



STUDY ON THE IMPACT OF A GREEN LIFESTYLE ON THE PURCHASING HABITS OF GENERATION Z IN PALGHAR DISTRICT WITH REGARD TO HANDMADE BAMBOO PRODUCTS

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Abstract:

The importance of green lifestyles and environmentally friendly consumption behaviors is increasingly attracting the attention of many people, especially Gen Z. On a large scale in India, handmade bamboo products have always been considered famous traditional products with a strong growth market, and today's young people are extremely interested in such environmentally friendly products.

The present study aims to focus on the relationship between green lifestyle and Generation Z's purchase behavior towards handmade bamboo products in Palghar district. Through a survey of 98 Gen Z consumers, quantitative data was processed.

The research results emphasize the direct positive impact of green lifestyle on consumer behavior of handmade bamboo products in Palghar. A quantitative research design using a structured questionnaire was adopted to collect primary data from youth consumers in Palghar district. The findings suggest that environmental consciousness and perceived product quality significantly influence purchase intention, while lack of awareness and limited market availability act as barriers. The study provides insights for policymakers, entrepreneurs, and self-help groups involved in bamboo product manufacturing to improve marketing strategies and expand the market for bamboo products.

Key word: *Bamboo products, generation Z, green lifestyle, Palghar district, sustainable products.*

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Introduction:

Bamboo is one of the fastest-growing renewable resources and has emerged as a sustainable alternative to conventional materials such as plastic and wood. In India, bamboo plays a significant role in rural livelihoods and traditional handicrafts. Many tribal communities rely on bamboo-based products such as baskets, furniture, decorative items, and household utilities for income generation. Bamboo one of the most

versatile originated resources which is also known as the “gentleman” among other plants, as per the ancient history the species of the bamboo evolved between thirty million years ago. The major research about bamboo species began after 1920 it is being said that the word bamboo originated from the Malay word “mambu” the Dutch named it “Bamboes” and then it got its neo Latin name “Bambusa”. As per the German Botanist Charles Kunth “of all the grasses, bamboo is



the largest and the only one that can diversify into forest.” Bamboo is one the most sustainable resources which has been used for the production of more than 1500 products from a tiny toothpick to constructing a building. Bamboo has always been known as “green gold” and one of the most sustainable and resistant resources than traditional timber.

Background of the study:

In recent years, consumer awareness regarding environmental sustainability has increased, leading to greater demand for eco-friendly products. Studies show that a large proportion of consumers are willing to pay a premium for sustainable products, which has positively influenced the bamboo products market.

Among these shifts, the concept of a green lifestyle has gained significant traction, particularly among younger generations (United Nations, 2022). A green lifestyle, characterized by environmentally conscious behaviors and consumption patterns, reflects an individual's commitment to reducing their ecological footprint (Roman, 2015). As the custodians of future environmental health, Generation Z (Gen Z) has been at the forefront of this movement, leveraging their collective influence to demand change and champion sustainability in various aspects of life (Jones et al., 2017).

Palghar district in Maharashtra has a large tribal population and abundant bamboo resources. Many self-help groups and artisans in the region produce bamboo handicrafts and utility items. Despite the availability of raw materials and skilled artisans, the market penetration of bamboo products remains limited due to factors such as lack of awareness, pricing concerns, and inadequate marketing channels.

Significance of the study:

The present research attempts to understand the young consumers' intention toward buying green products in a developing nation (Yadav & Pathak, 2017). As consumers have become more concerned about the

environment and increasingly prefer eco-friendly products and services (Kim & Lee (2023), this growing awareness has led to the rise of eco-friendly consumption, often referred to as 'green consumerism' (Moisander, 2007). The growing environmental challenges in the country and the emphasis on sustainable consumption underscore the need to understand Gen Z's purchasing behavior toward eco-friendly products. Handmade bamboo and rattan products, known for their sustainability and cultural value, offer green businesses an opportunity to align with Gen Z's values. However, the influence of a green lifestyle on their purchasing decisions and the moderating role of environmental awareness remain underexplored.

