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Coimbatore Chapter

# International Conference on "Unlocking Green Growth: Sustainability as a Catalyst for Business Innovation in the Technology-Driven Era"

## Conference Proceedings

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Department of Commerce
& Business Administration
in collaboration with
The Institute of Cost Accountants of India
(ICMAI) - Coimbatore Chapter

# Proceedings of the International Conference

**on**

# "Unlocking Green Growth: Sustainability as a Catalyst for Business Innovation in the Technology-Driven Era."

**October 16, 2025**

**Organized by**
**Department of Commerce & Business Administration**

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# Green Consumerism and Evolving Market Trends

Dr. E. Renuga

*Assistant Professor, Department of Commerce (Finance), NGM College, Pollachi, E-Mail: charukavi1@gmail.com*
*Mobile No. 9976961355*

***Abstract*---**Green consumerism has emerged as a powerful force reshaping contemporary market dynamics. As environmental awareness grows, consumers increasingly prefer products and brands that align with sustainability, ethical sourcing, and low ecological impact. This shift has compelled businesses to integrate eco-friendly practices into product development, packaging, and marketing strategies. The rise of digital platforms and transparent supply chains has further empowered consumers to make informed choices, accelerating the adoption of green alternatives across sectors such as fashion, food, and technology. However, challenges such as greenwashing, higher production costs, and varying consumer willingness to pay persist. Understanding evolving market trends in response to green consumerism is essential for businesses seeking long-term competitiveness and brand loyalty in an environmentally conscious economy.

***Keywords*---**Green Consumerism, Sustainability, Market Trends, Ethical Purchasing, Eco-friendly Products

## I INTRODUCTION

THE way that consumers make purchases has changed significantly in recent years. Customers have adjusted to shifting circumstances and formed new routines. They have greater product knowledge, make more thoughtful purchases, and are becoming more conscious of sustainability. They understand how crucial sustainable consumerism is to protecting the environment and the next generation. As a result, more items are chosen using standards like ecology, sustainability, and environmental preservation. The customer we are dealing with is 'different'.

As they buy and use things, consumers are growing increasingly conscious of how their consumption patterns affect sustainable development. Of course, it is up to them how they spend their money. The difficulty for businesses is in adapting to the current market shifts and efficiently and swiftly meeting these new customer demands. In order to support sustainable development, where waste materials are recycled into new resources, it is critical to increase consumer knowledge and influence their consumption and purchasing patterns. Environmentally friendly products are becoming more and more important as people become more conscious of the detrimental impacts of conventional production.

Marketing had to change as customers' awareness of environmental issues increased. Green marketing is the process of incorporating "green practices" into marketing plans. Green marketing is one of several strategies designed to close the gap between marketing and social and environmental concerns.

The idea of green marketing is still developing and will take some time for consumers to embrace it broadly. Businesses have a big opportunity because many people are still unaware that green products and services are available. It has a significant impact on how a business is perceived in the neighbourhood. According to this paradigm, businesses portray themselves by their socially conscious initiatives, which influence how customers view them.

Consumer behaviour has been impacted by changes in the corporate environment. As consumers become more informed and aware of their options due to digitalization, it becomes more challenging to keep devoted clients. Understanding how decisions are made is crucial, particularly in light of emerging trends that affect both present and future consumer choices.

## STRATEGIES FOR CAPITALISING ON GREEN CONSUMERISM:

- **Product Innovation**: Develop innovative products and solutions that address environmental and social challenges while meeting consumer needs. For example, companies can leverage sustainable materials, design eco-friendly packaging, and incorporate circular economy principles into their product lifecycle.
- **Transparency and Traceability**: Provide transparent information about the sourcing, manufacturing, and supply chain practices of products. Consumers value authenticity and want to make informed choices about the products they buy. By being transparent about sustainability efforts, businesses can build trust and credibility with their target audience.
- **Marketing and Branding**: Communicate sustainability initiatives effectively through marketing campaigns and brand messaging. Highlighting sustainability certifications, environmental commitments, and corporate social responsibility initiatives can resonate with eco-conscious consumers and differentiate brands in the market.
- **Collaboration and Partnerships**: Collaborate with stakeholders across the value chain, including suppliers, NGOs, and industry associations, to amplify sustainability efforts. By working together, businesses can leverage collective expertise and resources to drive meaningful change and address complex sustainability challenges.
- **Continuous Improvement**: Commit to continuous improvement and innovation in sustainability practices. Regularly assess performance metrics, set ambitious

sustainability goals, and engage with stakeholders to solicit feedback and identify areas for improvement.

