

Influence of Sustainability Concern in the Purchase Decisions of Customers: A Study on Electronic Goods

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Abstract: *Understanding how sustainability issues influence customer choices has become critical for sectors like electronics that have a significant environmental impact. This study looks at how customer choices in the electronic goods market are impacted by sustainability condition such energy efficiency, recyclability, product lifespan, and corporate social responsibility (CSR). This study investigates which sustainability features customers value most and how they react to sustainable product offerings utilizing a questionnaire. The results emphasise how critical environmentally friendly practices are in consumer electronics and provide producers data on how to match their goods to the growing demand from consumers for viable solutions*

Keywords: Sustainability, Recyclability, Environmental Impact, CSR, Purchase Decision etc..