



Sustainable Consumption Patterns and Consumer Behaviour: An Empirical Study Aligned with SDG 12

Shivani Mishra¹*, Inderpreet Kaur Narang² and Aarti Lamba³

¹Assistant Professor, Acropolis Faculty of Management and Research, Indore, India

²Assistant Professor, Department of Laws, Guru Nanak Dev University, Regional Campus, Jalandhar, India

³Assistant Professor, K. R. Mangalam University, India

¹* shivanimishras380@gmail.com,

² Jalandharinnderpreet@gmail.com ,

³ aartilamba001@gmail.com

Abstract. In recent years, the way that natural resources are consumed has moved away from being strictly a policy issue to one that the average consumer is relating to through their own consumption choices (Goal 12 - Sustainable Development). Consumers are becoming more aware of sustainability as expressed through their conversations with products that they purchase; however, not all consumers are matching their purchasing behaviour with those intentions. The current study identifies sustainable consumption behaviours in the Indian consumer market by analysing the four dimensions of sustainable consumption behaviour: consumer awareness and knowledge about sustainable products and services, consumer attitude towards sustainable products and services, and post-purchase satisfaction. The primary data for the study were from 321 individuals that were surveyed using a structured survey tool, and the data were collected from the consumer markets of different areas of India. Descriptive statistics were used to gain insight into the demographics of the respondents and the overall patterns of responses. Chi-square tests were used to determine whether there is a statistically significant difference in the way that demographic variables are associated with consumer awareness or purchasing behaviour. Correlation analyses were used to identify the nature of the relationships that exist among consumer awareness, perception, satisfaction, and intention to recommend sustainable products. The overall findings indicate that the consumer's awareness of sustainable products is moderate to high; however, the actual purchasing behaviour of consumers varied greatly among respondents. Demographic characteristics, including age and gender, were found to be significantly associated with consumer awareness and purchasing behaviour. The findings also indicate a positive relationship between consumers' perceptions of sustainable products and their levels of satisfaction, as satisfied consumers are more likely to refer sustainable products to others. In summary, the study indicates that the consumer awareness of sustainable products does not ensure that consumers will be able to make a sustainable purchase. Other practical factors such as price, availability, and confidence in the sustainability of a product will continue to play

© The Author(s) 2026

S. Bhalerao et al. (eds.), *Proceedings of the 2nd International Conference on Recent Advancement and Modernization in Sustainable Intelligent Technologies & Applications (RAMSITA-2026)*, Advances in Intelligent Systems Research 207,

https://doi.org/10.2991/978-94-6239-678-4_46

a role when consumers are deciding what to purchase. As this study seeks to answer the question based on the behaviours that are observed in the marketplace

Keywords: Sustainable consumption; Consumer behaviour; SDG 12; Purchase behaviour; Consumer satisfaction; India

1. Introduction

Consumers' concerns regarding sustainability and responsible resource use have shifted from being discussed in public policy and legislation, to being present in the daily consumer marketplace. Eco-friendly, recyclable, organic or environmentally responsible products are now available to consumers in nearly all product categories. Despite this increase in availability of products labelled as sustainable, the uptake of sustainable products in everyday retail is still inconsistent. While many consumers claim they support environmental protection, their purchasing behaviour does not always reflect their concern for environmental issues.

To better understand the discrepancy between consumers' concerns for the environment and their purchasing behaviour, we need to take a closer look at how consumers make their routine purchasing decisions. Generally, when consumers make purchases, they are influenced by a combination of environmental concerns plus other factors such as price sensitivity, convenience, habit, perceived performance of the product, and their trust in the product's claims. Thus, the available literature suggests that the theoretically discrete determinants of sustainable consumption are actually interlinked, which shows that awareness, perception, satisfaction, and practical constraints together result in sustainable consumption behaviour. However, empirical research that examines these factors together using primary data is limited, mostly in the Indian context. In view of this, the present study seeks to integrate consumer awareness, perception, purchase behaviour, and satisfaction within the framework of SDG12: Responsible Consumption and Production.

