
A STUDY ON CHALLENGES FACED BY CONSUMERS WHILE BUYING GREEN PRODUCTS IN MYSORE CITY

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Article Received: 07 March 2026, Article Revised: 27 March 2026, Published on: 17 April 2026

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DOI: <https://doi-doi.org/101555/ijarp.7377>

ABSTRACT

Green products aim to conserve natural resources, reduce pollution, lower carbon emissions, and promote sustainability. Green products are goods and services that are made to have as little of an adverse effect on the environment as possible at every stage of their life cycle, from the extraction and manufacture of raw materials to their use and disposal. Due to growing stakeholder expectations, regulatory demands, and environmental concerns, businesses are paying more attention to adopting green products. The shift to environmentally friendly products is nonetheless unequal and gradual across industries, despite these motivators. This study examines the main obstacles preventing companies from adopting green products and examines the underlying organizational, market, and economic constraints. High initial investment costs, restricted access to sustainable raw materials, a lack of technological know-how, an uncertain return on investment, and poor infrastructure are some of the main obstacles. This study aims to identify the key challenges and obstacles of adoption of green products. Understanding the problems consumers encounter when purchasing green products is critical for businesses, politicians, and environmental organisations. Identifying these barriers allows for the development of effective initiatives to promote sustainable consumption and the wider market adoption of green products. The report analyses the findings of studies that look at consumers' attitudes about green products and identify hurdles to purchasing them. This research evaluates the likelihood of customers to acquire environmentally friendly products by using socio-demographic variables. The research results can help managers identify essential information regarding the process of making purchasing decisions by consumers for environmentally friendly items. The research

design was both qualitative and quantitative methods. collected data using a variety of techniques, including surveys, interviews, and previously published research articles, journals, and websites. Sampling size is 60. To analyse the data and make inferences, the researchers employ statistical or qualitative analysis tools. This could entail manually coding qualitative data or using programs like SPSS.

KEYWORDS: Green products, Challenges, Consumers, Eco-friendly.

1. INTRODUCTION

Green products also known as environmentally friendly or eco-friendly products are things that are designed to have the least negative environmental impact possible throughout their lifecycle, from raw material extraction and manufacturing to usage and disposal. Unlike traditional items, green products are often manufactured using environmentally friendly materials, energy-efficient procedures, and recyclable or biodegradable packaging. They frequently avoid toxic chemicals and prioritize renewable resources like solar, wind, and plant-based materials. Examples include energy-efficient appliances, reusable bags, organic foods, electric vehicles, biodegradable cleaning supplies, and solar-powered electronics. Green products face significant challenges, primarily driven by high production costs, widespread consumer scepticism due to greenwashing, and, in many regions, insufficient recycling infrastructure. These products often suffer from limited availability, higher prices, and performance concerns compared to conventional alternatives, hindering widespread adoption. "Eco-friendly" refers to any product or service that does not harm the environment. Consumers' awareness of environmental issues has led to a shift towards eco-friendly items. Green products integrate multiple factors. Compared to other non-green products, it uses less raw materials and has a lower environmental impact. A Green product minimizes environmental impact throughout its life cycle, including after usage. Environmental issues such as climate change, pollution, and natural resource depletion have led to a surge in demand for eco-friendly and sustainable products. Green products are those that are made from natural materials, use less energy, and promote sustainability. These goods help to conserve the environment market adoption of green products while also increasing the quality of life for current and future generations. Understanding the problems consumers encounter when purchasing green products is critical for businesses, politicians, and environmental organisations. Identifying these barriers allows for the development of effective initiatives to promote sustainable consumption and the wider.

Green products are usually determined by two main tasks:

- Waste minimization and Increased resource efficiency.

These products are accredited by prominent institutions like Energy Star and Forest Stewardship Council for their use of non-toxic chemicals and ecologically friendly practices.

The following factors describe a product as green or eco-friendly:

- It is recyclable, reusable, and biodegradable.
- The packaging is eco-friendly.
- It requires the fewest available resources.
- Prioritize revenue generation while also promoting environmental responsibility.
- An eco-friendly product.

However, implementing green products offers problems. Businesses must strike a compromise between initial investment expenses, supply chain transformation, technology uncertainties, and performance targets. To ensure successful adoption, sustainability must be strategically integrated into core operations, product development processes, procurement rules, and business culture rather than treated as an add-on activity. In today's competitive and resource-constrained environment, embracing green products is both a responsibility and a strategic opportunity. Companies that actively pursue sustainable innovation are better positioned to meet regulatory obligations, build stakeholder confidence, and achieve long-term resilience and growth.

