

**A STUDY ON UNDERSTANDING GENERATION Z'S ATTITUDE TOWARDS ECO-FRIENDLY PRODUCTS**

**\* Ms. Mugdha Upadhyay**

*\* Research Student, Vivekanand Education Society's College of Arts, Science, and Commerce (Autonomous)*

**Abstract:**

*Viksit Bharat is the government's vision for transforming India into a developed nation before celebrating 100 years of its Independence in 2047. One aspect of Viksit Bharat is a focus on the need to protect the environment while striving for economic growth. We cannot think of a progressive and healthy nation without including our youth and the future generations. The study collected primary data from Generation Z to examine their attitude towards environment friendly products. The data analysis was done using frequency and bar charts. The survey results clearly show the good intentions of the Generation Z towards environment friendly products. Future studies can be planned on identifying the challenges faced by the consumers while buying green products and with advanced statistical tools and techniques.*

**Keywords:** *Eco Friendly Products, Green Products, Gen Z, Sustainability, Viksit Bharat 2047*

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**Introduction:**

Viksit Bharat is a visionary plan aiming at making India a developed nation by 2047. The year 2047 is considered as a landmark year as it will mark 100 years since India became independent. The core aim of Viksit Bharat is to encourage the citizens to take part in the economy. The idea and the plan aim to make India as the third-largest economy within the next five years. The goal is to create a more scientifically advanced economy that focuses on new ideas which will act as a groundwork for Viksit Bharat by 2047. The four main pillars of Viksit Bharat are Yuva (Youth), Garib (Poor), Mahila (Women), and Kisan (Farmers).

The nation can't progress without making reforms for these four pillars. India is aiming to join the league of the developed nations by working on comprehensive development in numerous areas. The efforts made by the Government through various programmes and policy measures have helped the nation in improving its position in Science and Technology at global level which is visible through its global position. There is a

long-term goal to make India a developed country by 2047 agenda of Viksit Bharat's. India's goal with this ambitious plan is to join the group of developed countries by focusing on comprehensive development in many areas. Viksit Bharat goes beyond economic growth. It includes aspects like good governance, social progress and environmental sustainability. The world is aiming to achieve the target of Sustainable Development Goals by 2030. One aspect of Viksit Bharat also focuses on the need to protect the environment while striving for economic growth.

The vision is to motivate and encourage all sectors to move towards sustainable measures such as adopting greener technologies, using cleaner fuels and measures and methods that prevent further deterioration of the environment. India is also working towards protecting its biodiversity and natural resources by enforcing strict rules and regulations.

One of the pillars of Viksit Bharat is the youth of the nation. A larger chunk of the population of India are our young people and it is our moral duty and

responsibility to give them a strong economic, social and cultural environment. We cannot think of a progressive and healthy nation without including our youth and the future generations.

Generation Z (youth between the age of 18-23) are strongly working towards climate change, sensitising people towards environmental issues and prefer to opt for sustainability as a means of living. Small efforts such as opting for environmentally friendly products is one of the easiest ways to focus on improving our lives and enhancing our wellbeing. Thus, this research is undertaken with the objective of understanding the Generation Z's attitude and perception towards environmental purchase of goods and services.

#### **Review of Literature:**

**Rashmi Malhotra (2024)** stated that concerns for the environment has led to increased interest in purchase of environment friendly products. The study examined demographics in relation to factors like product benefits and environmental awareness. The survey results revealed a positive relation between purchase intent and eco-friendly support.

**Monu Bhardwaj (2023)** highlighted the growing demand for eco products because of their minimal impact on the environment, health benefits and willingness to pay more for such products. The study concluded that trust on the brand, clear information, and easy availability of the products impacts the purchase decisions of the consumers.

**Ghimire, Santosh** analysed the attitude of the Nepalese (18-23) youth towards purchase of green products. The research study identified knowledge of the products, eco labels, education and experience influencing the consumers purchase intention.

**Nikita Yadav (2022)** factors identified by the study are accessibility, brand and quality and price having a minimal impact. The research also mentioned that though the demand for eco-friendly products have

gained popularity but their higher prices cannot be ignored.