Sustainable consumption represents one of the main aims of UN Sustainable Development Goal SDG Goal 12 (Responsible Consumption and Production) because it aims at realizing efficiency in use and waste reduction in the context of resource use in the world. SDG Goal 12 depends greatly upon personal daily actions made at the point of purchase. It is important that there be consciousness and a positive approach towards environmental conservation; otherwise, there would not necessarily be daily compliance with behaviours of sustainable consumption. Behaviour towards sustainable consumer use depends upon whether consumers have a willingness and ability to make environmentally friendly purchases. In India, consumers have varied responses to sustainable products. Consumer income, education level, whether a consumer lives in an urban area or rural area, as well as consumer access to sustainable products, all significantly impact the purchase behaviour of consumers. For example, while some consumers may be willing to try a sustainable product (or sustainable alternative to what they currently buy), other consumers may be reluctant to purchase sustainable products (for various reasons: perceived it's too expensive; there are no sustainable products available; unsure of the benefits of a sustainable product).

Thus, while consumers may have an awareness of sustainable products, in many instances, the frequency with which consumers will actually purchase sustainable products is limited. After consumers purchase a sustainable product, the consumer also evaluates the sustainability of that product in part on the post-purchase experience. When consumers have a positive experience using a sustainable product, they are more likely to feel confident about purchasing that product again.

Conversely, if a consumer has a negative experience with a sustainable product, they may be less likely to try another sustainable product, even if they consider themselves an environmentally-conscious consumer. This indicates that consumers' level of satisfaction with a sustainable product will affect whether they purchase and continue purchasing sustainable products on a regular or occasional basis.

The present study is based on primary data from 321 individuals living in different Indian Urban Regions to analyze the Current Marketplace and Your Sustainable Buying Habits. By Evaluating consumer knowledge and understanding, Perception, Buying Habits, and Satisfaction with post-buying experiences as whole system evaluation factors, the goal of this study is to provide consumers with a fundamental understanding of how they react to sustainable products based on the reality of what they PREFER to BUY, not merely on their stated intent.

Additionally linking consumer behaviour to the overall scope, context, and goals associated with Sustainable Development Goal 12 (SDG 12), this study demonstrates how critical it is to align both Sustainability Goals with the realities of the Marketplace in order to maximise the potential for Successful Sustainable Development (SD).

2. Objective of the study

This study examines how consumers react to sustainable products in everyday shopping situations. The specific objectives of this research are:

- 1) To investigate consumer awareness regarding sustainable products across different demographic groups;
- 2) To determine whether demographic characteristics impact consumers' purchase decisions of sustainable products;
- 3) To explore the association between consumer awareness of sustainable products and their perception of those same products;
- 4) To evaluate whether consumers' positive perception of sustainable products results in increased customer satisfaction; and
- 5) To analyze if consumers who are satisfied with their purchased sustainable product are more likely to recommend sustainable goods/brands to friends and family.

3. Research Hypotheses

In the present study we put forth the following hypotheses which are based on the study's objectives and what we found in prior research. These hypotheses look at the relationships between variables which in turn do not assume a direct cause and effect:

H1: Consumer awareness of sustainable products is different between what we see in various demographic groups.

H2: That which we see in terms of demographic variables is that they play a large role in how consumers purchase sustainable products.

H3: In those groups which report higher awareness of sustainable products we see more positive perceptions.

H4: Consumers that have more positive perceptions of sustainable products also report higher levels of satisfaction.

H5: As consumer satisfaction with sustainable products goes up we see a stronger intention to recommend them to others.

4. Literature Review

Oliver (1999) has emphasized that consumer satisfaction has an important role to play in influencing future intentions regarding behaviour. It has also been observed that, regarding sustainable products, consumer satisfaction is affected by factors beyond environmentally-related benefits only. It is influenced by evaluations regarding perceived value, performance, or usability. If sustainable products are able to perform on expected criteria, consumers will be more likely to continue using those sustainable products along with referring those to others [12].

According to Magnusson et al. (2003), even environmentally aware consumers can avoid sustainable products in case they possess negative perceptions of price, quality/credibility. Trust was found to be a major determinant in the formation of perceptions. Moreover, the authors found that past experiences also affect the formation of attitudes to a great extent. Favourable experiences enhance favourable perceptions; the opposite occurs in case of negative experiences [10].

Jackson defined it in 2005 as a continuous process in which societies abandon unsustainability and gradually move toward more mindful choice and decision-making. It is a resource use pattern that meets the needs of people within the economic, social, and ecological contexts. However, it was observed that when sustainable products are hard to access or require extra effort, the consumers are less likely to adopt them. [7].

