

# Problems Faced by Consumers in the Usage of Green Products

**Dr. Anjula C S**

Assistant Professor, Department of Commerce, NSS College, Nilamel

**Abstract:** *Environmental sustainability has become an important global concern due to the increasing environmental problems caused by excessive consumption, industrialization, and pollution. In response to these challenges, the concept of green products has gained significant attention. Green products are environmentally friendly goods that are designed to minimize negative environmental impacts during production, usage, and disposal. Although awareness about environmental protection is increasing, the actual usage of green products among consumers remains relatively limited due to several barriers.*

*The main objective of this study is to identify the major problems faced by consumers in the usage of green products and to analyse the relationship between consumer awareness, price perception, product availability, and green product adoption. The study also aims to understand the factors that influence consumer behaviour toward eco-friendly products.*

*The research follows a descriptive research design and uses both primary and secondary data. Primary data were collected through a structured questionnaire distributed to 120 respondents using a convenience sampling method. Secondary data were obtained from research journals, books, and online academic sources related to green marketing and consumer behaviour. The collected data were analysed using Statistical Package for Social Sciences (SPSS). Statistical tools such as descriptive statistics, correlation analysis, and multiple regression analysis were used to examine the relationship between variables.*

*The findings of the study reveal that consumer awareness has a significant positive influence on the usage of green products. Consumers who are more knowledgeable about environmental issues are more likely to adopt eco-friendly products. However, high prices and limited availability of green products remain major barriers that discourage consumers from purchasing them. The results of the correlation and regression analysis indicate that awareness and product availability positively affect green product usage, whereas price perception negatively influences consumer behaviour.*

*The study concludes that although consumers show positive attitudes toward environmental protection, several economic and informational barriers limit the widespread adoption of green products. Increasing consumer awareness, improving product accessibility, and providing affordable eco-friendly alternatives are essential strategies to encourage sustainable consumption. The findings of this study provide valuable insights for policymakers, marketers, and businesses in developing effective strategies to promote the usage of green products and support environmental sustainability..*

**Keywords:** Green Products, Consumer Behaviour, Environmental Sustainability, Green Marketing, Sustainable Consumption