2. REVIEW OF LITERATURE:

2.1 Gautam Rawat ,and Mohan Chandra Pande ,2024, This study examines green marketing in India, including its evolution, strategic importance, and problems for organizations. This study analyses secondary data from scholarly literature and trusted sources to present a full overview of green marketing in India. Green marketing methods improve corporate competitiveness and support environmental goals, according to the research. The study argues that even little steps towards environmental sustainability can help address current ecological concerns. Implementing green marketing techniques is a critical step for organizations seeking long-term sustainability and social advantages.¹

¹ Gautam Rawat ,and Mohan Chandra Pande ,2024, Adoption of Green Marketing Strategies and Challenges in Sustainable Business Practices: Insights from Indian Companies, Journal of Corporate Governance, Insurance, and Risk Management, 11(2), 98-112.

2.2 Anurag Sarma, and Ananya Banik. 2025, This study explores evaluating adoption of green packaging in Guwahati City. This study takes a mixed-methods approach, combining quantitative surveys and qualitative interviews to analyze the factors influencing green packaging adoption in Guwahati. Structured questionnaires are used to collect data from local businesses and customers. Stratified random sampling ensures a wide representation of business sectors. The study examines the problems organizations encounter when implementing green packaging, as well as consumer opinions of eco-friendly options. The report suggests cost-effective material procurement, improved government-business collaboration, and harmonized legislation to promote green packaging adoption in Guwahati.²

2.3 Shinta Muliasari et.al.2025, The study revealed several challenges to sustainable practices, including high costs, limited access, and low customer demand for eco-friendly items. This study reveals that while firms acknowledge green marketing's potential for competitive advantage, it faces practical hurdles, particularly for SMEs in varied economic contexts. Future research proposals include building region-specific green marketing frameworks, examining novel finance mechanisms to assist green initiatives, and investigating the effectiveness of digital platforms in promoting sustainable marketing techniques.³

2.4 Nirmala K, and Dr. Shyamala , 2023, This article explores the benefits and pitfalls of eco-friendly marketing practices. The paper analyzes green marketing trends in India, explains why firms are using it, and projects its future. Green marketing is expected to become increasingly popular among consumers and enterprises. Additionally, several challenges with green marketing are discussed. Its main objectives to examines the opportunities and challenges in adopting green marketing and to identify the current trends in green marketing in India.⁴

2.5 Kripa N S, and Vinod L, 2021, This research aims to assess customer attitudes towards purchasing green and eco-friendly products, and recommend ways to promote their use. It also addresses societal barriers that impede the use of environmentally friendly products. The investigation was conducted using a quantitative analysis. The poll was done in Kerala,

² Anurag Sarma, and Ananya Banik. ,2025, A Study On Evaluating The Adoption And Challenges Of Green Packaging In Select Companies Of Guwahati City, Samvakti Journal Of Research In Business Management, Volume 6 Issue 1 (2025) Page No : 143 – 174.

³ Shinta Muliasari et.al.2025, Challenges in Adopting Green Marketing Strategies: A Study of Small and Medium Enterprises, ICAME,1167-1178.

⁴ Nirmala K, and Dr. Shyamala , 2023, India's Emerging Trends, Opportunities And Challenges For Green Marketing, International Journal of Multidisciplinary Research in Arts, Science & Commerce (IJMRASC) ,Vol. 3(1), January 2023, pp. 78 - 84

among social media users aged 18-65. This online paper utilised a questionnaire methodology. The paper analyses a sample of 252 respondents, both male and female, who were surveyed online. The investigation was conducted using stratified random sampling.⁵

3.0. RESEARCH METHODOLOGY

3.1. Scope and Importance of the Study:

The main aim of this study is to learn about the Challenges and Obstacles while adopting green products in Mysore district area. This study explores the challenges in green marketing also. By studying challenges, businesses can recognize barriers like as High production expenses of environmentally friendly items, difficulty in finding sustainable materials, Limited customer awareness. Same as consumers also facing varies obstacles to buy green products like, high price, government promotion, consumer environmental awareness and buying behaviour, availability and willingness to pay for green products. This study reveals challenges faced by consumer while purchasing the green products in Mysore district.

3.2 OBJECTIVE

1. To Identify the challenges faced by consumer while purchasing of green products in Mysore district.

3.3 HYPHOTHESIS

H0: There is no significant association between demographic variable and challenges while Purchasing of green products in Mysore city

H1: There is a significant association between demographic variable and challenges while Purchasing of green products in Mysore city

3.4 DATA COLLECTION:

Both primary data and secondary data has been used for the research paper.

Primary data will be collected through surveys, interviews, and observation of green products concepts in the Mysore city. Secondary data will be gathered from Websites, Books, journals, and previous studies.

3.5. Sample size: The sample size of the study is 60 consumers.

3.6. Area of study: The area of study is restricted to Mysore city.

3.7. Statistical tool used: Chi-square test.

4. DATA INTERPRETATION AND ANALYSIS

Table 4.1

Descriptive Statistics				
	N	Mean	Std. Deviation	Variance
Gender	60	1.52	.504	.254
Green products are expensive compared to regular products.	60	2.60	1.138	1.295
Green products are not easily available in nearby stores	60	2.77	1.254	1.572
Limited varieties of green products discourages purchase.	60	2.13	.965	.931
Lack of promotional activities and campaigns affects decision to buy green products.	60	2.65	1.205	1.452
Lack of confidence in the performance of green products	60	2.65	1.205	1.452
Valid N (list wise)	60			

Source: Primary data

Table 4.2: Chi-square test-Gender of the respondents and Challenges.