Vermeir and Verbeke (2006) pointed out that low availability of sustainable products reduces the likelihood of their integration into everyday consumption. When access is restricted, then consumers have a tendency to fall back upon ingrained purchasing habits which favor conventional products, although sustainable alternatives are preferred in principle. [17].

JMont and Plepys further enhanced the notion of sustainable consumption with the consideration that the concept incorporates prudent use and lower consumption rates, besides the use of eco-friendly products (JMont and Plepys, 2008). The implication here was that sustainable practices are to be seen not just through procurements but through the usage of products as well.[11].

As observed by Peattie and Collins in 2009, the consumers who are actually active in their lives for environmental sustainability are more expected to practice sustainability on a regular basis while making purchasing decisions. However, there are other consumers who look at this practice as situational [13].

Tukker et al. (2010) argued that for consumers, the understanding of sustainability can be simplified by observable signs such as recyclable packaging or reduced waste. The task of understanding the processes involved in the supply chain does not lie with the

consumer, so the reliance for understanding the complexity of the issue falls back on observable signs by the consumer. The balance for consumers to achieve between needs and sustainable practices was seen to be the determining factor for such behaviours [15]. Young et al. (2010) suggested that more exposure to messages related to sustainability issues has raised awareness among consumers for sustainable products offered in the marketplace. Repeated exposures may not lead to a better understanding of messages. Consumers can recognize sustainability-related terms without comprehending their meaning or significance [19].

Thøgersen (2010). Consumers with Favourable attitudes toward environmentalism can still buy conventional products if an accessible or reasonably priced alternative is not available to them. Thus, market conditions and real constraints influence sustainable consumption behaviour [14].

Whitwell, Carrington & Neville 2010 cited an existing discrepancy between consumers' positive views on sustainability and purchasing behaviour. Many Consumers have been demonstrated to support sustainability, yet their purchasing behaviour usually does not reflect this view, due in part to the high sensitivity [18].

Grunert (2011) found that although consumers know much about the existence of sustainability labels, they find it difficult to understand their real meaning. It was pointed out that there is a raise in awareness because of exposure to education and media and other social pressures [6].

Akehurst, Afonso, and Martins Gonçalves (2012) postulated that it is awareness that initiates the intention to consume sustainably, though actual knowledge is usually absent. The literature has given great emphasis to awareness as a necessary but an inadequate platform for sustainable consumption. The environmental factors such as advertising, education, social media, and peer groups are some of the important stimuli in developing the awareness of the consumer [1].

Chen and Chang, however, argued that ambiguous or exaggerated sustainability claims indeed undermine the latter by weakening consumer trust. If information is ambiguous, people will suspect greenwashing as the basis of this information and will avoid sustainable products altogether. This also means that it's not just environmental values that shape perception but also the credibility of information provided by firms themselves [4].

Gleim et al. (2013) recognised even environmentally concerned customers prioritise better price and value for money, especially when routine purchases are being made. Many consumers often go for familiar products that are affordable due to financial constraints against sustainable products despite the level of environmental concern [5].

In their study, Lorek and Fuchs (2013) demonstrated that consumers could conceptually support the idea of sustainability while also seeking affordable and convenient practices. Consequently, consumers show a slow transition towards adopting environmentally sustainable behaviours [9].

This is why Bocken, Allwood, and Willey (2014) highlighted the relevance of consumer purchasing behaviour as the determinant of sustainable business strategy formulation. Though the relevance of the issue was acknowledged, the authors indicated the existence of a gap in the literature, as few empirical studies, and, more specifically, none conducted in developing countries, explored the link between [3].

Firstly, according to a study by Joshi & Rahman in 2015, awareness of sustainable products is affected by levels of education and income. For instance, while increased

levels of education can result in increased awareness of sustainability, consumers from lower income groups may be keener on the price of the product while making a purchase [8].

Biswas and Roy (2015) proved that a belief in the functionality and ecological compatibility of sustainable products will result in more purchases being repeated by consumers. In turn, positive consumption experiences reduce hesitation and favor long-term adoptions of sustainable consumption [2].

According to the United Nations (2015), responsible consumption behaviours are at the core of sustainable development, waste reduction, and resource efficiency. From the consumer perspective, SDG 12 entails a need for individual behaviour change. Customer satisfaction is a very important determinant that can help people get into the habit of consuming more sustainably [16].

