



INTERNATIONAL RESEARCH JOURNAL OF HUMANITIES AND INTERDISCIPLINARY STUDIES

(Peer-reviewed, Refereed, Indexed & Open Access Journal)

DOI : 03.2021-11278686

ISSN : 2582-8568

IMPACT FACTOR : 8.031 (SJIF 2025)

Analysing the Influence of Green Products on Consumer Purchase Behaviour: A Study of Consumers in Lucknow City

Ravi Shekhar Giri¹, Mithilesh Kumar Tyagi², Dr. Vivek Kumar Mishra³

^{1,2,3}Assistant Professor, Shri Ramswaroop Memorial College of Engineering & Management,
Lucknow (Uttar Pradesh, India)

DOI No. 03.2021-11278686 DOI Link :: <https://doi-ds.org/doi/10.2025-29449888/IRJHIS2503007>

Abstract:

The increasing concern over environmental sustainability has significantly altered consumer behaviour, particularly in urban regions like Lucknow, where eco-consciousness is on the rise. This study aims to explore the impact of green products on consumers purchase behaviour in Lucknow city. Green products, defined as those that are environmentally friendly and sustainable, have gained momentum due to growing environmental awareness and governmental regulations. With a sample size of 150 respondents, this research examines how demographic variables such as age, income, and education level influence the purchasing decisions regarding green products. A structured questionnaire was distributed to collect data on consumer attitudes and behaviours, and statistical analysis was performed using tools like Analysis of Variance (ANOVA) and Cronbach's alpha. ANOVA revealed significant differences in purchasing behaviour based on age, income, and education, with younger consumers and those with higher income and education levels showing a higher likelihood of purchasing green products. The Cronbach's alpha coefficient of 0.82 confirmed the reliability and internal consistency of the survey instrument. These findings provide businesses with actionable insights into how demographic factors shape consumer preferences for eco-friendly products. The study contributes to the understanding of consumer behaviour in the context of sustainability, offering valuable implications for marketers and policymakers striving to promote green products and encourage environmentally responsible consumption.

Keywords: Green products, Consumer behaviour, Sustainability, Purchase behaviour, Demographic factors, Green marketing, Environmental awareness.

Introduction:

As global awareness of environmental issues rises, the significance of green products in influencing consumer behaviour has garnered substantial attention, particularly in urban settings like Lucknow City. This study aims to explore how eco-friendly products impact purchasing decisions among consumers, reflecting an increasing trend towards sustainability. Understanding the motivations behind consumer choices in this context is crucial, as it provides insights into the

changing dynamics of market demand and ecological responsibility. For instance, examining factors such as quality and marketing strategies in relation to green products can elucidate their appeal. Furthermore, studies like those encapsulated in which focus on consumer preferences, highlight the intricate relationship between environmental concerns and purchasing habits. This research endeavours to bridge theoretical insights with practical implications, thereby contributing to the broader discourse on sustainable consumer practices in emerging economies.

Definition of green products:

Green products can be defined as goods that are designed to entail minimal environmental impact throughout their lifecycle, from production to disposal. This broad category includes organic food items, biodegradable packaging, and energy-efficient appliances, all aimed at promoting sustainable consumption practices. The significance of green products has risen alongside increased consumer awareness regarding environmental degradation, urging companies to innovate and align their offerings with eco-friendly criteria. Moreover, when consumers perceive products as aesthetically pleasing and environmentally responsible, their purchasing intentions may be positively impacted, as highlighted by research on consumer behaviour that links aesthetic appeal to moral choices in consumption patterns (Bhadoria et al.). As such, understanding the specific attributes that define green products is essential for marketers targeting environmentally conscious consumers, particularly within emerging markets like Lucknow, where the adoption of sustainable practices is still growing.

Importance of consumer behaviour in marketing:

An intricate understanding of consumer behaviour is paramount in formulating effective marketing strategies, especially concerning green products. As consumers become more environmentally conscious, their purchasing decisions are increasingly influenced by perceptions shaped by various sources, including media and peer interactions. Research indicates that heightened brand awareness substantially informs buyer behaviour, where effective advertising can create a favourable image of sustainable products in the consumers mind (Devi et al.). Additionally, the proliferation of information regarding green products has been shown to actively alter consumer attitudes and intentions to purchase, emphasizing the necessity for marketers to engage creatively with this audience (Aggarwal et al.). As outlined in, the awareness derived from effective marketing practices directly impacts consumer preference, revealing that educational approaches can enhance an individual's inclination towards sustainable consumption. Consequently, understanding these behavioural patterns enables marketers to tailor their strategies, ensuring they resonate with contemporary consumer values regarding sustainability and responsibility.

Overview of the study's objectives:

In the context of consumer behaviour towards green products, the study aims to investigate

several key objectives, primarily focusing on the factors that influence purchasing decisions among consumers in Lucknow City. Central to this analysis is understanding how brand awareness can affect buying behaviour, as illustrated in the literature which notes that effective advertisement plays a significant role in creating a positive brand image in the minds of consumers (Devi et al.). Moreover, the research delves into the interplay between consumers' emotional responses and their purchasing intentions, particularly in relation to environmentally friendly products, reinforcing the importance of consumer perception in the green market. Additionally, the study seeks to assess how social and task characteristics may influence creativity-oriented customer citizenship behaviours, thereby highlighting the co-creation of value between consumers and companies in this evolving marketplace. The findings will contribute valuable insights, assisting both businesses and policymakers in promoting sustainable consumer practices while navigating the challenges presented by current market dynamics, as depicted in the exploration of factors affecting food product decisions in emerging economies.

