Project Dissertation Report

On

Study of Factors Influencing Consumers' Purchasing Decision of Eco-friendly Products in FMCG Sector

Submitted By

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Certificate

This is to certify that **Ms. Manvi Yadav**, bona fide student of **Delhi School of Management, Delhi Technological University**, has successfully completed the major research project work in partial fulfillment of the requirement of Master of Business Administration (MBA) program for the academic year 2019-20.

The project work is titled as "**Study of Factors Influencing Consumers' Purchasing Decision of Eco-friendly Products in FMCG Sector**".

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Declaration

I hereby declare that the project report entitled "**Study of Factors Influencing Consumers' Purchasing Decision of Eco-friendly Products in FMCG Sector"** has been submitted for the Delhi School of Management, Delhi Technological University, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration (MBA) program for the academic year 2019-20, under the guidance and supervision of Dr. Shikha N Khera.

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Executive Summary

The research study is on the Green Marketing but specifically on factors responsible for influencing consumers' purchasing decision of eco-friendly products in FMCG sector. With the changing economies, the global environment is deteriorating. There is an evident shift in buying behavior of consumer and marketing practices of the Marketer with regard to environmental protection. To explore the importance of topic and understanding consumer's purchasing intention towards eco-friendly products many studies have been done in the area green marketing. The previous research, documents provide us with vital information to understand the importance of eco-friendly products and to carry out this research.

The objective of this research was to identify and looked into the factors which influence consumers' purchasing decision of eco-friendly products. The factors studied were marketing-mix elements (Product, Price, Place and Promotion/Advertising), Word of Mouth, Satisfaction and Consumer Perception due to which they buy eco-friendly products with focus on non-durable goods or fast moving consumer goods (FMCG) . The study analyzed the factors from the consumers' point of view.

A structured questionnaire has been used which is sent through social media platforms such as WhatsApp and Facebook to obtain the views of people living in Delhi NCR. The data collected is analyzed on the factors that which all are responsible or are related to the purchase intention of the buyer. A quantitative approach has been adopted, SPSS statistical tool has been used to analyzed the data. The sample composed of 101 respondents

Our findings indicated that the factors satisfaction, word of mouth, advertising and Price influence the purchasing decision of the consumers. It has been observed consumers who are satisfied with the use of green products are likely to show purchase intention of green products. The study also showed that majority of respondents agreed to pay premium to purchase eco-friendly products and the self-esteem factors such as purchasing eco-friendly products make them feel trendy, they give good image, and they would be judged by others does not contribute to the purchasing intention of the buyer. Thus, such perception towards green products does not lead to purchase action. The place and product quality factors were not able to explain the variance in the purchase intention. Our finding demonstrated that people agree and have a positive attitude towards eco-friendly products but this do not lead always to purchase action.

We have also found that females tend to purchase more healthcare and cosmetics products as compared to males. Also, it has been found that there is no significant difference between consumer behavior towards eco-friendly products on the basis of gender, age, income and status.

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1 INTRODUCTION

The introduction aims at explaining the importance of eco-friendly products. Eco-friendly products are alternatively known as green products. Introduction will guide in understanding reasons and factors which encourage me to undertake this topic as part of my research.

1.1 Background

Environmental issues like change in weather, natural resources depletion, global warming, are most prevalent issues in a country nowadays. Thus impacts the behavior while making a purchase decision. Nowadays consumers have started thinking in line of sustainability. There is an evident shift in buying behavior of consumer and marketing practices of the Marketer with regard to environmental protection. With the changing economies, the global environment is deteriorating. Also, resources are scarce and limited therefore it makes more important for the marketer to efficiently utilize the resources. To conserve natural resources and to have a sustainable development promotion and adoption of green goods and technologies are important. Thus, saving environment has become a major concern and priority of consumers at this point of time.

The comprehensive assessment on environment has been produced by the UN 6th time in its Global Environment Outlook – 6 report. According to report, the environment has continued to deteriorate and if not addressed effectively can have irreversible impact (Environmnet, 2019). The first Global Environment Outlook (GEO) was launched in 1997 by UN environment.

According to American Marketing Association (AMA) – "Green marketing refers to the development and marketing of products that are presumed to be environmentally safe". The products are designed keeping in mind that it has very little effect on the environment. Thus wider range of activities constitutes green marketing. The wider set of activities includes modification of product, change in packaging, changes in existing production process and change in advertising. Similar terms used alternatively are Ecological marketing and Environmental marketing. (Michael Jay Polonsky, 2001, p. 21) Green Marketing is an integrated and complex strategic tool and a holistic approach rather than calling it a marketing hype. It might seem expensive to change to "green" initially but not from the long term perspective.

Firms are often encouraged by consumers to develop green products, such as light bulbs that are energy-efficient. Price of green goods are often more in contrast to the traditional goods, however if one considers all associated costs this does not imply always that they cost more. Initial out-of-pocket expenses of green products are higher but if look at in long term, cost is lower. An example is compact fluorescent light bulbs which during their lifetime costs much less expensive when compared with the traditional ones (Michael Jay Polonsky, 2001, p. 23).

Consumers particularly Millennials have shown interest in brands that associate themselves with sustainability and embrace purpose. A recent report revealed that products that claimed sustainability have seen a twice the growth as compared to their traditional ones. Also, it is interesting to note that though 65% people claim to buy purpose-driven brands that focus on sustainability, yet only 26% people actually buy so (Katherine White, 2019).

Indian economy's 4th largest sector is fast moving consumer goods (FMCG). This can be categorized into 3 segments. The major segment is the household and personal sector which accounts for 50 per cent, 31 per cent is accounted by the healthcare segment and the remaining 19 per cent is accounted by the food and beverages segment.

The major revenue generator segment of FMCG is rural segment, which constitute around 45 per cent share. India rural areas, has seen a growth in the desire of quality of goods and services due to efficient and effective distribution channels of FMCG and manufacturing companies. Urban segment share accounted for 55 per cent revenue of the overall FMCG sector revenue in India.

FMCG products are frequently sold, and have comparatively lower price and are usually used by people regularly. To be socially responsible and to compete in the market companies tend to move towards the production of such goods.

The factors responsible for the growing markets are to be aware, to be able to find it and a lifestyle. With the increase focus of interest on ways to think in line of reducing energy consumption and at the same time to be able to focus on ecology and environment makes Green marketing to emerge as a worldwide phenomenon which is of interest to both the consumers and the marketing practitioners.

Under the Union Budget 2019-20 the focus was on MSMEs, education, infrastructure, agriculture, healthcare and tax rebate. It anticipates that it has impacted the FMCG sector directly. The expectation from these initiatives is that it would be able to increase the working class people disposable income, especially for people residing in the rural area, which is certainly will be advantageous for this sector.

The consumer perspective can be described as a way how they feel or view a certain product or service. The perception of consumer can be linked to customer expected satisfaction from a given goods or service. With the growing awareness people think of bequeathing a healthy earth and environment for their successors. Many studies has been taken place and it has been found that people do have concern related to the surrounding and thus are modifying their behavior style so that they do not harm the environment and are less hostile towards it (Ashok & Aswathanarayana, 2018).

Not only consumer gives preference to Price and quality but it has been witnessed that the social and moral values are also important due to the remarkable growth in demand for natural goods in the market globally. The eco-labels are often marked on environmentally friendly goods and services to make consumers aware. Neither the consumer nor the marketer wants to see themselves as environmentally irresponsible. With the passing years, companies have started expanding their environmentally friendly products range.

1.2 Problem Statement

The concern related to environmental issue has been continuously growing over years. Indian consumers are also heading in the same direction. Linking consumer perception and buying behavior of green products suggest that consumer would avoid purchasing those goods that are potentially harmful for environment (Katait, 2016).

Different subjects and disciplines are being covered by many surveys and literature which examines the consumer's conduct towards green goods and factors that affects consumer views and behavior towards buying of eco-friendly goods. For example the green marketing strategies such as impact of green advertising, green branding, green packaging and customer's environmental beliefs on consumption pattern of the consumers have been studied in a survey made in Mauritius (Juwaheer, Pudaruth, & Noyaux, 2012). But this survey does not include other factors such as Word of mouth, lifestyle, perception, price in the buying decision of green products by consumers. Another research uses 80 respondents response to analyze the customers' perception based on product such as its quality, product's price, place where it is available and promotion in the city of Bengaluru (Ashok & Aswathanarayana, 2018).

There are literatures and studies studying concepts related to the consumer perception, consumer conduct and attitude towards the planet earth and green goods. Though many literatures analyzed the factors to know the buying behavior of consumer regarding green FMCG products but only few factors/elements are considered. This research try to get perspective into green marketing from the perspective of consumers' view point towards 4P's (marketing mix elements) – Product, price, place an promotion and how word of mouth, Perception and satisfaction play a role in influencing consumer purchasing behavior of the FMCG "eco-friendly products". FMCG goods are short-term used goods that consumers buy on regular basis and are consumed by them immediately. We have included FMCG goods such as cosmetics and health care, bulbs, food in our questionnaire as these have short shelf life and are easily available in supermarkets or retail stores.

1.3 Objectives of the Study

The aim of this research is:

- To identify factors which are used by firms (Product, Price, Place and Promotion) to influence consumer buying decision of eco-friendly products.
- To determine factors from Satisfaction, Perception and Word of Mouth that leads consumers to buy green products.

This study will analyze these factors from the consumers' perspective, which lead them to buy eco-friendly products and the factors which don't influence them to purchase eco-friendly products. Thus, our research will try to answer which factors from the Marketing-mix can influence consumers to purchase green products and do other factors such as satisfaction, perception and word of mouth lead to purchase of eco-friendly products or not.

1.4 Model and Hypothesis

Based on the Literature review, previous findings and theories we took inspiration from conceptual model of Maloth Naresh Naik and Dr. Rambabu Lavuri (Naik & Lavuri, 2019) and adapted the model to our research objectives. Their conceptual framework model consists of Packaging elements and Media Vehicles leading to Purchasing behavior of FMCG items by the consumers. The study of Maloth Naresh Naik and Dr. Rambabu Lavuri examines the impact of Media Vehicle and Product packaging elements influencing the consumer purchasing behavior towards FMCG products. In our study we modified the framework by introducing seven factors - marketing-mix elements (4 P's), word of mouth, satisfaction and perception. The demographics factor data collected in our research will not be used as a hypothesis but will be used to examine if there are differences on the basis of gender, income and status.

