

# Impact of Eco Friendly Branding on the Purchase Behaviour of Gen Z College Students in Coimbatore City

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**Abstract:** *This analytical study examines the impact of eco-friendly branding on the purchase behaviour of Gen Z college students in Coimbatore city. In recent years, environmental sustainability has become an important concern for consumers, especially among the younger generation. Companies are increasingly adopting eco-friendly branding strategies such as sustainable packaging, green labels, ethical production practices, and environmentally responsible marketing to attract environmentally conscious consumers. Understanding how these strategies influence the purchasing decisions of Gen Z consumers is essential for businesses aiming to build long-term brand loyalty and promote sustainable consumption.*

*The study aims to analyse the level of awareness of eco-friendly branding among Gen Z college students and to evaluate how factors such as green packaging, brand image, environmental claims, and product pricing influence their purchase behaviour. Primary data was collected from college students in Coimbatore city using a structured questionnaire. Statistical tools such as Percentage Analysis, Chi-square Test, and ANOVA were applied for analysing the collected data.*

*The findings indicate that eco-friendly branding positively influences the purchase decisions of Gen Z students, with environmental awareness, sustainable packaging, and brand reputation playing significant roles. However, factors such as price sensitivity and availability also affect their final purchasing decision. The study provides valuable insights for marketers and businesses to develop effective eco-friendly branding strategies that appeal to environmentally conscious young consumers..*

**Keywords:** Eco-Friendly Branding, Green Marketing, Purchase Behaviour, Gen Z Consumers, Sustainable Products