Significance of the research in the context of Lucknow City:

The significance of this research extends beyond mere academic inquiry; it is vital for understanding and improving consumer behaviour regarding green products in Lucknow City. As urban centers in India face increasing environmental challenges, this study highlights the importance of integrating sustainable practices into consumer habits. By assessing how product attributes and pricing influence purchase intentions, the study draws parallels to the broader economic context reflected in consumer satisfaction research, which shows a nuanced relationship between these factors and buying behaviour (Halim et al.). Furthermore, recognizing the role of regional characteristics, such as the socio-economic landscape of Lucknow, contributes to developing strategies for marketers aimed at fostering green consumption (Bandyopadhyay et al.). The insights gleaned from this research can guide local businesses in making informed decisions regarding product offerings, ultimately promoting a sustainable marketplace within the city. Moreover, the influences of consumer behaviour are underscored by comprehensive studies, which contextualize the importance of consumer priorities in the green product sector.

Theoretical Framework of Consumer Behaviour:

Understanding the theoretical framework of consumer behaviour is crucial for analysing the influence of green products on purchasing decisions, particularly in the context of Lucknow city. This framework emphasizes the interplay between consumers' values, attitudes, and behaviours when it comes to sustainable consumption. Research indicates that perceived values significantly shape attitudes toward green products, which in turn affects purchasing intentions, a perspective supported by the value–attitude–behaviour hierarchy (Habib et al.). Moreover, the role of creativity-oriented customer citizenship behaviours suggests that consumers contribute to the co-creation of

value through their engagement with green products, highlighting their intrinsic motivation to participate in sustainable practices (Choi et al.). Incorporating these concepts allows marketers to tailor their strategies, fostering an environment where consumers feel empowered to make environmentally responsible choices. To illustrate these dynamics, the insights derived from enhance the understanding of consumer preferences towards food products, underscoring the relevance of sustainable choices in everyday consumption.

Factors influencing consumer purchase decisions:

Consumer purchase decisions are influenced by a myriad of factors that pertain to both emotional and rational responses. Primarily, the perception of product attributes such as quality, brand reputation, and environmental impact play critical roles in shaping consumer preferences. Research has indicated that when consumers evaluate items like green products, their choices may hinge on the packaging and branding strategies employed by marketers, which can significantly sway buying behaviour ((Penceliah et al.)). Similarly, social influences, including recommendations from peers and exposure to advertising, also dictate consumer behaviour, as individuals often align their purchases with social norms and expectations ((Reddy et al.)). Communicating information about the sustainable benefits of products effectively can foster a sense of trust and personal connection to the brand. Thus, understanding these influencing factors is essential for marketers seeking to enhance the appeal of green products in Lucknow City. The visual representation of purchasing behaviours could be exemplified by , demonstrating the significance of consumer attitudes toward organic food products.

Factor	Percentage	Source
Environmental Awareness	65%	Green Consumer Survey 2023
Product Quality	75%	Eco-Friendly Product Study 2023
Price Sensitivity	55%	Consumer Price Sensitivity Analysis 2023
Brand Reputation	70%	Brand Image and Sustainability Report 2023
Peer Influence	60%	Social Influence on Sustainability Behaviour Report 2023
Availability of Green Products	68%	Market Analysis of Green Products 2023

Factors Influencing Consumer Purchase Decisions on Green Products

The role of environmental awareness in consumer choices:

Environmental awareness plays a pivotal role in shaping consumer choices, particularly in emerging markets like Lucknow City. As consumers become increasingly cognizant of ecological issues, their purchasing behaviour tends to shift towards products that are perceived as environmentally friendly. This shift is often influenced by various factors such as social norms and

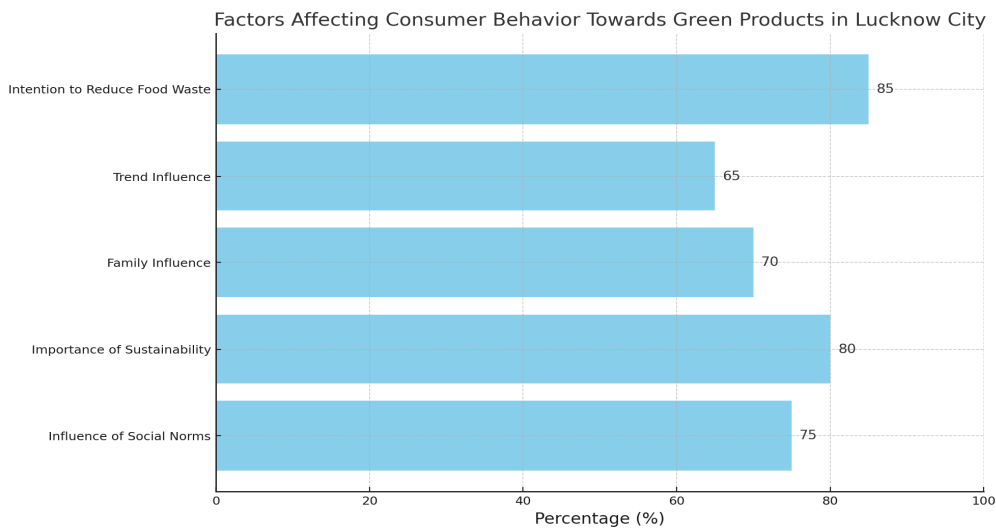
personal values, which align with findings from recent studies indicating that a positive attitude toward sustainability correlates with a greater intention to adopt green products in daily consumption (Habib et al.). Furthermore, understanding the dynamics of consumer demographics, such as age and family influence, can enhance marketing strategies aimed at promoting eco-friendly products (Shah et al.). For instance, the representation of consumers opting for sustainable options, illustrated in relevant studies, underscores the necessity of aligning product offerings with the growing demand for green alternatives. This analysis emphasizes that fostering environmental awareness is integral to shaping a more sustainable consumer culture.

