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ABSTRACT

Environmental awareness is connected to an individual's principles or opinions about environmental ethics. Environmental disasters, climate change, increasing pollution, etc., catch the attention of people and make them participate in environmental protection. A customer's decision-making process requires a basic idea of the environment and its related issues because their intention to buy sustainable products is heavily determined by their perspectives about it. The objectives of the study are to examine the relationship between environmental awareness and sustainable purchasing behaviors and to analyze the influence of age group on environmental awareness and its impact on sustainable purchasing behavior in North Bengaluru. The primary data was gathered from the residents of North Bengaluru. The findings of the study indicate that environmental concerns influence the shaping of consumer behavior, leading to sustainable product purchases.

Keywords: Environmental Concerns, Sustainable Products, Purchase Intention.

1. INTRODUCTION:

Overconsumption, global warming, waste generation, and the loss of natural resources are some of the major issues related to the environment that need attention internationally (Rusyani et al., 2021) [1]. Due to the rapid increase in degradation of the environment, it is relevant to discuss environmental issues, the importance of sustainability, and understanding the growing demand for sustainable consumer behaviour (Carrión-Bósquez et al., 2024) [2]. Conserving resources, purchasing recyclable and environmentally friendly products, avoiding over consumption, and safeguarding the environment are all part of responsible consumption (Dönmez & Yardımcı, 2024) [3]. The consumers longing to adopt sustainability in their daily lives and to buy environmentally friendly products motivates businesses to manufacture them. The money spent, the effort, and the social status are some of the reasons that determine the buying of sustainable items, and this would change according to the type of product. As the environmental awareness level increases, the possibility of buying sustainable items is also high (Xu et al., 2019) [4].

An individual's concerns about society and the environmental problems often connect with sustainable buying practices. Having environmental consciousness makes individuals take personal actions to address the challenges of environmental conservation. Environmental consciousness is the knowledge of environmental problems and a desire to prevent pollution and environmental harm brought on by human activity (Kim & Lee, 2023) [5].

Being environmentally concerned pertains to acquiring information about measures for environmental protection and the various hassles in implementing them. Consumers need to have an awareness of their individual responsibilities if they want to preserve nature and attain sustainable development (Khaleeli & Jawabri, 2021) [6]. Rising consumer negligence, overconsumption, fast fashion, and inattention due to recent changes in consumption patterns lead to environmental damage (Yahya et al., 2016) [7].

2. ENVIRONMENTAL AWARENESS AND SUSTAINABLE PURCHASING BEHAVIORS:

Understanding how one's own thoughts, beliefs and values affect the environment is a component of environmental awareness. Additionally, it is linked to environmental ethics and the difficulties of conserving nature. People who care about the environment are aware of potential hazards that pollution creates and take part in solving the issues of pollution (Polas et al., 2023) [8]. Understanding the environment, the natural elements, plant and animal species, and its ecosystems is the foundation of environmental awareness. Social conventions, one's attitude towards environmental preservation, and the attachment with nature all influence the decision to choose sustainable items (Kumar et al., 2017) [9]. As individuals become increasingly ecologically conscious, they tend to give priority to sustainability and follow sustainable purchasing practices (Zameer & Yasmeen, 2022) [10].

Environmental education helps improve environmental awareness. As a person's awareness increases, they tend to participate in environmental conservation initiatives, make individual contributions to nature preservation, engage in recycling activities, and educate others about the importance of creating a better world. This awareness helps in understanding the various measures for reducing individual carbon footprints, which automatically leads to a change in the consumer's perception. Thus, environmental education and awareness factors are connected to sustainable consumption.

To encourage sustainable consumer behavior, it is comparatively vital to cultivate an environmentally conscious attitude and an interest in nature preservation. To a certain extent, community involvement and initiatives can foster interest in sustainability in a larger group (Carrión-Bósquez et al., 2024) [2]. There are a lot of discussions happening on subjects like ozone layer thinning, change in the climate, environmental risks, and rising temperatures. This has paved the way for improving people's attitudes towards environmental issues. Sustainable purchasing involves acquiring goods while evaluating their impact on the economy, society, and environment. Sustainable consumerism and a greater preference for eco-friendly items are the results of stronger social influences and campaigns that create awareness worldwide (Mishal et al., 2017) [11].

