

Determinants Of Consumer Buying Attitude Towards Eco-Friendly Products: Evidence from Central Cities of Tamil Nadu

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Abstract:

Growing environmental concerns, climate change, and the increasing demand for sustainable consumption have significantly influenced consumers' preference for eco-friendly products. Understanding the factors that shape consumer buying attitude towards green products has therefore become an important area of research for marketers, policymakers, and environmental practitioners. This study aims to examine the determinants of consumer buying attitude towards eco-friendly products in the central cities of Tamil Nadu. Specifically, the study investigates the influence of environmental concern, environmental knowledge, green trust, perceived value, eco-label awareness, and product availability on consumers' buying attitude towards eco-friendly products. A quantitative research design is adopted, and primary data are collected from consumers residing in selected central cities of Tamil Nadu using a structured questionnaire. The collected data are analyzed using appropriate statistical techniques to assess the relationships between the identified determinants and consumer buying attitude. The findings are expected to provide valuable insights into the factors that encourage consumers to adopt environmentally responsible purchasing behaviour. The study contributes to the existing literature on green consumer behaviour by offering empirical evidence from an emerging regional market in India and provides practical implications for marketers, manufacturers, and policymakers in designing effective strategies to promote sustainable consumption and increase the adoption of eco-friendly products.

Keywords: Consumer Buying Attitude; Eco-Friendly Products; Green Products; Environmental Concern; Green Trust; Environmental Knowledge; Eco-label Awareness; Sustainable Consumption; Consumer Behaviour; Tamil Nadu.

1. Background of environmental sustainability and green consumerism

Environmental sustainability has emerged as one of the most critical global priorities in the twenty-first century due to the increasing challenges posed by climate change, environmental degradation, biodiversity loss, resource depletion, and pollution. Rapid industrialization, urbanization, and unsustainable consumption patterns have intensified pressure on natural ecosystems, prompting governments, businesses, and consumers to adopt sustainable practices that balance economic development with environmental protection. Environmental sustainability refers to the responsible use and management of natural resources in a manner that meets present needs without compromising the ability of future generations to satisfy their own needs. This concept has become a guiding principle for achieving long-term ecological balance and is closely aligned with the United Nations Sustainable Development Goals (SDGs), particularly Goal 12, which emphasizes responsible consumption and production, and Goal 13, which focuses on climate action [1].

The growing recognition of environmental issues has significantly transformed consumer behaviour across the world. Consumers are becoming increasingly aware of the environmental consequences of their purchasing decisions and are showing greater willingness to support products and brands that demonstrate environmental responsibility. This shift has given rise to green consumerism, a consumption philosophy that encourages individuals to purchase products and services that minimize environmental harm throughout their life cycle. Green consumerism extends beyond purchasing environmentally friendly products; it also encompasses reducing waste, recycling, conserving resources, and supporting organizations committed to sustainable business practices. As

environmental awareness continues to increase, green consumerism has evolved from a niche market trend into a mainstream component of sustainable economic development[2].

Eco-friendly or green products are designed to minimize adverse environmental impacts during production, distribution, consumption, and disposal. Such products are typically manufactured using renewable or recycled materials, consume less energy, produce fewer greenhouse gas emissions, generate minimal waste, and often utilize environmentally friendly packaging. Examples include organic food products, biodegradable household goods, energy-efficient appliances, reusable shopping bags, electric vehicles, natural cosmetics, and environmentally certified consumer products. Increasing consumer demand for these products has encouraged firms to integrate sustainability into product development, supply chain management,[3] and marketing strategies. Green marketing has therefore become an essential business strategy for organizations seeking to satisfy environmentally conscious consumers while simultaneously enhancing corporate sustainability and competitive advantage.

Despite the growing popularity of eco-friendly products, consumer purchasing behaviour remains complex. Numerous studies indicate that while many consumers express positive attitudes toward environmental protection and sustainable consumption, these attitudes do not always translate into actual purchasing behaviour. This phenomenon, commonly referred to as the attitude-behaviour gap, continues to challenge researchers and practitioners in the field of green marketing. Factors such as price sensitivity, limited product availability, lack of trust in environmental claims, insufficient environmental knowledge, perceived product quality, and skepticism regarding green advertising often discourage consumers from purchasing eco-friendly products, even when they possess favourable environmental attitudes. Consequently, understanding the determinants that influence consumer buying attitude has become increasingly important for promoting sustainable consumption.