So on the basis of existing Literature reviews and thorough understanding of concept following are the hypothesis of the research which will be verified:

$H_A(1)$: There exist significant and positive relationship between 4P's of product and purchasing intention of the consumer to buy eco-friendly products.

- $H_A(1a)$: There exist a significant and positive relationship between Product factor and purchasing intention of the consumer to buy eco-friendly products.
- $H_A(1b)$: There exist a significant and positive relationship between Price factor and purchasing intention of the consumer to buy eco-friendly products.

- H_A(1c) : There exist a significant and positive relationship between Place factor and purchasing intention of the consumer to buy eco-friendly products.

- H_A(1d) : There exist a significant and positive relationship between Promotion/advertising factor and purchasing intention of the consumer to buy eco-friendly products.

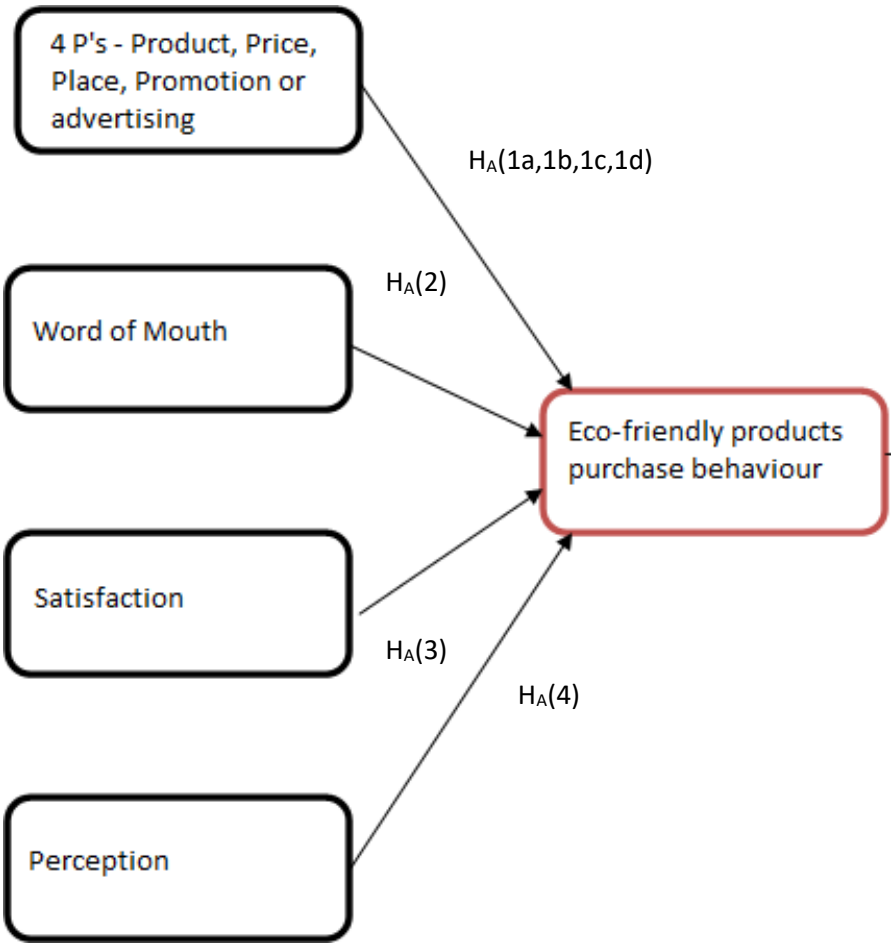
H_A(2) : There exist a significant and positive relationship between Word of mouth factor and purchasing intention of the consumer to buy eco-friendly products.

H_A(3) : There exist a significant and positive relationship between Satisfaction factor and purchasing intention of the consumer to buy eco-friendly products.

H_A(4) : There exist a significant and positive relationship between Perception factor and purchasing intention of the consumer to buy eco-friendly products.

Our conceptual framework is based on the previous studies and our own understanding of factors responsible for the purchase decision of the green products. This can be represented as:

Figure 1-1 : Conceptual framework



Source: Own Creation

1.5 Scope of the Study

There are various factors that companies use to impact the buying decision of consumers when it is related to green products. This study focuses only on few aspects of those factors and focus is from the consumer point of view only.

In this study, our focus is on the FMCG sector, on durable goods that buyers buy frequently and are used up over time. Our research focus is not on the durable goods such as automobiles, furniture etc. as the consumer frequency to purchase these goods are less as compared to non-durable goods. Also, the decision process while purchasing durable goods is complex. In order to generalize our study we won't be focusing on particular brand rather we would be focusing on consumers' buying intention towards FMCG green goods. The study will analyze the purchasing frequency of different type of products in the FMCG sectors to understand whether there is any difference within the FMCG sector. For example consumer tends to buy those products more that have important impact on environment such as household cleaning products (Rahbar & Wahid, 2011).

For this research, data collection is limited to only the people living in Delhi NCR. Although the Delhi NCR contain people from different states as well though in limited numbers. The majority of the respondents are students.

2 Literature Review

(Tiwari & Jaya, pp. 33-40) The research was exploratory in nature and focuses on green marketing. Author tries to explain the need, importance, challenges and future prospects that green marketing has. According to this study 25 % Indian consumers favor buying green goods and around 28 % Indians are conscious about their health. Therefore, green marketers to cater consumers need have diversified to fairly sizeable segment. The study also mentioned that various regulations have been formed by government to save society. In order to decrease the production of toxic products as well as byproducts government has developed legislations framework. These measures by Indian government have been able to decrease the manufacturing of toxic goods by industries and consumption of harmful goods by consumers for example, the use of plastic bags has been banned, smoking in public areas is not allowed, etc. The study also talks about that the firms in order to maintain their competitive position are making move into environmental marketing. In majority of cases firms try to emulate what their competitors are doing, same goes when firms see their competitors trying to promote their environmental activities they try to replicate them. Sometimes this results in industrial shift and modifies their practices and thus resulted in reducing the detrimental environmental behavior. In some cases the waste generated by one firm is used by other firms and since the focus is on producing less waste, this results in cost reduction. This study also talks about five golden rules of green marketing:

- Companies should **know about their customer**. The consumer awareness about their products and important issues that has been addressed by the products is important.
- Not just customer awareness about the products benefits is important but also the **educating consumer** why it is important is also to be kept in mind.
- Firms should only claim those activities in their green marketing campaign which they are actually doing i.e. being **genuine** and all the business policies should be in consistent with their work related to environment i.e. being **transparent**.
- Not just offering environmental friendly products, but the quality of the products is also important. The firm should **assure the buyer** that the product will perform as expected.
- Environmental friendly goods are **priced higher** in contrast to traditional ones, so the consumer should feel the worth for which they are paying premium.

The study also talks about the 4Ps of Green marketing: Product, Price, Place and Promotion and then talks about issues of green marketing such as challenges include higher pricing of green products, convincing consumers and green Myopia. Marketing myopia is when we overemphasize the quality at the expense of customer satisfaction.

(Mishra & Sharma, 2010, pp. 9-14) The study emphasizes on the emerging trend of green marketing and challenges in India. The study mentioned the link between the air pollution and the premature birth and death of an infant. Thus green marketing is important which is possible by growing awareness in the world for protecting the eco-system we all stay in. It also talks about the characteristics of green products such as green products are recyclable, can be reused and are biodegradable in nature. Green products consist of natural ingredients. These goods are safe for nature and are not tested on animal with eco-friendly packaging. The challenges mentioned in the study are absence of standardization by the firms which can authenticate the promotional message from Green campaigns; Though Indian people know the benefits of green goods but it is relatively newer concept; The investor has to think from the long-term investment as this required lot of patience; Company should avoid green myopia. Like the previous literature (Tiwari & Jaya) that talks about the five golden rules of green marketing, the study has included two additional golden rules:

- Firms should give chance to customer to participate in environmental action in constructive way.
- Firms should realize that customer don't just expect the products to be green but also in budget and is able to mitigate the environmental impact in their lifestyle too.

The study mentioned various reasons responsible to adopt the green marketing practices by the firms. At last it suggested that not just the consumer but it is also the responsibility of the marketer to make consumer to understand the need and importance of green goods over the traditional goods. The research suggests that consumers agree to pay premium for healthier environment and green marketing concept has more important role to play in developing countries like India.

(Massey & Singh, 2019, pp. 143-156) The study tries to find out the part of green marketing for sustainable development, purchasing intention of the end users for eco-friendly goods and green marketing concept and the opportunities, need and importance if green marketing. Research uses the secondary data from the trusted sites such as data available by the government, published articles, journals etc. The three terms environment, society and economy is used to explain sustainability. For the sustainable growth to be a profitable strategy, a green marketing tool should keep in focus all the three terms. Various examples has been cited to indicate the introduction of eco-friendly products in India e.g. Hybrid electric car by Toyota, Paperless services by SBI such no cheque, no slips, paperless banking. The study mentioned that by 2026 India will surpass other developed countries as consumers are becoming conscious of environmental issues and health conscious. The finding from the study suggests that consumers are showing interest for eco-friendly goods and the brands with eco-certified label and packaging but still there lacks the awareness about green products in consumers. For the firms to have a competitive

edge the strategies and green practices must be changed day by day and should adapt to new green lifestyles and trend. The author advised that green products rates should not be very high, it should be kept within the budget of consumer and constant awareness about the products should be disseminated by the marketer to the consumer. Also, consumer should have positive outlook towards green products.