In short, the current literature depicts that awareness, perception, satisfaction, and constraints interactively affect the behaviour of consumers for sustainable consumption. This current research combines awareness, perception, purchase behaviour, and consumer satisfaction within the scope of SDG 12, "possible Consumption and Production."

5. Research Methodology

5.1 Research design

The research we present is of a descriptive and empirical nature which we use to study sustainable consumption behaviour as it plays out in real market settings. We look at present trends of awareness, perception, purchase behaviour, and satisfaction among consumers as we do not put in place experimental interventions. We found the quantitative approach best as it enables us to systematically analyze relationships between many consumer related variables using primary survey data.

5.2 Sources of data

The research is based mainly on primary data which we collected from consumers themselves to report out in depth on what they do and how they purchase sustainable products. We used secondary data for the base of our concept and literature review which included academic journals, books, policy reports and material related to sustainable consumption and SDG 12.

5.3 Sample size and sampling technique

The sample has 321 respondents from various cities in India. Respondents spanned multiple age ranges and levels of education, income, and occupation, which captured different consumer points of view. Although convenience sampling has its drawbacks, it is appropriate in this case because of the time and accessibility constraints. While this method does result in limited generalizability to the population, it is acceptable in exploratory and behavioural studies which try to identify trends and relationships as opposed to estimating the size of the population.

5.4 Data collection instrument

Data in this study were collected via a structured questionnaire which we designed for this particular study. We divided the questionnaire into sections which covered demographic info, sustainable products awareness, consumer perception, purchase behaviour, and post purchase satisfaction. We went with mostly closed ended questions to achieve clarity and consistency in responses. For perception and satisfaction related questions we used Likert scales which allowed respondents to indicate the degree of their agreement.

5.5 Data collection procedure

The survey was presented to participants via which ever mode of interaction they were most accessible to use and which was most convenient for them at the time. Also, before they took part in the study, they were made aware of its academic focus. We only included in our final analysis the which responses were full and useable to ensure data quality.

5.6 Statistical tools and techniques

We used statistical methods and tools. The which we collected was coded and analysed via standard statistical methods. We used descriptive statistics to present out sample's characteristics and also to present over all response trends. We applied the chi square test to see what associations there are between demographic variables and issues of sustainable product awareness or purchase behaviour. Also, we did correlation analysis which looked at the relationships between awareness, perception, satisfaction, and recommendation intention.

5.7 Reliability and validity considerations

Oldest research was used to give some shape to the questions regarding buying habits and eco-friendly choices. When assembling each component, clarity remained a focal point that matched the project's intentions in terms of what should be learned. Some adjustments were made after initial comments, which provided further clarification to parts considered unclear. Because of these adjustments, the tool measures what it should more often. It feels like it should end right here, tight, tested, done.

5.8 Ethical Issues

People participated in the research on their free will. The responses were used for educational research activities only. Nobody knew the persons involved since their names and details were not revealed at any stage of this research project.

5.9 Limitations of the methodology

Results may have limited validity to the wider research focus because of the way the participants are selected and the fact that a relatively small group is used. Individuals provided personal responses based on the feelings they experienced at the cited time. Although the study observes the choices associated with goal 12, it does not examine the actual damage inflicted by these behaviours. Nonetheless, the methodology also reveals significant indications of responsible consumption behaviours.

6. Results, Analysis And Hypothesis Testing

6.1 The respondents' demographic profile

Based on the table mentioned below, the classification of those who responded in terms of age shifts to the classification according to gender and proceeds to the level of schooling acquired before finishing at the earnings received and concluding at the place of residence.

Table 1. Demographic Profile of Respondents (N = 321)

Variable	Category	Frequency (N)	Percentage (%)
Gender	Male	162	50.47
Gender	Female	159	49.53
Age Group	Below 25 years	17	5.29
Age Group	25–35 years	241	75.08
Age Group	36–45 years	63	19.63
Age Group	Above 45 years	0	0.00
Education	Graduate	121	37.70
Education	Postgraduate	90	28.04
Education	Undergraduate	89	27.73
Education	Professional	15	4.67
Education	High School	6	1.87
Monthly Income	₹25,000–₹50,000	143	44.55
Monthly Income	₹50,000–₹1,00,000	137	42.68
Monthly Income	Above ₹1,00,000	41	12.77
City	Metro & Urban Cities	189	58.88
City	Tier-2 / Other Cities	132	41.12

