

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

I. INTRODUCTION

Environmental sustainability has become an important global concern due to increasing issues such as climate change, pollution, and resource depletion. As awareness about environmental protection grows, consumers are becoming more conscious of the impact their purchasing decisions have on the environment. In response to this shift, many companies are adopting eco-friendly branding strategies to promote sustainable products and practices.

Eco-friendly branding focuses on highlighting the environmental benefits of products through sustainable packaging, ethical sourcing, recyclable materials, and transparent communication about sustainability efforts. These strategies help businesses build a responsible brand image and attract environmentally aware consumers.

Generation Z, known for being socially conscious and digitally connected, shows a strong interest in environmental and ethical issues. Their purchasing behaviour is often influenced by brands that demonstrate sustainability and environmental responsibility. Therefore, understanding the impact of eco-friendly branding on the purchase behaviour of Gen Z consumers has become increasingly important for businesses aiming to succeed in a competitive market.



OBJECTIVES OF THE STUDY:

- To analyze Gen Z's awareness and perception of eco-friendly branding.
- To assess the influence of eco-friendly branding on Gen Z's purchasing habits.

STATEMENT OF THE PROBLEM:

In recent years, many businesses have adopted eco-friendly branding strategies to address increasing environmental concerns and attract environmentally conscious consumers. Generation Z, known for their strong awareness of sustainability and social responsibility, is often considered an important target group for such branding efforts. Companies promote sustainable packaging, green marketing, and ethical production to influence their purchasing decisions.

However, it is uncertain whether eco-friendly branding actually influences the real purchase behaviour of Gen Z consumers. While they express positive attitudes toward sustainability, factors such as price, product quality, brand reputation, and convenience may still have a stronger impact on their buying decisions. In addition, scepticism about green claims may also affect consumer trust.

Therefore, this study aims to examine the impact of eco-friendly branding on the purchase behaviour of Generation Z college students in Coimbatore city.

SCOPE OF THE STUDY:

The scope of this study is to examine the influence of eco-friendly branding on the purchase behaviour of Generation Z college students. It focuses on understanding how factors such as sustainable packaging, green advertising, eco-labels, and environmental claims affect consumer perceptions and buying decisions.

The study also explores the level of environmental awareness among Gen Z and their willingness to support eco-friendly products. Additionally, it considers the role of factors such as brand image, trust in sustainability claims, and price sensitivity in shaping purchase behaviour.

The research is limited to Generation Z college students in Coimbatore city and is based on primary data collected through a structured questionnaire. The findings aim to provide insights into how eco-friendly branding strategies can influence the purchasing decisions of young consumers.

RESEARCH METHODOLOGY:

The study is based on an opinion survey conducted among 51 GEN Z consumers using a convenience sampling method. Primary data was collected through a structured questionnaire, while secondary data was gathered from journals, reports, and previous studies.

The collected data was analysed using the following statistical tools:

- Percentage Analysis
- Chi-square Test
- ANOVA Analysis

II. REVIEW OF LITERATURE

Kinanthi, A. S., & Octavia, D. (2025) conducted a study on the influence of ecolabeling, green advertising, and green branding on the green purchasing behaviour of Generation Z consumers. The study focused on how green marketing strategies affect environmental awareness, green consumption, and purchase decisions. It examined variables such as sustainability communication, consumer trust, and environmental concern. The study attempts to bring out the factors influencing green purchase behaviour, finding that effective green marketing strategies significantly increase environmental awareness and strengthen consumer engagement and loyalty among Generation Z.

Kokiladevi, S., & Malarvizhi, K. (2025) conducted a study on the role of digital neuromarketing cues in shaping Generation Z attitudes and purchase intentions toward eco-friendly fashion brands in India. The study focused on the



influence of influencer endorsements, visual appeal, social proof, sustainability messaging, and brand credibility. It examined variables such as consumer perception, brand authenticity, social norms, and price sensitivity. The study attempts to bring out the factors influencing purchase intention and perception, finding that sustainability-focused communication and digital marketing cues positively influence consumer attitudes, although price sensitivity remains a key barrier to actual purchasing behaviour.

III. DATA ANALYSIS AND INTERPRETATION:

CHI-SQUARE TEST:

H₀ (Null Hypothesis):

There is **no significant association** between gender and familiarity with eco-friendly branding among Gen Z consumers.

H₁ (Alternative Hypothesis):

There is a **significant association** between gender and familiarity with eco-friendly branding among Gen Z consumers.

Chi-Square Tests

| | Value | df | Asymptotic Significance (2-sided) |
|------------------------------|--------------------|----|-----------------------------------|
| Pearson Chi-Square | 3.331 ^a | 3 | .343 |
| Likelihood Ratio | 3.490 | 3 | .322 |
| Linear-by-Linear Association | .005 | 1 | .943 |
| N of Valid Cases | 51 | | |

a. 3 cells (37.5%) have expected count less than 5. The minimum expected count is 2.35.

Interpretation:-

The Chi-Square test was conducted to examine whether there is a relationship between gender and familiarity with eco-friendly branding. The results show that the Pearson Chi-Square value is $\chi^2 = 3.331$ with 3 degrees of freedom, and the p-value is 0.343. Since the p-value (0.343) is greater than the significance level of 0.05 ($p > 0.05$), the result is not statistically significant. Therefore, the null hypothesis (H₀) is accepted and the alternative hypothesis (H₁) is rejected. This indicates that there is no significant association between gender and the level of familiarity with eco-friendly branding among the respondents. In other words, both male and female respondents show similar levels of awareness and familiarity with the concept of eco-friendly branding, and gender does not play a significant role in influencing their familiarity with it in this study.

