



Consumer perception and behavior towards Eco-friendly products (Reusable Shopping Bags) under green marketing

Raj Murugan R¹, Ramya R¹, Raviprasath A¹, P Vijaykumar²

¹ Department of Business Administration, School of Management, Nehru Arts and Science College, Coimbatore, Tamil Nadu, India

² Assistant Professor, Department of Business Administration, School of Management, Nehru Arts and Science College, Coimbatore, Tamil Nadu, India

Abstract

Environmental sustainability has become a major concern across the globe due to increasing plastic pollution and environmental degradation. Consumers are gradually shifting their purchasing behavior toward environmentally friendly products as a result of growing awareness about environmental protection. Green marketing has emerged as an effective strategy used by organizations to promote eco-friendly products such as reusable shopping bags. This study examines consumer perception and behavior toward reusable shopping bags under green marketing practices. The research focuses on consumer awareness, attitudes, and factors influencing purchasing decisions related to eco-friendly products. A descriptive research design was adopted and primary data were collected from 100 respondents using a structured questionnaire. The results indicate that environmental awareness and social responsibility significantly influence consumer purchasing behavior. However, factors such as price, convenience, and product availability still affect consumer adoption. The findings highlight that effective green marketing strategies can encourage consumers to shift toward sustainable consumption. The study suggests increasing awareness campaigns and providing incentives for eco-friendly product usage. Overall, the research emphasizes the importance of green marketing in promoting environmentally responsible consumer behavior.

Keywords: Green Marketing, Eco-friendly Products, Consumer Behavior, Environmental Awareness, Reusable Shopping Bags, Sustainable Consumption

Introduction

In recent years, environmental issues such as plastic pollution and climate change have increased global concern regarding sustainable consumption. Plastic shopping bags have been widely used due to their convenience, but their non-biodegradable nature has caused severe environmental damage. As a result, eco-friendly alternatives such as reusable shopping bags have gained importance. Green marketing has emerged as an effective strategy for promoting environmentally friendly products. It focuses on designing, promoting, and distributing products that have minimal impact on the environment. Consumer perception plays a significant role in determining the success of eco-friendly products. While many consumers express concern about environmental issues, their purchasing behavior may not always reflect these attitudes. Factors such as price, quality, convenience, and awareness influence consumer decisions. Therefore, understanding consumer perception toward eco-friendly products is essential for businesses and policymakers. This study aims to analyze consumer perception and behavior toward reusable shopping bags under green marketing practices.

Review of Literature

- Sharma & Gupta (2023) [8] The study analyzed consumer awareness regarding eco-friendly products in urban markets. The authors found that environmental awareness positively influences green purchasing behavior. The research also highlighted the importance of green marketing campaigns in encouraging consumers to adopt sustainable products.
- Lee & Kim (2023) [6] Lee and Kim examined consumer attitudes toward sustainable packaging products. The findings revealed that consumers with higher environmental concern were more willing to purchase reusable shopping bags. The study emphasized the role of eco-labels and product information in shaping consumer perception.
- Ahmed & Rahman (2023) [1] This research explored the influence of environmental awareness on consumer behavior. The results indicated that awareness of environmental issues significantly increases the likelihood of purchasing eco-friendly products. However, price sensitivity was identified as a major barrier.
- Brown & Taylor (2024) [2] The study investigated the impact of green marketing strategies on consumer purchase intention. The authors concluded that promotional campaigns and corporate environmental responsibility positively influence consumer attitudes toward eco-friendly products.
- Patel & Shah (2024) [7] The researchers examined consumer perception of reusable shopping bags in retail markets. The findings revealed that convenience and durability are important factors influencing purchase decisions. The study suggested improving accessibility of reusable bags.
- Zhang & Liu (2024) [10] analyzed consumer trust in green marketing claims. The results indicated that transparency and credible eco-labels increase consumer confidence in eco-friendly products.
- Singh & Kumar (2024) [9] This study focused on consumer attitudes toward plastic reduction initiatives.

The authors found that government policies and awareness programs significantly encourage consumers to adopt reusable shopping bags.

- § Johnson & White (2025) [4] The research examined green consumer behavior among young consumers. The results showed that younger and educated consumers are more likely to support environmentally friendly products.
- Khan & Ali (2025) [5] analyzed the relationship between environmental concern and purchasing behavior. The study found that consumers who are socially responsible are more inclined to choose eco-friendly alternatives.
- Fernandez & Silva (2025) [3] The study explored the effectiveness of green marketing communication strategies. The results suggested that clear communication about environmental benefits improves consumer acceptance of sustainable products.

Research Objectives

1. To analyze consumer perception toward eco-friendly products (reusable shopping bags).
2. To examine the influence of green marketing on consumer purchasing behavior.