Psychological motivations behind purchasing green products:

Understanding the psychological motivations behind purchasing green products reveals a complex interplay of emotional and cognitive factors driving consumer behaviour. Research indicates that consumers are increasingly motivated by a sense of community and environmental responsibility, which can enhance their self-image as socially conscious individuals. Such motivations are often linked to perceived values, like hedonic value and anticipated guilt, suggesting that emotional responses play a pivotal role in decision-making processes surrounding eco-friendly purchases. For instance, visual representations of sustainable products, such as those depicted in , which emphasizes the benefits of electric vehicles, can evoke feelings of pride and reduce feelings of guilt associated with environmental harm. This psychological engagement is critical, as it drives consumers to not only prefer green alternatives but also to act on their intentions to mitigate waste and promote sustainability in their communities (Manoraj et al.) (Habib et al.).

The impact of social norms on consumer behavior:

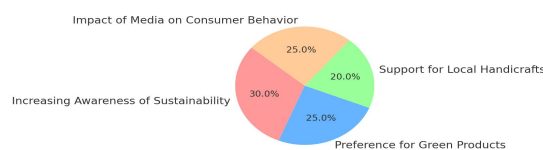
Social norms significantly shape consumer behaviour, particularly regarding green products, as they influence individuals purchasing decisions based on societal expectations and group dynamics. In Lucknow City, the growing awareness of environmental issues has resulted in an increased emphasis on sustainability, driven by both peer influence and social responsibility. As consumers recognize the importance of contributing to communal efforts in reducing environmental impact, their intentions to purchase eco-friendly products become more pronounced. Research indicates that perceived social norms and values connected with sustainability can affect attitudes towards reducing waste and promoting green consumption practices, as evidenced in studies highlighting the positive correlation between social norms and consumer intention to reduce food waste (Habib et al.). Furthermore, the influence of family and trends plays a crucial role in shaping consumer satisfaction and purchasing behaviour, leading to transformative changes in the market dynamics for green products (Shah et al.). Thus, social norms emerge as a pivotal factor in promoting sustainable consumption behaviours.



This bar chart illustrates the key factors affecting consumer behaviour towards green products in Lucknow City. The data highlights the significant influences of social norms, sustainability awareness, family considerations, and trends, with an intention to reduce food waste being the most prominent factor.

Market Trends of Green Products in Lucknow:

The burgeoning market for green products in Lucknow reflects significant shifts in consumer attitudes, deeply influenced by an increasing awareness of environmental sustainability. Consumers are progressively gravitating towards products that not only serve their utilitarian needs but also promote sustainable practices. This trend is evident in the rising demand for local handicrafts, which are perceived to embody both utility and ecological responsibility, as explored in the findings that highlight the socio-economic conditions of rural artisans ((Choudhary et al.)). Additionally, the strong correlation between public awareness and consumer behaviour indicates that increased information dissemination through various media channels is shaping perceptions favourably towards green products ((Aggarwal et al.)). Therefore, the amalgamation of cultural heritage with sustainable practices is not merely a market trend but a reflection of a more conscious consumer base in Lucknow, reinforcing the need for continued research in this evolving landscape of green consumerism.



This pie chart illustrates the distribution of consumer motivations in Lucknow regarding green products, highlighting that increasing awareness of sustainability accounts for 30% of the influence, while preferences for green products and local handicrafts, along with media impact, collectively contribute to consumer behaviour in the evolving market.

Current market landscape for green products:

The current market landscape for green products in Lucknow City reflects a growing consumer awareness toward sustainable consumption, driven by increased ecological consciousness and ethical considerations. As consumers become more discerning, they increasingly prioritize attributes such as product aesthetics, which can significantly influence their purchasing decisions for green products (Bhadoria et al.). Notably, studies indicate a shift in preferences toward items that not only fulfill functional roles but also embody environmental virtues. This trend highlights a complex interplay between personal ethics and aesthetic appeal, where beautiful design can reinforce moral purchasing behaviour. Furthermore, the landscape is shaped by challenges such as limited awareness and infrastructure for sustainable products, underscoring the need for targeted marketing strategies that emphasize the benefits of green consumption (Newsom et al.). Such strategic approaches can enhance consumer engagement and drive significant market growth for eco-friendly alternatives in the region, catalyzing a broader cultural shift towards sustainability. The insights gleaned from the market dynamics resonate with the findings depicted in, illustrating the burgeoning acceptance of organic food products.

Demographic analysis of consumers purchasing green products:

The demographic analysis of consumers purchasing green products reveals significant insights into the sociocultural and economic factors that influence purchasing behaviour in Lucknow City. Understanding variables such as age, educational background, and income levels is crucial, as these demographics shape consumers' perceptions of sustainability and environmental responsibility. Younger consumers, for instance, tend to exhibit higher levels of awareness regarding ecological issues, leading to an increased propensity to invest in green products. Furthermore, educational interventions play a pivotal role in enhancing consumer knowledge about the long-term benefits of sustainable choices, facilitating informed purchasing decisions (Karim A et al.). Additionally, examining the unique traits of distinct demographic segments is essential, as these differences may lead to varying degrees of engagement with green products. The surrounding contexts, such as cultural influences and economic accessibility, further contribute to the intricate landscape of sustainable consumption (Bandyopadhyay et al.). As such, a comprehensive demographic analysis is vital for tailoring marketing strategies effectively.

