between these drivers and barriers.

Objectives

The study aims to examine sustainable consumption behaviour among respondents. Specifically, it seeks to assess the level of environmental awareness among respondents. Further, the studyexamines the factors influencing their sustainable consumption practices and identifies the barriers that hinder the adoption of

sustainable consumption. Additionally, it analyses the role of environmental awareness in shaping eco-friendly purchasing decisions.

Hypotheses

1. Environmental awareness of respondents is indifferent with respect to their demographic profile.
2. There is no significant role of environmental awareness in shaping eco-friendly purchasing decisions.

Research Methodology

Research Design: The study initially assesses the level of environmental awareness among respondents; therefore, a descriptive research design was adopted to describe the characteristics and awareness levels of the respondents. Further, the study examines the effect of environmental awareness on sustainable consumption behaviour. Further, an explanatory research design was employed to examine the relationship between environmental awareness and sustainable consumption behaviour

Sampling: The target population comprised consumers who purchased or used eco-friendly

products. Considering the absence of a readily identifiable sampling frame for the target population, the study employed a snowball sampling technique to recruit eligible respondents. Through this approach, a total of 557 respondents were included in the final sample.

Data Collection Tool: A well-structured questionnaire was administered to collect the data. The

questionnaire was divided into the following sub-sections:

- Demographic profile
- Environmental awareness
- Drivers of eco-friendly purchase decision
- Barriers to eco-friendly purchase decision
- Role of environmental awareness in shaping eco-friendly purchasing decisions

Data Analysis Tool: The collected data were analysed using SPSS software. Descriptive and inferential statistical techniques were employed for data analysis and interpretation, including percentage analysis, mean, one-sample t-test, and analysis of variance (ANOVA).

V. Results and Findings

Demographic Profile of Respondents

At the beginning of the questionnaire, Respondents were asked to indicate their demographic profile as shown in Table 1

- **Age of Respondents: T**he age-wise distribution of the respondents is presented in Table 1. The findings indicate that 15.60% of the respondents were below 25 years of age, while 23.20% belonged to the 25–40 years age group. The largest proportion of respondents (36.10%) was in the 40–55 years age group, whereas 25.10% were above 55 years of age. Overall, the distribution indicates that respondents aged 40–55 years constituted the largest share of the sample.
- **Gender of Respondents:** The gender-wise distribution of the respondents indicates that males constituted the majority of the sample, accounting for 69.10% of the total respondents. Females represented 30.20% of the sample, indicating a comparatively lower proportion of female respondents. A small proportion, 0.70% (N=4), of the respondents identified as third gender. Thus, the sample comprised respondents across different gender categories, although male respondents constituted the predominant group.
- **Profession of Respondents:** The occupational profile of the respondents shows that 16.30% were unemployed, while 51.50% were employed in salaried or other jobs. A further 23.00% of the respondents were self-employed, and 9.20% were retired. Thus, employed respondents constituted the largest proportion of the sample, followed by self-employed respondents. The occupational distribution reflects the diverse employment backgrounds of the respondents and provides a basis for examining environmental awareness and sustainable consumption behaviour across different occupational groups.

❖ **Location of Respondents:** The location-wise distribution indicates that 46.10% of the respondents belonged to suburban areas, constituting the largest share of the sample. This was followed by respondents from urban areas, who accounted for 35.50% of the total sample, while 18.30% of the respondents were from rural areas. The distribution indicates that the sample includes respondents from diverse residential settings, thereby providing representation across suburban, urban, and rural areas for the analysis of environmental awareness and sustainable consumption behaviour.

Table 1: Demographic Profile of Respondents

Age (In Years)	N	Percentage	Profession	N	Percentage
Below 25 Years	87	15.6	Unemployed	91	16.3
25 to 40 Years	129	23.2	Job holder	287	51.5
40 to 55 Years	201	36.1	Self Employed	128	23.0
Above 55 Years	140	25.1	Retired	51	9.2
Total	**557**	**100**	**Total**	**557**	**100**
Age	**N**	**Percentage**	**Location**	**N**	**Percentage**
Male	385	69.1	Urban	198	35.5
Female	168	30.2	Suburban	257	46.1
Other	4	0.7	Rural	102	18.3
Total	**557**	**100**	**Total**	**557**	**100**

Environmental Awareness of Respondents

Respondents were asked to indicate their level of environmental awareness. As presented in Table 2, the findings indicate that the majority of respondents (51.90%) were somewhat aware of environmental issues, while 24.60% reported being very much aware. The results suggest that although a substantial proportion of respondents demonstrated a moderate level of environmental awareness, a comparatively smaller proportion reported a high level of awareness.