Assessing the group that answered the survey, participants are drawn from a wide range of backgrounds in terms of age, gender, educational levels, salaries, and the type of cities they live in. This group allows one to get a variety of opinions regarding environmentally friendly products. One's level of education or age could influence their opinion or knowledge levels in adopting environmentally friendly behaviours. Cost is also a factor - not everyone can just buy these products. It was also good to see people from larger cities and smaller cities participate in the survey; this helps to give the survey credibility in terms of the location. It is likely due to the diversity of the population that attitudes about green consumer products appear in the picture so clearly. Where someone was educated or their age may influence the information that has reached them about green consumerism.

6.2 Awareness of Sustainable Products

Table 2. Awareness of Sustainable Products among Respondents (N = 321)

Awareness Level	Frequency (N)	Percentage (%)
Somewhat	148	46.11

Very	114	35.51
Not	59	18.38

Table 2 reveals how much people know about eco-friendly items. A majority of them can be said to know them quite well - quite a bit or some - indicating that quite many of them know them. came across information on green living. However, some of them understand the issue superficially, and it is safe to say not all consumers have adapted yet. Inconsistent levels of knowledge, such as the above, are just icing on the cake to show why more comprehensive and easily accessible data is important, as it can improve shopping habits for the better. First, consumers appear to know quite a bit about the formation of environmentally favourable item will remain less informed, proving knowledge is not distributed equally.

6.3 Consumer Perception towards Sustainable Products

Table 3. Consumer Perception towards Sustainable Products (N = 321)

Perception Level	Frequency (N)	Percentage (%)
Better	111	34.58
Much Better	89	27.73
Same	81	25.23
Worse	40	12.46

The mix feelings of the respondent show why green choices do not automatically win; despite knowing they help the planet more. Not Everyone switches, even with that knowledge sitting there, People like to appreciate ecofriendly products because, first and foremost, such products help nature. At the same time, however, some people remain sceptical, often sitting on the fence and receiving such products with lukewarm reactions. Mixed feelings arise in regard to the green alternative, as it is not an obvious choice; anything from questions over its quality, price, or even honesty weighs down such decisions.

6.4 Environmental concern and sustainable consumption

This section looks at how concerned respondents are about the environment and how that affects sustainable consumption habits.

Table 4. Environmental Belief towards Sustainable Consumption (N = 321)

Environmental Belief Level	Frequency (N)	Percentage (%)
Strongly Agree	103	32.09
Agree	118	36.76
Neutral	54	16.82
Disagree	31	9.66
Strongly Disagree	15	4.67
Total	321	100.00

Most people say they care about nature. Still, caring doesn't always shape what ends up in their shopping bags. Few admit green choices matter only when prices stay low. Others wait until ecofriendly items sit neatly on nearby shelves. Beliefs tilt one way. Actions often follow another path.

6.5 Consumer behaviour regarding sustainable products

Consumers' actual purchasing decisions regarding sustainable products are referred to as purchase behaviour.

Table 5. Purchase Behaviour towards Sustainable Products (N = 321)

Purchase Behaviour	Frequency (N)	Percentage (%)
Yes	191	59.5
No	130	40.5

Table 5 shows how people buy ecofriendly items. Some folks pick them often others now and then, many hardly ever or never. Even though most know about green choices and like them, buying habits stay uneven across the group. Getting it right doesn't always lead to doing it regularly. Habits prevail, regardless of good intentions. Real life gets in the way of ideals. What people say often drifts from what they do. Routine wins when decisions happen fast.

6.6 The Relationship Between Customers' Satisfaction and Future Purchases of Sustainable Products

This section looks at how satisfied consumers were after purchasing a sustainable product and whether these consumers are likely to continue making similar purchases in the future.

Table 6 Consumer Satisfaction with Sustainable Products (N = 321)

Satisfaction Level	Frequency (N)	Percentage (%)
Neutral	130	40.5
Satisfied	96	29.91
Very Satisfactory	91	28.35

A scan of Table 6 will show how consumers are feeling regarding sustainable products. Most consumers are pleased after utilizing these products. When consumers are happy with what they purchase, they will go back for more. This will in still positive habits regarding sustainable consumer behaviours. However, there are those who are unsure and unhappy with these products. This proves that trust is based on performance. A majority of those who responded like environmentally friendly products quite a bit. Feeling good about what they do is what makes people go back for more. It is not always that people feel passionately, as some simply do not care either way. Performance affects whether people stick with environmentally friendly products. Often, what matters is what works and its value for money.