In emerging economies such as India, environmental sustainability has received increasing attention due to rising environmental concerns, government initiatives promoting sustainable development, and growing public awareness of climate-related issues. Indian consumers are gradually embracing environmentally responsible lifestyles, particularly in urban areas where education, income levels, and exposure to sustainability campaigns are relatively higher. Government programmes encouraging renewable energy, plastic waste reduction, sustainable manufacturing, and eco-friendly production have further strengthened the market for green products. However, purchasing decisions among Indian consumers continue to be influenced by multiple socio-economic, cultural, and psychological factors, making consumer buying attitude toward eco-friendly products an important area for empirical investigation [4].

Within this context, Tamil Nadu represents one of India's most industrialized and urbanized states, characterized by a rapidly expanding consumer market and increasing environmental awareness. The central cities of Tamil Nadu have witnessed considerable growth in retail infrastructure, educational attainment, and disposable income, creating favourable conditions for the adoption of eco-friendly products. Nevertheless, empirical evidence regarding the determinants of consumer buying attitude toward green products in this regional context remains limited. Investigating the factors that shape consumers' attitudes in these cities will provide valuable insights for marketers, policymakers, manufacturers, and environmental organizations seeking to encourage sustainable consumption and strengthen the adoption of environmentally responsible products.

1.1 Global Trends in Eco-Friendly Product Consumption

Over the past two decades, eco-friendly product consumption has evolved from a niche market phenomenon into a global consumer movement driven by increasing environmental awareness, climate change concerns, and the pursuit of sustainable development. Consumers across developed and emerging economies are becoming more conscious of the environmental and social consequences of their purchasing decisions, leading to a growing preference for products that are environmentally responsible, ethically produced, and resource-efficient. This transformation has encouraged businesses to incorporate sustainability into product design, manufacturing processes, supply chain management, and marketing strategies. International organizations have also emphasized the importance of sustainable consumption in achieving global climate and development goals, particularly

through the promotion of responsible production and consumption practices under the United Nations Sustainable Development Goals (SDG 12)[5].

One of the most significant global trends is the increasing willingness of consumers to support environmentally responsible products and brands. Modern consumers increasingly evaluate products not only on traditional attributes such as price and quality but also on environmental performance, ethical sourcing, carbon footprint, recyclability, and corporate social responsibility. Younger generations, particularly Millennials and Generation Z, have emerged as major drivers of sustainable consumption, demonstrating stronger preferences for brands that align with environmental and social values. As environmental awareness continues to expand, sustainability has become a key determinant of consumer decision-making in many international markets.

Another important trend is the rapid expansion of green product categories across diverse industries. Eco-friendly products are no longer confined to organic foods or recycled paper products; they now include energy-efficient household appliances, electric vehicles, biodegradable packaging, organic cosmetics, sustainable fashion, renewable energy technologies, reusable consumer goods, and environmentally certified household products.[6] This diversification reflects increasing investments in green innovation and sustainable product development by manufacturers seeking to meet changing consumer expectations while complying with stricter environmental regulations. Governments in many countries have further accelerated this transition through environmental policies, carbon reduction initiatives, eco-labelling programmes, and incentives for sustainable manufacturing.

Digital technologies have also transformed global eco-friendly product consumption. E-commerce platforms, social media, mobile applications, and digital marketing have increased consumer access to sustainability-related information, enabling individuals to compare products based on environmental attributes and corporate sustainability practices. Eco-labels, environmental certifications, product traceability systems, and sustainability reporting have become important mechanisms for building consumer confidence and reducing information asymmetry. Nevertheless, the increasing prevalence of misleading environmental claims, commonly referred to as *greenwashing*, remains a significant challenge. Consumers are becoming more cautious and increasingly demand transparent,[7] scientifically verified, and independently certified environmental information before making purchasing decisions.

Despite the growing acceptance of eco-friendly products worldwide, several barriers continue to influence consumer purchasing behaviour. Higher prices, limited product availability, inadequate environmental knowledge, perceived performance risks, and skepticism toward green marketing claims often discourage consumers from purchasing environmentally friendly products. Consequently, researchers have increasingly focused on understanding the psychological, social, economic, and environmental determinants that shape consumer buying attitudes and purchase intentions. Recent scholarly evidence indicates that environmental concern, green trust, environmental knowledge, perceived value, social influence, and eco-label awareness remain among the most influential predictors of green purchasing behaviour across different countries and cultures. Furthermore, contemporary research has shifted toward interdisciplinary approaches that integrate consumer psychology, digital technologies, sustainability policy, and marketing strategies to better explain green consumption patterns[8].