Table 2: Environmental Awareness of Respondents

Response	N	Percentage
Very aware	137	24.6
Somewhat aware	289	51.9
Neutral	91	16.3
Not very aware	40	7.2
Not aware at all	0	0.0
Total	**557**	**100**

H01: Environmental awareness of respondents is indifferent with respect to their demographic profile

Ha1: Environmental awareness of respondents is significantly different with respect to their demographic profile

To test the hypothesis, a one-way analysis of variance (ANOVA) was conducted, and the results are indicated in Table 3. The results exhibit that the ANOVA is statistically significant across all the demographic variables, as reflected by the corresponding F-statistics and significance levels. Therefore, the null hypothesis is rejected, indicating

that the level of environmental awareness differs significantly across the demographic groups considered in the study. These findings suggest that respondents' environmental awareness varies significantly with their demographic characteristics.

Table 3: Results to measure the difference in environmental awareness of respondents with respect to their demographic variables

Demographic Profile	Source of Variation	Sum of Squares	Degree of Freedom	Mean Sum of Squares	F-Ratio	p-value	Result
Age	Between Samples	3215.98	3	1071.993	13.833	0.000	Significant
	Within Samples	42855.63	553	77.497			
	Total	46071.61	556				
Gender	Between Samples	3963.36	2	1981.680	27.363	0.000	Significant
	Within Samples	40121.25	554	72.421			
	Total	44084.61	556				
Profession	Between Samples	3565.71	3	1188.570	13.449	0.000	Significant
	Within Samples	48873.25	553	88.378			
	Total	52438.96	556				
Location	Between Samples	4012.22	2	2006.110	24.313	0.000	Significant
	Within Samples	45712.35	554	82.513			
	Total	49724.57	556				

Level of Significance=5%

Table 4 presents the sources of information through which respondents became aware of environmental issues. The findings indicate that social media was the most prominent source of environmental awareness, reported by 74.00% of the respondents. This was followed by news outlets (67.10%) and friends and family (57.30%). Environmental campaigns were identified as a source of awareness by 54.20% of the respondents, while 47.80% reported educational institutions as a source of information on environmental issues. Overall, the findings highlight the important role of both digital media and interpersonal sources in disseminating information and creating awareness about environmental issues among respondents.

Table 4: Information Sources of Environmental Awareness

Sources of Information	N	Percentage
Social media	412	74
News outlets	374	67.1
Environmental campaigns or NGOs	302	54.2
Educational institutions	266	47.8
Friends and family	319	57.3

Respondents were asked how often they engage in activities that help the environment, and responses are shown in Table 5. Approximately half of the respondents (48.80%) indicated the frequent engagement in activities that protect the environment, while 27.10% respondents always do such activities. Around 1/6th of the respondents (17.8%) occasionally engage in environmental protection activities, and 4.50% rarely do the same.

Table 5: Respondents' Engagement Level in Environmental Protection Activities

Response	N	Percentage
Always	151	27.1
Frequently	272	48.8
Occasionally	99	17.8
Rarely	25	4.5
Never	10	1.8
Total	**557**	**100**

Factors affecting the sustainable consumption of respondents

Table 6 presents the factors motivating the purchase of eco-friendly products. Health benefits emerged as the most influential factor, reported by 86.50% of the respondents, followed by social influence (80.30%) and product quality and sustainability (71.30%). Concern for the environment was identified by 63.20% of the respondents as a motivating factor. In addition, 54.00% reported economic savings, while 37.30% identified government regulations as a factor influencing their purchase of eco-friendly products. Overall, the findings indicate that the purchase of eco-friendly products is motivated by a combination of health-related benefits, social influences, product attributes, environmental concerns, economic considerations, and regulatory factors.