Problem Statement :

Environmental issues such as pollution, plastic waste, and depletion of natural resources have increased the demand for eco-friendly products. Although many consumers, especially Generation Z, express strong environmental concerns, their actual purchasing behavior does not always align with their environmental attitudes. Studies show that there is often a gap between consumers' positive attitudes toward green products and their actual purchase decisions due to factors such as price sensitivity, lack of awareness, limited availability, and perceived product value.

Handmade bamboo products represent a sustainable and environmentally friendly alternative to synthetic materials. However, despite their ecological benefits and cultural significance, these products often struggle to gain widespread acceptance in the market. In regions like Palghar district, where bamboo craftsmanship is an important traditional livelihood, limited consumer demand restricts the growth of the bamboo product industry.

Generation Z, known for its environmental consciousness and digital influence, has the potential to



drive the adoption of eco-friendly products. However, there is limited research examining how a green lifestyle specifically affects the purchase behavior of Generation Z toward handmade bamboo products in local contexts such as Palghar district.

Therefore, this study aims to examine the relationship between green lifestyle and Generation Z's purchase behavior toward handmade bamboo products, in order to understand the factors that encourage or hinder sustainable purchasing decisions among young consumers.

Review of Literature :

- i) **Yadav, R., & Pathak, G. S. (2017). Determinants of consumers' green purchase behavior in a developing nation: Applying and extending the theory of planned behavior, Ecological economics**, examining green consumption behavior is largely driven by environmental values and personal attitudes toward sustainability, which encourage consumers to choose environmentally friendly alternatives.
- ii) **Gilg, A., Barr, S., & Ford, N. (2005). Green consumption or sustainable lifestyles? Identifying the sustainable consumer. Futures , emphasized** that sustainable lifestyles are closely associated with environmentally conscious consumption patterns. Their study highlighted that individuals who practice sustainable lifestyles tend to support green products and environmentally responsible brands.
- iii) **Nguyen, T. N., Lobo, A., & Nguyen, B. K. (2018). Young consumers' green purchase behaviour in an emerging market. Journal of Strategic Marketing**, found that young consumers in emerging markets are increasingly motivated to purchase green products due to environmental concerns and social responsibility. Furthermore, studies show that Generation Z consumers are influenced by factors such as environmental

knowledge, social influence, and personal values when making purchase decisions regarding sustainable products. These findings suggest that Generation Z represents a key target market for sustainable and eco-friendly products.

- iv) **Kollmuss, A., & Agyeman, J. (2002). Mind the gap: why do people act environmentally and what are the barriers to proenvironmental behavior Environmental education research**, highlighted that environmental awareness plays a crucial role in bridging the gap between environmental attitudes and actual behavior. Research also suggests that environmental awareness strengthens the relationship between green values and actual purchase behavior, acting as a moderating factor in sustainable consumption models.

Research Gap :

Although numerous studies have investigated green purchase behavior, most of them concentrate on general eco-friendly products such as organic food, green cosmetics, or sustainable fashion. Limited research has specifically focused on handmade bamboo products, which are important sustainable materials widely used in handicrafts and traditional household items. While Generation Z is increasingly recognized as an environmentally conscious consumer group, empirical studies focusing specifically on Generation Z's purchasing behavior toward traditional handicraft products remain limited. Most research has examined younger consumers' attitudes toward modern green products rather than traditional handmade eco-friendly products such as bamboo products. There is a lack of region-specific studies in Palghar, that analyze the interaction between green lifestyle, environmental awareness, and purchase behavior toward sustainable handicraft products. Cultural context and consumer perceptions may vary across countries, making it



necessary to examine these relationships in specific local contexts.

Therefore, this study attempts to fill these gaps by examining how green lifestyle influences Generation Z's purchase behavior toward handmade bamboo products in Palghar.