**Statement of the Problem:** The quality of life is deteriorating due to several factors such as deforestation, climate change, pollution, and excessive consumption of resources. This situation is threatening the existence of human life and other species on the earth. But the good part is that the youth of the nation has realised the need to be sensitive and conscious towards the environment. Thus, this research study is an attempt to understand and find the attitude of Gen Z towards environment friendly products.

**Significance of the Study:** Society needs more people who are conscious and sensitive towards the environment. Gen Z is believed to be more responsible and sensitive towards their surroundings and choices. The nation is aiming to achieve the Sustainable Development Goals (SDGs) by 2030. Both these ambitious plans are not possible without preventing the further deterioration of the environment. A small step that can go a long way in conserving the environment and building a healthy environment is creating an awareness amongst the youth to choose eco-friendly products and services. Thus, the study aims to find out the perceptions of Gen Z towards eco products. The study may help marketers understand the choice of the youth of the nation and then they can target them accordingly.

**Scope of the Study:** The study is restricted to understanding the perceptions and responses of Generation Z. The data is collected from undergraduate/postgraduate students. A few of the respondents were on the job too.

**Objective of the Study:** To find out the perception and attitude of Generation Zs towards eco-friendly Products.

#### **Research Methodology:**

**Research Design** - The design adopted for the study is descriptive.

**Designing of the Questionnaire** - The responses were collected on a five-point Likert scale. The survey form also had a few nominal and demographic questions.

**Data Collection Method** - A questionnaire was used to collect primary data. Secondary data has been collected from various sources such as research papers, online links and newspaper articles.

**Sampling Method** - The sampling method is a non-probability sampling method. The data was collected from undergraduate/postgraduate students of a few colleges located in Chembur East.

**Sample Size**- 76 respondents

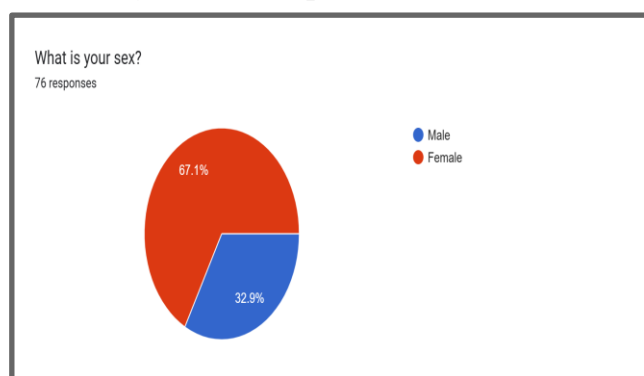
**Sampling Unit** - Gen Z between the age of 18 -23. As per GeeksforGeeks, Generation Z is those born between 1997-2012.

**Statistical Tools and Techniques** - The collected data has been analysed using frequency and graphs.

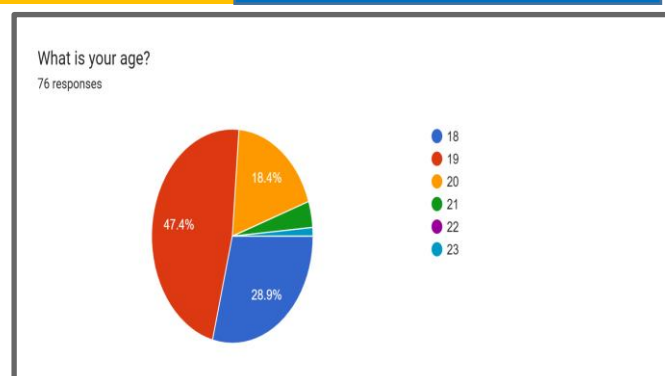
#### Limitations of the Study:

The research study does not collect responses from other age segments of the population such as adults or senior citizens. No specific product category is considered for this research study. The analysis of data is being done using basic methods such as graphs and frequency. The study is conducted on a small sample size. Hence, the study results cannot be generalized.