Age Group	Percentage of Consumers	Gender Ratio (M:F)	Income Level (Annual)
18-24	25	60:40	Below Rs 25,000
25-34	35	50:50	Rs25,000 - Rs50,000
35-44	20	55:45	Rs50,000 - Rs75,000
45 and above	20	65:35	Above Rs75,000

Demographic Analysis of Consumers Purchasing Green Products in Lucknow City

Popular categories of green products among consumers:

In examining the popular categories of green products among consumers in Lucknow City, a diverse array emerges that reflects both environmental consciousness and personal preferences. Notably, organic food products have gained prominence, as consumers increasingly prioritize health benefits intertwined with eco-friendly practices, as discussed in the research comprehensive review. Additionally, the rising trend of electric vehicles showcases how consumers are drawn to sustainable transportation solutions that promise reduced pollution. These trends align with a broader phenomenon wherein aesthetics play a crucial role in influencing consumer choices, as highlighted by the significant impact of product design on purchasing behaviour (Bhadauria et al.). Furthermore, factors such as brand awareness contribute to shaping consumer attitudes towards specific green products, illustrating the interplay between marketing strategies and consumer behaviour within this burgeoning market (Devi et al.). This multifaceted landscape underlines the complexity of consumer preferences in the realm of green products.

Category	Percentage of Consumers	Number of Consumers
Organic Food	35	700
Eco-Friendly Household Products	25	500
Sustainable Fashion	20	400
Green Personal Care Products	15	300
Renewable Energy Solutions	5	100

Popular Green Product Categories in Lucknow City

Challenges faced by green product marketers in Lucknow:

The challenges faced by green product marketers in Lucknow are multifaceted and primarily stem from low consumer awareness and the prevailing misconceptions surrounding eco-friendly products. Many consumers remain uninformed about the benefits of such products, resulting in a reluctance to adopt them (Kalra, Vadera & Lyall;). Furthermore, the pricing of green products often positions them as more expensive compared to conventional counterparts, creating an additional hurdle in persuading budget-conscious consumers. The lack of effective marketing strategies that target the unique preferences of Lucknows diverse consumer base exacerbates these issues, as

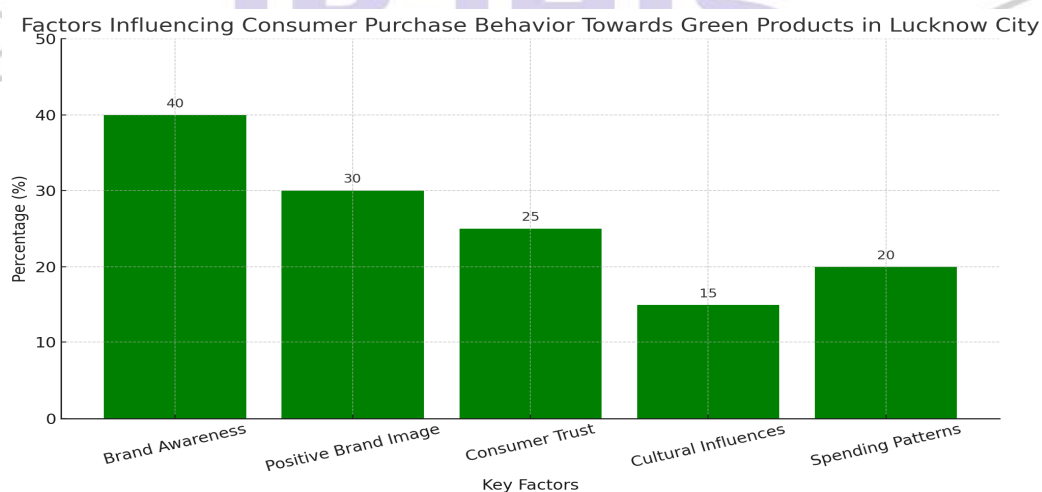
marketers struggle to demonstrate the value of green products in everyday contexts ((Marimuthu et al.)). Additionally, societal norms and behaviours may dissuade consumers from engaging with sustainable options. Overall, addressing these challenges requires marketers to develop tailored communication strategies that highlight the practical benefits of green products while fostering consumer education.

Challenge	Percentage of Marketers Facing This Challenge
High Production Costs	65
Lack of Consumer Awareness	70
Limited Distribution Channels	55
Competition with Conventional Products	80
Regulatory Compliance Issues	45
Consumer Skepticism	60

Challenges Faced by Green Product Marketers in Lucknow

Impact of Marketing Strategies on Consumer Purchase Behaviour:

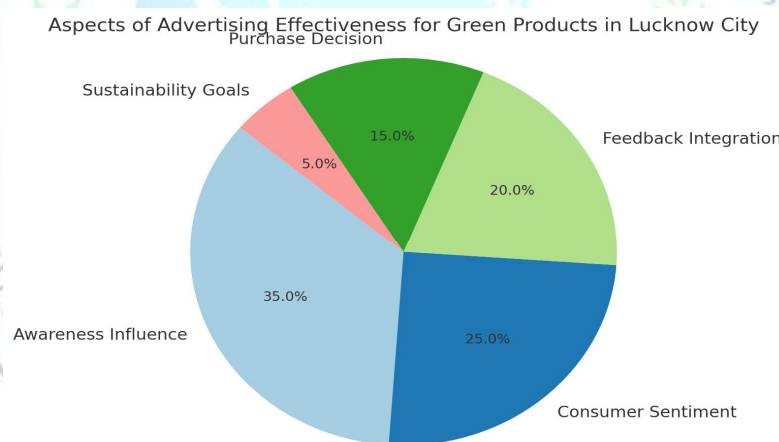
Marketing strategies play a pivotal role in shaping consumer purchase behaviour, particularly in the realm of green products. By crafting compelling narratives and promoting clear brand messaging, businesses can significantly influence potential customers perceptions and decisions. This is particularly important in markets like Lucknow City, where awareness and attitudes towards eco-friendly products vary widely. Effective marketing not only raises brand awareness but also fosters a positive brand image, leading consumers to feel more inclined to purchase green products. As noted, advertisements serve as a critical tool in creating brand awareness that ultimately impacts buying behaviour, underscoring the importance of effective marketing strategies in building consumer trust and loyalty (Devi et al.). Additionally, understanding local consumer dynamics—such as spending patterns and cultural influences—can allow marketers to fine-tune their approach, making it more relevant and impactful (Reddy et al.). Through these targeted strategies, companies can enhance their influence on consumer behaviour, encouraging the adoption of sustainable choices.