(Maheshwari, 2014) The study investigates upon the belief and the view of consumer towards green goods, their awareness about the presence of the green goods and how much influence marketers through marketing efforts have on consumers. The survey was done with well organized questionnaire. Five point Likert scale has been taken to measure the variables. The study found out that majority(80 per cent) of people is buying products of those brands that cause less damage to the environment and 60 per cent consumers expressed that they find difficulty in detecting goods on the shelves of the store. The majority of buyers prefers buying eco-friendly goods but is not able to recall goods and brands that offer green goods. Therefore marketing plays an key role in sensitizing end users about the products. 88 per cent consumers purchase goods on the basis of their previous experience and are more likely to trust well known brands. The major barrier in purchasing a eco-friendly product has been the concern over whether the green product would be able to perform as per the consumer expectations.

(Majid, Bhat, Kansana, & Keshav, 2016) The study tries to describe the concept of Green Marketing linking it with the environment, society and economy. Study tries to explain green marketing a part of sustainable development. The authors gave suggestions to generate awareness about this concept through CSR and consumerism. The study discusses three phases of green marketing evolution where first phase includes understanding the environmental problems and all the marketing activities of the firm should be towards green marketing; the second phase include focuses on creating eco-friendly products with the help of innovation and using clean technology; the last phase is to reduce the environmental damages. The study also talks about several reasons for the firms to go for the use of green marketing this include gaining competitive advantage and government norms. Study mentioned some initiative taken by corporate and lastly the challenges to eco-friendly marketing. The challenges mentioned were related to expenditure on research and development, generating awareness in consumers and the need for standardization in green marketing such as government certificate to indicate the green product authenticity thus emphasized on the fact that government has a very strong role to play. Firms could be encouraged by providing tax benefits, easy loans and creating awareness via social media.

(Kumar, 2016) The paper is a comprehensive review of various literatures in the area of green marketing and tried to outline contributions by earlier academician in this area. The articles were divided into 4 categories. The categories are “green marketing as a strategy, eco-orientation, functions and consequences of green

marketing". The literature review also includes the implications and future work in this field. This literature review helps in getting insight of present state of research and tried to revive interest of researchers in this area. The researcher reviewed non-marketing journals as well which have published issues related to marketing.

(Ashok & Aswathanarayana, 2018) The study examines the perception of the consumer and tried to understand the buying decision of consumer on the basis of influence of the perception. The research was conducted in a city of Bengaluru. Simple random sampling was used for this study. For Survey primary data was gathered with questionnaire and secondary information was collected from multiple websites and journals. The perception of consumers was tested for eco-friendly FMCG products. Reliability of construct was tested using Cronbach Alpha. Statistical tools such as frequency table, ANOVA, Regression etc are applied to analyze data. The study shows maximum consumer prefer buying eco-friendly goods as they are healthy and cause less damage to the ecosystem. Study points out that those users who agree to pay premium for the eco-friendly goods and those end users who purchase green goods presently, likely to purchase in the future as well. Study concluded that the perception formed by consumer has an impact on buying action of eco-friendly goods. The study pointed out that consumers are spending less as compare to what they spend on traditional products therefore there is a need to have eco-labels on products which would be easy for the consumers to identify green products. For this both the government and marketer have to work to form a good market in order to have sustainable development.

(Katait, 2016) The study examines the consumer conduct on eco-friendly goods of FMCG. It also compares view point of consumers towards green goods on the basis of gender and evaluate consumer's attractiveness and impact on purchasing decision of green products. The researcher has considered perspective of both organization and consumer. The study is limited to only three districts of Vidarbha, Maharashtra. The primary and secondary responses are used for the statistical examination. Simple random sampling method has been used to study and data is collected through questionnaire. Information is gathered through company's annual report, magazines and other literature. The study noticed that majority of respondents were in favor of buying green products and education qualification i.e. people with degree or diploma tend to show more willingness to buy green goods. The study tells that most crucial factor while purchasing products is Price followed by company's brand, green product and quality of product. Process came out to be the least crucial factor for a buying option of products.

(Kumar, Garg, & Makkar, 2012) The study investigates youth of India to analyze perception and their intention towards purchasing green products. The study collected primary data. Responses are gathered through well designed questionnaire. For the purpose of analysis statistical tools such as mean, frequency, cross-tabulation, Chi Square and ANOVA have been used. The study revealed that

maximum of the answerers overstated to know about eco-friendly products. Males when compared to female are more acquainted of green goods and consider buying eco-friendly products as compared to females. Maximum answerers agree to pay additional price for green goods. The study tells that end users have intention to buy environmentally friendly goods. The study revealed that most of the consumers show desire to contribute towards environment but are not aware of how to contribute. A brand by creating awareness can enhance brand image and goodwill in the long run in the eyes of the consumers. The study also suggested that not just the marketer and government but also the media and environmental protection agencies should work towards realization of green products to preserve the environment.

(Hundal & Kumar, 2015) The study tries to recognize the consumer intent towards green goods and suggested the initiative for government, consumer and industries in Punjab. The factors considered by study analyze the perception are desire, preference, ethical, trustworthiness, awareness, initiative and social welfare. The study is done on Primary data collected through standardized questionary. The responses are collected from 100 respondents living in cities of Punjab. The study concluded that there is a lack of standardization to distinguish or to certify a product as a green product. The study emphasized on generating awareness about the concept and educating consumers about the threat to the environment. The companies should convince consumers to switch brands and to buy green products at premium price. The study points out those green products should also satisfy customers' expectations. The study also talks about green myopia concept and characteristics of green products.

(Makhdoomi & Nazir, 2016) The study analyzes the buying consumers conduct towards eco-friendly goods and examines the level of awareness and reasons to buy green products. Researchers study factors responsible to impact buying decision of consumers and the extent of satisfaction the answerers have towards the green products. The study is done on both secondary data gathered through other sources, books, journals and primary data gathered through structured questionnaire. The convenient random sampling technique was used to gather data from the answerers residing in Srinagar city. The study found that maximum of answerers view that higher price prevents them to buy such goods. The reason of purchasing the green products is that consumer wants to preserve environment. It is evident from the study that factors like age, income, education qualifications and gender do not influence the buying action of consumers. Satisfaction level is one component that influences buying decision of green goods. The study found that the younger generation has more concern for environment. The most important feature to purchase green products came out to be features of green products. Consumers agree to spend extra for green goods to preserve the environment and they consider eco-friendly goods as healthier alternative. The study suggested that organization need to work on the quality of green products at a reasonable price.

(Nagaraju & D, 2014) The nature of study is empirical and it examines the consumers' perception and readiness to pay extra to buy green FMCG products. The collected data used by the researcher is primary and secondary. The one-on-one interview is conducted with the help of standardized questions to collect data from respondents. Websites, articles, newspaper and relevant journals are used to collect secondary data which is used for the conceptual analysis of green products. This study indicates eco-label on products to be a major factor to identify FMCG green products which can be used as a marketing tool. This study is conducted in the Mysore district of Karnataka. The researcher found that the majority of people living in Mysore district are having awareness about the green FMCG products. The study also indicates that people feel content with the quality of green products as compared to traditional ones. The respondents confirm that though people are aware and agree to buy green goods but since the price of green FMCG goods is more, the less number of people buy green products.

(o, Raposo, & Filho, 2009) The study identifies different market areas with the use of environmental related variables. The study highlights the importance of market segmentation and criteria that can differentiate individuals on the basis of environmental behavior. The individuals are segmented on the basis of Demographics, Psychographic and Behavioral criteria. For the purpose of analysis, responses were gathered through supervised questionnaire. It was noticed that the Portuguese people are aware about environmental challenges but their concerned are not always translated into actions. Also there are consumers whose buying decision of products is based on the harm to the environment. It has been suggested that firms should analyzed segments and then adopt an appropriate strategy and positioning to attract the customers towards them. The study concluded that if firms do not come up with the products which are safer for the ecosystem i.e. not responding to the "green challenge" are at a verge of damaging credibility in the eyes of their customers, while firms that are using green strategies will have countless opportunities.

(Jaini, Quoquab, Mohammad, & Hussin, 2020) The study aims to investigate those components that affect end users' green buying behavior in developing country like. The consumers nowadays prefer purchasing green cosmetics products over chemical one. The use of harmful substances in cosmetics, plenty of them is banned globally. The study explores the role of electronic word-of-mouth affecting the green purchasing conduct of the consumer. The approach adopted in the study by the researcher is to study value-belief-norm theory and using judgmental sampling. Online survey has been conducted and a total of 318 replies have been gathered. For the analysis of hypotheses SmartPLS has been used. The study found that both hedonic and altruistic value affect pro-environmental beliefs positively which results in influencing consumers' personal norms. The result shows that hedonic value influence on pro-environmental belief is more than the altruistic value. Personal norm is also responsible to influence consumers' green purchasing behavior. Data

analysis also revealed that both pro-environmental belief and personal belief plays a mediating role. The relationship between the green purchasing behavior and the personal norm is moderated by eWOM. The study tries to promote a healthier lifestyle and consumers should be concerned about the environmental well-being. This study is the first one which introduces the concept of eWOM as moderator in value-belief-norm theory. Thus, the study result indicates that all the variables – altruistic, hedonic, eWOM, pro-environmental belief and personal norm play significant role when it comes to consumers' green purchasing behavior.

(lYatishJoshi & ZillurRahman, 2015) In this study researchers reviewed 53 empirical studies, conducted in the years 2000 to 2014 to understand green buying conduct of buyers. This is first time a study is conducted that reviewed articles which are related to inconsistencies in attitude-behavior when it comes to green purchasing. The study identified various barriers, motives and facilitators which influence the buying decision of the green goods. The study also provides us with the explanation of reported inconsistencies in the buying conduct of the consumers. The two major factors that determine the consumer green purchasing behavior are the end users environmental concern and the functional attributes of the eco-friendly products. The researchers describe various components that influence buyers buying actions of the non-harmful products. The factors were categorized into individual and situational factors. The factors that represent situational forces are price, product availability, reference group and social norm, product quality, image of a brand, eco-labeling, store related attributes and consumer exposure to environmental message through advertising. Responsibility towards environment and a sense of social issues too have desirable impact on green buying conduct of buyers. The study found that consumers dislike to waste time finding for a eco-friendly products which becomes a major barrier in purchasing the green product.