6.7 Relationship between Perception, Awareness, and Purchasing Behaviour

The correlation analysis was employed in the exploration of the association between the critical variables.

Table 7. Recommendation Intention for Sustainable Products (N = 321)

Recommendation Intention	Frequency (N)	Percentage (%)
Very Likely	94	29.28
Likely	93	28.97
Neutral	65	20.25
Unlikely	65	20.25

From the Table 7, the willingness of individuals to recommend environmentally sounds products emerges. The group that enjoys using environmentally sound products passes on the information. The satisfaction here provides an opportunity for adoption in casual discussions. The power of word-of-mouth increases when it can be supported by actual experience. It takes a positive experience to encourage consumers to share the idea. Sharing positive experiences regarding eco-friendly consumer choices is usually preceded by a moment of “certainty.” What will stick is how quietly all of this is adding up

6.8 Relationship among Consumer Behaviour Variables

Some ages notice green products more than others. Young consumers will notice green labels quicker. Older consumers will take longer to notice green labels. Income plays an important role in how consumers perceive green labels. Geographic location also has an effect on the perception of green labels. Different consumers perceive green labels equally.

H2: Certain consumer demographic traits are linked to sustainable product purchasing behaviour.

Table 8 illustrates results of a Chi-square test of relationships between specified demographic variables and purchasing behaviours. Within these entries, there is evidence of relationships between age, income, or geography and human decision-making. Each of these data represents a statistical relationship that is not necessarily coincidence. It is in observing similarities and differences between groups that relationships emerge. It is precisely in observing how one variable varies with another that these data stand out. These data represent correlation and not causation.

Table 8. Chi-Square Test Results between Demographic Variables and Purchase Behaviour

Chi-Square Test Results

Variables Tested	Chi-square Value	Degrees of Freedom	p-value	Result
Gender × Purchase Behaviour	18.881	1	0.00001	Significant

Age Group × Awareness	299.379	44	0.00000	Significant
-----------------------	---------	----	---------	-------------

p-value < 0.05 indicates statistical significance.

The results of the Chi-square test are reported in Table 8. The findings indicate significant differences in purchasing behaviour for environmentally friendly products across gender and age groups. These results support H1 and H2, suggesting that demographic characteristics such as age and gender are associated with consumer awareness and purchasing behaviour.

6.9: Correlation Analysis

H3: A more positive consumer perception is linked to increased awareness of sustainable products.

H4: Customers who have a positive opinion of sustainable products typically express greater levels of satisfaction.

H5: The intention to recommend sustainable products to others is positively correlated with consumer satisfaction with such products.

Table 9. Correlation Analysis among Satisfaction and Recommendation Intention (N = 321)

Variables	Satisfaction	Recommendation
Satisfaction	1.000	0.886
Recommendation	0.886	1.000

Table 9 presents a strong positive correlation between consumer satisfaction and recommendation intention.

7. Discussion

Examining how consumers behave during a purchasing act of environmentally-friendly products, these points correlate the current findings to previous ones. Rather than stating the numbers once again, this section exploring the data revealed in the trends to see what they have to do with the decisions made in the real-world environment.

7.1 Consumer awareness and sustainable consumption

Not everyone has the same understanding of sustainability, even with most folks familiar with this word. Some folks are aware of terms such as eco-friendly but do not understand what they are really talking about. It is one thing to know that a term or phrase exists, but it is another thing to know how those terms will impact decisions. Past research supports this, where understanding remains on a superficial level. It appears when one is first introduced, on the surface, without encouraging a consumer to act on purchasing decisions. Even when they understand more about eco-friendly products, they still hesitate over a purchase. Questions start to creep into consideration, questioning whether or not there's really a positive performance or really trusting the

legitimacy of labelling. One thing to know is that one should consider purchasing an item does not always happen just by knowing that it exists.

