

Consumer Perception Towards Sustainable and Eco Friendly Brands

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Abstract

Consumer awareness regarding environmental protection and sustainable consumption has increased significantly over the past decade, leading businesses to adopt sustainable and eco-friendly practices as a key component of their marketing and branding strategies. Eco-friendly brands emphasize environmentally responsible production methods, recyclable packaging, ethical sourcing, reduced carbon emissions, and socially responsible business operations to attract environmentally conscious consumers. The growing concern about climate change, pollution, and depletion of natural resources has encouraged consumers to consider sustainability as an important factor while making purchasing decisions. This study aims to examine consumer perception towards sustainable and eco-friendly brands by identifying the factors that influence purchasing behavior, brand trust, environmental awareness, product quality perception, willingness to pay premium prices, and customer loyalty. The research also investigates how demographic characteristics such as age, education, and income affect consumer attitudes towards sustainable products. A descriptive research design was adopted, and primary data were collected using a structured questionnaire from 180 respondents through convenience sampling. Secondary data were gathered from journals, books, company reports, and authentic online databases. Statistical tools such as percentage analysis, bar charts, and line graphs were used to interpret the collected data effectively. The findings indicate that environmental awareness, product quality, brand credibility, eco-labels, and sustainable packaging positively influence consumer purchase intentions. Although consumers appreciate eco-friendly initiatives, higher product prices and limited product availability continue to act as barriers to wider adoption. The study concludes that companies investing in sustainability not only improve their environmental performance but also strengthen customer satisfaction, brand loyalty, and long-term competitive advantage. The research further suggests that organizations should increase transparency regarding sustainable practices, educate consumers through awareness campaigns, and continue developing affordable eco-friendly products to encourage sustainable consumption and responsible purchasing behavior.

Keywords: Consumer Perception, Sustainable Brands, Eco-Friendly Products, Green Marketing, Consumer Behaviour, Environmental Awareness, Brand Loyalty.

I. INTRODUCTION

The increasing environmental challenges such as climate change, global warming, pollution, excessive waste generation, and depletion of natural resources have significantly transformed consumer purchasing behavior across the world.

Modern consumers are becoming more conscious of the environmental and social impacts of the products they purchase, encouraging businesses to adopt sustainable and eco-friendly practices as part of their long-term strategies [1]. Sustainable brands focus on minimizing environmental damage through responsible sourcing of raw

materials, energy-efficient manufacturing processes, recyclable or biodegradable packaging, waste reduction, and ethical labor practices [2]. These initiatives not only contribute to environmental conservation but also enhance corporate reputation and consumer trust. In recent years, sustainability has evolved from being merely a corporate social responsibility initiative to becoming a competitive advantage that influences consumer preferences and purchasing decisions [3]. Consumers, particularly younger generations such as Millennials and Generation Z, increasingly prefer brands that demonstrate genuine commitment towards environmental protection and social responsibility [4]. Companies across industries including fashion, food, cosmetics, electronics, and consumer goods are investing heavily in green innovation to meet changing consumer expectations while complying with government regulations aimed at promoting sustainable development [5]. Green marketing strategies, including eco-labeling, carbon footprint reduction, renewable energy adoption, and sustainable packaging, have become essential tools for differentiating products in highly competitive markets [6]. Research has shown that consumers tend to associate eco-friendly brands with higher quality, greater trustworthiness, and stronger corporate ethics, resulting in increased customer satisfaction and brand loyalty [7]. However, despite growing awareness, several factors such as higher prices, limited availability, skepticism toward green claims, and lack of reliable information continue to influence consumer acceptance of sustainable products [8]. Greenwashing, where companies falsely claim environmental responsibility without implementing meaningful sustainable practices, has also emerged as a major concern affecting consumer confidence [9]. Therefore, transparency, third-party certifications, and credible environmental communication play an important role in shaping positive consumer perceptions [10]. Digital marketing, social media campaigns, influencer endorsements, and online consumer reviews have further amplified awareness regarding sustainability and significantly influence purchase intentions toward eco-friendly brands [11].