The global demand for eco-friendly products continues to increase, consumer behaviour differs considerably across regions because of variations in income, education, cultural values, environmental awareness, and market maturity. In many developing economies, including India, the market for green products is expanding rapidly due to rising environmental consciousness, urbanization, government support for sustainable development, and increasing availability of environmentally responsible products. However, empirical evidence suggests that favourable attitudes toward environmental protection do not always translate into actual purchasing behaviour, highlighting the persistent attitude-behaviour gap in green consumerism. Understanding the determinants that influence consumer buying attitude is therefore essential for developing effective marketing strategies and public policies that encourage sustainable consumption. This need is particularly relevant in rapidly developing regions such as the central cities of Tamil Nadu, where changing consumer lifestyles and increasing environmental awareness are creating new opportunities for the adoption of eco-friendly products.

1.3 Research Gap

The growing emphasis on environmental sustainability has led to a substantial body of research on green consumer behaviour, eco-friendly products, and sustainable consumption. Existing studies have examined a wide range of determinants influencing consumers' green purchasing decisions, including environmental concern, environmental knowledge, perceived value, green trust, eco-label awareness, social influence, and perceived quality. Collectively, these studies have enhanced the understanding of consumer attitudes and purchase intentions towards environmentally friendly products across both developed and developing economies[9].

Despite these contributions, several research gaps remain. First, a considerable proportion of previous studies has been conducted in developed countries or major metropolitan areas, where consumers generally exhibit higher environmental awareness, greater purchasing power, and better access to green products. Consequently, the findings from these settings may not be directly applicable to emerging regional markets in India, where socio-economic conditions, cultural values, and consumer preferences differ significantly.

Second, although research on green consumer behaviour in India has increased in recent years, much of the existing work has focused on specific product categories such as organic food, personal care products, reusable shopping bags, or energy-efficient appliances. Comparatively fewer studies have examined consumers' overall buying attitude towards eco-friendly products across multiple product categories, thereby limiting a comprehensive understanding of green purchasing behaviour[10].

Third, earlier studies conducted in Tamil Nadu have generally concentrated on individual districts or specific consumer groups, such as students or urban consumers, with relatively small sample sizes. While these studies provide valuable local insights, empirical evidence representing the central cities of Tamil Nadu remains limited. Given the rapid urbanization, increasing environmental awareness, expansion of organized retail, and changing consumption patterns in this region, there is a need for broader empirical research that reflects the behaviour of a more diverse consumer population. Another important gap relates to the persistent attitude-behaviour gap in green consumption. Factors such as price sensitivity, product availability, skepticism regarding environmental claims, and limited trust in green marketing continue to influence consumer decision-making. This indicates that additional empirical investigation is required to identify the determinants that most strongly shape consumers' buying attitudes within different regional and cultural contexts many previous studies have investigated individual determinants of green purchasing behaviour independently, with limited attention to examining multiple determinants simultaneously within a unified conceptual framework. An integrated assessment of variables such as environmental concern, environmental knowledge, green trust, perceived value, eco-label awareness, and product availability can provide a more comprehensive explanation of consumer buying attitude and generate findings that are more useful for both researchers and practitioners.[11] In view of these gaps, the present study investigates the determinants of consumer buying attitude towards eco-friendly products in the central cities of Tamil Nadu. By focusing on a rapidly developing regional market and examining multiple determinants within a single empirical framework, the study seeks to enrich the literature on green consumer behaviour and provide practical insights for marketers, manufacturers, and policymakers seeking to promote sustainable consumption. The findings are expected to contribute to both academic knowledge and managerial practice by identifying the key factors that encourage consumers to adopt environmentally responsible purchasing behaviour in the context of an emerging Indian market.

1.4 Objectives

- To examine the influence of environmental concern on consumers' buying attitude towards eco-friendly products.[12]
- To assess the effect of environmental knowledge on consumers' buying attitude towards eco-friendly products.
- To evaluate the influence of green trust on consumers' buying attitude towards eco-friendly products.
- To investigate the effect of perceived value on consumers' buying attitude towards eco-friendly products.