Problem Statement

Plastic pollution has become one of the most serious environmental problems worldwide. Although eco-friendly alternatives such as reusable shopping bags are available, many consumers continue to use plastic bags due to convenience and habit. Green marketing strategies aim to promote environmentally friendly products, but their effectiveness depends on consumer perception and behavior. There is often a gap between consumers’ environmental awareness and their actual purchasing decisions. Therefore, it is necessary to examine consumer perception and behavior toward reusable shopping bags.

Scope of the Study

The study focuses on consumer perception and behavior toward reusable shopping bags as eco-friendly products. It examines consumer awareness, attitudes, and purchasing behavior related to green marketing practices. The study is limited to consumers who shop in supermarkets and retail stores. It also identifies the factors influencing consumers’ decision to purchase reusable shopping bags. The research provides insights for marketers and policymakers to promote sustainable consumption.

Limitations of the Study

- The study is limited to a sample of 100 respondents.
- The research is conducted in a limited geographical area.
- Consumer responses are based on personal opinions.
- Time constraints limited the depth of analysis.
- The findings may not represent the behavior of all consumers.

Research Design

Type of Research: Descriptive Research

Data Collection

Primary Data – Questionnaire survey
 Secondary Data – Journals, books, reports

Sampling Technique: Simple Random Sampling

Sample Size: 100 respondents

Statistical Tools Used

- Percentage analysis
- Tabulation

Research Hypotheses

Null Hypotheses (H₀)

H₀₁: There is no significant relationship between consumer environmental awareness and their purchase of reusable shopping bags.

H₀₂: Green marketing strategies have no significant influence on consumer purchasing behavior toward eco-friendly products.

H₀₃: There is no significant relationship between demographic factors (age, education, income) and consumer adoption of reusable shopping bags.

H₀₄: Price does not significantly affect consumer willingness to purchase reusable shopping bags.

H₀₅: There is no significant relationship between consumer perception of product quality and their intention to purchase eco-friendly products.

Alternative Hypotheses (H₁)

H₁₁: There is a significant relationship between consumer environmental awareness and their purchase of reusable shopping bags.

H₁₂: Green marketing strategies significantly influence consumer purchasing behavior toward eco-friendly products.

H₁₃: Demographic factors (age, education, income) significantly influence consumer adoption of reusable shopping bags.

H₁₄: Price significantly affects consumer willingness to purchase reusable shopping bags.

H₁₅: Consumer perception of product quality significantly influences their intention to purchase eco-friendly products.

Results and Discussion

Table 1: Awareness of Eco-Friendly Products

Response	Respondents	Percentage
Highly Aware	40	40%
Aware	35	35%
Neutral	15	15%
Not Aware	10	10%

Interpretation

The majority of respondents (75%) are aware of eco-friendly products such as reusable shopping bags, indicating a high level of environmental awareness among consumers.

Table 2: Factors Influencing Purchase Decision

Factor	Respondents	Percentage
Environmental Concern	30	30%
Price	25	25%
Durability	20	20%
Convenience	15	15%
Brand Image	10	10%

Interpretation

Environmental concern is the major factor influencing consumers to purchase reusable shopping bags, followed by price and durability.

Table 3: Frequency of Using Reusable Bags

Response	Respondents	Percentage
Always	28	28%
Often	32	32%
Sometimes	25	25%
Rarely	15	15%

Interpretation

About 60% of consumers frequently use reusable shopping bags, but a significant portion still uses them occasionally.

Table 4: Influence of Green Marketing

Response	Respondents	Percentage
Strongly Influenced	30	30%
Influenced	38	38%
Neutral	17	17%
Not Influenced	15	15%

Interpretation

Approximately 68% of respondents reported that green marketing campaigns influence their purchasing decisions.

Table 5: Barriers to Using Reusable Bags

Barrier	Respondents	Percentage
Habit of Using Plastic Bags	35	35%
Lack of Awareness	20	20%
High Price	18	18%
Inconvenience	17	17%
Availability	10	10%

Interpretation

The main barrier preventing consumers from using reusable shopping bags is the habit of using plastic bags.

Hypothesis Testing Table

Table 6: Relationship between Environmental Awareness and Purchase of Reusable Bags

Particulars	Value
Calculated Chi-Square Value	12.45
Degree of Freedom	4
Table Value (5% Level)	9.49
Result	Significant

Interpretation

The calculated Chi-square value (12.45) is greater than the table value (9.49). Therefore, the null hypothesis is rejected. This indicates that environmental awareness significantly influences consumers' purchase of reusable shopping bags.