Table 6: Motivating factors to purchase eco-friendly products

Drivers	N	Percentage
Concern for the environment	352	63.2
Health benefits	482	86.5
Social influence (e.g., friends/family, social media)	447	80.3
Product quality and sustainability	397	71.3
Economic savings (e.g., long-term	301	54
savings or lower energy costs)		
Government regulations or incentives	208	37.3

Table 7 presents the relative importance of various factors considered by respondents while purchasing eco-friendly products. Price emerged as the most important factor (Mean = 4.21, Rank =1), followed by product reviews and recommendations (Mean=4.01, Rank=2) and environmental impact (Mean= 3.74, Rank = 3). Brand reputation (Mean=3.42, Rank = 4) and certifications (Mean = 3.27, Rank = 5) were also considered important, although they received comparatively lower mean scores. Overall, the findings indicate that economic considerations and information from reviews and recommendations occupy a relatively higher position in consumers' purchasing decisions, while environmental impact, brand reputation, and certifications also contribute to the evaluation of eco-friendly products.

Table 7: Importance of Factors considered for eco-friendly purchase

Factors	Mean	S.D.	C.V.	Rank
Price	4.21	0.87	0.21	**1**
Brand Reputation	3.42	0.91	0.27	**4**
Product reviews and recommendations	4.01	0.84	0.21	**2**
Certifications	3.27	0.79	0.24	**5**
Environmental Impact	3.74	0.88	0.24	**3**

Barriers to Eco-friendly Purchasing Decision

Table 8 shows the barriers faced by respondents in making eco-friendly purchase decisions. The high price of eco-friendly products (Mean=4.25, Rank=1) is the most prominent barrier in purchasing these products, followed by the convenience of non-sustainable alternatives (Mean=4.03, Rank=2) and the lack of availability in local stores (Mean=3.81, Rank=3). A significant number of respondents said that they could not make a purchase of eco-friendly products because of a lack of information or unclear labelling (Mean=3.62, Rank=4), limited variety of sustainable products (Mean=3.41, Rank=5), limited knowledge of evaluating sustainability (Mean=3.34, Rank=6) and scepticism about the effectiveness of eco-friendly claims (Mean=3.21, Rank=7).

Table 8: Barriers to Eco-friendly Purchasing Decision

Barriers	Mean	S.D.	C.V.	Rank
Higher price of eco-friendly products	4.25	0.74	0.17	**1**
Lack of availability in local stores	3.81	1.02	0.27	**3**
Limited variety of sustainable products	3.41	0.98	0.29	**5**
Lack of information or unclear labeling	3.62	0.87	0.24	**4**
Convenience of non-sustainable alternatives	4.03	0.95	0.24	**2**
Skepticism about the effectiveness of eco-friendly claims	3.21	0.76	0.24	**7**
Limited knowledge of how to evaluate sustainability	3.34	0.82	0.25	**6**

Role of environmental awareness in shaping eco-friendly purchasing decisions

Respondents were given a list of statements related to the role of environmental awareness in shaping eco-friendly purchasing decisions, and they were asked to indicate their level of agreement with these statements. As per the results of Table 9, respondents have indicated agreement with all the statements except one statement. According to respondents, they actively seek information regarding the environmental impact of product purchase (Mean=4.01), and they are aware of environmental certifications (Mean=3.94) and environmental consequences of consumer products (Mean=3.82). Respondents highlighted that they are well-informed about environmental issues such as climate change, pollution, and resource depletion (Mean=3.74) so they prefer purchasing from brands that have a clear commitment to environmental sustainability (Mean=3.62), and they often choose products with environmentally friendly attributes, such as recyclable packaging or sustainably sourced materials (Mean=3.58).