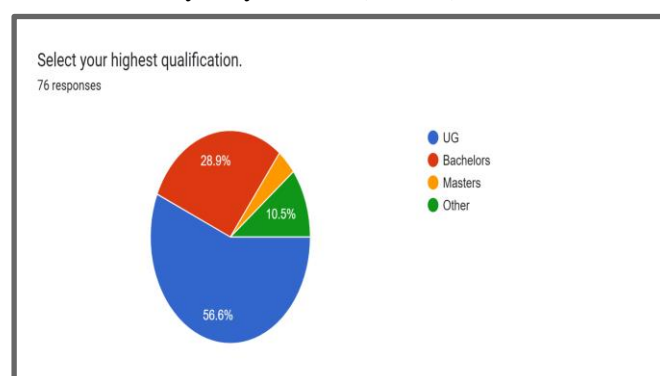
#### Data Analysis and Interpretation:



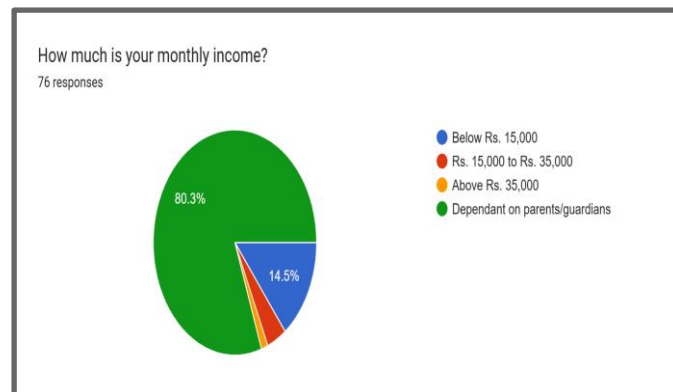
The data consisted of 67% female students and 33% male students.



The data was collected from the age group of 18-23. The majority of the students were 19 years old (47.4%) and followed by 18 years old (28.9%).



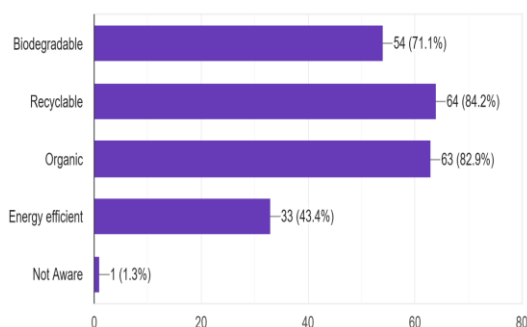
The majority of the students were undergraduates (56.60%). 28.9% of the students had completed their graduation and a few had completed their post-graduation.



The majority of the students (80.30%) were dependent on parents/ guardians.

I am aware about the following eco-friendly products:

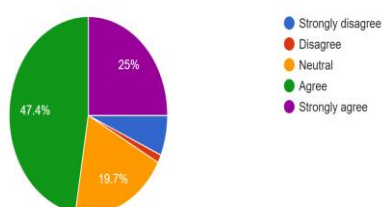
76 responses



The majority of the respondents were aware of the recyclable, organic and biodegradable types of eco-friendly products.

I am worried about the worsening of the quality of Indian ecological environment.

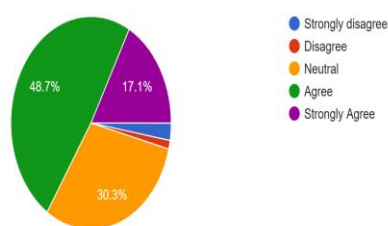
76 responses



Out of the 76 respondents, 47.4 % of the respondents Agreed that they are worried about the worsening of the quality of the environment while a small percentage also state that they are not worried.

I try to make efforts to buy products that are low in pollutants.

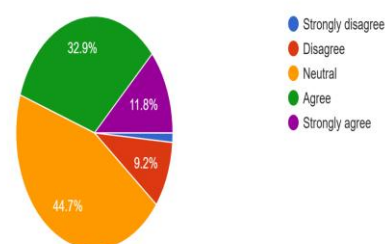
76 responses



Many of the respondents stated that they make efforts to buy low pollutant products and only a small number of students selected no effort in buying products that are low in pollutants.

I look at the eco-labels of the products to see if it contains things that are eco-friendly.

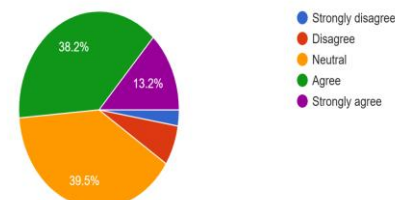
76 responses



Majorly all stated they look at the eco-labels, however 9.2% of people disagreed to this question.