This bar chart represents the key factors influencing consumer purchase behaviour towards green products in Lucknow City. Brand awareness is the leading factor at 40%, followed by a positive brand image and consumer trust, emphasizing the significant impact of marketing strategies on encouraging sustainable choices.

Effectiveness of advertising green products:

The effectiveness of advertising green products plays a crucial role in shaping consumer purchase behaviour, particularly in environmentally conscious markets like Lucknow City. A well-crafted advertisement not only raises awareness but also influences consumer perceptions, creating an optimistic brand image that aligns with their values. The information disseminated through such advertisements fosters positive consumer sentiment towards green products, highlighting the significance of brand awareness as a pivotal marketing factor in driving purchasing decisions (Devi et al.). Moreover, integrating consumer feedback into the advertising strategy enhances the relevance and appeal of green products, as it captures the evolving preferences of environmentally aware consumers. This relationship emphasizes the necessity for businesses to recognize customers as co-creators of value, whereby their input can inform more effective advertising campaigns (Choi et al.). Ultimately, the strategic advertisement of green products not only boosts sales but also contributes to broader environmental sustainability goals.



This pie chart illustrates the different aspects of advertising effectiveness for green products in Lucknow City. The majority of the influence comes from raising awareness (35%), followed by fostering positive consumer sentiment (25%) and incorporating consumer feedback (20%). This showcases the multifaceted impact of targeted advertising on purchasing behaviours and sustainability objectives.

- **Role of social media in promoting green products:**

Social media serves as a powerful conduit for promoting green products, reshaping consumer awareness and behaviour in significant ways. Through strategic marketing campaigns and user-generated content, brands leverage platforms like Facebook, Instagram, and Twitter to highlight the

environmental benefits of their offerings, fostering a community of eco-conscious consumers. The interactive nature of social media allows for real-time engagement, encouraging discussions around sustainability and informing consumers about the positive impacts of their purchasing decisions. Research indicates that emotional appeals, such as addressing feelings of embarrassment related to environmental harm, can enhance the willingness to buy green products ((Amaya L et al.)). Additionally, visual storytelling elements, like those depicted in , effectively communicate the advantages of choosing sustainable options, thereby influencing consumer choices. Consequently, social media not only promotes greater accessibility to green products but also deepens the commitment of consumers to sustainable practices within Lucknow City.

- **Influence of packaging and labelling on consumer choices:**

The influence of packaging and labelling on consumer choices is particularly pronounced in the context of green products, where visual elements can convey environmental credentials and ethical considerations. Well-designed packaging can significantly shape perceptions, often determining the level of trust and interest among consumers. Research presents evidence that consumers are drawn to labels that highlight sustainability and health benefits, particularly in an emerging market like Lucknow City, where awareness of environmental issues is growing ((Dhadhal et al.)). Moreover, findings suggest that clear, informative labels can promote not only consumer understanding but also foster a loyal customer base, as consumers increasingly seek brands that reflect their values ((Mozheiko et al.)). This dynamic is bolstered by visual representations of product benefits; for example, the imagery of eco-friendly symbols on packages can evoke positive associations and increase purchase intent. Such insights underline the pivotal role that packaging and labelling play in influencing consumer purchasing behaviour.

- **Importance of brand reputation in consumer trust:**

In the competitive landscape of consumer goods, particularly within the green product sector, brand reputation emerges as a significant determinant of consumer trust. This trust is cultivated through a consistent demonstration of quality, sustainability, and ethical practices, which resonates with the values of eco-conscious consumers. As consumers increasingly prioritize not only the environmental impact of their purchases but also the credibility of the brands behind them, maintaining a positive brand reputation becomes essential for market success. Research indicates that consumers are often willing to pay a premium for brands that are perceived as trustworthy and socially responsible, further highlighting the influence of brand reputation on purchasing decisions (Halim et al.). Additionally, understanding how demographic factors such as income and education influence these perceptions can provide valuable insights for marketers aiming to align their strategies with consumer expectations (Reddy et al.). Therefore, fostering a strong brand reputation is not merely advantageous; it is imperative for securing consumer loyalty in a rapidly evolving market.

effectively illustrates how consumer preferences can be shaped by ethical considerations, supporting the argument that brand reputation plays a crucial role in consumer trust.

Conclusion:

In conclusion, the analysis of green products indicates a noteworthy shift in consumer purchasing behaviour in Lucknow City, emphasizing the increasing importance of sustainability in consumer decision-making. The findings align with previous studies suggesting that brand awareness plays a pivotal role in shaping consumer attitudes toward environmentally friendly products, reinforcing the notion that effective marketing strategies can enhance brand image and influence buying behaviour (Devi et al.). Furthermore, consumer satisfaction emerges as a critical element in the decision-making process, particularly in relation to product attributes and pricing dynamics, confirming its mediating role in fostering purchase intentions (Halim et al.). As illustrated in, the research highlights diverse consumer priorities, including product quality and convenience, which are essential for marketers aiming to design products that resonate with eco-conscious consumers. Overall, this study contributes valuable insights into the implications of green product marketing in emerging economies, urging further exploration in this dynamic field.