3 Research Methodology

In this study, we try to get a general perspective of consumer's behavior towards green products. To examine the factors that influence the buying intention of the consumers, we will collect data for every factor i.e. on marketing-mix, word of mouth, satisfaction and perception.

The research design for the study is Descriptive Research. This is an appropriate choice as it will describe the characteristics of our target population. For analyzing and understanding the impact of factors i.e. "marketing-mix 4P's, word of mouth, satisfaction and perception" for purchasing decision of consumers primary data will be collected through structured questionnaires. We would be testing model and hypothesis mentioned to analyze the factors.

For the purpose of data collection we have used quantitative sampling technique. The respondents for this research are chosen on the ease of accessibility. The responses are accumulated through a structured questionnaire which has been adapted from a previous research (see Appendix 1). A questionnaire can be defined as an instrument to be completed by the participants delivered via personal (phone, intercept) or non-personal (through Google forms, delivered through computer or sending through email) (COOPER & SCHINDLER, 2014). For the data collection a Google form has been created and floated through WhatAapp and Facebook. The questionnaire composed of closed ended questions which allow the respondents as well as the researcher to save time. In order to draw meaningful conclusion five point likert and multi-item scales are used. The variables are put under one construct using factor analysis and its reliability is tested using cronbach's alpha.

Rensis Likert developed the Likert scale and is one of the most frequently used rating scales. When compared to many other scales it is more trusted and provide a large amount of data (COOPER & SCHINDLER, 2014).

Our sample size is of 101 Respondents from Delhi NCR. Once the data is collected we use IBM SPSS Statistics software first to code the responses and then for analyzing the data.

To determine which factors are responsible to influence purchasing decision of the consumer we use multiple regression. This method allows us to test our hypothesis. The factors product, price, place, advertising, perception, satisfaction and word of mouth are considered as an independent variable and purchase intention towards eco-friendly goods is considered as a dependent variable.

Though with this sample size we cannot get the generalized result, we try to include students, working class, retired and different age group people in order to get a good sample.

4 Data Analysis

Our sample has 101 respondents. The "Statistical Package for the Social Science (SPSS) version 22" has been used for the analysis of data. The statistical tools like frequency table, Standard Deviation, Independent t-test, ANOVA and Regression has been used. Since we have used multi-item scale, so to check the internal consistency we have used Cronbach's alpha as a measure of reliability of the variables. This will help us to reduce the errors in our study.

Table 4-1: Sample size

Frequencies

Statistics

Gender

N	Valid	101
	Missing	0

Source: Own analysis

4.1 Demographic findings

Table 4-2: Sample composition by gender

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	47	46.5	46.5	46.5
	Male	54	53.5	53.5	100.0
	Total	101	100.0	100.0	

Source: Own analysis

We have more men respondents as compared to women. 46.5 per cent (47 respondents) of respondents are female and 53.5 per cent (54 respondents) of respondents are male, the difference is not so high.

Table 4-3: Sample composition by age

Your age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Up to 20 Years	2	2.0	2.0	2.0
	21 to 40	79	78.2	78.2	80.2
	41 to 60	13	12.9	12.9	93.1
	Above 60	7	6.9	6.9	100.0
	Total	101	100.0	100.0	

Source: Own analysis

78.2% of respondents (79 respondents) have age between 21 to 40, 12.9 per cent respondents (13 respondents) have age between 21 to 40 years, 6.9 % of respondents (7 answerer) have age above 60 years and only 2 % of our total respondents (2 respondents) have age up to 20 years.

Table 4-4: Sample composition by Status

Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Employed	32	31.7	31.7	31.7
	Unemployed	5	5.0	5.0	36.6
	Student	57	56.4	56.4	93.1
	Retired	7	6.9	6.9	100.0
	Total	101	100.0	100.0	

Source: Own analysis

The status wise distribution reveals that majority of respondents are Student with 56.4 per cent (57 respondents) and second largest status segment is employed category with 31.7 per cent (32 respondents). The retired and Unemployed segment constitute 6.9 per cent and 5 per cent respectively i.e. 7 respondents belong to the retired category and only 5 respondents are unemployed.

Table 4-5: Sample composition by Monthly Income

Monthly Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below ₹15000	54	53.5	53.5	53.5
	₹15000 - ₹30000	7	6.9	6.9	60.4
	₹30000-45000	8	7.9	7.9	68.3
	Above ₹45000	32	31.7	31.7	100.0
	Total	101	100.0	100.0	

Source: Own analysis

The distribution on the basis of monthly income reveals that out of 101 respondents, 54 respondents were having income below ₹15000, 32 respondents monthly income were above ₹45000, 8 respondents salary were in between ₹31000-₹45000 and only 7 respondents salary were in between ₹15000-₹30000.

4.1.1 Frequency table

Table 4-6: Purchasing Frequency of eco-friendly products

How often did you buy eco-friendly products in the last 3 months?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Once a week or more often	17	16.8	16.8	16.8
	At least once a month	55	54.5	54.5	71.3
	Less than once a month	29	28.7	28.7	100.0
	Total	101	100.0	100.0	

Source: Own analysis

The distribution on the basis of purchase frequency reveals that majority of people (54.5 per cent) buy eco-friendly products at least once a month, 28.7 per cent respondents buy eco-friendly products less than once a month and 16.8 per cent buy green products once a week or more often.

Table 4-7: Frequency distribution of Reasonable price of eco-friendly products

[Have reasonable price]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	16	15.8	15.8	15.8
	Disagree	32	31.7	31.7	47.5
	Undecided	18	17.8	17.8	65.3
	Agree	26	25.7	25.7	91.1
	Strongly Agree	9	8.9	8.9	100.0
	Total	101	100.0	100.0	

Source: Own analysis

This shows 31.7 per cent of respondents feel that eco-friendly products are high in price. They don't have reasonable price. 15.8 per cent strong disagree while only 8.9 per cent respondents find eco-friendly products price reasonable. 17.8 per cent of the respondents are indecisive whether green products have reasonable price or not. 25.7 % of the answerers agree that green products have reasonable price.

Table 4-8: Frequency distribution of willingness to pay a premium price for an eco-friendlyproduct

[I am willing to pay a premium price for an eco-friendly product (e.g +10%)]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	4	4.0	4.0	4.0
	Disagree	15	14.9	14.9	18.8
	Undecided	20	19.8	19.8	38.6
	Agree	46	45.5	45.5	84.2
	Strongly Agree	16	15.8	15.8	100.0
	Total	101	100.0	100.0	

Source: Own analysis

This indicates that maximum respondents agree to spend additional amount for eco-friendly products. 45.5 per cent of answerers agree to pay additional amount for eco-friendly products and only 4 % respondents strongly disagree to spend additional amount for an eco-friendly goods.

Table 4-9: Frequency distribution of buying eco-friendlyproducts on an unplanned decision

Because: [I purchase eco-friendly products on unplanned decision in a supermarket]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	11	10.9	10.9	10.9
	Disagree	25	24.8	24.8	35.6
	Undecided	22	21.8	21.8	57.4
	Agree	34	33.7	33.7	91.1
	Strongly Agree	9	8.9	8.9	100.0
	Total	101	100.0	100.0	

Source: Own analysis

33.7 per cent people agree to buy eco-friendly products on impromptu basis in a supermarket. Though 24.8 per cent respondents disagree to purchase green products as an unplanned decision. 10.9 per cent strongly disagree to purchase eco-friendly products while only 8.9 per cent strongly agree to purchase eco-friendly products as an unplanned decision.

4.1.2 Independent t-test

Independent t-test will help to examine whether there is any significant difference exist when it comes to buying particular type of eco-friendly FMCG products on the basis of gender.

Table 4-10: Mean comparison of Type of eco-friendly products on the basis of GENDER

Group Statistics

	Gender	N	Mean	Std. Deviation	Std. Error Mean
What type of eco-friendly products did you purchase in the last 3 months? [Food]	Female	47	3.213	1.3978	.2039
	Male	54	2.870	1.2745	.1734
What type of eco-friendly products did you purchase in the last 3 months? [Health care/ cosmetic products]	Female	47	3.064	1.3417	.1957
	Male	54	2.444	1.2388	.1686
What type of eco-friendly products did you purchase in the last 3 months? [Cleaning products]	Female	47	2.447	.9958	.1453
	Male	54	2.463	1.2990	.1768
What type of eco-friendly products did you purchase in the last 3 months? [Other household products (e.g: bulbs etc)]	Female	47	2.532	1.1951	.1743
	Male	54	2.389	1.3091	.1782

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
What type of eco-friendly products did you purchase in the last 3 months? [Food]	Equal variances assumed	.913	.342	1.287	99	.201	.3424	.2660	-.1853	.8701
	Equal variances not assumed			1.279	93.959	.204	.3424	.2677	-.1891	.8739
What type of eco-friendly products did you purchase in the last 3 months? [Health care/ cosmetic products]	Equal variances assumed	.219	.641	2.411	99	.018	.6194	.2569	.1097	1.1291
	Equal variances not assumed			2.398	94.454	.018	.6194	.2583	.1066	1.1322
What type of eco-friendly products did you purchase in the last 3 months? [Cleaning products]	Equal variances assumed	5.369	.023	-.069	99	.945	-.0162	.2330	-.4785	.4461
	Equal variances not assumed			-.071	97.514	.944	-.0162	.2288	-.4702	.4379
What type of eco-friendly products did you purchase in the last 3 months? [Other household products (e.g: bulbs etc)]	Equal variances assumed	1.580	.212	.570	99	.570	.1430	.2508	-.3547	.6408
	Equal variances not assumed			.574	98.762	.567	.1430	.2493	-.3516	.6376

Source: Own analysis

Here, we do not find any significant difference between male and female when it comes to purchasing food, cleaning products and other household products such as bulbs etc. (significance value or $p > 0.05$). However, it has been noticed that female (3.064) tends to buy more healthcare and cosmetics products then men (2.444).

Thus, there exists a significant difference between the male and female when it comes to purchasing healthcare or cosmetics products ($p < 0.05$).

Table 4-11: Mean comparison to understand the consumer perception of green products on the basis of gender.

