

**RESEARCH ARTICLE**

# **Ecological Awareness And Consumer Behavior In Choosing "Green Products"**

**Makhmudova Gulrukh Ravshanbekovna**

Guliston State University, Associate Professor, Ph.D., Uzbekistan

**VOLUME:** Vol.06 Issue01 2026

**PAGE:** 21-27

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## **Abstract**

This article analyzes the concept of environmental awareness and its impact on consumer behavior in choosing "green products". In the context of increasing global environmental problems, consumers' responsible attitude to the environment is gaining importance. The study highlights the influence of environmental knowledge, personal values, social influence, and economic factors on consumer decisions. It also examines the role of environmental awareness in increasing demand for green products. The results of the article are of practical importance in promoting sustainable consumption and developing ecological marketing strategies.

## **KEY WORDS**

Environmental awareness, green products, consumer behavior, sustainable consumption, ecological marketing, environmental protection.

## **INTRODUCTION**

In recent years, the aggravation of environmental problems has made the issue of environmental responsibility relevant in all spheres of society. Consumers' daily purchasing decisions directly affect ecological sustainability. In this regard, the formation of environmental awareness and its role in the choice of green products is an important scientific and practical issue.

Green products are products that cause minimal harm to the environment during the processes of production, use and disposal. However, the demand for such products is closely related not only to their availability, but also to the level of environmental knowledge, values and motivation of consumers. This article examines these factors and analyzes the importance of environmental awareness in shaping consumer behavior.

Research methodology. This study investigated the impact of environmental awareness on consumer behavior in choosing

green products. The study was conducted using theoretical and empirical approaches, an analysis of scientific literature, and a questionnaire method. The survey results were analyzed using statistical and comparative methods to determine the relationship between environmental awareness and purchasing decisions. This methodology served to identify factors that increase the demand for green products.

## **LITERATURE REVIEW**

In foreign scientific research, the issue of environmental awareness and consumer behavior in choosing "green products" has been extensively and systematically studied. In particular, studies based on Ajzen's theory of planned behavior have found that environmental knowledge, attitudes, and subjective norms have a significant impact on consumers' environmentally responsible purchasing decisions. Scientists such as Peattie, Ottman and Kotler, developing the concept of "green marketing", emphasize that consumers' interest in

environmentally friendly products depends on their personal values, concern about environmental problems and the level of information about the environmental benefits of the product. Also, empirical studies conducted in European and Asian countries show that price, quality and the presence of environmental certificates are important factors in choosing "green products", but consumers with high environmental awareness are less sensitive to the price factor.

In the studies conducted by local scientists, special attention is paid to the issues of forming environmental awareness and developing consumer culture. Uzbek researchers emphasize that the ecological literacy and environmentally responsible behavior of the population play an important role in ensuring environmental sustainability. Their work substantiates the inextricable link between the development of the "green products" market and the level of environmental knowledge of consumers, the environmental policy pursued by the state and the promotional activities of the media. Local studies also indicate that consumers' inclination to choose environmentally friendly products is not yet fully formed, but there is a growing interest in "green consumption" among young people and the highly educated.

## **RESULTS**

In this study, an empirical database was formed to analyze consumer behavior in choosing environmental awareness and "green products". The database covered consumers living in urban and rural areas, with different ages, genders, and levels of education. The study examined the relationship between environmental awareness, attitudes toward green products, purchase intentions, and factors hindering green consumption. The data reflect consumers' awareness of environmental issues, their propensity for environmentally responsible behavior, and their views on the importance of environmentally friendly products. The results of the analysis of the formed database showed that consumers with a high level of environmental awareness are more likely to choose "green products" and their purchase intentions are more stable. In particular, the sense of personal responsibility towards environmental issues and the perception of the health and environmental benefits of environmentally friendly products have a significant impact on the purchase decision. At the same time, the relatively high price and limited range of green products on the market were identified as significant deterrents for some consumers in the database. The results

obtained confirm that increasing environmental awareness and strengthening information and promotion activities are important in developing green consumption.

The study statistically analyzed empirical data to determine the relationship between environmental awareness and consumer behavior in choosing green products. The following scientific hypotheses were put forward within the framework of the study: H1 - the level of environmental awareness has a positive effect on the intention to choose green products; H2 - environmental awareness shapes consumers' attitudes towards green products; H3 - price and lack of information are factors that weaken the relationship between environmental awareness and purchasing behavior.

The results of the correlation analysis showed that there is a positive and statistically significant relationship between environmental awareness indicators and the intention to purchase green products. This means that the hypothesis H1 is confirmed. That is, it was found that consumers who are highly aware of environmental problems and perceive environmental responsibility as a personal value are more likely to choose environmentally friendly products. According to the results of the regression analysis, environmental awareness is a significant predictor of the intention to purchase green products, explaining a significant part of the changes in consumer behavior.