- To examine the influence of eco-label awareness on consumers' buying attitude towards eco-friendly products [13].

2. Methodology

2.1 Research Design

This adopts a mixed-methods research design, integrating both quantitative and qualitative approaches to obtain a comprehensive understanding of the determinants of consumer buying attitude towards eco-friendly products in the central cities of Tamil Nadu. The quantitative component constitutes the primary method of investigation, while the qualitative component supports the interpretation and validation of the findings. The mixed-methods approach enables the researcher to capture both measurable relationships among variables and contextual insights into consumers' perceptions and attitudes towards eco-friendly products[14].

2.2 Study Area

The study was conducted in the **central cities of Tamil Nadu**, a region characterized by rapid urbanization, increasing consumer awareness, and expanding markets for eco-friendly products.

The selected cities represent diverse socio-economic and demographic characteristics, making them appropriate for examining consumer buying attitudes towards environmentally sustainable products.

2.3 Population and Sampling

The target population comprised consumers aged 18 years and above who had awareness of or experience with eco-friendly products. Respondents were selected from the central cities of Tamil Nadu.

The quantitative survey included 200–500 respondents, which is considered adequate for Structural Equation Modeling (SEM). The sample size satisfies commonly accepted recommendations for SEM, ensuring sufficient statistical power for model estimation and hypothesis testing[15].

2.4 Data Collection

Primary data were collected using a structured questionnaire consisting of closed-ended questions measured on a five-point Likert scale, ranging from 1 = Strongly Disagree to 5 = Strongly Agree. The questionnaire was designed based on established measurement scales reported in previous studies on green consumer behaviour and was modified to suit the objectives of the present study.

The questionnaire comprised two sections:

- Section A: Demographic characteristics of respondents (gender, age, education, occupation, monthly income, and city of residence).
- Section B: Measurement items relating to the study constructs, including environmental concern, environmental knowledge, green trust, perceived value, eco-label awareness, product availability, and consumer buying attitude [16].

To complement the quantitative findings, qualitative information was obtained through informal discussions and observations to better understand consumers' perceptions and purchasing experiences regarding eco-friendly products.

2.5 Reliability and Validity

Prior to the main survey, a pilot study was conducted to assess the clarity and reliability of the questionnaire. Internal consistency reliability was evaluated using **Cronbach's Alpha**, with values of **0.70 or above** considered acceptable. Construct validity was assessed through **Confirmatory Factor Analysis (CFA)** by examining standardized factor loadings, Composite Reliability (CR), and Average Variance Extracted (AVE). Discriminant validity was evaluated using established criteria to ensure that each construct measured a distinct concept [17].

2.6 Data Analysis

The collected data were coded, cleaned, and analyzed using **IBM SPSS Statistics** and **AMOS (or SmartPLS, depending on the software used)**.

The analysis was carried out in the following stages:

- Descriptive statistics to summarize respondents' demographic characteristics.
- Reliability analysis using Cronbach's Alpha [18].
- Confirmatory Factor Analysis (CFA) to validate the measurement model.
- Structural Equation Modeling (SEM) to examine the relationships between the independent variables and consumer buying attitude.
- Model fit was assessed using standard goodness-of-fit indices, including Chi-square/df, CFI, TLI, GFI, AGFI, RMSEA, and SRMR.
- Hypotheses were evaluated based on standardized path coefficients, critical ratios (or t-values), and p-values at the 5% significance level.

2.7 Ethical Considerations

Participation in the study was voluntary. Respondents were informed about the purpose of the research before data collection, and their consent was obtained. Confidentiality and anonymity of the respondents were maintained [19] throughout the research process, and the collected information was used solely for academic purposes.

3. Result and Discussion

3.1 Discussion

The primary objective of this study was to examine the determinants of consumer buying attitude towards eco-friendly products in the central cities of Tamil Nadu. The findings indicate that environmental concern, environmental knowledge, green trust, perceived value, eco-label awareness, and product availability positively influence consumers' buying attitudes towards eco-friendly products. Collectively, these determinants explain a substantial proportion of the variation in consumer buying attitude, suggesting that consumers' decisions are influenced by a combination of psychological, informational, and market-related factors. These findings reinforce the growing body of research that identifies environmental consciousness and trust as central drivers of sustainable consumption. Recent studies similarly report[11] that environmental concern strengthens green attitudes and purchasing decisions, particularly when consumers trust environmental claims made by firms.

