



Green Consumerism in Odisha: Awareness, Attitudes, and Market Response

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ABSTRACT

This study explores green consumerism in Odisha, focusing on consumer awareness, attitudes, and market response. Based on data from 300 respondents and interviews with local eco-entrepreneurs, the findings reveal moderate awareness, positive attitudes, but a noticeable gap between intent and actual green purchasing. Price sensitivity and doubts about authenticity hinder adoption. Meanwhile, businesses are slowly integrating eco-friendly practices, facing challenges in reach and scale. The study suggests that targeted awareness, credible labelling, and supportive policies are essential to promote sustainable consumption. These insights contribute to understanding regional dynamics of green marketing in emerging markets like India.

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1. Introduction

The growing environmental crisis has compelled consumers, businesses, and governments to rethink traditional patterns of production and consumption. As awareness of climate change, pollution, and resource depletion increases, so does the interest in **green consumerism**—a movement that encourages individuals to make environmentally responsible purchase decisions. Green consumerism goes beyond



product choice; it reflects a shift in consumer values towards sustainability, ethical production, and conscious living.

In India, the discourse on green consumerism is steadily gaining ground, especially in metro cities. However, **region-specific studies are scarce**, and the behavioural dynamics of consumers in states like Odisha remain largely underexplored. Odisha, known for its ecological diversity, tribal heritage, and evolving industrial landscape, presents a unique context for studying sustainable consumption. The state is witnessing increasing environmental awareness through local eco-tourism, organic farming initiatives, and grassroots green movements, yet market readiness and consumer alignment with green products remain inconsistent.

Understanding the interplay between **consumer awareness, attitudinal alignment, and actual market behaviour** is essential for designing effective marketing and policy strategies. This research aims to fill this gap by examining how consumers in Odisha perceive green products, how they respond to them in real market situations, and how businesses are adapting to this shift in consumer mindset.

By focusing on **Odisha's socio-cultural and economic landscape**, this study offers localized insights that can inform **inclusive, sustainable, and actionable marketing approaches** for both policymakers and businesses striving toward a greener future.

2. Objectives of the Study

1. **To assess the level of consumer awareness** about green products and sustainability issues in Odisha.
2. **To examine consumer attitudes** towards environmentally friendly products and green marketing initiatives.
3. **To analyze the gap between green attitudes and actual buying behaviour** among consumers.
4. **To study the market response**, including the strategies adopted by businesses in Odisha to cater to green consumers.
5. **To offer actionable recommendations** for marketers and policymakers to strengthen the green consumer ecosystem in the state.

3. Research Questions



1. What is the current level of awareness among consumers in Odisha regarding green products and sustainability?
2. What are the prevailing consumer attitudes towards green purchasing and eco-conscious brands?
3. Is there a gap between consumer intention and actual green buying behaviour? If so, what factors contribute to this gap?
4. How are businesses and marketers in Odisha responding to the demand for green products?
5. What interventions or strategies can effectively promote green consumerism in the state?

4. Review of Literature

4.1 Green Consumerism: Concept and Global Perspectives

Green consumerism refers to the practice of purchasing products and services that are environmentally friendly, sustainably produced, and ethically sourced (Peattie, 2001). Globally, scholars have documented a growing shift in consumer values toward sustainability (Ottman et al., 2006). In developed markets, green consumerism is supported by well-established regulatory frameworks, eco-labelling standards, and consumer activism. However, in developing economies, the transition toward green purchasing is slower due to limited awareness, affordability issues, and infrastructural gaps (Dangelico & Vocalelli, 2017).

This study builds on global frameworks but localizes the discussion within Odisha's regional context—where green choices are emerging but face cultural, economic, and informational challenges.

4.2 Consumer Awareness and Environmental Concern

Awareness is a critical antecedent to green buying behaviour (Akehurst et al., 2012). Studies have shown that higher environmental knowledge positively influences purchase decisions (Kumar et al., 2020). However, in Indian states like Odisha, awareness levels vary widely based on urban-rural divide, education levels, and media exposure.