Eco-labelled products influences my choice of purchase.

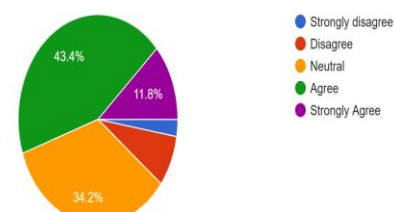
76 responses



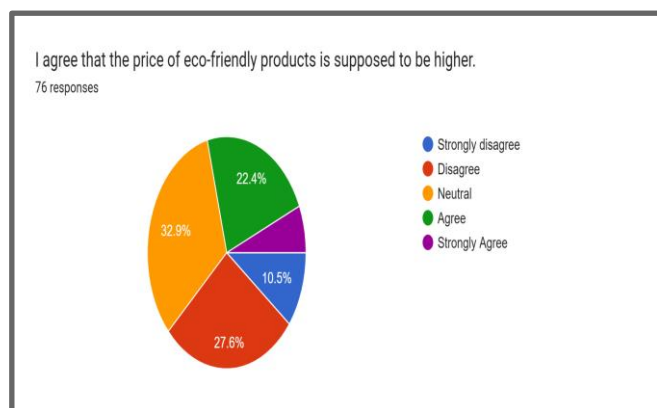
The survey revealed that eco-labelled products do influence majority of the students when they choose to buy something.

I strongly feel about buying eco-friendly products that have a strong brand presence.

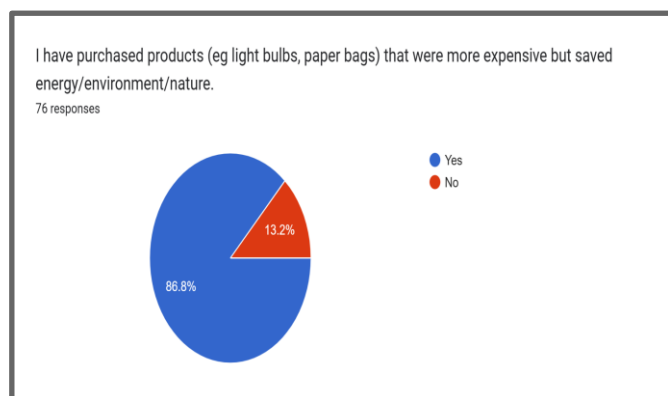
76 responses



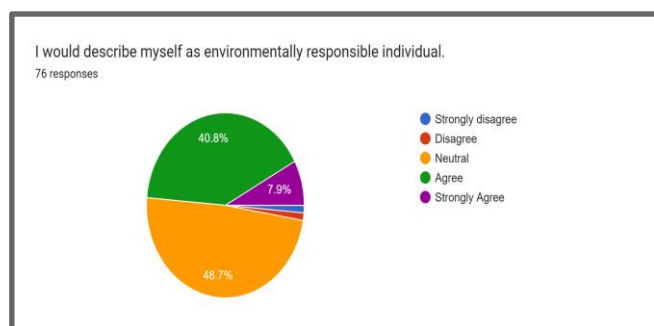
The above chart shows that respondents prefer to buy eco friendly products that have a strong brand presence.



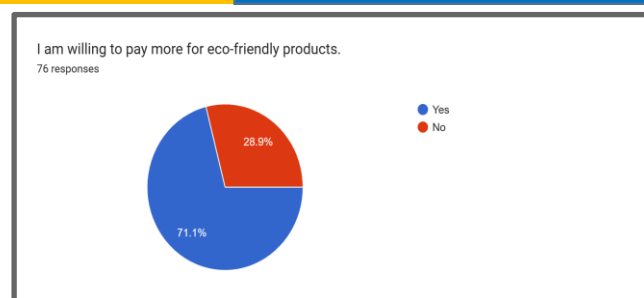
The respondents are also aware that environment friendly products are higher in price.