Social conventions and the existing trends influence people's intentions to recycle. While making sustainable purchases, price, ingredients, and health benefits of the product influence customers' decision-making processes. Customers who change their activities and lifestyle in an ecologically responsible way are said to be environmentally conscious (Kautish et al., 2019) [12]. The adoption of sustainable purchasing practices contributes to the reduction of ecological issues and the preservation of resources, leading to the achievement of sustainable development. Pro-environmental information can foster a positive attitude towards sustainability, recycling, and the promotion of responsible consumption and purchasing (Ogiemwonyi et al., 2023) [13].

Table 1: Evaluation of the Literature work

Sl.No	Study Area	The outcomes of the Research	Reference
1.	Environmental consciousness and sustainable consumption patterns among young students.	Universities can develop an integrated curriculum to enhance students' understanding of sustainability, challenges of over consumption, and encourage ecologically conscious behaviour.	(Dönmez & Yardımcı, 2024) [3].
2.	Environmental awareness factors and consumers' purchase intentions.	Attitudes towards the environment, and self-image influences consumers' purchase intentions. Perceived quality was of greater relevance during the decision-making process	(Xu et al.,2019) [4].

Sl.No	Study Area	The outcomes of the Research	Reference
		than environmental consciousness.	
3.	Environmental sustainability and buying decisions	An individual's beliefs about the environment and their connection with nature coincide with the concept of sustainability.	(Kumar et al.,2017) [8].
4.	Attributes that motivate buyers to choose ecologically friendly goods.	Environmental concern and green attitudes build consumer behaviour. Concerns about the environment are reflected in the outlook towards eco-friendly products.	(Rusyani et al.,2021) [1]
5.	Consumers' comprehension of the environment and its effect on decision to buy eco-friendly products.	Environmental consciousness and awareness of environmental challenges and issues encourages people to buy eco-friendly products. It promotes consumers' purchase intentions.	(Kim & Lee, 2023) [5].

3. RESEARCH QUESTIONS:

- RQ1: What is the extent of environmental awareness among residents of North Bengaluru?
RQ2: In what ways do age variables affect sustainable purchasing behaviours in North Bengaluru?

4. OBJECTIVES:

- (1)To determine the association of environmental awareness and sustainable purchasing behaviors in North Bengaluru.
- (2)To analyze the influence of age group on environmental awareness and its impact on sustainable purchasing behavior in North Bengaluru.

5. HYPOTHESES:

- H1: There is no association between the environmental awareness level and age group.
H2: There is no correlation between environmental awareness and sustainable purchasing behavior.

6. RESEARCH DESIGN:

The study investigates the connection between sustainable buying practices and environmental awareness in North Bengaluru using both quantitative and descriptive methodologies.

6.1 Data Collection and Sample

The study employed a questionnaire with twenty questions. Questions about sustainable products and their awareness of environmental issues connected with their plans to buy them comprised the questionnaire. The researcher obtained a total of 425 completed surveys.

The study applied a convenience sampling strategy. The research encompassed areas like Hebbal, Yelahanka, Jakkur, Kothanur, and Nagawara in North Bengaluru.

7. HYPOTHESES TESTING:

Table 2: Crosstabulation of Age group and Environmental awareness level towards sustainable products

		Environmental Awareness level of sustainable products				Total
		DS	N	A	SA	
Age Range	16-25	1	7	49	56	113
	26-35	1	8	53	61	123
	36-45	1	10	66	75	152
	46-55	0	1	12	14	27
	Above 55	0	1	4	5	10
		3	27	184	211	425

Table 3: Results of Chi-Square Tests

	Value	Df	p
χ^2	31.418 ^a	6	0
LR	29.091	6	0
Linear	6.555	1	0.01
Minimum count = 12.74.			