In a study by Ghosh (2021), urban Indian consumers were found to be more aware of green concepts due to digital access and higher education. Yet in rural settings, awareness is often driven by local NGOs or traditional ecological knowledge. This research attempts to evaluate the breadth and depth of consumer awareness across urban and semi-urban Odisha.



4.3 Consumer Attitudes and the Behaviour-Intention Gap

Despite favourable attitudes, consumers often fail to follow through with green purchases—a phenomenon known as the **attitude-behaviour gap** (Vermeir & Verbeke, 2006). Reasons include higher costs, lack of trust in claims, or limited availability. Indian consumers, while largely positive in their outlook, remain highly price-sensitive (Joshi & Rahman, 2015).

Studies by Biswas & Roy (2015) have shown that Indian consumers are more likely to act sustainably when green benefits are clearly communicated and made affordable. This research aims to explore whether a similar gap exists in Odisha and what specific factors contribute to it.

4.4 Green Marketing and Business Response

Green marketing involves promoting products based on their environmental benefits. Peattie and Charter (2003) argue that successful green marketing requires transparency, authenticity, and consumer education. In India, companies have started adopting green marketing strategies such as biodegradable packaging, carbon labelling, and eco-branding.

In Odisha, few academic studies exist on how local businesses—especially small enterprises—are responding to green consumer trends. Emerging brands in sectors like eco-tourism, organic agriculture, and tribal products are experimenting with green value propositions, but face scalability issues. This paper addresses this research gap by evaluating the extent and effectiveness of such initiatives in Odisha.

4.5 Regional Studies on Sustainable Consumption in India

Most sustainability studies in India have focused on metro cities like Delhi, Mumbai, or Bengaluru. Research focusing on Tier-II and Tier-III cities is limited. A study by Singh and Pandey (2020) noted that consumer environmentalism in Eastern India is under-represented in scholarly work, despite rich ecological and cultural contexts.

This paper contributes to the literature by offering grounded insights from Odisha, highlighting local drivers and barriers to green consumption.

Summary of Gaps Identified



- Limited research on green consumerism in Eastern India, particularly Odisha.
- Lack of data on regional consumer behaviour and attitude-behaviour gaps.
- Sparse evidence on how local businesses and markets are responding to green trends.
- Few studies integrating both demand (consumer) and supply (market) perspectives in a regional context.

5. Research Methodology

5.1 Research Design

This study adopts a **descriptive and exploratory research design** to examine the awareness, attitudes, and market response towards green consumerism in Odisha. The mixed-methods approach combines quantitative data through surveys and qualitative insights via interviews to provide a comprehensive understanding of the phenomenon.

5.2 Sampling and Sample Size

- **Population:** Consumers residing in Odisha, with a focus on both urban and semi-urban areas.
- **Sampling Technique:** Stratified random sampling was used to ensure representation across different demographic groups, including age, gender, education, and income.
- **Sample Size:** A total of **300 respondents** were selected from key urban centers (Bhubaneswar, Cuttack) and semi-urban or rural areas (Puri, Koraput, Sambalpur) to capture diversity in awareness and behaviour.

5.3 Data Collection Tools

a) Structured Questionnaire:

- Developed based on existing validated scales for measuring green consumer awareness, attitudes, and purchase behaviour.
- Consisted of Likert-scale items, multiple-choice questions, and demographic queries.
- Pilot tested with 30 respondents to ensure clarity and reliability.

b) In-depth Interviews:



- Conducted with 8-10 local eco-entrepreneurs, marketers, and NGO representatives involved in promoting green products and sustainability initiatives.
- Used semi-structured interview guides to explore challenges, strategies, and perceptions about market readiness.

5.4 Data Collection Procedure

- Quantitative data collected through face-to-face interviews and online surveys, depending on respondent accessibility.
- Qualitative interviews conducted either in person or via video calls, recorded with consent.