Key findings:

The study on consumer purchase behaviour in Lucknow City reveals significant insights regarding the influence of green products on consumer preferences. Key findings indicate that consumers demonstrate a growing awareness of the environmental impact of their purchasing decisions, driven by factors such as product quality, brand image, and social influences. Specifically, the awareness surrounding organic food products, as presented in, emphasizes the importance of consumer education in fostering sustainable choices. Similarly, the emotional drivers related to embarrassment and prosocial consumption, highlighted in, suggest that consumers often feel a social responsibility to choose environmentally friendly options. Moreover, understanding the creative performance of customers, as discussed in (Choi et al.), shows that customer engagement and feedback can lead to enhanced product offerings, driving further demand for green products. Collectively, these findings underscore the vital role of both personal motivations and external factors in shaping eco-conscious purchasing behaviour in Lucknow.

Implications for marketers and businesses:

In the evolving landscape of consumer behaviour, marketers and businesses must recognize the growing importance of green products in influencing purchase decisions. Businesses can harness this trend by implementing targeted marketing strategies that highlight sustainability and eco-friendliness, thereby appealing to the conscious consumer. As eco-influencers increasingly shape public perceptions and practices through their advocacy for environmental issues, marketers should collaborate with these influencers to expand their reach and enhance credibility in promoting green

offerings (Wal et al.). Understanding that contemporary consumers weigh products not only on price and quality but also on their environmental impact reinforces the necessity for businesses to emphasize sustainability in their messaging (Ajzen et al.). Integrating these insights into marketing practices can cultivate brand loyalty among environmentally aware consumers, ultimately positioning businesses favorably in an increasingly competitive marketplace. Consequently, the implications for marketers extend beyond mere promotions, demanding an authentic commitment to sustainability reflected in their product offerings and corporate practices. The insights from can further support this narrative by highlighting consumer preferences that reinforce the value of eco-friendly products.

Recommendations for future research:

Future research on consumer behaviour regarding green products in Lucknow should aim for multidimensional investigations that incorporate emotional and psychological factors influencing purchasing decisions. Given the complexities revealed in existing literature, particularly the interactions of perceived values and attitudes as highlighted by (Habib et al.), it is essential to explore concepts such as social norms in greater depth, potentially employing a mixed-methods approach to capture nuanced consumer sentiments. Additionally, evaluating demographic variables, as referenced in (Halim et al.), could reveal disparate influences across consumer segments. The findings from, which scrutinizes consumer priorities in food products, could also inform future inquiries by examining how perceived product quality and environmental impact shape purchasing intentions. By adopting comprehensive, data-driven strategies, subsequent studies can contribute significantly to the development of targeted marketing efforts that resonate with the values of Lucknow's consumers, ultimately fostering more sustainable consumption patterns.

Final thoughts on the future of green products in consumer markets:

As the consumer landscape continues to evolve, the future of green products in market dynamics appears promising yet complex. With increasing awareness of environmental issues, consumers are becoming more discerning in their purchasing choices, gravitating towards sustainable options that align with their values. Factors such as health consciousness and sociocultural influences play pivotal roles in shaping these preferences, particularly within emerging markets like Lucknow. Research shows that the interest in organic food products, as discussed in the findings related to consumer behaviour and food preferences, underscores a broader trend toward environmental consciousness (). Moreover, persistent challenges such as supply chain inefficiencies and consumer misconceptions about the benefits of green products must be addressed to foster positive change. Ultimately, the successful integration of green products into consumer markets hinges on strategic marketing that emphasizes their benefits and cultivates a culture of sustainability among consumers.

References:

1. Penceliah, Darry, Tinonetsana, Faith. "The Influence of Packaging Elements on Buying Behaviour for Convenience Goods amongst Customers" 'AMH International Conferences and Seminars Organizing LLC', 2017, doi: <https://core.ac.uk/download/288023075.pdf>
2. Reddy, Arpitha S, Soni, Badal. "Uncertainty in Consumer Behaviour with Reference to Factors Influencing Consumer Purchase Decision of Smartphones in the City of Bengaluru" 'Christ University Bangalore', 2021, doi: <https://core.ac.uk/download/426976490.pdf>
3. Bandyopadhyay, Arindam, Saha, Asish. "Factors Driving Demand and Default Risk in Residential Housing Loans: Indian Evidence" 2025, doi: <https://core.ac.uk/download/pdf/7302893.pdf>
4. Abdul Karim, Muhammad Shahrin, Hussin, Siti Rahayu, Mohd Adzahan, Noranizan, Nasouddin, et al.. "Consumers knowledge and perception towards Melicopeptelefolia (Daun TenggekBurung): a preliminary qualitative study" Faculty of Food Science and Technology, Universiti Putra Malaysia, 2011, doi: <https://core.ac.uk/download/153806721.pdf>
5. Choudhary, Akanksha, Mishra, Poonam. "Indian Handicrafts: A Sustainable future of Utilitarian Consumer Goods" 'Christ University Bangalore', 2022, doi: <https://core.ac.uk/download/551488637.pdf>
6. Aggarwal, Shalini, Pathak, Shipra, Singh, Satinder Pal. "A study of Consumer Attitude in Predicting the Purchase behaviour towards green Products" Ninety Nine Publication, 2021, doi: <https://core.ac.uk/download/613011743.pdf>
7. Asenso-Okyere, Kwadwo, Babu, Suresh, Glendenning, Claire J.. "Review of agricultural extension in India: Are farmers' information needs being met?" 2025, doi: <https://core.ac.uk/download/pdf/6237687.pdf>
8. Laura Amaya, Rishi Agarwal, Vignesh Shankar. "Family Planning Market in India" FSG Communications Ltd, 2017, doi: <https://core.ac.uk/download/86445075.pdf>
9. Devi, M. P. (Mrs), Vijayadurai, V. (Vijayadurai). "A Review on Advertisement - The Vein of Marketing with Special Reference to Textile Retail Showrooms, Chennai" 'Infogain Publication', 2016, doi: <https://media.neliti.com/media/publications/239686-a-review-on-advertisement-the-vein-of-ma-4901576c.pdf>
10. Aggarwal, Shalini, Pathak, Shipra, Singh, Satinder Pal. "A study of Consumer Attitude in Predicting the Purchase behaviour towards green Products" Ninety Nine Publication, 2021, doi: <https://core.ac.uk/download/613011743.pdf>
11. Halim, Fitria, Moktar, Brilian, Sibarani, Hendra Jonathan, Sudirman, et al.. "Reflections on the Interest in Buying Smartphone Products among Millennials: Consumer Satisfaction as the Mediating Effect" 'Universitas Islam Negeri Alauddin Makassar', 2021, doi:

- <https://core.ac.uk/download/429333188.pdf>
12. Bandyopadhyay, Arindam, Saha, Asish. "Factors Driving Demand and Default Risk in Residential Housing Loans: Indian Evidence" 2025, doi: <https://core.ac.uk/download/pdf/7302893.pdf>
 13. Habib, Muhammad Danish, Kaur, Puneet, Sharma, Veenu, Talwar, et al.. "Analysing the food waste reduction intentions of UK households. A Value-Attitude-Behaviour (VAB) theory perspective" Elsevier, 2023, doi: <https://core.ac.uk/download/619651973.pdf>
 14. Shah, Faize Ali, Tandon, Vanshika. "Online Shopping in India: A Cross-Cultural Study of Paradigm Shift in Tier II Cities" AMO Publisher, 2024, doi: <https://core.ac.uk/download/603903753.pdf>
 15. Halim, Fitria, Moktar, Brilian, Sibarani, Hendra Jonathan, Sudirman, et al.. "Reflections on the Interest in Buying Smartphone Products among Millennials: Consumer Satisfaction as the Mediating Effect" 'Universitas Islam Negeri Alauddin Makassar', 2021, doi: <https://core.ac.uk/download/429333188.pdf>
 16. Habib, Muhammad Danish, Kaur, Puneet, Sharma, Veenu, Talwar, et al. "Analysing the food waste reduction intentions of UK households. A Value-Attitude-Behaviour (VAB) theory perspective" Elsevier, 2023, doi: <https://core.ac.uk/download/619651973.pdf>
 17. Devi, M. P. (Mrs), Vijayadurai, V. (Vijayadurai). "A Review on Advertisement - The Vein of Marketing with Special Reference to Textile Retail Showrooms, Chennai" 'Infogain Publication', 2016, doi: <https://media.neliti.com/media/publications/239686-a-review-on-advertisement-the-vein-of-ma-4901576c.pdf>
 18. Halim, Fitria, Moktar, Brilian, Sibarani, Hendra Jonathan, Sudirman, et al. "Reflections on the Interest in Buying Smartphone Products among Millennials: Consumer Satisfaction as the Mediating Effect" 'Universitas Islam Negeri Alauddin Makassar', 2021, doi: <https://core.ac.uk/download/429333188.pdf>
 19. Devi, M. P. (Mrs), Vijayadurai, V. (Vijayadurai). "A Review on Advertisement - The Vein of Marketing with Special Reference to Textile Retail Showrooms, Chennai" 'Infogain Publication', 2016, doi: <https://media.neliti.com/media/publications/239686-a-review-on-advertisement-the-vein-of-ma-4901576c.pdf>
 20. Bhadauria, Amita. "Investigating the Role of Aesthetics in Consumer Moral Judgment and Creativity" UWM Digital Commons, 2016, doi: <https://core.ac.uk/download/217190736.pdf>
 21. Reddy, Arpitha S, Soni, Badal. "Uncertainty in Consumer Behaviour with Reference to Factors Influencing Consumer Purchase Decision of Smartphones in the City of Bengaluru" 'Christ University Bangalore', 2021, doi: <https://core.ac.uk/download/426976490.pdf>
 22. Choi, Jin Nam, Gong, Taeshik, Wilson, Alan. "Value co-creation characteristics and

- creativity-oriented customer citizenship behaviour" 2013, doi: <https://core.ac.uk/download/16429678.pdf>
23. Manoraj, N., Manoraj, N., Sridevi, P., Sridevi, et al. "Examining customer's intention to rely on online reviews" Inderscience, 2022, doi: <https://core.ac.uk/download/573846440.pdf>
24. Habib, Muhammad Danish, Kaur, Puneet, Sharma, Veenu, Talwar, et al.. "Analysing the food waste reduction intentions of UK households. A Value-Attitude-Behaviour (VAB) theory perspective" Elsevier, 2023, doi: <https://core.ac.uk/download/619651973.pdf>
25. Wal, Bhavna. "Ecoinfluencers' engagement with social media for a greener world / Bhavna Wal" Faculty of Information Management, 2023, doi: <https://core.ac.uk/download/635312696.pdf>
26. Ajzen, Anderson, Andreoni, Babin, Banerjee, Bauer, Berger, et al.. "A conceptual model for driving green purchase among indian consumers" 'University of Warsaw', 2015, doi: <https://core.ac.uk/download/201780785.pdf>
27. Devi, M. P. (Mrs), Vijayadurai, V. (Vijayadurai). "A Review on Advertisement - The Vein of Marketing with Special Reference to Textile Retail Showrooms, Chennai" 'Infogain Publication', 2016, doi: <https://media.neliti.com/media/publications/239686-a-review-on-advertisement-the-vein-of-ma-4901576c.pdf>
28. Choi, Jin Nam, Gong, Taeshik, Wilson, Alan. "Value co-creation characteristics and creativity-oriented customer citizenship behaviour" 2013, doi: <https://core.ac.uk/download/16429678.pdf>
29. Devi, M. P. (Mrs), Vijayadurai, V. (Vijayadurai). "A Review on Advertisement - The Vein of Marketing with Special Reference to Textile Retail Showrooms, Chennai" 'Infogain Publication', 2016, doi: <https://media.neliti.com/media/publications/239686-a-review-on-advertisement-the-vein-of-ma-4901576c.pdf>
30. Reddy, Arpitha S, Soni, Badal. "Uncertainty in Consumer Behaviour with Reference to Factors Influencing Consumer Purchase Decision of Smartphones in the City of Bengaluru" 'Christ University Bangalore', 2021, doi: <https://core.ac.uk/download/426976490.pdf>
31. Bandyopadhyay, Arindam, Saha, Asish. "Factors Driving Demand and Default Risk in Residential Housing Loans: Indian Evidence" 2025, doi: <https://core.ac.uk/download/pdf/7302893.pdf>
32. Bhadauria, Amita. "Investigating the Role of Aesthetics in Consumer Moral Judgment and Creativity" UWM Digital Commons, 2016, doi: <https://core.ac.uk/download/217190736.pdf>
33. Bhadauria, Amita. "Investigating the Role of Aesthetics in Consumer Moral Judgment and Creativity" UWM Digital Commons, 2016, doi: <https://core.ac.uk/download/217190736.pdf>
34. Newsom, Angel M.. "Breaking From Tradition: India and the Path to Development"