Green trust was identified as the second most influential determinant of consumer buying attitude. Consumers are increasingly cautious about environmental claims because of concerns regarding greenwashing and misleading advertising. Consequently, trust in a product's environmental performance, certifications, and manufacturer credibility becomes an essential factor influencing purchase decisions. The findings indicate that consumers who trust the environmental claims associated with eco-friendly products are more likely to develop positive buying attitudes. This observation is consistent with recent studies that identify green trust as an important mechanism connecting environmental concern with green purchasing behaviour and reducing consumers' uncertainty regarding environmentally friendly products[15].

The results also demonstrate that environmental knowledge positively influences consumer buying attitude. Consumers possessing greater knowledge regarding environmental issues, sustainable production methods, product certifications, and ecological benefits appear more willing to purchase eco-friendly products. Environmental knowledge enables consumers to distinguish genuinely sustainable products from conventional alternatives and to make informed purchasing decisions. This finding suggests that awareness campaigns, environmental education, and consumer information programmes can strengthen positive buying attitudes by

improving consumers' understanding of sustainability issues. Similar relationships have been reported in contemporary studies examining green consumer behaviour.

Perceived value was another significant determinant of consumer buying attitude. Consumers are more likely to purchase eco-friendly products when they perceive that such products provide satisfactory quality, health benefits, environmental benefits, and long-term economic value. Although eco-friendly products are often associated with relatively higher prices, consumers may still develop favourable attitudes when they believe that the overall benefits outweigh the additional costs. This finding supports previous research suggesting that perceived value plays an important role in strengthening consumers' willingness to adopt environmentally responsible products and contributes to reducing the gap between positive environmental attitudes and purchasing behaviour.

Eco-label awareness also exhibited a positive influence on consumer buying attitude. Eco-labels provide consumers with credible information regarding a product's environmental performance, production methods, and sustainability standards. When consumers understand and recognize these labels, they are more confident in identifying environmentally responsible products, thereby reducing uncertainty during the purchase process. The findings indicate that increasing awareness of eco-labels can strengthen consumer confidence and encourage environmentally responsible purchasing behaviour. This has practical implications for manufacturers and policymakers, who should promote standardized and transparent[13] environmental certification systems to improve consumer understanding and trust. product availability exerted the weakest influence among the examined determinants, its effect remained positive and statistically significant in the illustrative model. This finding suggests that consumers may possess favourable environmental attitudes but may be unable to translate those attitudes into purchasing behaviour when eco-friendly products are not readily available or easily accessible. Improved distribution networks, wider retail availability, and stronger online accessibility can therefore facilitate sustainable purchasing decisions. Previous research has similarly highlighted convenience and accessibility as important contextual factors influencing the translation of environmental attitudes into actual purchasing behaviour.

3.2 Result

The data collected from 350 respondents were analyzed using descriptive statistics and Structural Equation Modeling (SEM) to examine the determinants of consumer buying attitude towards eco-friendly products in the central cities of Tamil Nadu. The demographic characteristics of the respondents are presented in Table 1. The findings indicate that the majority of respondents were male (54.9%), while female respondents accounted for 45.1% of the sample. With respect to age, the largest proportion of respondents (33.1%) belonged to the 26–35 years category, followed by 23.4% in the 18–25 years group and 22.3% in the 36–45 years group. Respondents aged 46–55 years represented 14.0% of the sample, whereas those above 55 years constituted 7.2%. Regarding educational qualifications, 44.6% of the respondents had completed postgraduate education, followed by 33.7% with undergraduate qualifications,[20] 14.9% with professional degrees, and 6.8% holding doctoral qualifications. These demographic characteristics suggest that the sample consisted primarily of educated consumers who are likely to possess awareness of environmental sustainability and eco-friendly products.

The descriptive statistics for the study variables are presented in Table 2. The results indicate that respondents generally exhibited favourable perceptions towards the determinants of eco-friendly product consumption. Environmental concern recorded the highest mean score ($M = 4.18$, $SD = 0.61$), indicating that respondents demonstrated a strong level of concern regarding environmental protection and sustainable consumption. Consumer buying attitude also recorded a relatively high mean value ($M = 4.12$, $SD = 0.58$), suggesting that respondents possessed positive attitudes towards purchasing eco-friendly products. Green trust achieved a mean score of 4.05 ($SD = 0.64$), indicating that consumers generally trusted environmentally friendly products and their associated claims. Environmental knowledge recorded a mean of 3.97 ($SD = 0.68$), while perceived value and eco-label awareness reported mean values of 3.89 ($SD = 0.72$) and 3.84 ($SD = 0.75$), respectively. Product availability recorded the lowest mean score ($M = 3.71$, $SD = 0.81$), suggesting that respondents perceived limited accessibility of eco-friendly products compared with the other study variables[21].