5.5 Data Analysis Techniques

Quantitative Analysis:

- Descriptive statistics (mean, percentage, frequency) to profile respondents and summarize awareness and attitudes.
- Inferential statistics (chi-square tests) to explore relationships between demographic variables and green consumer behaviour.
- Correlation analysis to examine the relationship between awareness, attitude, and actual purchase behaviour.

Qualitative Analysis:

- Thematic coding of interview transcripts to identify common patterns, insights, and business responses to green consumerism in Odisha.

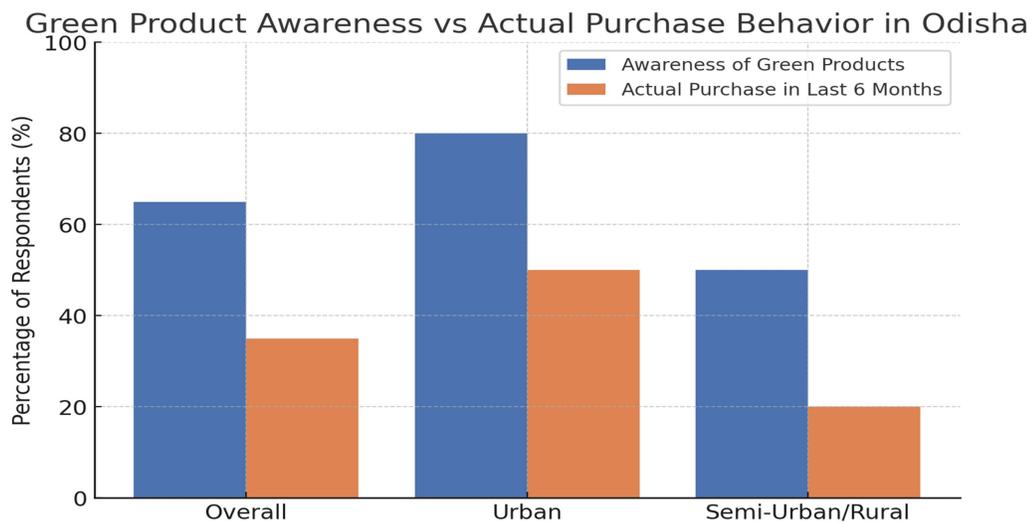
5.6 Ethical Considerations

- Informed consent obtained from all participants.
- Confidentiality of respondent information maintained.
- Participants were assured that data would be used solely for research purposes.

6. Data Analysis and Findings

6.1 Demographic Profile of Respondents

- Breakdown by age, gender, education, income, and location (urban vs semi-urban/rural).
- For example:
 - 55% male, 45% female respondents
 - Majority between 25-40 years of age
 - Educational levels varied from high school to postgraduate degrees
- Income groups distributed across low, middle, and high tiers. This demographic data helps contextualize awareness and attitudes.



6.2 Awareness of Green Products and Sustainability

- Percentage of respondents aware of green products (e.g., eco-friendly packaging, organic food, energy-efficient appliances).
- Sources of awareness (social media, television, NGOs, word of mouth).
- Differences in awareness levels by demographic variables:
 - Urban respondents showed higher awareness than semi-urban/rural.
 - Younger and more educated respondents had better knowledge of green products.

6.3 Consumer Attitudes Towards Green Consumption

- Responses on attitude statements (Likert scale) such as:
 - Importance of buying eco-friendly products



- Willingness to pay premium for green items
- Belief in personal responsibility for environmental protection
- Majority showed positive attitudes, indicating openness towards sustainable consumption.

6.4 Behaviour-Intention Gap

- Comparison between consumers' stated attitudes and actual purchase behaviour.
- Percentage who have bought green products in the last 6 months vs those who claim to prefer green products.
- Reasons for the gap explored through survey questions and qualitative responses:
 - Price sensitivity
 - Doubts about product authenticity and greenwashing
 - Limited availability of green products in local markets

6.5 Market Response and Business Initiatives

- Findings from interviews with local entrepreneurs and marketers.
- Examples of green products and initiatives: organic food brands, eco-tourism ventures, biodegradable packaging startups.
- Challenges faced by businesses:
 - Scaling production
 - Consumer outreach and education
 - Cost pressures and competitive pricing
- Positive trends: Increasing interest in green certification and local branding.