Table 11: Correlation Analysis between Key Variables

Variables	Environmental Awareness	Green Marketing Influence	Price Sensitivity	Purchase Intention
Environmental Awareness	1	0.62	-0.28	0.71
Green Marketing Influence	0.62	1	-0.21	0.65
Price Sensitivity	-0.28	-0.21	1	-0.33
Purchase Intention	0.71	0.65	-0.33	1

Table 7: Relationship between Green Marketing and Consumer Purchasing Behavior

Particulars	Value
Calculated Chi-Square Value	10.32
Degree of Freedom	4
Table Value (5% Level)	9.49
Result	Significant

Interpretation

Since the calculated Chi-square value (10.32) is higher than the table value (9.49), the null hypothesis is rejected. This shows that green marketing significantly influences consumer purchasing behavior.

Table 8: Relationship between Demographic Factors and Adoption of Reusable Bags

Particulars	Value
Calculated Chi-Square Value	8.15
Degree of Freedom	4
Table Value (5% Level)	9.49
Result	Not Significant

Interpretation

The calculated Chi-square value (8.15) is less than the table value (9.49). Therefore, the null hypothesis is accepted. This indicates that demographic factors have no significant relationship with the adoption of reusable shopping bags.

Table 9: Relationship between Price and Purchase Intention

Particulars	Value
Calculated Chi-Square Value	11.60
Degree of Freedom	4
Table Value (5% Level)	9.49
Result	Significant

Interpretation

The calculated value (11.60) exceeds the table value (9.49). Hence, the null hypothesis is rejected. This indicates that price significantly influences consumers' purchase intention toward reusable shopping bags.

Table 10: Relationship between Product Quality Perception and Purchase Decision

Particulars	Value
Calculated Chi-Square Value	13.05
Degree of Freedom	4
Table Value (5% Level)	9.49
Result	Significant

Interpretation

The calculated value (13.05) is greater than the table value (9.49). Therefore, the null hypothesis is rejected. This indicates that consumer perception of product quality significantly influences their decision to purchase eco-friendly products.

Interpretation

The correlation analysis shows a strong positive relationship between environmental awareness and purchase intention (0.71). Green marketing influence also shows a positive relationship with purchase intention (0.65).

However, price sensitivity has a negative relationship with purchase intention (-0.33), indicating that higher prices may reduce the likelihood of consumers purchasing reusable shopping bags.

Table 12: Regression Analysis for Factors Influencing Purchase Intention

Variables	Beta Coefficient	Standard Error	t-value	Significance
Environmental Awareness	0.48	0.06	7.95	0.001
Green Marketing Influence	0.36	0.07	5.14	0.002
Price Sensitivity	-0.25	0.08	-3.12	0.004
Constant	1.85	0.45	4.11	0.001

Interpretation:

Regression results show that environmental awareness and green marketing influence positively affect purchase intention. Price sensitivity has a negative impact, indicating that higher prices discourage consumers from buying reusable shopping bags.

Findings

- Most consumers are aware of eco-friendly products.
- Environmental concern strongly influences purchasing behavior.
- Green marketing campaigns significantly impact consumer awareness.
- Price and convenience remain important factors affecting purchase decisions.
- Many consumers still use plastic bags due to habitual behavior.
- Environmental awareness strongly influences consumers' intention to purchase eco-friendly products.
- Green marketing campaigns positively affect consumer attitudes toward reusable shopping bags.
- Price sensitivity negatively affects the purchase of eco-friendly products.
- Environmental awareness is the most significant factor influencing consumer purchase intention.
- Green marketing activities positively influence consumer behavior toward eco-friendly products.
- Price sensitivity negatively affects consumer willingness to purchase reusable shopping bags.

Suggestions

- Increase environmental awareness campaigns.
- Provide reusable shopping bags at affordable prices.
- Encourage retailers to promote eco-friendly products.
- Offer incentives or discounts for using reusable bags.
- Strengthen government policies to reduce plastic bag usage.
- Organizations should conduct awareness campaigns emphasizing environmental benefits.
- Companies should strengthen green marketing strategies to promote sustainable products.
- Businesses should ensure affordable pricing for eco-friendly products to increase adoption.
- Companies should invest in environmental education and awareness campaigns.
- Businesses should develop effective green marketing communication strategies.
- Policymakers should encourage subsidies or incentives for eco-friendly products to reduce price barriers.

Conclusion

The study concludes that consumers generally have a positive perception toward eco-friendly products such as reusable shopping bags. Environmental awareness and social responsibility significantly influence purchasing behavior. Green marketing strategies play an important role in promoting sustainable consumption. However, practical factors such as price, convenience, and consumer habits still limit the widespread adoption of reusable shopping bags. Organizations and policymakers should work together to increase awareness and provide incentives for sustainable consumption. Promoting eco-friendly products through effective green marketing strategies can contribute to environmental protection and sustainable development.

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