The effect of environmental awareness on attitudes towards green products was also analyzed separately. The results showed that environmental knowledge and environmental values form a positive perception of the importance of green products in health, quality and environmental protection among consumers. This indicates that the H2 hypothesis is statistically confirmed. Positive attitudes, in turn, appeared as a mediating factor that enhances the behavior of choosing green products. The results of the moderator analysis showed that the price factor and lack of information partially limit the effect of environmental awareness on purchasing behavior. In particular, for consumers with a low level of environmental awareness, the relatively high price of green products is an important deterrent factor. However, it was found that price sensitivity is much lower among respondents with a high level of environmental awareness, and they are willing to accept additional costs in exchange for environmental benefits. These results indicate that the H3 hypothesis is partially confirmed.

Overall, the results of the study confirm that environmental

awareness is a decisive factor in shaping green consumption. The statistical conclusions obtained show that it is possible to stimulate environmentally responsible consumer behavior by strengthening environmental education and information and

promotion activities, as well as by reducing price and information barriers in the green product market. These results are important not only theoretically, but also for developing practical policies and marketing strategies.

**Table 1**  
**Demographic characteristics of respondents**

Indicator	Category	Share (%)
<b>Gender</b>	Male	46
	Woman	54
<b>Age</b>	18–25	32
	26–35	38
	36–50	22
	Over 50 years old	8
<b>Education level</b>	Middle	18
	Secondary specialized	24
	High	44
	Master's degree and above	14

This table shows that the composition of the respondents participating in the study is quite diverse in socio-demographic terms. The predominance of the share of respondents aged 18–35 confirms that they are the most active stratum in the consumer market and in the process of adopting new products. It is this age group that is characterized by a more open attitude towards environmental innovations and green

products. The high share of respondents with higher education and higher education in terms of educational level ensures that the data are theoretically grounded and stable when analyzing the relationship between environmental awareness and green consumption. The relative balance in gender composition increases the generalizability of the results.

**Table 2**  
**Descriptive statistics of environmental awareness indicators**

Indicator	Average value	Standard deviation
<b>Awareness of environmental issues</b>	4.12	0.68
<b>Personal responsibility for environmental problems</b>	4.05	0.71
<b>Environmental behavior (in everyday life)</b>	3.89	0.74
<b>Confidence in the benefits of environmentally</b>	4.21	0.65

<b>friendly products</b>		
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This table shows that the overall level of environmental awareness components is high. In particular, the belief in the benefits of environmentally friendly products has the highest average value, which indicates that the concept of environmentally friendly products is positively perceived by consumers. At the same time, the relatively low indicator of

daily environmental behavior indicates that there is a certain gap between environmental knowledge and practical behavior. This indicates that environmental awareness needs to be strengthened not only at the level of knowledge, but also in real consumption practices.

**Table 3**  
**Attitudes and purchase intentions towards green products**

<b>Indicator</b>	<b>Average value</b>	<b>Standard deviation</b>
<b>Green product quality</b>	4.08	0.69
<b>Health benefits</b>	4.18	0.63
<b>Intention to purchase green products</b>	3.95	0.72
<b>Willingness to pay a high price</b>	3.62	0.81

The results show that respondents' attitudes towards green products are mostly positive. In particular, health benefits appear to be an important motivating factor in consumer decisions. However, the lower willingness to pay premium indicates that economic constraints are hindering the

expansion of green consumption. This suggests that although consumers have environmental values, financial capabilities play a decisive role in determining their actual purchasing behavior.

**Table 4**  
**Correlation between environmental awareness and purchasing behavior**

<b>Variables</b>	<b>Correlation coefficient (r)</b>	<b>Significance (p)</b>
<b>Environmental awareness ↔ Purchase intention</b>	0.56	<0.01
<b>Environmental awareness ↔ Positive attitude</b>	0.61	<0.01
<b>Attitude ↔ Buying behavior</b>	0.59	<0.01

The results of the correlation analysis show that there is a stable and statistically significant relationship between

environmental awareness and green product choice behavior. The high correlation between environmental awareness and positive attitude confirms that environmental knowledge and values are an important psychological mechanism in shaping

consumer decisions. Also, the strong effect of positive attitude on purchase behavior indicates that it acts as a mediating factor. These results empirically fully confirm the hypotheses H1 and H2 put forward.