Objectives of the Study:

- 1) To examine the influence of a green lifestyle on Generation Z's purchase behavior toward handmade bamboo products.
- 2) To analyze the level of environmental awareness among Generation Z consumers regarding eco-friendly products.
- 3) To study the relationship between green lifestyle, environmental awareness, and purchase behavior of handmade bamboo products.

Hypothesis of the Study:

H0: There is no significant relationship between Green lifestyle and Generation Z's purchase behavior toward handmade bamboo products.

H1: There is a significant relationship between Green lifestyle and Generation Z's purchase behavior toward handmade bamboo products.

Need of the Study:

In recent years, environmental sustainability has become a major concern due to increasing pollution, plastic waste, and depletion of natural resources. Consumers are gradually shifting toward eco-friendly products that support sustainable development and reduce environmental impact. Generation Z represents

a significant consumer segment that is highly aware of environmental issues and sustainability practices. Their purchasing behavior has the potential to influence market trends and encourage the adoption of sustainable products. However, despite growing environmental awareness, the demand for handmade bamboo products remains limited in many markets.

Understanding how a green lifestyle influences the purchasing behavior of Generation Z is therefore essential for promoting sustainable consumption. This study will help identify factors that encourage or hinder the purchase of eco-friendly handicraft products. The findings of the study may support artisans, entrepreneurs, and policymakers in promoting bamboo products, improving marketing strategies, and encouraging environmentally responsible consumer behavior.

Scope of the Study:

The present study focuses on examining the relationship between green lifestyle and Generation Z's purchase behavior toward handmade bamboo products. The study will analyze factors such as green lifestyle practices and environmental awareness that may influence purchasing decisions. It will also explore consumer attitudes toward sustainable handicraft products made from bamboo. Geographically, the study may be limited to a specific region or district, and the findings will reflect the perceptions and behaviors of the selected respondents.



Research Design And Methodology Overview

1) Area of the Study	Out of 8 Talukas, only 1 city will be taken as: Palghar
2) Research Design	Descriptive research design through Structured Questionnaire, and Survey
3) Sources of Data Collection	a) Primary Source b) Secondary Source
4) Sample and Sample Size	Generation Z- age ranging between 15 to 24, of Palghar City
5) Sampling Technique	Cluster Sampling Technique, by using special statistical tools and techniques.
6) Tools for Analysis	a) Descriptive statistics. b) Percentage
6) Data Collection Methodology	a) Qualitative (Literature review) b) Quantitative (Sampling, Questionnaire, Document Review)
7) Data Analysis	a) Descriptive Analysis b) Inferential Analysis
8) Limitation of the study	a) The study is confined to only gen Z for the preference of Bamboo Products. (customer's of specific age is targeted only) b) The respondents belonging to Palghar city alone are taken for the study.

Data analysis and Findings:

1. Demographic Profile of Respondents

The demographic data indicates that the majority of respondents belong to Generation Z.

- Age: Most respondents were between 17–20 years (around 66%), followed by 21–24 years (about 34%).
- Gender: 54% were female and 45% were male, showing relatively balanced participation.
- Education Level: A large majority (92%) were undergraduate students, while a small percentage belonged to higher secondary and postgraduate levels.
- Occupation: 98% of respondents were students, indicating that the study mainly represents the perceptions of young consumers.

- Monthly Income: Most respondents (around 66%) reported income below ₹5000, which is typical for students or dependent individuals.

Interpretation: The demographic structure confirms that the study successfully targeted Generation Z consumers, who are an important segment for sustainable product markets.

2. Analysis of Green Lifestyle Behavior

Preference for Environmentally Friendly Products

- 46 respondents agreed and 13 strongly agreed that they prefer environmentally friendly products.
- Only a small number disagreed.

Interpretation:

This shows that a majority of Generation Z respondents have a positive inclination toward eco-friendly products.



Efforts to Reduce Plastic Usage

- 61 respondents agreed and 13 strongly agreed that they try to reduce plastic usage.