Group Statistics

	Gender	N	Mean	Std. Deviation	Std. Error Mean
[Are good for the environment]	Female	47	4.36	1.092	.159
	Male	54	3.96	1.303	.177
[Are healthy]	Female	47	4.23	1.005	.147
	Male	54	3.83	1.194	.162
[I am willing to pay a premium price for an eco-friendly product (e.g +10%)]	Female	47	3.49	.975	.142
	Male	54	3.59	1.125	.153
Purchase Intention	Female	47	4.128	.7694	.1122
	Male	54	3.833	.9467	.1288
Because: [I want to preserve the earth]	Female	47	4.213	.9310	.1358
	Male	54	3.852	1.0712	.1458
Because: [I was satisfied with most of eco-friendly products I bought]	Female	47	3.72	.949	.138
	Male	54	3.65	1.084	.148
Because: [I feel trendy/fashionable when I purchase eco-friendly products]	Female	47	2.51	1.061	.155
	Male	54	2.76	1.288	.175
Because: [If I do NOT purchase, people could judge me]	Female	47	2.11	1.026	.150
	Male	54	2.44	1.298	.177
Because: [I just like eco-friendly products]	Female	47	3.87	.900	.131
	Male	54	3.61	1.156	.157
Because: [I purchase eco-friendly products on unplanned decision in a supermarket]	Female	47	3.17	1.049	.153
	Male	54	2.94	1.280	.174
Because: [They give a good image of me]	Female	47	2.87	1.227	.179
	Male	54	2.80	1.294	.176

Source: Own analysis

It has been observed that there exist no significant difference between the male and female. Both male and female agrees to the point that eco-friendly products are good for the environment and are healthy. Male and female show willingness to pay extra price, when it comes to eco-friendly products and are satisfied with most of the products. Both show purchase intention to buy products. When it comes to purchasing green products for being trendy or being judged by others, male and female show same behavior ($p > 0.05$).

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
[Are good for the environment]	Equal variances assumed	.546	.462	1.653	99	.102	.399	.241	-.080	.877
	Equal variances not assumed			1.673	98.872	.097	.399	.238	-.074	.872
[Are healthy]	Equal variances assumed	.438	.510	1.810	99	.073	.401	.221	-.039	.840
	Equal variances not assumed			1.832	98.899	.070	.401	.219	-.033	.835
[I am willing to pay a premium price for an eco-friendly product (e.g +10%)]	Equal variances assumed	.234	.629	-.489	99	.626	-.103	.211	-.522	.315
	Equal variances not assumed			-.494	98.999	.622	-.103	.209	-.518	.311
Purchase Intention	Equal variances assumed	1.880	.173	1.698	99	.093	.2943	.1733	-.0496	.6382
	Equal variances not assumed			1.723	98.564	.088	.2943	.1709	-.0447	.6334
Because: [I want to preserve the earth]	Equal variances assumed	.134	.715	1.794	99	.076	.3609	.2012	-.0383	.7601
	Equal variances not assumed			1.812	99.000	.073	.3609	.1992	-.0344	.7562
Because: [I was satisfied with most of eco-friendly products I bought]	Equal variances assumed	.325	.570	.369	99	.713	.075	.204	-.330	.480
	Equal variances not assumed			.372	98.996	.711	.075	.202	-.326	.477
Because: [I feel trendy/fashionable when I purchase eco-friendly products]	Equal variances assumed	4.403	.038	-1.049	99	.297	-.249	.237	-.719	.221
	Equal variances not assumed			-1.064	98.719	.290	-.249	.234	-.712	.215
Because: [If I do NOT purchase, people could judge me]	Equal variances assumed	7.749	.006	-1.436	99	.154	-.338	.235	-.805	.129
	Equal variances not assumed			-1.460	98.142	.148	-.338	.232	-.798	.122
Because: [I just like eco-friendly products]	Equal variances assumed	4.922	.029	1.253	99	.213	.261	.208	-.152	.675
	Equal variances not assumed			1.275	97.839	.205	.261	.205	-.145	.668
Because: [I purchase eco-friendly products on unplanned decision in a supermarket]	Equal variances assumed	1.703	.195	.960	99	.339	.226	.235	-.241	.692
	Equal variances not assumed			.974	98.667	.333	.226	.232	-.234	.686
Because: [They give a good image of me]	Equal variances assumed	.278	.599	.302	99	.763	.076	.252	-.424	.576
	Equal variances not assumed			.303	98.257	.763	.076	.251	-.422	.574

Source: Own analysis

4.1.3 ANOVA

Since the variables age, status and income consist of more than two values we will use ANOVA to determine whether the means are statistically different from each other or not.

<u>On the basis of Age</u>

Though the number of respondents whose age is less than or equal to 20 and Above 60 are less in number, there is no such significant difference between the different age groups when it comes to willingness to pay extra for eco-friendly products.

Also, it is interesting to note that when it comes to pay attention to eco-friendly advertisements there is no significant difference between the different age groups ($p > 0.05$)

Table 4-12: ANOVA- Age

Oneway

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
[I am willing to pay a premium price for an eco-friendly product (e.g +10%)]	Up to 20 Years	2	4.50	.707	.500	-1.85	10.85	4	5
	21 to 40	79	3.51	1.073	.121	3.27	3.75	1	5
	41 to 60	13	3.69	1.032	.286	3.07	4.32	1	5
	Above 60	7	3.43	.976	.369	2.53	4.33	2	4
	Total	101	3.54	1.054	.105	3.34	3.75	1	5
[I pay attention to eco-friendly advertising]	Up to 20 Years	2	4.50	.707	.500	-1.85	10.85	4	5
	21 to 40	79	3.67	1.185	.133	3.41	3.94	1	5
	41 to 60	13	3.92	.954	.265	3.35	4.50	1	5
	Above 60	7	3.86	.900	.340	3.03	4.69	2	5
	Total	101	3.73	1.130	.112	3.51	3.96	1	5

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
[I am willing to pay a premium price for an eco-friendly product (e.g +10%)]	Between Groups	2.319	3	.773	.690	.561
	Within Groups	108.730	97	1.121		
	Total	111.050	100			
[I pay attention to eco-friendly advertising]	Between Groups	2.059	3	.686	.530	.663
	Within Groups	125.723	97	1.296		
	Total	127.782	100			

Source: Own analysis

<u>On the basis of income</u>

Since the significance value $p > 0.05$, there is no significant difference between the respondents on the basis of age when it comes to paying premium for eco-friendly products and paying attention towards eco-friendly advertising.

Table 4-13: ANOVA- Income

Oneway

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
[I am willing to pay a premium price for an eco-friendly product (e.g +10%)]	Below ₹15000	54	3.57	1.057	.144	3.29	3.86	1	5
	₹15000 - ₹30000	7	3.57	.787	.297	2.84	4.30	2	4
	₹30000-45000	8	3.50	1.309	.463	2.41	4.59	1	5
	Above ₹45000	32	3.50	1.078	.191	3.11	3.89	1	5
	Total	101	3.54	1.054	.105	3.34	3.75	1	5
[I pay attention to eco-friendly advertising]	Below ₹15000	54	3.74	1.200	.163	3.41	4.07	1	5
	₹15000 - ₹30000	7	3.86	1.069	.404	2.87	4.85	2	5
	₹30000-45000	8	3.25	1.488	.526	2.01	4.49	1	5
	Above ₹45000	32	3.81	.931	.165	3.48	4.15	1	5
	Total	101	3.73	1.130	.112	3.51	3.96	1	5

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
[I am willing to pay a premium price for an eco-friendly product (e.g +10%)]	Between Groups	.132	3	.044	.038	.990
	Within Groups	110.918	97	1.143		
	Total	111.050	100			
[I pay attention to eco-friendly advertising]	Between Groups	2.180	3	.727	.561	.642
	Within Groups	125.603	97	1.295		
	Total	127.782	100			

Source: Own analysis

On the basis of Status

There exists no significant difference between the different status respondents. Respondents irrespective of which status they belong to are willing to pay extra price for green products and give attention to eco-friendly advertising ($p > 0.05$)

Table 4-14: ANOVA- Status

Oneway

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
[I am willing to pay a premium price for an eco-friendly product (e.g +10%)]	Employed	32	3.25	1.078	.191	2.86	3.64	1	5
	Unemployed	5	3.40	1.342	.600	1.73	5.07	1	4
	Student	57	3.74	1.009	.134	3.47	4.00	1	5
	Retired	7	3.43	.976	.369	2.53	4.33	2	4
	Total	101	3.54	1.054	.105	3.34	3.75	1	5
[I pay attention to eco-friendly advertising]	Employed	32	3.53	1.218	.215	3.09	3.97	1	5
	Unemployed	5	3.20	1.643	.735	1.16	5.24	1	5
	Student	57	3.88	1.053	.140	3.60	4.16	1	5
	Retired	7	3.86	.900	.340	3.03	4.69	2	5
	Total	101	3.73	1.130	.112	3.51	3.96	1	5

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
[I am willing to pay a premium price for an eco-friendly product (e.g +10%)]	Between Groups	5.083	3	1.694	1.551	.206
	Within Groups	105.967	97	1.092		
	Total	111.050	100			
[I pay attention to eco-friendly advertising]	Between Groups	4.016	3	1.339	1.049	.374
	Within Groups	123.766	97	1.276		
	Total	127.782	100			

Source: Own analysis

4.2 Regression

Regression is a statistical tool which will help us to determine the relationship of the factors that we have used in our research with the purchase intention of the consumers. It helps to find relationship between independent and dependent variables.

4.2.1 Factor Analysis

Validity can be defined as the extent up to which a test measure is able to measure what we actually want to measure (COOPER & SCHINDLER, 2014). In order to check the validity of our construct and to name new variables we use factor analysis.

Factor analysis technique helps in determining pattern among the variables to identify whether any combination of the original variables known as factors could summarize our original set (COOPER & SCHINDLER, 2014).

The extraction method we will be using is Principal components analysis that will transform a given set of variables into a new set of composite variables.