7.2 Role of environmental concern and consumer perception

Environmental concerns and consumer perception influences purchasing environmentally friendly products. People who consider environmentally friendly products useful for the environment buy them more. Concern for the environment influences people's perceptions of environmentally friendly product labelling and advertisements. However, some people still have reservations about purchasing them due to prices and integrity. Misceptions persist despite educating people on facts. People go ga over environmentally friendly choices but not when prices go up.

7.3 Gap between awareness and actual purchase behaviour

There will always be What is most noticeable in these results? Awareness doesn't mean action. People's shopping behaviour tells one story even if their concern tells another. Price labels are influential factors. So are the accessibility of the product and whether the product fits their regular routines. Habit also factors in. As current results demonstrate, the difference indicates that green purchasing is not simply based on an individual's opinions but on the realities of their lives. As such, an individual can express their opinions on eco-friendly choices but still purchase their regular choices instead.

7.4 Customer satisfaction and continued adoption

When consumers feel good about what they purchase, that attitude tends to stick. Those satisfied with environmentally friendly products will continue purchasing and spread the word. Trust increases as ingenuous doubts disappear about their performance or cost. Satisfaction with a product after its purchased reinforces future changes. That which matters most will commonly go unreported until later. However, knowing that consumers feel "just okay" or dissatisfied with a product will prevent them from making repeat purchases - regardless of how environmentally friendly they wish to stay.

7.5 Interpretation in the context of SDG 12

Mindful purchasing patterns change gradually. Even though people today might be interested in green practices more than ever, what they end up purchasing still relies greatly on the availability and affordability of the products. It becomes less of a battle to be green when the products are accessible and priced decently. Function certainly has a role to play; people tend to stick with what suits them the best. This can all happen without necessarily absorbing any new knowledge.

7.6 Contribution of the study

What is particularly interesting here is the way actual world data influences the entire picture, interweaving the things that people know, the way they perceive things, the way they decide to purchase things, and the way they feel satisfied after the fact. Rather than focusing solely on shopper declarations about the things they would like to purchase, this research explores the things they do and the things they actually live through. Connected to Goal 12, this reveals the way that living green occurs among Indian consumers. One thing that is certain here is the fact that actions speak louder than words.

8. Conclusion, Implications and Limitations

8.1 Conclusion

This study examined sustainable consumption behaviour among Indian consumers by focusing on awareness, perception, purchasing behaviour, and post-purchase satisfaction. The findings show that although consumers are increasingly aware of sustainable and environmentally friendly products, this awareness does not always lead to regular purchasing behaviour. Many consumers express concern for environmental issues, yet practical considerations such as price, availability, and perceived product performance continue to influence their final purchase decisions.

The results highlight the importance of post-purchase satisfaction in shaping future behaviour. Consumers who are satisfied with sustainable products are more likely to purchase them again and recommend them to others. In contrast, neutral or negative experiences reduce the likelihood of repeat purchases, regardless of environmental concern. Overall, the study indicates that sustainable consumption develops gradually and is strongly influenced by everyday market conditions rather than intention alone.

8.2 Implications of the Study

- **Implications for businesses** -The findings suggest that businesses offering sustainable products should focus not only on environmental benefits but also on product quality, affordability, and reliability. Clear and honest communication about sustainability claims can help build consumer trust. Sustainable products that meet consumer expectations in terms of performance and price are more likely to gain long-term acceptance.
- **Implications for policymakers** - From a policy perspective, promoting sustainable consumption requires more than awareness campaigns. Policies that improve availability, reduce cost barriers, and support credible sustainability standards can encourage consumers to adopt sustainable purchasing habits. Making sustainable options easier to access can help align consumer behaviour with the objectives of Sustainable Development Goal 12.
- **Implications for researchers**- The study provides empirical evidence from the Indian market and highlights the need to examine sustainable consumption using real purchasing behaviour rather than stated intentions alone. Future research can further explore how market conditions and product experience influence sustainable consumption decisions.

8.3 Limitations of the Study

Most real-life research has its own limits, so does this research. Since participants were selected for ease of access, results may or may not apply to larger groups since the number remained relatively small. What participants responded to shapes research datum, since those responses reveal what they themselves thought at the time of questioning. While habits concerning Goal Number 12 are researched here, nothing concerning planet impacts is measured.