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	20.609 ^a	16	.194
Likelihood Ratio	26.693	16	.045
Linear-by-Linear Association	.358	1	.550
N of Valid Cases	60		

a. 34 cells (100.0%) have expected count less than 5. The minimum expected count is .48.

Source: Primary data

Interpretation: According to table 4.2, the study reveals that Chi square test results that the p-value (.194) is more than the level of significance (5%). Therefore, alternative hypothesis is rejected and null hypothesis is accepted. The finding implies that there is no statistically significant association between gender of the respondents and challenges faced by consumers in buying green products.

Table 4.3: Chi-square test - Age of the respondents and Challenges.

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	67.001 ^a	64	.374
Likelihood Ratio	70.907	64	.258
Linear-by-Linear Association	.369	1	.543
N of Valid Cases	60		

a. 85 cells (100.0%) have expected count less than 5. The minimum expected count is .10.

Source: Primary data

Interpretation: According to table 4.3, the study reveals that Chi square test results that the p-value (.374) is more than the level of significance (5%). Therefore, alternative hypothesis is rejected and null hypothesis is accepted. The finding implies that there is no statistically significant association between age of the respondents and challenges faced by consumers in buying green products.

Table 4.4: Chi-square test – Education Qualification of the respondents and Challenges.

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	53.569 ^a	48	.269
Likelihood Ratio	51.174	48	.350
Linear-by-Linear Association	.878	1	.349
N of Valid Cases	60		

a. 68 cells (100.0%) have expected count less than 5. The minimum expected count is .15.

Source: Primary data

Interpretation: According to table 4.4, the study reveals that Chi square test results that the p-value (.269) is more than the level of significance (5%). Therefore, alternative hypothesis is rejected and null hypothesis is accepted. The finding implies that there is no statistically significant association between education of the respondents and challenges faced by consumers in buying green products.

Table 4.5: Chi-square test – Income of the respondents and Challenges.

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	62.065 ^a	64	.545
Likelihood Ratio	60.165	64	.613
Linear-by-Linear Association	1.067	1	.302
N of Valid Cases	60		

a. 85 cells (100.0%) have expected count less than 5. The minimum expected count is .08.

Source: Primary data

Interpretation: According to table 4.5, the study reveals that Chi square test results that the p-value (.545) is more than the level of significance (5%). Therefore, alternative hypothesis is rejected and null hypothesis is accepted. The finding implies that there is no statistically significant association between Income of the respondents and challenges faced by consumers in buying green products.

5. FINDINGS

1. There is no significance association between the respondent's gender and challenges consumer face when purchasing green products. So the alternate hypothesis is rejected and null hypothesis is accepted.
2. The findings imply there is no statistically association between respondent's age and challenges faced by consumers while purchasing green products.
3. There is no statistically association between Education qualification of respondents and challenges faced by consumers while buying green products. So null hypothesis is accepted and alternative hypothesis is rejected.
4. The alternative hypothesis rejected and null hypothesis is accepted, because there is no association between respondent's Income and challenges faced while purchasing green products.

6. SUGGESTIONS

As the above findings There is no significant association between respondents Age, Gender, Education qualification, and Income factors and challenges faced by the respondents while purchasing green products in Mysore. Based on this we can suggest that have to focus on consumer related issues rather than demographic variable. Such as

- Marketer and Organisation should focus on increasing awareness about green products through using various advertisements, campaign, educational programs so that all the consumer can better understand their benefits.
- Retailer should ensure that green products are easily available in stores and online platform
- Companies and policy makers should work on reducing costs or providing incentives to make them more affordable.
- Government can promote green consumption through subsidies, tax benefits, and awareness campaigns that encourages environmentally friendly purchasing behaviour.

7. CONCLUSION:

The above discussion makes it evident that the respondents have reasons for not purchasing green products, including the fact that they are expensive, difficult to find in retail establishments, and not available in a full range of varieties. Green products are good that minimise environmental impact through their entire life cycle. The respondents cited their lack of faith in the performance of green products as a moderate factor for not purchasing

them. Educational institution, NGO's, and environment organisation should promote sustainable consumption habits among the public regardless of gender. Companies should obtain recognised eco-certifications and avoid misleading claims to build consumer trust in green products. Green products are eco-friendly items made to lessen adverse effects on the environment and public health. During manufacture and use, they generate less pollution, employ sustainable materials, and use less energy. Green products are becoming a crucial component of responsible consumption and a cleaner future as environmental conservation becomes more widely recognized. Overall, even though eco-friendly products are essential for preserving the environment, overcoming these obstacles is required to boost their uptake and efficacy.

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