Table 4-15: KMO and Bartlett's Test

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.864
Bartlett's Test of Sphericity	Approx. Chi-Square	1039.136
	df	91
	Sig.	.000

Source: Own analysis

In order to verify the sample adequacy the value of KMO should be more than .5 (Field, 2013). Here, the value is .864 which is above the acceptable limit. Therefore, KMO verified our sampling adequacy for the study.

Bartlett's Test of Sphericity tells whether the correlation matrix and identity matrix are significantly different or not. Since, the value is .000 which is less than .005 therefore the correlations between the variables are significantly different from zero (Field, 2013).

Table 4-16: Anti-Image Correlation Matrix

Anti-image Correlation	[Are healthy]	.889[a]	-.529	.035	-.104	-.058	-.046	-.023	.164	-.034	-.122	-.283	.110	.053	-.121
	[Have a good quality/performance]	-.529	.824[a]	-.539	.031	.033	-.064	.017	-.025	-.245	.001	.092	-.250	.109	.234
	[Have a better quality/performance than conventional products]	.035	-.539	.831[a]	-.339	-.032	.010	-.217	.219	.230	-.105	-.071	-.019	-.235	.039
	[Have a good taste and/or good smell]	-.104	.031	-.339	.913[a]	-.023	.136	-.052	-.194	-.030	-.014	-.128	.026	.133	-.193
	[I pay attention to eco-friendly advertising]	-.058	.033	-.032	-.023	.855[a]	-.657	-.037	-.253	.126	-.053	.091	-.144	-.021	.063
	[I believe in the eco-friendly advertising]	-.046	-.064	.010	.136	-.657	.857[a]	-.017	.013	.027	-.228	-.221	.082	.037	-.051
	[Are accessible/available in the supermarket]	-.023	.017	-.217	-.052	-.037	-.017	.906[a]	-.235	-.256	.104	.108	.174	-.160	-.060
	[I know where the eco-friendly displays are located in my supermarket]	.164	-.025	.219	-.194	-.253	.013	-.235	.870[a]	-.428	-.101	-.183	-.136	-.080	.071
	[I easily find eco-friendly products in a supermarket]	-.034	-.245	.230	-.030	.126	.027	-.256	-.428	.869[a]	-.275	.087	-.033	-.078	-.067
	[I hear and I pay attention to my friends/family opinion concerning eco-friendly product]	-.122	.001	-.105	-.014	-.053	-.228	.104	-.101	-.275	.915[a]	-.290	.250	.052	-.119
	[I recommend eco-friendly products to my friends/family]	-.283	.092	-.071	-.128	.091	-.221	.108	-.183	.087	-.290	.911[a]	-.063	-.153	.134
	Because: [They give a good image of me]	.110	-.250	-.019	.026	-.144	.082	.174	-.136	-.033	.250	-.063	.788[a]	-.356	-.366
	Because: [I feel trendy/fashionable when I purchase eco-friendly products]	.053	.109	-.235	.133	-.021	.037	-.160	-.080	-.078	.052	-.153	-.356	.837[a]	-.416
	[I recommend eco-friendly products to my friends/family]	-.283	.092	-.071	-.128	.091	-.221	.108	-.183	.087	-.290	.911[a]	-.063	-.153	.134
	Because: [They give a good image of me]	.110	-.250	-.019	.026	-.144	.082	.174	-.136	-.033	.250	-.063	.788[a]	-.356	-.366
	Because: [I feel trendy/fashionable when I purchase eco-friendly products]	.053	.109	-.235	.133	-.021	.037	-.160	-.080	-.078	.052	-.153	-.356	.837[a]	-.416
	Because: [If I do NOT purchase, people could judge me]	-.121	.234	.039	-.193	.063	-.051	-.060	.071	-.067	-.119	.134	-.366	-.416	.770[a]

a. Measures of Sampling Adequacy(MSA)

Source: Own analysis

The Anti-image matrix of correlation measures the sample adequacy for every variable along the diagonal and the values on the off-diagonals are negative which measures the partial correlation. The value of the diagonals elements should be more than .5 to be adequate for a given pair of variables. If the pair of variables has more less than .5 value then they are considered for dropping from the analysis. The off-diagonals elements should have value close to zero. Then it is considered to be a good model (Field, 2013). In our case every diagonal value is more than .5 and off-diagonal values are near to zero therefore ours is a good model.

Table 4-17: Communalities table

Communalities

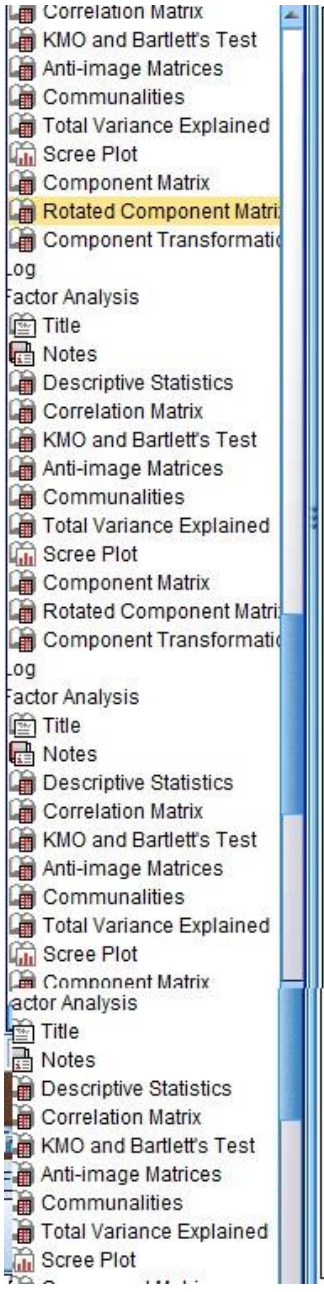
	Initial	Extraction
[Are healthy]	1.000	.812
[Have a good quality/performance]	1.000	.867
[Have a better quality/performance than conventional products]	1.000	.878
[Have a good taste and/or good smell]	1.000	.768
[I pay attention to eco-friendly advertising]	1.000	.863
[I believe in the eco-friendly advertising]	1.000	.893
[Are accessible/available in the supermarket]	1.000	.854
[I know where the eco-friendly displays are located in my supermarket]	1.000	.838
[I easily find eco-friendly products in a supermarket]	1.000	.810
[I hear and I pay attention to my friends/family opinion concerning eco-friendly product]	1.000	.821
[I recommend eco-friendly products to my friends/family]	1.000	.788
Because: [They give a good image of me]	1.000	.805
Because: [I feel trendy/fashionable when I purchase eco-friendly products]	1.000	.819
Because: [If I do NOT purchase, people could judge me]	1.000	.809

Extraction Method: Principal Component Analysis.

Source: Own analysis

The common variance is represented by the communalities. Common variance is accounted for when the values are 1 and when the values are 0 then no common variance is accounted for. When we do PCA and factor analysis we determine the number of factors or components to be extracted and then we re-estimate the communalities. The factors are better at explaining the original data when the values of communalities are closer to 1. In our case every value is greater than .7.

Table 4-18: Rotated Component Matrix



Rotated Component Matrix[a]

	Component				
	1	2	3	4	5
[I believe in the eco-friendly advertising]	.888				
[I pay attention to eco-friendly advertising]	.849				
[I hear and I pay attention to my friends/family opinion concerning eco-friendly product]	.677	.332			.411
[I recommend eco-friendly products to my friends/family]	.643	.404			.425
[Have a better quality/performance than conventional products]		.882			
[Have a good quality/performance]	.341	.832			
[Are healthy]	.465	.723			
[Have a good taste and/or good smell]		.567			.554
Because: [They give a good image of me]			.867		
Because: [If I do NOT purchase, people could judge me]			.861		
Because: [I feel trendy/fashionable when I purchase eco-friendly products]			.844		
[Are accessible/available in the supermarket]		.337		.814	
[I easily find eco-friendly products in a supermarket]				.745	
[I know where the eco-friendly displays are located in my supermarket]	.469			.684	

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.
a. Rotation converged in 6 iterations.

Source: Own analysis

Rotated component matrix gives us the factor loading for every variable on each factor. In our study we have not considered the factor loading less than .3 therefore we suppressed factor loading which is less than .3 and are not displayed.

Now, the next step is to label the factors after identifying the questions content that load highly on the same content.

Table 4-19: Labeling of factors

Items	Factor name
[Have a better quality/performance than conventional products]	Product Quality
[Have a good quality/performance]	
[Are healthy]	
[Have a good taste and/or good smell]	
[I believe in the eco-friendly advertising]	Advertising
[I pay attention to eco-friendly advertising]	
[Are accessible/available in the supermarket]	Place
[I easily find eco-friendly products in a supermarket]	
[I know where the eco-friendly displays are located in my supermarket]	
[I hear and I pay attention to my friends/family opinion concerning eco-friendly product]	Word of Mouth
[I recommend eco-friendly products to my friends/family]	
Because: [They give a good image of me]	Perception
Because: [If I do NOT purchase, people could judge me]	
Because: [I feel trendy/fashionable when I purchase eco-friendly products]	

Source: Own analysis

4.2.2 Cronbach's Alpha

In order to test the hypotheses, to check which factors are responsible for purchase intentions of the consumers, several items are grouped for each factor and new variable is created. To check the internal consistency and to see how closely a set of items in a group are we use Cronbach's Alpha. The value of Cronbach's Alpha above 0.7 is considered appropriate (Field, 2013).

Items under Product Quality and Cronbach's Alpha for Product Quality factor

Table 4-20: Cronbach's Alpha- Product quality variable

Reliability Statistics

Cronbach's Alpha	N of Items
.890	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
[Are healthy]	10.31	7.795	.777	.852
[Have a good quality/performance]	10.67	7.602	.843	.825
[Have a better quality/performance than conventional products]	10.96	7.858	.795	.844
[Have a good taste and/or good smell]	11.04	9.218	.626	.904

Source: Own analysis

To understand the first P of marketing mix i.e. whether Product quality leads to purchase intention of the consumer or not, it has been deducted after performing correlation and getting Cronbach's alpha value (.890) more than .7 that Product quality composed of 4 items.