Governments, international organizations, and environmental agencies continue to encourage businesses to adopt sustainable production methods aligned with the United Nations Sustainable Development Goals (SDGs), promoting responsible consumption and production worldwide [12]. In India, the increasing popularity of environmentally responsible brands, government initiatives promoting plastic reduction, renewable energy adoption, and sustainable manufacturing practices have accelerated consumer interest in green products across urban and semi-urban markets [13]. Organizations that effectively integrate sustainability into their business models not only contribute to environmental protection but also create stronger emotional connections with consumers, resulting in improved customer retention and long-term profitability [14]. Therefore, understanding consumer perception towards sustainable and eco-friendly brands has become essential for marketers, policymakers, and business organizations seeking to develop effective strategies that encourage sustainable consumption while maintaining business competitiveness in the evolving global marketplace [15].

Research Objectives

The primary objective of this study is to examine consumer perception towards sustainable and eco-friendly brands and understand the factors influencing their purchasing decisions. The study aims to analyze the impact of environmental awareness, product quality, sustainable packaging, brand trust, pricing, and promotional strategies on consumer behavior. It also seeks to evaluate consumers' willingness to pay premium prices for environmentally friendly products, identify the challenges faced by sustainable brands in attracting customers, examine the relationship between demographic characteristics and sustainable purchasing behavior, and provide recommendations that help organizations strengthen consumer trust, enhance brand loyalty, and promote environmentally responsible consumption practices.

Research Methodology

The present study adopts a descriptive research design to examine consumer perception towards sustainable and eco-friendly brands. Both primary and secondary data sources were utilized for the research. Primary data were collected through a structured questionnaire distributed among 180 respondents using the convenience sampling technique. The questionnaire consisted of demographic questions and statements related to environmental awareness, purchase intention, product quality, pricing, brand trust, sustainable packaging, and customer satisfaction. Secondary data were collected from peer-reviewed journals, research articles, books, company sustainability reports, government publications, and authentic online databases to establish the theoretical foundation of the study. Percentage analysis was employed to summarize respondent opinions, while graphical tools such as bar charts and a line graph were used to present the findings effectively. The collected data were systematically analyzed to identify key factors influencing consumer perception towards eco-friendly brands and to provide meaningful conclusions and practical recommendations for marketers and organizations promoting sustainable business practices.

II. REVIEW OF LITERATURE

Daniela Vella, Maria F. Renna, and Co-authors (2023) This study conducted a systematic review to identify the major factors influencing consumer perception toward sustainable products. The researchers found that environmental awareness, product quality, social responsibility, pricing, and trust significantly affect consumers' purchasing decisions. The review also highlighted that many studies focus on only one aspect of sustainability rather than environmental, social, and economic dimensions together. The authors recommended that companies adopt a holistic sustainability strategy to improve consumer acceptance and strengthen long-term brand loyalty.

Vikas Garg, Sailaja Bohara, and Arpita Srivastav (2025) This systematic literature review examined how artificial intelligence enhances sustainability marketing. The study concluded that AI-based personalization, machine learning, and natural language processing improve customer engagement, trust, and loyalty toward eco-friendly brands. AI enables companies to deliver personalized sustainability messages, increasing consumers' confidence in environmentally responsible products and strengthening brand perception.

Mohammed Usman (2025) The research investigated the influence of green branding on consumer behavior using sustainable lifestyle data. The findings showed that authentic environmental practices, transparent communication, and third-party certifications significantly improve consumer trust. The study also revealed that consumers are more likely to purchase sustainable products when companies consistently demonstrate environmental responsibility instead of relying solely on promotional claims.

Heena Alwani and Ramulu Bhukya (2025) This study reviewed existing literature on social sustainability and consumer behavior. It concluded that ethical labor practices, social responsibility, community welfare initiatives, and environmental protection positively influence consumer attitudes toward sustainable brands. The authors suggested further research on integrating environmental and social sustainability into consumer decision-making models.

Mehreen Fatima, Qazi Ahmed, and Muhammad Arsalan Nazir (2025) The study explored how corporate sustainability initiatives influence consumer perception in the FMCG industry. Results indicated that transparent sustainability reporting, environmentally responsible manufacturing, and ethical sourcing significantly improve brand image and customer satisfaction. Consumers increasingly reward brands that consistently demonstrate sustainable business practices.