8.4 Scope for Future Research

Maybe one day, larger studies will be conducted to examine the validity of these findings. Studying the long-term trend of consumer behaviours over a period of several years could help discover patterns in the change of consumer decisions. The role of online communities, social pressure, and perhaps even tax incentives - one can imagine the various methods which might help to encourage consumers to make greener choices.

References

1. Akehurst, G., Afonso, C., Martins Gonçalves, H.: Re-examining green purchase behaviour and the green consumer profile: New evidence. *Management Decision* 50(5), 972–988 (2012)
2. Biswas, A., Roy, M.: Green products: An exploratory study on consumer behaviour in emerging economies. *Journal of Cleaner Production* 87, 463–468 (2015)
3. Bocken, N.M.P., Short, S.W., Rana, P., Evans, S.: A literature and practice review to develop sustainable business model archetypes. *Journal of Cleaner Production* 65, 42–56 (2014)
4. Chen, Y.S., Chang, C.H.: Enhance green purchase intentions: The roles of green perceived value, green perceived risk, and green trust. *Management Decision* 50(3), 502–520 (2012)
5. Gleim, M.R., Smith, J.S., Andrews, D., Cronin, J.J.: Against the green: A multi-method examination of the barriers to green consumption. *Journal of Retailing* 89(1), 44–61 (2013)
6. Grunert, K.G.: Sustainability in the food sector: A consumer behaviour perspective. *International Journal on Food System Dynamics* 2(3), 207–218 (2011)
7. Jackson, T.: Motivating sustainable consumption: A review of evidence on consumer behaviour and behavioural change. *Sustainable Development Research Network*, London (2005)
8. Joshi, Y., Rahman, Z.: Factors affecting green purchase behaviour and future research directions. *International Strategic Management Review* 3(1–2), 128–143 (2015)
9. Lorek, S., Fuchs, D.: Strong sustainable consumption governance – precondition for a degrowth path? *Journal of Cleaner Production* 38, 36–43 (2013)
10. Magnusson, M.K., Arvola, A., Hursti, U.K.K., Åberg, L., Sjöden, P.O.: Choice of organic foods is related to perceived consequences for human health and environmentally friendly behaviour. *Appetite* 40(2), 109–117 (2003)
11. Mont, O., Plepys, A.: Sustainable consumption progress: Should we be proud or alarmed? *Journal of Cleaner Production* 16(4), 531–537 (2008)
12. Oliver, R.L.: Whence consumer loyalty? *Journal of Marketing* 63(Special Issue), 33–44 (1999)
13. Peattie, K., Collins, A.: Perspectives on sustainable consumption. *International Journal of Consumer Studies* 33(2), 107–112 (2009)
14. Thøgersen, J.: Country differences in sustainable consumption: The case of organic food. *Journal of Macromarketing* 30(2), 171–185 (2010)
15. Tukker, A., Cohen, M.J., Hubacek, K., Mont, O.: The impacts of household consumption and options for change. *Journal of Industrial Ecology* 14(1), 13–30 (2010)
16. United Nations: Transforming our world: The 2030 agenda for sustainable development. United Nations, New York (2015)
17. Vermeir, I., Verbeke, W.: Sustainable food consumption: Exploring the consumer attitude-behavioural intention gap. *Journal of Agricultural and Environmental Ethics* 19(2), 169–194 (2006)
18. Whitwell, G.J., Carrington, M.J., Neville, B.A.: Why ethical consumers do not walk their talk: Towards a framework for understanding the gap between ethical purchase intentions and actual buying behaviour. *Journal of Business Ethics* 97(1), 139–158 (2010)
19. Young, W., Hwang, K., McDonald, S., Oates, C.J.: Sustainable consumption: Green consumer behaviour when purchasing products. *Sustainable Development* 18(1), 20–31 (2010)

Open Access This chapter is licensed under the terms of the Creative Commons Attribution-NonCommercial 4.0 International License (<http://creativecommons.org/licenses/by-nc/4.0/>), which permits any noncommercial use, sharing, adaptation, distribution and reproduction in any medium or format, as long as you give appropriate credit to the original author(s) and the source, provide a link to the Creative Commons license and indicate if changes were made.

The images or other third party material in this chapter are included in the chapter's Creative Commons license, unless indicated otherwise in a credit line to the material. If material is not included in the chapter's Creative Commons license and your intended use is not permitted by statutory regulation or exceeds the permitted use, you will need to obtain permission directly from the copyright holder.