Items under Advertisement and Cronbach's Alpha for Advertisement/ Promotional factor

Table 4-21: Cronbach's Alpha - Advertisement variable

Reliability Statistics

Cronbach's Alpha	N of Items
.908	2

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
[I pay attention to eco-friendly advertising]	3.81	1.174	.832	.
[I believe in the eco-friendly advertising]	3.73	1.278	.832	.

Source: Own analysis

Two items are included for Promotion factor. The Cronbach's Alpha came out to be .908 which indicates that the scale is reliable. Paying attention and believing in eco-

friendly advertising are considered under Promotion variable. This will help us to determine whether Promotion of eco-friendly goods leads to purchasing attention or not.

Items under Place and Cronbach's Alpha for Place factor

Table 4-22: Cronbach's Alpha- Place variable

Reliability Statistics

Cronbach's Alpha	N of Items
.845	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
[Are accessible/available in the supermarket]	6.63	4.734	.639	.853
[I know where the eco-friendly displays are located in my supermarket]	6.38	4.577	.743	.754
[I easily find eco-friendly products in a supermarket]	6.46	4.450	.755	.741

Source: Own analysis

These items will help us to understand that whether being aware about where the product is located in the supermarket and when it is easy to find eco-friendly products, is it going to impact customer purchasing intention or not. Under Purchase variable three items are consider and the Cronbach's Alpha value came out to be .845 i.e. within the acceptable range.

Price Factor

To determine that the customers who are agreeing to spend extra amount show buying intention to buy green products or not, item "I am willing to pay a premium price for an eco-friendly product (e.g. +10 per cent)" is considered. Since this item is not combined with other item as no such correlated item has been found, therefore there was no need to go for Cronbach's Alpha test.

Items under Word of Mouth and Cronbach's Alpha for Word of Mouth factor

Table 4-23: Cronbach's Alpha- WOM variable

Reliability Statistics

Cronbach's Alpha	N of Items
.840	2

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
[I hear and I pay attention to my friends/family opinion concerning eco-friendly product]	3.85	1.248	.728	.
[I recommend eco-friendly products to my friends/family]	3.70	1.031	.728	.

Source: Own analysis

Word of Mouth composed of two items. This includes paying attention to friends/family opinion and recommending to friends or family. The Cronbach's Alpha of the scale is within the acceptable limit i.e. .840. This will help us to know whether recommendations from family/friend and the people who recommend actually show buying intention towards green products or not.

Items under Perception and Cronbach's Alpha for Perception factor

Table 4-24: Cronbach's Alpha- Perception variable

Reliability Statistics

Cronbach's Alpha	N of Items
.866	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Because: [They give a good image of me]	4.93	4.805	.729	.827
Because: [I feel trendy/fashionable when I purchase eco-friendly products]	5.12	4.906	.776	.782
Because: [If I do NOT purchase, people could judge me]	5.48	5.092	.729	.824

Source: Own analysis

The Cronbach's Alpha for Perception variable came out to be .866. Three items are included which expresses that when the customer has the perception that green products will help them to have good image, make them feel trendy and so that people could not judge them they show purchasing decision to buy green products.

Satisfaction factor

Is it important to determine whether the consumer shows intent to purchase eco-friendly product on the basis of satisfaction they have on previous bought products. To evaluate this variable the item "I was satisfied with most of EF products I bought" is evaluated.

4.2.3 Pearson's Correlation coefficient

Pearson's correlation coefficient is the estimate of strength of statistical relationship or association between two continuous variables. The value lies between +1 through 0 to -1. The coefficients sign indicates the direction of relationship. Generally, .9 is consider a very strong relationship and .41-.6 a moderate relationship (COOPER & SCHINDLER, 2014).

The correlation of each of independent variables (Product Quality, Price, Place, Advertising, Word of mouth, Satisfaction and Perception) with the dependent variable (purchase intention) was tested by Pearson's correlation coefficient in order to check whether the dependent and independent variables are highly correlated or not.

All the independent variables are positively correlated with or dependent variable. The correlation between the variable Product quality and the purchase intention is .443. Product quality consist of the characteristics of green products such as they are healthy, good quality performance, better taste/smell and better than conventional. Price which assesses respondents on the willingness to pay premium price has correlation value of .440 with purchase intention. Place variable which consist of accessibility and display of green products in the supermarkets has .329 correlation value with purchase intention. The correlation between Advertising and purchase intention is .423. Advertising variable consist of paying attention to eco-friendly advertising and believing in eco-friendly advertisements. Pearson's correlation between the Word of mouth and purchase intention is .452. Word of mouth variable consist of paying attention to friends/family recommendations and recommending green products to them. Perception which consists of purchasing eco-friendly products to feel trendy feared of being judged by others and to have good image is weakly correlated with purchase intention (.248). Among all the variables satisfaction has the highest correlation value of .482 with purchase intention. All the variables are retained since they are neither highly correlated nor weakly correlated

with our dependent variable except perception but it is also retained as it is of our interest to study.

Table 4-25: Pearson's Correlation of variables with Purchase intention

Correlation of New Variables									
		Product Quality	[I am willing to pay a premium price for an eco-friendly product (e.g +10%)]	Place	Advertising	Word of Mouth	Perception	Because: [I was satisfied with most of eco-friendly products I bought]	Purchase Intention
Product Quality	Pearson Correlation	1	.544**	.552**	.584**	.718**	.326**	.682**	.443**
	Sig. (2-tailed)		.000	.000	.000	.000	.001	.000	.000
	N	101	101	101	101	101	101	101	101
[I am willing to pay a premium price for an eco-friendly product (e.g +10%)]	Pearson Correlation	.544**	1	.431**	.627**	.630**	.306**	.637**	.440**
	Sig. (2-tailed)	.000		.000	.000	.000	.002	.000	.000
	N	101	101	101	101	101	101	101	101
Place	Pearson Correlation	.552**	.431**	1	.553**	.597**	.503**	.591**	.329**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.001
	N	101	101	101	101	101	101	101	101
Advertising	Pearson Correlation	.584**	.627**	.553**	1	.737**	.263**	.646**	.423**
	Sig. (2-tailed)	.000	.000	.000		.000	.008	.000	.000
	N	101	101	101	101	101	101	101	101
Word of Mouth	Pearson Correlation	.718**	.630**	.597**	.737**	1	.254*	.731**	.452**
	Sig. (2-tailed)	.000	.000	.000	.000		.010	.000	.000
	N	101	101	101	101	101	101	101	101
Perception	Pearson Correlation	.326**	.306**	.503**	.263**	.254*	1	.385**	.248*
	Sig. (2-tailed)	.001	.002	.000	.008	.010		.000	.012
	N	101	101	101	101	101	101	101	101
Because: [I was satisfied with most of eco-friendly products I bought]	Pearson Correlation	.682**	.637**	.591**	.646**	.731**	.385**	1	.482**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000
	N	101	101	101	101	101	101	101	101
Purchase Intention	Pearson Correlation	.443**	.440**	.329**	.423**	.452**	.248*	.482**	1
	Sig. (2-tailed)	.000	.000	.001	.000	.000	.012	.000	
	N	101	101	101	101	101	101	101	101

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

Source: Own analysis

4.2.4 Multiple Regression

Multiple regression will help us to determine how much variance an independent variable can explain in our dependent variable. Since we want to study the factors that can affect the consumer intention to buy eco-friendly products we will be using multiple regression for our analysis. We have seven independent variables and one dependent variable.

Dependent variable is Purchase intention and Independent variables are Marketing-mix elements (Product, Price, Place, Advertising), Word of mouth, Satisfaction and Perception.

In order to assess whether data is approximately normally distributed or not we would be using Normal Probability Plot. This plot will compare the observed value

with the expected values from a Normal distribution (COOPER & SCHINDLER, 2014).

Table 4-26: Multiple Linear Regression

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.754[a]	.568	.550	.7700	1.719

a. Predictors: (Constant), Because: [I was satisfied with most of eco-friendly products I bought], Perception, [I am willing to pay a premium price for an eco-friendly product (e.g +10%)], Place, Product Quality, Advertising, Word of Mouth

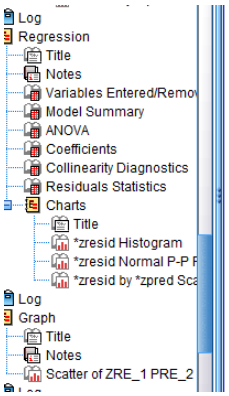
b. Dependent Variable: Purchase Intention

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	129.556	7	18.508	17.479	.000[b]
	Residual	98.473	93	1.059		
	Total	228.029	100			

a. Dependent Variable: Purchase Intention

b. Predictors: (Constant), Because: [I was satisfied with most of eco-friendly products I bought], Perception, [I am willing to pay a premium price for an eco-friendly product (e.g +10%)], Place, Product Quality, Advertising, Word of Mouth



Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	Collinearity Statistics VIF
1	(Constant)	1.958	.348		5.628	.000		
	Product Quality	.128	.127	.137	1.009	.316	.419	2.386
	[I am willing to pay a premium price for an eco-friendly product (e.g +10%)]	.216	.063	.204	3.414	.001	.491	2.035
	Place	-.039	.108	-.046	-.362	.718	.477	2.097
	Advertising	.268	.121	.195	3.392	.001	.393	2.543
	Word of Mouth	.236	.047	.204	3.441	.000	.279	3.589
	Perception	.057	.086	.069	.662	.509	.698	1.432
	Because: [I was satisfied with most of eco-friendly products I bought]	.333	.074	.274	4.531	.000	.349	2.867

a. Dependent Variable: Purchase Intention

Source: Own analysis

To test for serial correlation in the residuals, Durbin-Watson test statistics is used. The value can vary between 0 to 4, where value 2 means residuals are uncorrelated. When the value is greater than 2, it means a negative correlation between the residuals and value less than 2 means positive correlation between residuals. Generally, value less than 1 or more than 3 are cause of concern (COOPER & SCHINDLER, 2014). In our Model Durbin-Watson test value is 1.719 which is near to 2, so we can say there is only slight autocorrelation.