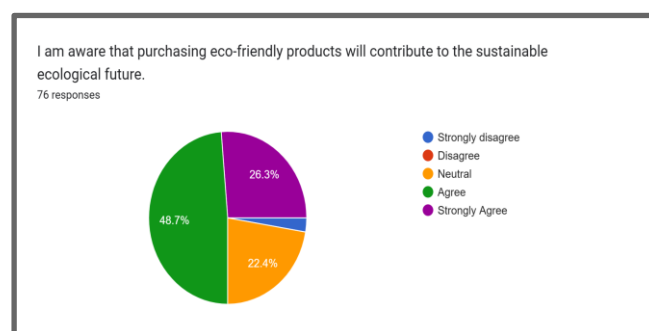
86.8% of respondents stated that they have purchased products that though are expensive but they contribute to saving energy/environment/nature while 13.2% have not purchased such types of products.



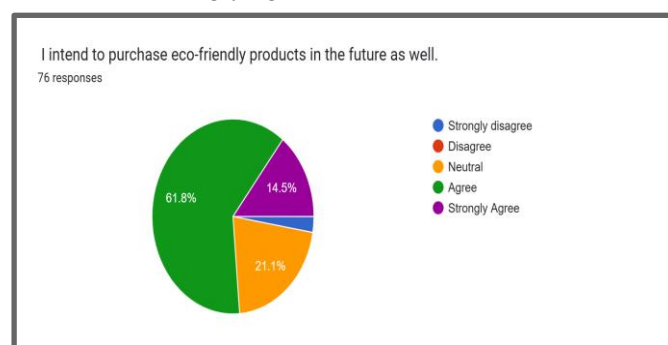
The above chart depicts that only a few students don't describe them as environmentally responsible individual.



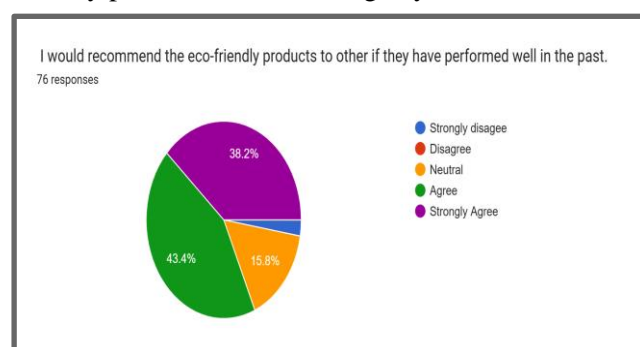
71.1% of respondents are willing to pay more for eco-friendly products however 28.9% are not willing to pay more.



Out of the 76 responses, 48.7% agree that eco-friendly products contribute to the sustainable ecological future and 26.3 % strongly agreed to it.



Majority of the students intends to purchase eco friendly products in the coming days.





It is seen that students are willing to recommend purchase of eco-friendly products to others.

### **Discussions and Conclusion of the Study:**

The nation rests on the pillars of its citizens. India is a young nation as majority of its citizens are in the working age group (18-59). We all need to be responsible towards our surroundings and the nation. The survey results clearly show the good intentions of the Generation Z towards their awareness, perception and attitude towards environment friendly products. The consumer demand may further push the marketers and the policy makers to produce and provide goods and services that fosters sustainability in consumer behaviour. Creating awareness and catching the attention of the youth is quite easy through the social media. Social media influencers can be convinced to promote and explain the benefits of environmentally safe products. The influencers act as an agent of change and thus can even convince the non-users to buy such products.

The study results shows that most of them do know about the eco-friendly products and are willing to purchase them for a better future. They have now understood that their small step of adopting sustainability might bring big change in future. However, many were unaware of such products, their usage and benefits. Some even were not ready to accept the eco-friendly products yet. This might be because of the barriers like price sensitivity and limited awareness hinder broader adoption. Future studies can be planned on identifying the challenges faced by the consumers while buying green products and with advanced statistical tools and techniques.

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### **Online Links:**

- i. <https://www.geeksforgeeks.org/list-of-generation-names-years/#5-generation-z-1997-2012>
- ii. <https://www.weforum.org/stories/2022/03/generation-z-sustainability-lifestyle-buying-decisions/>
- iii. <https://www.forbes.com/sites/deeppatel/2017/10/04/11-environmental-causes-gen-z-is-passionate-about/>
- iv. <https://www.pewresearch.org/science/2021/05/26/gen-z-millennials-stand-out-for-climate-change-activism-social-media-engagement-with-issue/https://alfred24.com/gen-z-the-eco-conscious-generation/>

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