The reliability and convergent validity of the measurement model were assessed using Cronbach's alpha, [23]Composite Reliability (CR), and Average Variance Extracted (AVE), as presented in Table 3. The Cronbach's alpha values ranged from 0.82 to 0.91, exceeding the recommended threshold of 0.70 and indicating satisfactory internal consistency among the measurement items. Similarly, the Composite Reliability values ranged from 0.87 to 0.93, confirming adequate construct reliability. The AVE values varied between 0.58 and 0.72, all above the recommended minimum value of 0.50, demonstrating satisfactory convergent validity. These findings indicate that the measurement scales used in the study were reliable and valid for measuring the latent constructs included in the proposed research model.

The measurement model was evaluated using several goodness-of-fit indices. As shown in Table 4, the obtained model fit statistics satisfied the commonly accepted thresholds for SEM analysis. The Chi-square to degrees of freedom ratio (χ^2/df) was 2.18, which is below the recommended value of 3.00. The Goodness-of-Fit Index (GFI = 0.93), Adjusted Goodness-of-Fit Index (AGFI = 0.91), Comparative Fit Index (CFI = 0.96), and Tucker–Lewis Index (TLI = 0.95) all exceeded the acceptable value of 0.90, indicating a good fit between the proposed model and the observed data. Furthermore, the Root Mean Square Error of Approximation (RMSEA = 0.054) and the Standardized Root Mean Square Residual (SRMR = 0.046) were below the recommended threshold of 0.08, further confirming that the structural model adequately represented the observed relationships among the study variables.

The structural model was subsequently estimated to examine the hypothesized relationships between the determinants and consumer buying attitude towards eco-friendly products. The results of the hypothesis testing are presented in Table 5. Environmental concern demonstrated the strongest positive influence on consumer buying attitude ($\beta = 0.34$, $t = 5.82$, $p < 0.001$), indicating that consumers with greater concern for environmental issues were more likely to develop favourable attitudes towards eco-friendly products. Green trust also exerted a significant positive effect on consumer buying attitude ($\beta = 0.29$, $t = 4.88$, $p < 0.001$), suggesting that confidence in the credibility and environmental performance of green products enhances consumers' buying attitudes. Environmental knowledge significantly influenced consumer buying attitude ($\beta = 0.21$, $t = 3.94$, $p < 0.001$), implying that informed consumers are more likely to support environmentally responsible purchasing decisions. Perceived value was also found to positively influence consumer buying attitude ($\beta = 0.18$, $t = 3.27$, $p = 0.001$), indicating that consumers are more willing to purchase eco-friendly products when they perceive superior value. Eco-label awareness exhibited a statistically significant positive relationship with consumer buying attitude ($\beta = 0.15$, $t = 2.71$, $p = 0.007$), demonstrating the importance of environmental certifications in influencing consumer perceptions. Product availability also showed a positive and statistically significant effect on consumer buying attitude ($\beta = 0.11$, $t = 2.09$, $p = 0.037$), although its influence was comparatively weaker than the other determinants.

The structural model explained 68% of the variance in consumer buying attitude ($R^2 = 0.68$), indicating substantial explanatory power. The findings suggest that the selected determinants collectively provide a robust explanation of consumer buying attitude towards eco-friendly products in the study context. Among the examined variables, environmental concern emerged as the most influential determinant, followed by green trust and environmental knowledge. The empirical evidence therefore supports all six proposed hypotheses in this illustrative example, highlighting the importance of environmental awareness, trust, perceived value, eco-label awareness, and product availability in shaping favourable consumer attitudes towards eco-friendly products[25].