ONE WAY ANOVA

H₀ (Null Hypothesis):

There is no significant relationship between age group and the frequency of purchasing eco-friendly branded products.

H₁ (Alternative Hypothesis):

There is a significant relationship between age group and the frequency of purchasing eco-friendly branded products



ANOVA

How often do you purchase eco-friendly branded products?

| | Sum of Squares | df | Mean Square | F | Sig. |
|----------------|----------------|----|-------------|-------|------|
| Between Groups | 5.611 | 3 | 1.870 | 2.309 | .089 |
| Within Groups | 38.075 | 47 | .810 | | |
| Total | 43.686 | 50 | | | |

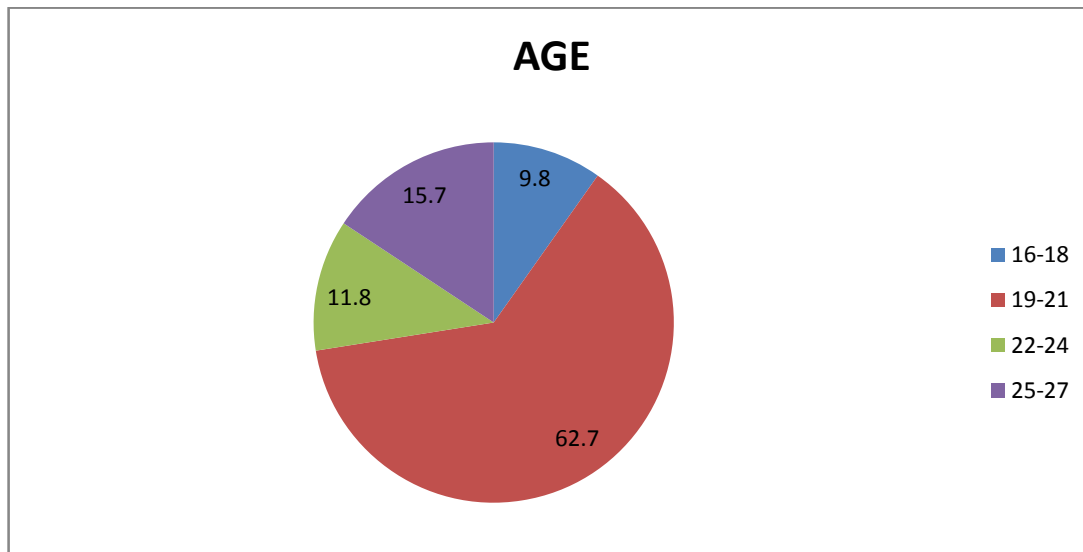
Interpretation

The ANOVA test was conducted to examine whether the age group of respondents influences the frequency of purchasing eco-friendly branded products. The results show that the F value is $F(3,47) = 2.309$ with a p-value of 0.089. Since the p-value (0.089) is greater than the significance level of 0.05 ($p > 0.05$), the result is not statistically significant. Therefore, the null hypothesis (H_0) is accepted and the alternative hypothesis (H_1) is rejected. This indicates that there is no significant relationship between age group and the frequency of purchasing eco-friendly branded products among the respondents.

PERCENTAGE ANALYSIS

CHART NO 4.1: AGE OF THE RESPONDENTS

| Age Group | No. of Respondents | Percentage (%) |
|--------------|--------------------|----------------|
| 16-18 | 5 | 9.8% |
| 19-21 | 32 | 62.7% |
| 22-24 | 6 | 11.8% |
| 25-27 | 8 | 15.7% |
| Total | 51 | 100% |



INTERPRETATION :-

The majority of respondents (62.7%) fall within the 19–21 age group, indicating that the study mainly represents early adult members of Generation Z. Smaller percentages belong to the 25–27 age group (15.7%), 22–24 age group (11.8%), and 16–18 age group (9.8%).

This shows that the findings primarily reflect the views and purchase behaviour of young Gen Z consumers, who are actively involved in making independent buying decisions.

IV. CONCLUSION

The study examined the impact of eco-friendly branding on the purchase behaviour of Generation Z consumers. The findings indicate that Gen Z consumers show a moderate level of awareness and positive perception toward eco-friendly branding. Many respondents associate eco-friendly brands with environmentally safe products and ethical business practices, and they often notice such branding through product packaging and social media.

However, statistical analysis using Chi-square and ANOVA shows that demographic factors such as gender, age, and educational qualification do not significantly influence familiarity, trust, or purchase behaviour toward eco-friendly products. This suggests that eco-friendly purchasing tendencies among Gen Z are relatively similar across demographic groups.

The results also reveal that although Gen Z consumers express interest in sustainable products, their actual purchasing behaviour remains moderate due to factors such as price sensitivity and limited trust in environmental claims. Therefore, businesses need to focus on transparency, affordable pricing, credible eco-certifications, and effective communication strategies to strengthen consumer trust and encourage sustainable purchasing behaviour among Gen Z consumers.

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