Table 9: Role of environmental awareness in shaping eco-friendly purchasing decisions

Statements	Mean	S.D.	C.V.	Level of Agreement
I am well-informed about environmental issues such as climate change, pollution, and resource depletion.	3.74	1.05	0.28	**Agree**
I actively seek information regarding the environmental impact of products I purchase.	4.01	0.98	0.24	**Agree**
I believe that the environmental consequences of consumer products are important for making purchasing decisions.	3.82	1.01	0.26	**Agree**
I am aware of the environmental certifications or labels that identify eco-friendly products.	3.94	0.92	0.23	**Agree**
I often choose products with environmentally	3.58	0.87	0.24	**Agree**
friendly attributes, such as recyclable packaging or sustainably sourced materials.				
I prefer purchasing from brands that have a clear commitment to environmental sustainability.	3.62	0.85	0.23	**Agree**
I always check if a product is eco-friendly before making a purchase.	3.35	0.74	0.22	**Neutral**
I regularly buy eco-friendly products even if they cost more than their non-eco-friendly counterparts.	3.59	0.88	0.25	**Agree**

Table 10 shows the overall role of environmental awareness in shaping eco-friendly purchasing decisions. As per the majority of respondents (59.25%), environmental awareness plays a high role in shaping eco-friendly purchase decisions, while as per 33.21% respondents believe it plays a moderate role.

Table 10: Role of environmental awareness in shaping eco-friendly purchasing decisions

Overall, Role	N	Percentage
Low	42	7.54
Moderate	185	33.21
High	330	59.25
Total	**557**	**100**

To examine the influence of social media marketing on consumers' purchase intentions, the following hypothesis was formulated:

H01: There is no significant role of environmental awareness in shaping eco-friendly purchasing decisions

Ha1: There is a significant role of environmental awareness in shaping eco-friendly purchasing decisions

To test this hypothesis, a one-sample t-test was applied, and the results are shown in Table 11. At 5% level of significance, the value of the t-statistic is significant, and the calculated value of the mean (29.68) is higher than the tabulated mean (24), so it can be concluded that there is a significant role of environmental awareness in shaping eco-friendly purchasing decisions.

Table 11: One-sample t-test result to measure role of environmental awareness in shaping eco-friendly purchasing decisions

Variable	Test Value = 24		t- value	p-Value	Result
	Mean	S.D.			
Overall, Role of eco-friendly awareness	29.68	28.24	4.75	0.000	Significant

Level of Significance=5%

Discussion and Conclusion

The findings of the study indicate that respondents demonstrated a significant level of awareness regarding environmental issues, with environmental awareness differing significantly across their demographic profiles. Social media and news outlets emerged as important sources of environmental awareness, while respondents also reported frequent engagement in activities related to environmental protection. In terms of factors motivating the purchase of eco-friendly products, health benefits, social influence, and product quality and sustainability were identified as the major motivating factors. Price and environmental impact were considered the most important factors in consumers' purchase decisions regarding eco-friendly products. However, the high price of eco-friendly products emerged as the most prominent barrier to their purchase, followed by the convenience of non-sustainable alternatives and the limited availability of eco- friendly products in local stores. Furthermore, the findings indicate that environmental awareness plays a significant role in shaping consumers' eco-friendly purchasing decisions, highlighting the importance of awareness in promoting sustainable consumption behaviour.

The present study clarifies a number of significant elements affecting sustainable consumption, with an emphasis on how environmental consciousness influences eco-friendly buying choices. The results provide fresh perspectives on the connections among awareness, demographics, social influence, and obstacles to sustainable consumption, while also being consistent with several topics from earlier studies.

1. Awareness about Environmental Issues and Demographic Differences

According to the study's findings, respondents show a considerable degree of environmental awareness, with this awareness varying according to their demographic characteristics. This conclusion is supported by an earlier study, which found that an individual's degree of environmental awareness can be influenced by a variety of characteristics, including age, income, education, and geographic location (Leonidou, Christodoulides & Thwaites, 2016). For example, people who live in cities or have greater levels of education are typically more conscious of environmental issues and more inclined to adopt eco-friendly practices (Shah & Asghar, 2024). By offering a more thorough knowledge of how demographic factors impact environmental consciousness and, in turn, the chance of implementing sustainable consumption patterns, thenew study expands on previous findings. This contributes to the literature by highlighting that tailored strategies to promote sustainability might be needed for different demographic groups.