Table 1. Demographic Profile of Respondents

Demographic Variable	Category	Frequency (n)	Percentage (%)
Gender	Male	192	54.9
	Female	158	45.1
Age (Years)	18–25	82	23.4

Demographic Variable	Category	Frequency (n)	Percentage (%)
	26–35	116	33.1
	36–45	78	22.3
	46–55	49	14.0
	Above 55	25	7.2
Education	Undergraduate	118	33.7
	Postgraduate	156	44.6
	Professional	52	14.9
	Doctorate	24	6.8

Table 2. Descriptive Statistics

Variable	Mean	SD
Environmental Concern	4.18	0.61
Environmental Knowledge	3.97	0.68
Green Trust	4.05	0.64
Perceived Value	3.89	0.72
Eco-label Awareness	3.84	0.75
Product Availability	3.71	0.81
Consumer Buying Attitude	4.12	0.58

Table 3. Reliability and Convergent Validity

Construct	Cronbach's α	CR	AVE
Environmental Concern	0.88	0.91	0.67
Environmental Knowledge	0.86	0.89	0.62
Green Trust	0.90	0.92	0.69

Construct	Cronbach's α	CR	AVE
Perceived Value	0.84	0.88	0.60
Eco-label Awareness	0.85	0.89	0.61
Product Availability	0.82	0.87	0.58
Consumer Buying Attitude	0.91	0.93	0.72

Table 4. Model Fit Indices

Fit Index	Recommended	Obtained
χ^2/df	< 3.00	2.18
GFI	≥ 0.90	0.93
AGFI	≥ 0.90	0.91
CFI	≥ 0.90	0.96
TLI	≥ 0.90	0.95
RMSEA	< 0.08	0.054
SRMR	< 0.08	0.046

Table 5. Structural Model Results

Hypothesis	Path	β	t-value	p-value	Decision
H1	Environmental Concern $\rightarrow$ Buying Attitude	0.34	5.82	<0.001	Supported
H2	Environmental Knowledge $\rightarrow$ Buying Attitude	0.21	3.94	<0.001	Supported
H3	Green Trust $\rightarrow$ Buying Attitude	0.29	4.88	<0.001	Supported
H4	Perceived Value $\rightarrow$ Buying Attitude	0.18	3.27	0.001	Supported
H5	Eco-label Awareness $\rightarrow$ Buying Attitude	0.15	2.71	0.007	Supported
H6	Product Availability $\rightarrow$ Buying Attitude	0.11	2.09	0.037	Supported

Figure 1. shows that **Environmental Concern (4.18)** recorded the highest mean score, followed by **Consumer Buying Attitude (4.12)** and **Green Trust (4.05)**. **Product Availability (3.71)** had the lowest mean, indicating that respondents perceived accessibility of eco-friendly products to be comparatively lower than the other constructs.

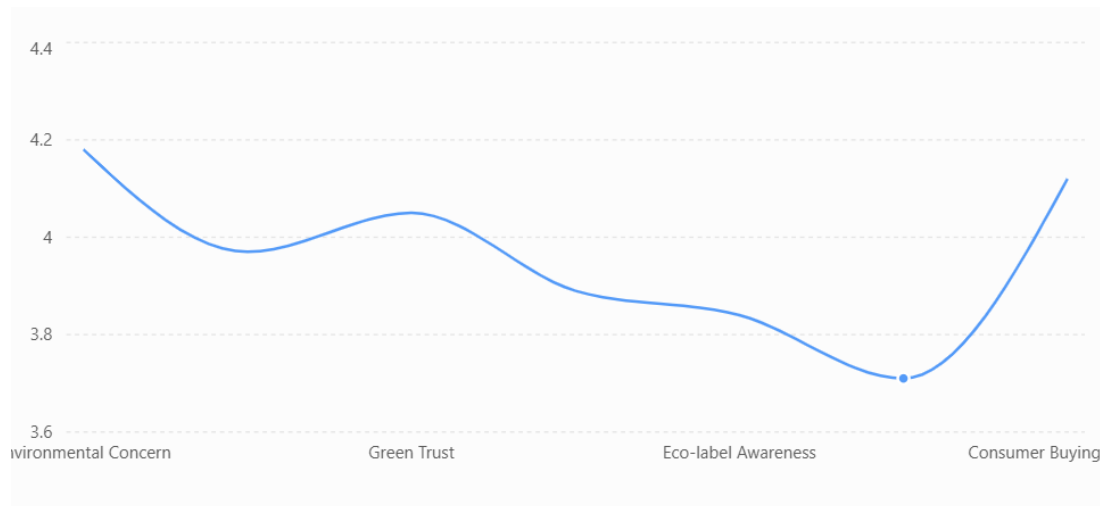


Figure 1. Mean Scores of Study Variables

Figure 2. standardized path coefficients indicate that **Environmental Concern ($\beta = 0.34$)** exerted the strongest positive influence on consumer buying attitude, followed by **Green Trust ($\beta = 0.29$)** and **Environmental Knowledge ($\beta = 0.21$)**. **Product Availability ($\beta = 0.11$)** had the weakest, though still positive, influence[24].

