

AWARENESS AND PRACTICE OF ETHICAL CONSUMERISM AMONG AUTOMOBILE CUSTOMERS

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ABSTRACT:

Ethical consumerism is the process of making purchasing decisions based on moral, environmental, and social considerations. It is becoming increasingly important in today's marketplace. The aim of this study is to investigate the variables that affect the consumers when making a purchasing decision of a vehicle. The awareness and practice of ethical consumerism is evaluated using a survey among 100 participants. To access the data and find important trends, statistical tools like Percentage Analysis, Chi-Square and ANOVA were used. According to the survey, buyers are increasingly inclined to consider ethical and environmental concerns when making purchasing decisions. The study highlights the importance of enhancing awareness to promote responsible consumption and the increasing significance of ethical considerations among diverse consumer profiles. These insights can support the marketers and businesses in shaping their approach to meeting the evolving expectations of automobile consumers.

KEYWORDS: *Ethical consumerism, Sustainability, Automobile sector, Consumer awareness.*