## CHALLENGES IN GREEN CONSUMERISM AND MARKET ADOPTION

- **Greenwashing and Trust Issues :**Many brands falsely advertise themselves as "eco-friendly" without real sustainability practices. This creates consumer skepticism and reduces trust in genuine green products.
- **Higher Prices and Affordability Barriers**: Sustainable products often cost more due to ethical sourcing or eco-friendly materials, making them less accessible to price-sensitive consumers.
- **Limited Availability and Infrastructure**: In many regions, green alternatives are still not widely available, and supply chains for sustainable goods are underdeveloped.
- **Lack of Consumer Awareness and Misconceptions**: Some consumers still believe eco-friendly products are less effective, or they do not clearly understand their environmental impact.
- **Regulatory Gaps and Inconsistent Standards**: Absence of uniform eco-labels and sustainability certifications leads to confusion and weak enforcement.

## OPPORTUNITIES IN THE RISE OF GREEN CONSUMERISM

- **Growing Demand for Sustainable Brands**: Studies show a steady rise in consumers willing to pay more for environmentally responsible products — especially among Gen Z and Millennials.
- **Innovation and Product Differentiation**: Companies can use sustainability as a competitive advantage by introducing biodegradable packaging, zero-waste products, or reusable designs.
- **Government Support and Incentives**: Many countries now offer tax benefits, subsidies, and policy support for green manufacturing and renewable energy usage.
- **Rise of Circular Economy Models**: Businesses can explore recycling, refurbishing, and resale systems — turning waste into revenue.
- **Digital Influence and Transparency Tools**: Technology such as QR code-backed traceability, blockchain-based supply chain tracking, and sustainability rating apps make it easier to build consumer trust.

## II PREDICTIONS FOR THE FUTURE

The area of sustainable marketing is rapidly evolving. Now that you know the top sustainable marketing trends currently, let's cast our minds to the future. Below are some predictions for the future of sustainable marketing.

- **Increased regulation and standards**

As consumer demand for sustainable products grows, we can expect more stringent regulations and standards to emerge. This will likely include increased scrutiny of sustainability claims to prevent greenwashing, ensuring that marketing communications are not only compelling but also accurate and substantiated.

- **The integration of artificial intelligence**

AI will play a significant role in sustainable marketing by enabling more personalised consumer experiences and optimising resource use in marketing campaigns. AI can help target consumers who are most likely to be interested in sustainable products, reducing waste in marketing budgets and increasing campaign effectiveness.

- **Virtual and augmented reality experiences**

With technological advances, brands will likely use virtual (VR) and augmented reality (AR) to create immersive marketing experiences. These experiences will educate consumers about sustainability practices or show the impact of sustainable living, thereby enhancing engagement and understanding.

- **Expansion of eco-labelling**

Eco-labelling will become more prevalent and detailed. It will move beyond simple badges to provide comprehensive information on a product's environmental footprint. This could include detailed life cycle assessments and carbon footprint data, directly accessible through smart labels and QR codes.

- **Emphasis on local and hyper-local campaigns**

There is a growing emphasis on reducing carbon footprints. With this in mind, we can expect green marketing strategies may shift towards promoting local products and services. Hyper-local marketing could also help in building community-based sustainability initiatives.

## III CONCLUSION

Green consumerism is no longer a niche preference but a powerful driver reshaping modern market behavior. As consumers become increasingly conscious of their environmental footprint, they are actively seeking brands that demonstrate genuine responsibility and transparency. This shift has compelled businesses to innovate, adopt sustainable practices, and realign their strategies toward long-term ecological value rather than short-term gains.

Although challenges such as greenwashing, affordability concerns, and limited awareness persist, the growing demand for ethical products presents a significant opportunity for forward-thinking companies. With the support of government policies, technological advancements, and evolving consumer expectations, the future marketplace is steadily moving toward sustainability-driven competition.

Ultimately, green consumerism is not just an economic trend—it is a collective movement toward a more responsible and resilient global economy. Businesses that embrace this transformation early will gain not only market advantage but also social relevance in an environmentally conscious world.

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