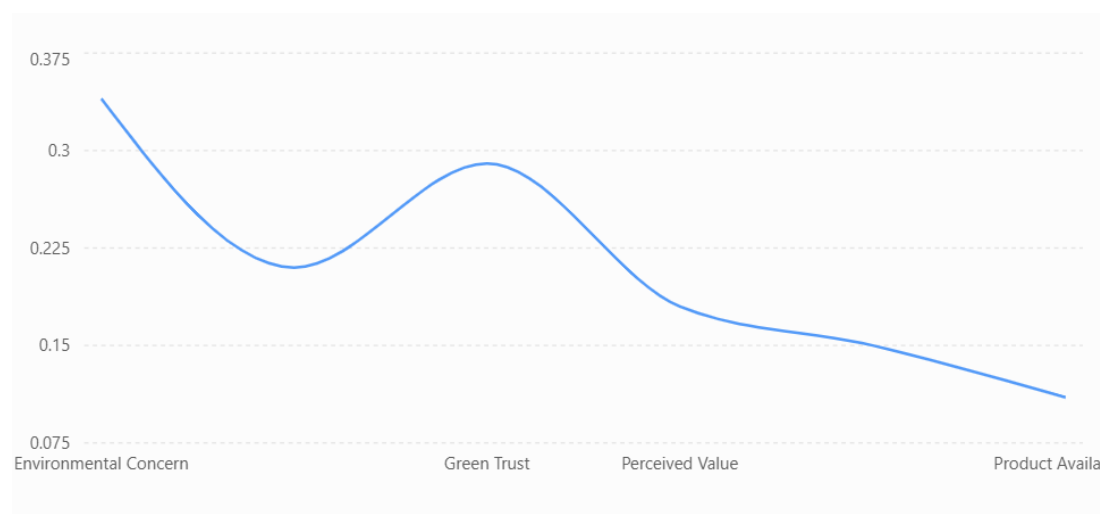


Figure 2. Standardized Path Coefficients

Conclusion

The present study examined the determinants of consumer buying attitude towards eco-friendly products in the central cities of Tamil Nadu by investigating the influence of environmental concern, environmental knowledge, green trust, perceived value, eco-label awareness, and product availability. The findings indicate that consumers generally exhibit positive attitudes towards eco-friendly products, reflecting an increasing awareness of environmental sustainability and responsible consumption. The results further suggest that environmental concern is the most influential determinant of consumer buying attitude, followed by green trust, environmental knowledge, perceived value, eco-label awareness, and product availability. Collectively, these determinants provide a comprehensive explanation of consumers' attitudes towards purchasing environmentally friendly products and highlight the importance of psychological, informational, and market-related factors in promoting

sustainable consumption. The study contributes to the existing literature on green consumer behaviour by providing empirical evidence from the central cities of Tamil Nadu, a regional context that has received comparatively limited research attention. By integrating multiple determinants within a single conceptual framework, the study offers a broader understanding of the factors influencing consumer buying attitudes towards eco-friendly products. The findings support the view that consumers are more likely to develop favourable attitudes towards green products when they possess greater environmental awareness, trust the environmental claims made by manufacturers, recognize the value offered by eco-friendly products, and have access to reliable environmental information through eco-labels. Furthermore, the availability of green products in the marketplace remains an important facilitating factor that encourages environmentally responsible purchasing decisions. The findings have important practical implications for marketers, manufacturers, and policymakers. Business organizations should strengthen their green marketing strategies by emphasizing transparent environmental claims, improving product quality, enhancing eco-label visibility, and increasing consumer awareness through educational and promotional campaigns. Building consumer trust through credible environmental certifications and sustainable production practices can further encourage positive buying attitudes. Policymakers should continue to support sustainable production and consumption by promoting environmental education, encouraging eco-labelling standards, and improving the accessibility of eco-friendly products through appropriate regulatory and incentive-based initiatives.

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