

A Study on Positive Effects of Green Practices on Consumers in India

Mr. Sagar Kunbi¹ and Ms. Vidhi Ghelani²

Assistant Professor, Department of Accountancy & Finance¹

Assistant Professor, Department of Economics²

ZSCT's Thakur Shyamnarayan Degree College, Kandivali (E), India

sagarkunbi03@gmail.com and vidhighelani@tsdcmumbai.in

Abstract: *The adoption of green practices has gained significant momentum in India, influencing consumer behavior and promoting sustainability. This study explores the positive effects of green practices on Indian consumers, emphasizing the benefits associated with environmental consciousness, economic savings, improved health, and enhanced trust in sustainable brands. By analyzing consumer responses to eco-friendly products, renewable energy, sustainable waste management, and ethical corporate practices, this paper highlights how green initiatives contribute to long-term sustainability and consumer well-being. The study also examines challenges in green adoption, such as awareness gaps and policy constraints, while suggesting strategic policy measures to enhance green consumerism. The findings indicate that increasing consumer awareness, providing incentives, and strengthening regulations can drive the transition towards a more sustainable and eco-conscious consumer market in India.*

Keywords: Green Practices, Sustainability, Eco-friendly Products, Consumer Behavior, Environmental Awareness