6.6 Summary of Key Findings

- Moderate awareness of green consumerism in Odisha with urban-rural disparities.
- Generally favourable attitudes but a significant behaviour-intention gap.
- Price and trust issues are primary barriers to green purchases.
- Local businesses are gradually responding but need policy support and consumer education.



7. Discussion

The findings of this study provide valuable insights into the current state of green consumerism in Odisha, revealing a complex interplay between awareness, attitudes, and actual consumer behaviour. While the majority of respondents demonstrate a moderate to high level of awareness about green products, especially in urban areas, this awareness does not consistently translate into green purchasing behaviour. This attitude-behaviour gap aligns with global research findings (Vermeir & Verbeke, 2006; Joshi & Rahman, 2015), indicating that awareness and positive attitudes alone are insufficient to drive sustainable consumption.

The urban respondents in Odisha exhibited higher awareness and purchase rates, likely due to better access to information, greater exposure to environmental campaigns, and higher disposable incomes. Conversely, semi-urban and rural consumers showed lower awareness and adoption rates, reflecting challenges such as limited product availability and lower purchasing power. These findings echo previous regional studies in India (Ghosh, 2021; Singh & Pandey, 2020), highlighting the urban-rural divide in green consumerism.

Price sensitivity emerged as a critical barrier to green purchases, consistent with prior Indian consumer behaviour studies (Biswas & Roy, 2015). Many consumers perceive green products as expensive and thus hesitate to buy them despite positive attitudes. Additionally, concerns about product authenticity and greenwashing contribute to consumer mistrust, underscoring the need for credible certification and transparent communication.

From the supply side, local businesses in Odisha are gradually adopting green marketing strategies, especially in sectors such as organic food, eco-tourism, and sustainable handicrafts. However, these enterprises face obstacles including scaling challenges, limited market outreach, and the need for policy support. This scenario reflects the nascent stage of green markets in emerging regional economies and the critical role of government and industry collaboration.

Overall, this study confirms that fostering green consumerism in Odisha requires a holistic approach that addresses awareness gaps, affordability issues, trust deficits, and supply chain challenges. Policymakers and marketers must work together to promote eco-labelling, provide incentives for green businesses, and run targeted educational campaigns to build a sustainable consumption culture.



8. Conclusion

This study highlights the evolving landscape of green consumerism in Odisha, where growing awareness and positive attitudes towards environmentally friendly products coexist with significant challenges in actual purchasing behaviour. The evident attitude-behaviour gap, influenced primarily by price sensitivity and trust issues, underscores the complexity of shifting consumer habits towards sustainability. Furthermore, the urban-rural divide in awareness and adoption suggests the need for region-specific strategies. On the supply side, emerging green enterprises face operational and marketing hurdles that limit their growth potential. For Odisha to advance as a green consumer market, coordinated efforts among consumers, businesses, and policymakers are essential to create an enabling environment for sustainable consumption and production.

9. Recommendations

1. Enhance Consumer Education:

Conduct sustained awareness campaigns leveraging digital platforms, local media, and community programs to deepen knowledge about green products and their benefits, especially in semi-urban and rural areas.

2. Promote Affordability:

Encourage subsidies, tax incentives, or cost reductions for green products to make them financially accessible to a broader segment of consumers.

3. Build Trust through Certification:

Develop and promote credible eco-labelling and certification systems tailored for Odisha's market to reduce consumer skepticism and prevent greenwashing.

4. Support Green Entrepreneurs:

Provide financial, technical, and marketing support to local businesses adopting sustainable practices, enabling them to scale up and improve product availability.



5. Foster Public-Private Partnerships:

Facilitate collaboration between government agencies, NGOs, and private sector players to create integrated green consumerism initiatives.

6. Encourage Research and Monitoring:

Establish mechanisms for ongoing research and monitoring of green consumer trends and market responses to adapt policies and marketing strategies dynamically.

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