Interpretation:

This indicates strong environmentally responsible behavior among young consumers.

Support for Sustainable Brands

- 52 respondents agreed and 7 strongly agreed that they support brands promoting sustainability.

Interpretation:

Consumers in Generation Z tend to favor brands with sustainable practices.

Eco-Friendly Habits

- 57 respondents agreed that they practice eco-friendly habits like recycling and waste reduction.

Interpretation:

Green lifestyle habits are becoming part of daily behavior among young consumers.

3. Environmental Awareness

Awareness of Environmental Issues

- 60 respondents agreed and 19 strongly agreed that they are aware of environmental issues such as pollution and climate change.
- Awareness of Bamboo Products Being Biodegradable
- 55 respondents agreed and 14 strongly agreed.

Interpretation:

The results show high environmental awareness among Generation Z, which influences sustainable consumption behavior.

4. Perception Towards Bamboo Products

Bamboo Products are Environmentally Friendly

- Majority responses were Agree (46) and Strongly Agree (30).

Durability of Bamboo Products

- 52 respondents agreed that bamboo products are durable.

Attractive and Stylish Design

- 53 respondents agreed that bamboo products are attractive.

Support for Local Artisans

- 53 agreed and 30 strongly agreed that purchasing bamboo products supports local artisans.

Interpretation: Interpretation:

Consumers perceive bamboo products as eco-friendly, durable, aesthetically appealing, and socially beneficial.

5. Purchase Behavior Towards Bamboo Products

Preference for Bamboo Over Plastic

- 52 respondents agreed and 14 strongly agreed that they prefer bamboo products instead of plastic.

Willingness to Pay More

- 45 respondents agreed that they are willing to pay more for eco-friendly bamboo products, although many remained neutral.

Recommendation to Others

- 91 respondents stated that they recommend bamboo products to others.

Interpretation:

The findings indicate strong acceptance and positive word-of-mouth for bamboo products among Generation Z.

6. Factors Influencing Purchase Decisions

Product Availability

- 45 respondents agreed that availability influences purchase decisions.

Environmental Benefits

- 47 respondents agreed that environmental benefits affect their purchase behavior.

Social Media Promotion

- 53 respondents agreed that social media promotion influences their purchase decision.

Interpretation:

Availability, environmental benefits, and social media marketing play a significant role in influencing purchase behavior.



Key Findings of the Study:

1. Generation Z consumers demonstrate high environmental awareness and concern about sustainability.
2. Most respondents actively follow green lifestyle practices, such as reducing plastic usage.
3. Bamboo products are widely perceived as eco-friendly, durable, and aesthetically appealing.
4. Many respondents prefer bamboo products over plastic alternatives.
5. Environmental benefits significantly influence purchase decisions of eco-friendly products.
6. Social media promotion plays an important role in shaping consumer behavior.
7. Availability of bamboo products in the market affects purchasing decisions.
8. Generation Z consumers show positive word-of-mouth behavior, as most respondents recommend bamboo products to others.

Conclusion:

The study concludes that a green lifestyle significantly influences the purchase behavior of Generation Z towards handmade bamboo products. The results reveal that young consumers are increasingly aware of environmental issues and actively prefer sustainable alternatives to plastic products. Bamboo products are positively perceived due to their eco-friendly nature, durability, and ability to support local artisans. Environmental awareness, product availability, and social media promotion are important factors affecting

purchase decisions. Although some consumers remain price-sensitive, many are willing to pay a higher price for sustainable products.

Overall, the findings suggest that promoting environmental benefits, increasing product availability, and utilizing digital marketing platforms can enhance the adoption of bamboo products among Generation Z consumers.

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Cite This Article:

Shah J. & Dr. Thakur J. (2026). *Study on the impact of a green lifestyle on the purchasing habits of Generation Z in Palghar District with regard to handmade bamboo products.* In **Electronic International Interdisciplinary Research Journal: Vol. XV** (Number II, pp. 341-347).