

## **Dynamics of Green Consumerism among Gen Z: Gender, Social Influences, and Environmental Awareness in Shaping Eco-Conscious Behaviour**

**Deepali Saluja**

*Department of Management Studies  
Institute of Information Technology & Management, India*

Email: [salujadrdeepalisaluja@gmail.com](mailto:salujadrdeepalisaluja@gmail.com)

**Abstract:** The study explores the dynamics of green consumerism among Generation Z, with a focus on the influence of gender, social factors, and environmental awareness in shaping eco-conscious behaviors. Green consumerism is defined as the preference for products and services that minimize environmental harm or provide ecological benefits. It is a critical aspect of pro-environmental behavior, which encompasses sustainable production, promotion, and consumption practices aimed at conserving the planet's resources. This research aims to find the interplay between societal influences and individual awareness of how gender roles and social pressures impact sustainable consumption patterns among the demographic. By understanding these factors, the study aims to identify actionable strategies for promoting green consumer behavior among Gen Z, thus contributing to a more sustainable future. To test the hypothesis ANOVA has been applied. Result shows that Gen Z consumers are increasingly looking toward environmentally friendly products in cities.

**Keywords:** Green Consumerism, Eco-Friendly, Gen Z, Attitude, Consumer Behaviour

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