

Consumer Preference for Green and Sustainable Product

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Abstract: *In recent years, consumer preference for green and sustainable food products has gained significant attention, driven by growing awareness of environmental, social, and health-related concerns. This study aims to understand consumer attitudes, awareness, and perceptions regarding sustainable food, and how these factors influence purchasing behaviour. A structured questionnaire was employed to gather primary data, while secondary data was collected from journals, articles, and reports on green marketing and consumer behaviour. Statistical tools such as T-test and ANOVA were used to analyse the relationship between consumer demographics, environmental awareness, and preference for sustainable products. The findings reveal that health benefits, environmental impact, and brand reputation are the most influential drivers of consumer choice, while higher costs and limited availability act as major barriers. Social media and peer recommendations emerged as the most effective sources of information, significantly shaping consumer trust and decisions. The study highlights the increasing importance of sustainable practices in shaping consumer loyalty and brand preference. It implies that businesses must address consumer concerns through transparent labelling, wider availability, and effective awareness strategies to differentiate themselves in a competitive market.*

Keywords: Green Products, Consumer Preference, Sustainable Food, Environmental Awareness, Buying Behaviour