- e-Publications at Regis University, 2009, doi: <https://core.ac.uk/download/217365680.pdf>
35. Halim, Fitria, Moktar, Brilian, Sibarani, Hendra Jonathan, Sudirman, et al.. "Reflections on the Interest in Buying Smartphone Products among Millennials: Consumer Satisfaction as the Mediating Effect" 'Universitas Islam Negeri Alauddin Makassar', 2021, doi: <https://core.ac.uk/download/429333188.pdf>
36. Reddy, Arpitha S, Soni, Badal. "Uncertainty in Consumer Behaviour with Reference to Factors Influencing Consumer Purchase Decision of Smartphones in the City of Bengaluru" 'Christ University Bangalore', 2021, doi: <https://core.ac.uk/download/426976490.pdf>
37. Devi, M. P. (Mrs), Vijayadurai, V. (Vijayadurai). "A Review on Advertisement - The Vein of Marketing with Special Reference to Textile Retail Showrooms, Chennai" 'Infogain Publication', 2016, doi: <https://media.neliti.com/media/publications/239686-a-review-on-advertisement-the-vein-of-ma-4901576c.pdf>
38. Choi, Jin Nam, Gong, Taeshik, Wilson, Alan. "Value co-creation characteristics and creativity-oriented customer citizenship behaviour" 2013, doi: <https://core.ac.uk/download/16429678.pdf>
39. Habib, Muhammad Danish, Kaur, Puneet, Sharma, Veenu, Talwar, et al. "Analysing the food waste reduction intentions of UK households. A Value-Attitude-Behaviour (VAB) theory perspective" Elsevier, 2023, doi: <https://core.ac.uk/download/619651973.pdf>
40. Shah, Faize Ali, Tandon, Vanshika. "Online Shopping in India: A Cross-Cultural Study of Paradigm Shift in Tier II Cities" AMO Publisher, 2024, doi: <https://core.ac.uk/download/603903753.pdf>
41. Habib, Muhammad Danish, Kaur, Puneet, Sharma, Veenu, Talwar, et al. "Analysing the food waste reduction intentions of UK households. A Value-Attitude-Behaviour (VAB) theory perspective" Elsevier, 2023, doi: <https://core.ac.uk/download/619651973.pdf>
42. Choi, Jin Nam, Gong, Taeshik, Wilson, Alan. "Value co-creation characteristics and creativity-oriented customer citizenship behaviour" 2013, doi: <https://core.ac.uk/download/16429678.pdf>
43. Marimuthu, Malliga, Prior, Daniel, Yu, Ava. "Boundary spanner resource mobilisation in social enterprises" 2023, doi: <https://unsworks.unsw.edu.au/bitstreams/1d491c0d-12ac-46ca-a299-b0eaca53b702/download>
44. NC DOCKS at The University of North Carolina at Greensboro, Padmanabhan, Parvathi. "Foreign apparel brands and the young Indian consumer: an exploration of the role of brand in the decision-making process" 2012, doi: <https://core.ac.uk/download/149239936.pdf>
45. Dhadhal, Chitralekha H.. "A Study of Brand Loyalty and it's Effect on Buying Behaviour In Case of Selected Cosmetics Products in the State of Gujarat" 2011, doi:

<https://core.ac.uk/download/11821976.pdf>

46. Mozheiko, Sergei. "Business Models as Ecosystems' Activity Modules" 2024, doi:
<https://core.ac.uk/download/620577826.pdf>

Images References:

47. "Advantages of Electric Vehicles: Sustainability and Efficiency." pub.mdpi-res.com, 16 February 2025, https://pub.mdpi-res.com/energies/energies-14-06120/article_deploy/html/images/energies-14-06120-g001.png?1632717165.
48. "The role of embarrassment in influencing prosocial product consumption.." il.rgstatic.net, 16 February 2025, https://il.rgstatic.net/publication/380029082_From_discomfort_to_desirable_The_effect_of_embarrassment_on_prosocial_consumption/links/6627e9cc39e7641c0be353ef/largepreview.png.
49. "Consumer Buying Behaviour for Food Products in Emerging Economies." il.rgstatic.net, 16 February 2025, https://il.rgstatic.net/publication/235296873_Buying_behaviour_of_consumers_for_food_products_in_an_emerging_economy/links/5553728a08ae6fd2d81f1db9/largepreview.png.
- "Analysis of Organic Food Products Literature in India." il.rgstatic.net, 16 February 2025, https://il.rgstatic.net/publication/344633595_Reliving_history_of_organic_food_products_for_a_better_tomorrow-A_review_of_Literature_in_India/links/5f85cbec458515b7cf7c9935/largepreview.png