**Table 5**  
**Factors hindering green consumption**

Obstacle factor	Average score
High price	4.15
Low market availability	3.88
Lack of information	3.74
Certificate distrust	3.42

The results of the table show that economic factors are the leading obstacle to the development of green consumption. The high price index confirms that, despite the environmental awareness of consumers, financial capabilities play a decisive role. At the same time, the lack of information and distrust of certification indicate the existence of institutional and communication problems in the green products market. This situation means that systematic measures need to be taken by the state and private sectors to transform environmental awareness into real purchasing behavior. Based on the extensive analysis, it can be said that environmental awareness is one of the main determinants of consumer behavior in choosing green products. However, environmental knowledge and positive attitudes do not always fully translate into real purchasing behavior. This is mainly due to insufficient price, market infrastructure and information transparency. Therefore, in addition to strengthening environmental education, improving economic incentives and information mechanisms is important in promoting green consumption.

### **CONCLUSIONS AND RECOMMENDATIONS**

Based on the results of the study, a number of proposals have been developed to stimulate consumer behavior in choosing green products and increase environmental awareness. First of all, it is determined that there is a need to strengthen environmental education. Widespread promotion of environmental knowledge, starting from the school and university level, through mass courses and seminars, will help consumers to understand environmental issues in depth and encourage the choice of green products. At the same time,

promoting the price of green products is an important economic measure. Reducing the price of products to an acceptable level through government subsidies, tax breaks or discounts will increase green purchases among price-sensitive consumers. Also, strengthening information campaigns will help to raise consumer awareness of products and their environmental benefits. Promoting the benefits of products, certificates and environmental impact in the media, social networks and retail stores will help to strengthen consumer confidence. At the same time, the development of market infrastructure is also relevant: wide distribution of green products in supermarkets, local markets and online platforms will increase their availability and simplify the purchasing process. Consumer confidence can be increased through certification and standards. The introduction of domestic and international environmental certificates and strengthening their verification mechanisms give consumers confidence in product quality and environmental standards. At the same time, involving young people in environmental activism is important in forming long-term green consumption habits. Environmental awareness and green behavior among young consumers can be strengthened by organizing environmental events, competitions and volunteer programs in university and community projects.

In general, these proposals are aimed at increasing environmental awareness, reducing economic barriers and overcoming information gaps, and they serve not only theoretically but also practically to promote green consumption and protect the environment. These recommendations are closely related to the results of the

research and can be used as a main direction in shaping environmental policies, marketing strategies and consumer behavior.

**Table 6**

**"Recommendations for promoting environmental awareness and green consumption"**

Offer	Purpose	Description	Expected result
<b>1. Strengthening environmental education</b>	Increasing consumer environmental awareness	Widely promote environmental knowledge, starting from schools, through universities and public courses	Consumers' intention and practical behavior to choose green products increases
<b>2. Incentivize the price of green products</b>	Reducing economic barriers	Reducing the price to an acceptable level through government subsidies, tax breaks, or discounts	Price-sensitive consumers are also more likely to buy green products
<b>3. Strengthening information campaigns</b>	Creating complete information about the product for consumers	Extensive promotion of product benefits, certifications, and environmental impact in the media, social media, and in stores	Consumer awareness increases, certification and trust issues decrease
<b>4. Market infrastructure development</b>	Increase product availability	Wide distribution of green products in supermarkets, local markets and online platforms	Product availability increases, purchasing behavior changes positively
<b>5. Certification and strengthening standards</b>	Increasing consumer confidence	Introduction of local and international environmental certificates and strengthening of their verification mechanisms	Consumers trust product quality and environmental standards, and purchasing behavior stabilizes
<b>6. Engaging youth in environmental activism</b>	Long-term promotion of green consumption	Organizing environmental events, competitions, and volunteer programs in university and community projects	Environmental awareness and green consumption habits are strengthening among young consumers

**CONCLUSION**

This study aimed to investigate the role of environmental awareness and consumer behavior in the choice of "green

products". The results of the study showed that the respondents had a relatively high level of environmental awareness, showing awareness of environmental problems, a sense of personal responsibility, and confidence in the benefits

of environmentally friendly products. At the same time, the level of everyday behavior and practical purchasing decisions was average, and a significant gap was found between knowledge and practice. The results of the correlation analysis showed that there was a moderately strong, positive, and statistically significant relationship between environmental awareness and green product choice behavior. This empirically confirmed hypotheses H1 and H2. At the same time, economic and informational factors - high price, limited product availability, and lack of confidence in certification - were identified as factors that hinder consumer decisions, indicating partial confirmation of hypothesis H3. Based on the analysis and empirical results, a number of recommendations were developed. These include strengthening environmental education, promoting green product pricing, strengthening information campaigns, developing market infrastructure, strengthening certification and standards, and engaging young people in environmental activism. These recommendations will help to increase environmental awareness, reduce economic and information barriers, and promote sustainable green consumption. Overall, the results of the study show that environmental awareness is a key determinant in the choice of green products, but its translation into practical purchasing behavior depends on economic, informational, and institutional factors. Therefore, it is important to develop environmental policies, education, marketing, and financial strategies together to promote green consumption.

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