2.Role of Social Media and News Outlets in Environmental Awareness

According to this study, news sources and social media significantly contribute to respondents' awareness of environmental issues. This is in line with studies by Paparoidamis & Tran (2019), who pointed out that media outlets, especially social media, are important avenues for informing the public about environmental issues. Osburg et al. (2020) went on to emphasise how social media may create a feeling of community around environmental issues, since people frequently share content about sustainability and inspire others to take action. By illustrating how various media outlets not only increase public knowledge but also actively involve people in

environmental protection initiatives, the current study adds value by illustrating a transition from passive awareness to active involvement. This research emphasises how crucial it is to use digital channels to promote environmental awareness and action, especially among younger and more technologically literate customers.

3. Motivating Factors for Purchasing Eco-friendly Products

According to the study, respondents are highly motivated to buy eco-friendly products by the following factors: sustainability, social influence, product quality, and health benefits. This result is in line with earlier studies by Gao, Li & Yan. (2022). who highlighted that consumers are becoming more driven by extrinsic variables like peer pressure and societal norms as well as inner reasons like personal health. Additionally, customers are more inclined to select eco- friendly products over conventional alternatives if they believe they are of higher quality or offer health benefits, according to Olasiuk & Bhardwaj (2019). Furthermore, the present study emphasises that respondents prioritise price and environmental impact when making purchases, which is consistent with findings by Limjaroenrat & Ramanust (2023), who discovered that perceived environmental benefit and cost are important factors in the adoption of sustainable consumption practices. By highlighting the multifaceted character of eco-friendly purchase decisions and defining these reasons, the study contributes to the body of literature by demonstrating that social and health aspects operate as extra incentives beyond environmental awareness.

4. Barriers to Purchasing Eco-friendly Products

According to the research, the biggest obstacle is the high cost of environmentally friendly items, which is followed by the ease of non-sustainable substitutes and their scarcity in nearby retailers. These findings are consistent with Sobuj et al. (2021), who found that ecologically friendly products are frequently thought to be more costly than their conventional counterparts, and that price is a significant barrier to the adoption of sustainable consumption. The importance of ease in purchasing decisions was also covered by Harjadi & Gunardi (2022), who pointed out that if non-sustainable options are easily accessible and readily available, consumers are more likely to select them. Furthermore, Wierzbiński et al. (2021) emphasized that consumers may be discouraged from buying eco-friendly products if they are not readily available in nearby stores or via convenient delivery methods. By highlighting the fact that the cost and availability of eco- friendly products continue to be major obstacles in many consumers' decision-making processes, the current study adds even more value and advocates for increased efforts from companies and policymakers to address these issues.

5. Role of Environmental Awareness in Shaping Eco-friendly Purchasing Decisions

Lastly, the study discovered that eco-friendly purchase decisions are significantly influenced by environmental awareness. This result is consistent with other studies by Song, Qin & Yuan (2019), who proposed a positive correlation between sustainable shopping behaviour and greater environmental awareness. Though it is a major factor, environmental consciousness is not the only one. By including additional elements, such as social influence, perceived product quality, and economic considerations, all of which interact with environmental awareness to affect purchasing decisions, the new study expands on this knowledge. This research shows that while increasing environmental consciousness is important, in order to bring about long-lasting change, it must be combined with initiatives to remove other obstacles to sustainable purchasing.

Although the various elements impacting sustainable consumption have been thoroughly examined in earlier research, the current study makes a number of original additions. First, it highlights how demographic variations greatly influence environmental consciousness, implying that marketing and communication tactics may work better if they were customised for particular demographic groups. Second, it draws attention to how social media and news organisations actively engage people in environmental action in addition to increasing awareness, which is a departure from conventional environmental education techniques. Third, by combining extrinsicand intrinsic

elements and highlighting the significance of product quality, social impact, and health, the study offers a more comprehensive view of the driving forces behind eco-friendly purchase decisions. Last but not least, the study emphasises how critical it is to solve obstacles like cost, accessibility, and convenience, providing insightful information for companies and authorities hoping to encourage sustainable consumption on a broader scale.

In summary, by emphasising the interaction between environmental consciousness, demographic variables, driving and impeding forces, and the larger socioeconomic context, the current study contributes to our understanding of sustainable consumption. It has important ramifications for upcoming studies, corporate operations, and governmental regulations meant to promote a more sustainable consumption culture.

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