Table 4: Results of correlation

Environmental Awareness		Environmental concerns	Attitude towards environmental issues during purchase	Sustainable purchasing behavior
Environmental concerns	r	1	.806**	.811**
	p		0	0
	N	425	425	425
Attitude towards environmental issues during purchase	r	.806**	1	.837**
	p	0		0
	N	425	425	425
Sustainable purchasing behavior	r	.811**	.837**	1
	p	0	0	
	N	425	425	425

Table 5: Analysis of Sustainable Purchasing Behavior

Sustainable Purchasing Behavior	Mean	SD
Utilization of natural resources	4.1403	0.5789
Lowering the carbon emissions	4.2160	0.5976
Refrain from single use plastic	3.9443	0.5968
Attitude towards environment	3.8530	0.8741
Environmental concern	4.3674	0.6274

8. FINDINGS:

From the data (Table 2), the majority (152) of responses in the age group 36–45 agree that their environmental awareness level is moderately high. The data suggests the age groups 16–25, 26–35, and 36–45 have relatively high environmental knowledge about sustainable products. The age group 36–45 shows the highest level of awareness. This reveals that the primary target population for encouraging sustainable purchasing practices is those between the ages of 16 and 45.

As per Table 3, the null hypothesis (H_0) is rejected since the Pearson Chi-Square (31.418) is significant at a p-value of 0.000. This implies that there exists an association between the environmental awareness level and age group. Environmental awareness keeps varying based on age demographics (Table 2).

Table 4 demonstrates that the r values are positive and is significant at 0.01 level. The correlation is highly significant, as indicated by the p-value of 0. It is found that there is a strong positive correlation between environmental concerns and attitude towards environmental issues during purchase (0.806), between attitude towards environmental issues during purchase and sustainable purchasing behavior (0.837), and between environmental concerns and sustainable purchasing behavior (0.811). This points out that sustainable purchasing behavior and environmental awareness are strongly correlated.

Table 5 displays the mean and SD of statements related to sustainable purchasing behavior. Utilization of natural resources had a mean score of 4.1403 with an SD of 0.5789. For lowering the carbon emissions, $M = 4.2160$ and $SD = 0.5976$. In case of refraining from single-use plastic, $M = 3.9443$ and $SD = 0.5968$. The comparatively low SD for utilization of natural resources, low carbon emissions, and refraining from plastic indicates that over half of the respondents have similar opinions. Attitude towards the environment received an $M = 3.8530$, $SD = 0.8741$. For environmental concern, $M = 4.3674$, $SD = 0.6274$. The elevated SD for attitude towards the environment and environmental concerns reflects a broader spectrum of viewpoints among the individuals.

The majority of those who took part in the survey believe that the presence of natural ingredients helps in making the product decompose easily with less pollution and is safe for the environment. They are also of the opinion that sustainability relies on the concept of lowering carbon emissions with the use of renewable energy resources and locally available raw materials. Using biodegradable and recyclable packing also attracts consumers to prefer sustainable items. However, people's perspectives on climate change, the difficulties in preserving the environment, and the obstacles to embracing a sustainable lifestyle in a metropolis differ. These points shape their environmental attitudes and concerns.

9. CONCLUSION:

Environmental awareness, particularly the consumer's attitude and concerns about environmental issues, greatly aids sustainable buying practices in North Bengaluru. Environmental concerns drive consumer behavior, leading to the purchase of sustainable products. The people who are mindful of climate change and its difficulties in preserving the environment are more inclined to make sustainable choices. The outcomes of the research indicate the necessity for actions to foster sustainable shopping patterns among all age categories in North Bengaluru. Demographic traits have an enormous effect on how consumers perceive sustainability. Raising environmental awareness through education and campaigning should be a top-priority strategy; cultivating positive opinions about sustainability can encourage sustainable consumption behaviors in North Bengaluru.

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