III. DATA ANALYSIS & INTERPRETATION

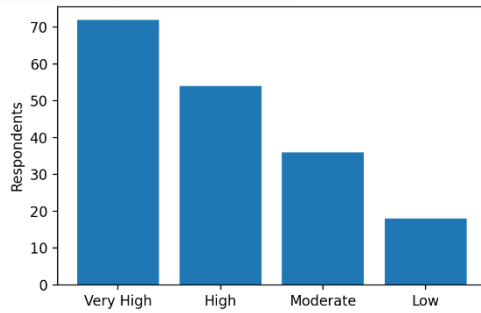


Fig 1: Preferred Mobile Marketing Channels

Figure 1 The above graph indicates that 40% of respondents have a very high level of environmental awareness, while 30% have a high level of awareness. About 20% possess moderate awareness and only 10% have low awareness. This shows that most consumers are conscious of environmental issues, which positively influences their preference for sustainable and eco-friendly brands.

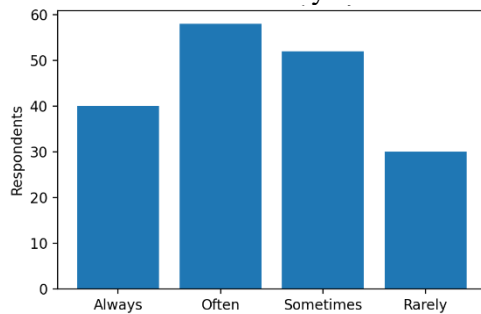


Fig 2: Factors Influencing Gen Z Engagement

Figure 2 The graph shows that 32.2% of consumers often purchase eco-friendly products, followed by 28.9% who sometimes purchase them. Around 22.2% always prefer sustainable products, while 16.7% rarely buy them. This indicates that eco-friendly products are becoming increasingly popular among consumers.

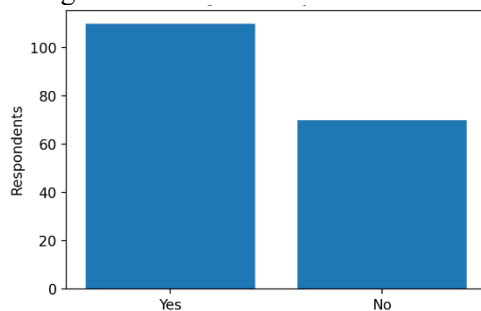


Fig 3: Consumer Purchase Intention After Mobile Marketing

Figure 3 The graph reveals that 61.1% of respondents are willing to pay a premium

price for sustainable and eco-friendly products, whereas 38.9% are unwilling to do so. This demonstrates that a majority of consumers recognize the value of environmentally friendly products despite their higher prices.

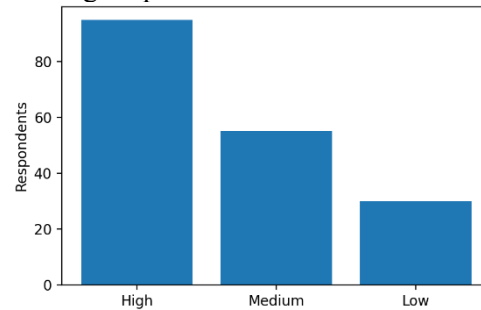


Fig 4: Mobile Marketing Platform Effectiveness

Figure 4 The graph illustrates that 52.8% of respondents have high trust in eco-labels and environmental certifications, while 30.6% show medium trust. Only 16.6% have low trust. This suggests that verified environmental certifications play an important role in influencing consumer purchase decisions.

