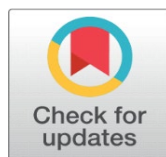


SUSTAINABLE MARKETING AND CONSUMER BEHAVIOUR WITH SPECIAL REFERENCE TO HOME AND KITCHEN ESSENTIALS

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Received 28 September 2025

Accepted 29 October 2025

Published 21 November 2025

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DOI

[10.29121/ShodhPrabandhan.v2.i2.2025.40](https://doi.org/10.29121/ShodhPrabandhan.v2.i2.2025.40)

Funding: This research received no specific grant from any funding agency in the public, commercial, or not-for-profit sectors.

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ABSTRACT

The Word sustainable means holding back the customer for the business. These will succeed mostly when the product doesn't harm society. We should also be aware of which customers are sustainable and which aren't for the business's growth. Sustainable marketing prevents damage to the environment and promotes well-being for the environment. There are many examples we can bring here, like packaging food. Most customers avoid buying packaged products that are harmful to society; instead, they prefer eco-friendly packaging or products. Most of the customers are looking for products that last long and reduce waste. Sustainability is based on the needs of the present without compromising the ability of future generations to meet their needs.

Keywords: Customer, Eco-Friendly, Minimum Waste, Sustainable, Environment, Non-Toxic

1. INTRODUCTION

Sustainability is the impact of protecting the business to deal with future generations. It is always very important to know about the Growing Importance of Sustainable Consumption. Sustainable consumption in the home and kitchen focuses on less wastage, eco-friendliness, durability, easy to use, and importantly, conserving resources like energy and water. The products which has Eco-friendly Packaging will sustain for long. Eco-friendly Packaging Reusable & Durable Product, Organic & Non-toxic Cleaners, Waste Reduction Initiatives.

For example: Whirlpool's Eco series Stainless steel water bottles, bamboo utensils, or glass storage jars marketed as alternatives to plastic, Cloth Napkins, Washable and reusable shopping bags, wooden utensils, energy saved refrigerators, microwaves, or induction stoves with energy-star labels etc.,

1.2. SUSTAINABLE MARKETING IN HOME KITCHEN ESSENTIALS

- Eco-friendly packaging
- Energy-efficient appliance
- Reusable products
- Organic non-toxic cleanser
- Waste reduction initiative.

The list below is the key role for Sustainable Consumption:

- 1) Sustainable Consumer Behavior
- 2) Care for the environment
- 3) Care for future generation
- 4) Quality of life being
- 5) Materialism
- 6) Environmental knowledge
- 7) Promotion of sustainable consumption

2. NEED FOR THIS STUDY

This study aims to understand how consumer behavior influences the adoption of sustainable practices in the home and kitchen, and how marketing strategies can effectively promote sustainable products in these areas. The study explains the improvement and marketing strategies for developing sustainable goods.

2.1. OBJECTIVES OF THE STUDY

- Understand Consumer Perceptions and Attitudes
- Evaluate Purchasing behaviour
- Analysing the barriers to Sustainable Consumption

3. REVIEW OF LITERATURE

- 1) [Katrandjiev, H. \(2015\)](#) examines how economic conditions don't influence customer behavior on buying goods and services. The customer with a higher level of economic condition demonstrates the highest level of environmental concern and sustainable products.
- 2) [Kang et al. \(2013\)](#) Defines consumer beliefs about the usage of products measure on which a respondent believes the individual can be effective in pollution reduction.
- 3) [Janssen and Jager \(2002\)](#) explain the consumption of buying goods and services based on regulation, standard, and the capacity of the buyer. The government plays a major role in promoting sustainable products in the

market through its policy, which will encourage buyers to buy more products and bring new customers to the market.

- 4) [Boztepe \(2012\)](#) examines in the study environmental consciousness as a function and the knowledge of environmental problems, solutions, and the benefits of specific products.
- 5) [Gleim et al. \(2013\)](#), in the competition of sustainable products and green markets, the green market product always decreases due to the price premium increase. A higher price may prevail over ethical considerations.

3.2. THE FOLLOWING MAJOR ANALYSIS OF SUSTAINABLE MARKETING

Understand the Business & Strategy of Consumer:

Understanding consumer perception and attitude through three simple techniques like Brand, Quality, and Value. These three categories will pull the customer towards the product.

We should always keep the following attitudes in mind on product fixing: What the customer thinks, what the customer feels, and finally, how the customer reacts.

Product-Specific behaviour of the customer:

We can evaluate purchasing behavior in the following way:

- **Complex Buying Behaviour:** Customer will buy a product in high involvement, for example: House, Car, Bike etc.,
- **Dissonance / Reducing Buying Behaviour:** Customer will buy a product in high involvement but for only a few brands, for example: appliances, Kitchen items etc.,
- **Variety Seeking Buying Behaviour:** Customer will buy products in low involvement with many brands, for example, costumes, jewelry, food etc.,

3.3. ANALYSING PRICE & PRODUCT IMPACT-ORIENTED

- **Price:** Most of the time, Sustainable products often cost more
For example: organic products.
- **Knowledge:** Either the product will confuse the consumer, or Consumers may not fully understand environmental issues.
For example: Recycle labels or details available on packaging.
- **Effectiveness:** Lack of self, feeling that one person's actions won't make a difference.
- **Convenience:** People are addicted to familiar or easy products and routines, even if unsustainable or not good to use.
For example: instant food

4. CONCLUSION

Sustainable products can change the way we live and consume completely. It prioritizes eco-friendliness, social responsibility, and transparency for the environment. Customers should demand sustainable products by encouraging businesses to innovate or improve ideas. This will easily adopt environmentally conscious practices. By adopting sustainable products in our present-day to day life,

we can reduce our carbon footprint, support ethical production methods, and create a better future for generations. The term sustainability should not be a choice it should be a necessity. sustainable market products are leading to a regenerative and responsible environment.

CONFLICT OF INTERESTS

None.

ACKNOWLEDGMENTS

None.

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