

Consumer Awareness and Sustainable Lifestyle Practice: A Study on Eco-Consumption in Tenkasi

K. Suvisilin¹ and Dr. P. Suganya²

III B.Com (CS)¹

Assistant Professor, Department of Commerce (Corporate Secretaryship)²

Sri Sarada College for Women (Autonomous), Tirunelveli Tamil Nadu, India

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli, Tamil Nadu, India)

Abstract: *Sustainable lifestyle has become the need of the hour as we see climate changes and depletion of natural resources around us. Sustainable lifestyle helps to protect the environment by taking conscious steps towards minimising harm caused by human activities to the environment. As environmental concerns rise, consumer interest in green or eco-friendly products has significantly increased. This study explores the level of consumer awareness regarding green products and examines its impact on purchasing behavior. Using a survey-based quantitative approach, data was collected from the respondents to assess their knowledge, perceptions, and buying patterns related to eco-friendly products. The study analyzes key factors influencing consumer decisions, including environmental consciousness, perceived product benefits, price sensitivity, and brand trust. Study also aimed to identify factors influencing and challenges faced while adopting a sustainable lifestyle. 130 responses were collected through a questionnaire. The Study aims to provide insights on sustainable consumer habits to businesses and policy makers for bringing about a change in the society. The findings indicate that higher awareness leads to a greater likelihood of purchasing green products. However, barriers such as misinformation, skepticism about product effectiveness, and high costs hinder widespread adoption. Additionally, social influence and government policies play a crucial role in shaping consumer attitudes towards sustainable products.*

Keywords: Eco-friendly, Eco-consumption, Sustainable, Recycling Habits