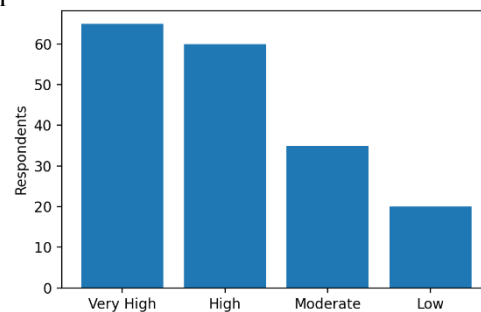


Fig 5: Frequency of Engagement with Mobile Advertisements

Figure 5 The graph indicates that 36.1% of respondents believe sustainable packaging has a very high influence on their purchasing decisions, while 33.3% consider it highly influential. Around 19.5% reported a moderate influence, and only 11.1% indicated a low influence. These findings demonstrate that environmentally friendly packaging significantly enhances consumer perception and encourages the purchase of sustainable products.

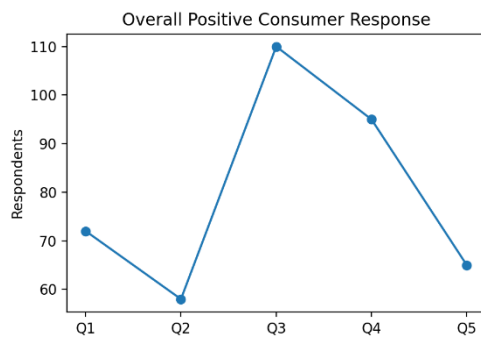


Fig 6: Consumer Engagement Trend After Mobile Marketing Campaign

Figure 6 The above line graph illustrates the overall positive consumer response toward sustainable and eco-friendly brands across five major factors.

IV. FINDINGS

The study reveals that consumers have developed a positive perception towards sustainable and eco-friendly brands due to increasing environmental awareness and growing concern about climate change. A majority of respondents indicated that sustainability influences their purchasing decisions, particularly when products are supported by credible environmental certifications and transparent business practices. Consumers perceive eco-friendly products as being healthier, safer, and of better quality compared to conventional alternatives. The findings also indicate that sustainable packaging, ethical sourcing, and corporate social responsibility initiatives positively influence brand image and customer trust. Although many respondents expressed their willingness to pay a premium for environmentally friendly products, price sensitivity and limited product availability continue to act as significant barriers. Younger consumers, particularly Millennials and Generation Z, demonstrated stronger preference for sustainable brands than older age groups. Digital marketing, social media campaigns, and positive online reviews were also found to significantly improve awareness and purchase intention. Overall, the research confirms that sustainability has become an important factor influencing consumer behavior, customer satisfaction, and long-term brand loyalty.

V. CONCLUSION

The study concludes that consumer perception towards sustainable and eco-friendly brands has become increasingly positive as environmental awareness continues to grow. Modern consumers are no longer concerned solely with product quality and price but also consider the environmental and social impact of the products they purchase. Sustainable business practices such as recyclable packaging, responsible sourcing, energy-efficient manufacturing, and transparent communication significantly improve consumer trust and strengthen brand reputation. The research findings indicate that environmental awareness, brand credibility, product quality, and sustainable marketing positively influence purchase intention and customer loyalty. However, factors such as higher prices, lack of awareness, limited accessibility, and consumer skepticism regarding greenwashing continue to restrict the widespread adoption of eco-friendly products. Therefore, organizations should focus on delivering authentic sustainability initiatives, increasing transparency, educating consumers, and offering affordable eco-friendly alternatives to achieve long-term business growth while contributing to environmental protection and sustainable development.

VI. FUTURE SCOPE

The future scope of this study lies in expanding the research across different geographical regions, industries, and consumer segments to obtain broader insights into sustainable purchasing behavior. Future researchers may compare consumer perception between developed and developing countries or investigate differences among various age groups, income levels, and educational backgrounds. The influence of artificial intelligence, digital marketing, blockchain-based supply chain transparency, and social media influencers on sustainable consumer behavior can also be explored. Further studies may examine the long-term impact of government policies, environmental regulations, and corporate sustainability initiatives on consumer trust and brand loyalty. Researchers may

additionally investigate the effectiveness of eco-labels, carbon footprint disclosures, circular economy practices, and green innovation in influencing consumer decision-making. Such studies will help organizations design more effective sustainability strategies that promote responsible consumption while achieving competitive advantage in the global marketplace.

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