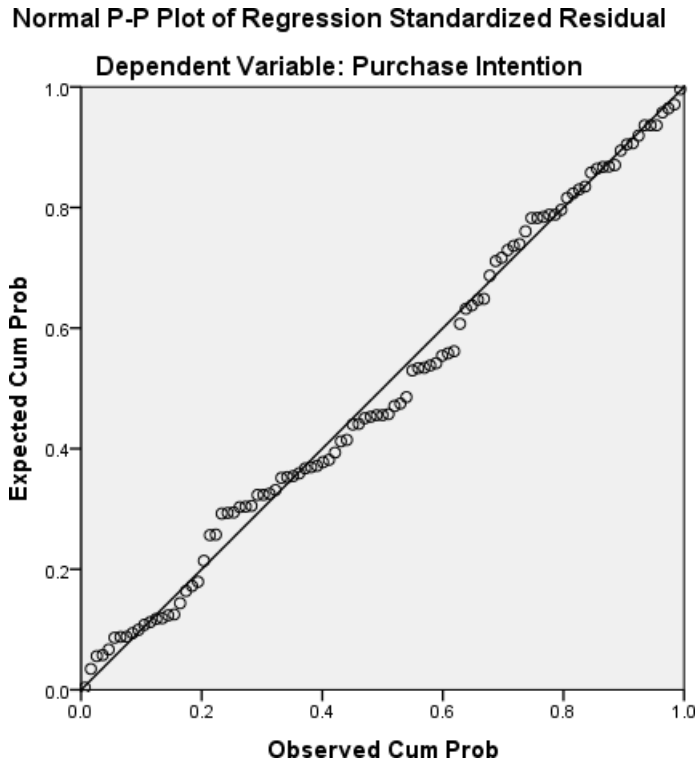
The significance value or p value < 0.05 (ANOVA table) , our regression model is significant. The R square value is .568 which means our model can explains 56.8 percent of the variation in the purchase intention towards green products by the independent variables.

To check multicollinearity in a data Variance Inflation Factor (VIF) can be used. Value > 10 indicates a cause of concern (COOPER & SCHINDLER, 2014). It can be seen from the coefficients table that VIF value for all the variables is less than 10 therefore our assumption of multicollinearity is met.

Now, since the variables Price (willingness to pay premium price), Advertising, Word of Mouth and Satisfaction have significance value (p) < 0.05 therefore these variables are contributing significantly to the purchase intention of the consumers. The variables Perception, Place and Product quality do not contribute to the purchase intention of the consumers.

To test the normality of residuals we have selected Normal Probability Plot. This will help us in analyzing whether the model residuals are normally distributed or not.

Figure 4-1: Normal Probability Plot



Source: Own creation

The graph indicates that there is no large deviation which indicates error terms are normally distributed.

4.3 Findings

Demographic findings indicate that even though men respondents (53.5%) are more than female respondents (46.5%) but this difference is not too high. Composition of male and female answerers is almost same. The majority of answerers are Students which constitutes 56.7% of the total respondents. The second highest number of answerers is in employed category with 31.7%. The majority of respondents age is Up to 20 years (78.2%) and 12.9% respondents have age between 41 to 60. The monthly income of the majority of respondents is below ₹15000 as majority of the answerers are students. Since the second largest category of answerers is employed therefore more than half of the respondents have monthly salary more than ₹45000. 54 respondents i.e. greater than 50% of the answerers buy FMCG green products minimum in a month. Most of the answerers prefer buying cleaning products followed by Food.

Though no difference in consumer behavior observed on the basis of gender related to buying types of green products but when it comes to Healthcare/ Cosmetics products, there is a distinction between purchase behavior between male and female. Female tends to buy more Healthcare/Cosmetic products than men. It is interesting to note that irrespective of age, gender, status or income all agrees that green products are right for the environment are agrees to pay higher price for it.

We try to test our hypothesis by applying multiple linear regression. Our first hypothesis is that there exist a significant relationship between marketing-mix elements and consumer purchase intention. It has been found that our first factor Product Quality which is consists of 4 items is not a meaningful contributor to the purchase intention of the consumers. Therefore our this hypothesis is rejected. The second marketing mix element Price with a correlation of .440 indicates that the people are agreeing to pay premium price to buy eco-friendly products. Therefore the hypothesis that price is significantly related to purchase intention of the buyers. Place factor consist of 4 items which includes accessibility of the eco-friendly goods in supermarkets and awareness about the location where they are located. There is no notable relationship between the Place and consumer conduct to buy has been found. So, this factor is not the contributor to the buying behavior of the consumer. Hence, this hypothesis is rejected. The last marketing-mix element Advertising which consist of 2 items showed .423 correlation with purchase intention of the buyers. Also, advertising variable showed a significant relationship with the buying intention. Therefore, the Hypothesis is accepted.

The second hypothesis can be accepted as the variable Word of Mouth is significantly related to Purchase intention and has a positive impact on consumer's buying behavior. It means recommendations from friends/family about eco-friendly products can lead to purchase decision.

Satisfaction variable has a positive correlation (.482) with the purchase intention. Also, it has been found that satisfaction from the use of eco-friendly product leads to purchasing behavior of the consumers. Thus, our third hypothesis is accepted.

Perception variable is not found to be meaningfully related to our dependent variable purchase intention therefore our last hypothesis is rejected. It means consumers would not buy eco-friendly products because of their self-esteem. Perception does not contribute to the purchasing behavior of the consumer.

4.4 Recommendations

This research will assist the marketer to form or adopt the marketing strategies that will aid them to well understand and attract consumers' needs related to green products. Since the people are ready to spend premium for the product therefore government and marketer should try to create a good market to provide eco-friendly products to the consumers. Manufacturer and traders should also concentrate to make and market eco-friendly products that are healthier for the consumers and can help in reducing environmental problems. Study shows that factors such as previous satisfaction, advertising, word of mouth and price influences consumer purchase decision. So marketers should focus on the eco-friendly marketing campaigns which could lead to purchase decision by consumers. Since, word-of-mouth and satisfaction after the use of green products are also contributing factors towards purchase intention, the supermarkets and marketer should keep high check on quality. Furthermore factor place also cannot be neglected as most answerers agree to buy green products on unplanned basis. To increase the sales of the eco-friendly products marketers should try to reduce the price and government can provide subsidy as majority of the consumers differ with the fact that eco-friendly products are reasonable in price.

4.5 Limitations of the Study

Since the sample data is small the study cannot make general inference for a large population. Majority of the respondents are students and employed which implies that this study is more relevant to them even though we have respondents that are either unemployed or retired. Furthermore since our study is restricted to Delhi NCR, the result and findings of our study could be different in other cities. Other factors such as cultural factors etc. can differ from one city to another and one country to another. Culture can have influence on the consumer conduct towards the buying of non-harmful FMCG products. In our study we try to understand only from the consumer perspective, however it would be exciting to have marketers' point of view towards selling green products i.e. strategic factors to sell green products to consumers.

5 Conclusion

Our study demonstrates that elements such as word of mouth, satisfaction, Advertising and Price are important in influencing purchasing decision of consumers towards non-harmful products. But the factors place, perception and product quality do not have impact on the purchasing activity of the buyers but marketers should take this as an opportunity to fix it. This will result in more attractiveness towards non-harmful products by the consumers.

Our finding indicates satisfaction leads to buying intention and consumers agrees to spend additional for the green goods confirms with the previous research which tried to study the satisfaction and buying action of green products and readiness to spend additional price for the green goods (Makhdoomi & Nazir, 2016). Though our result that product quality in terms of that they are healthy, better than conventional goods etc do not give the same result as the previous research that we have studied. (Ashok & Aswathanarayana, 2018) Found that these reasons lead to purchase behaviour of green products. (Blackwell, Miniard, & J.F, 2010) It mentioned that location of the products in the supermarkets helps the customer to recall the product or brand which works as a reminder for the consumer a need to purchase the product which the customer might not have included in their shopping list. Our study though does not show notable relationship between the variable place and the purchase behavior of the green FMCG products. (Solomon, Bamossy, Askegaard, & Hogg, 2010) It has been mentioned that the consumers if they get positive recommendations about a product from friends or family it is likely to purchase that product. Direct recommendations by someone influences 80 per cent of the buying decisions. Our study too showed a meaningful and positive relationship with the purchase wish of the non-harmful products by the consumers. Advertisement variable in our study indicates that it can influence purchasing decision of the consumers. However, our study contradicted the result of study by (Kong, Harun, Sulong, & Lily, 2014) which indicates that advertisements have no impact on purchase decision of the consumers. The variable perception that measures the self-esteem of the consumers do not contribute to the purchase intention of the variable in our study which is in contradictory to the study mentioned in (Uprety & Ansari, 2017) which indicates that social status influences the consumer purchase decision.

The study shows that even though consumer agree to contribution and benefits of eco-friendly products to the environment such as they are healthy, good in taste, are good for the environment are better than the conventional ones but this does not imply that it will lead to necessary action. Also, respondents agree to pay higher price for non-harmful products but at the same time they find green products are high in price. It is also interesting to note that though the place of the green products in the supermarket does not show any meaningful relationship with the buying aim of the consumers but majority of respondents agree to buy green products as an unplanned decision. Perception factor indicates that consumers don’t buy eco-

friendly products for their self-esteem. To feel trendy, to have good image, or being judged by people do not influence the consumers to go for green products.

It has been observed that both male and female show same behavior while making a purchasing decision for eco-friendly products. Healthcare and cosmetics products are purchased more by women than men. In regards to spend additional amount for the eco-friendly goods there is no notable difference observed among man and female and neither on the basis of age, income or status.

The implication of this study to marketers is to recognize consumer actions as the more the consumer is satisfied the more increase in sales will be. Also, since it has been found that consumers respond positively towards advertising and promotion, supermarkets and marketers should focus more on eco-friendly advertising.

Further this study could help other researchers to study more factors that can influence purchase intention of the buyers not just from the consumers' point of view but can also include marketer perspective. Also the marketing-mix elements help in making strategy to attract consumers; this study will help them to formulate strategies keeping in mind the reasons that can make consumers to buy eco-friendly FMCG goods.

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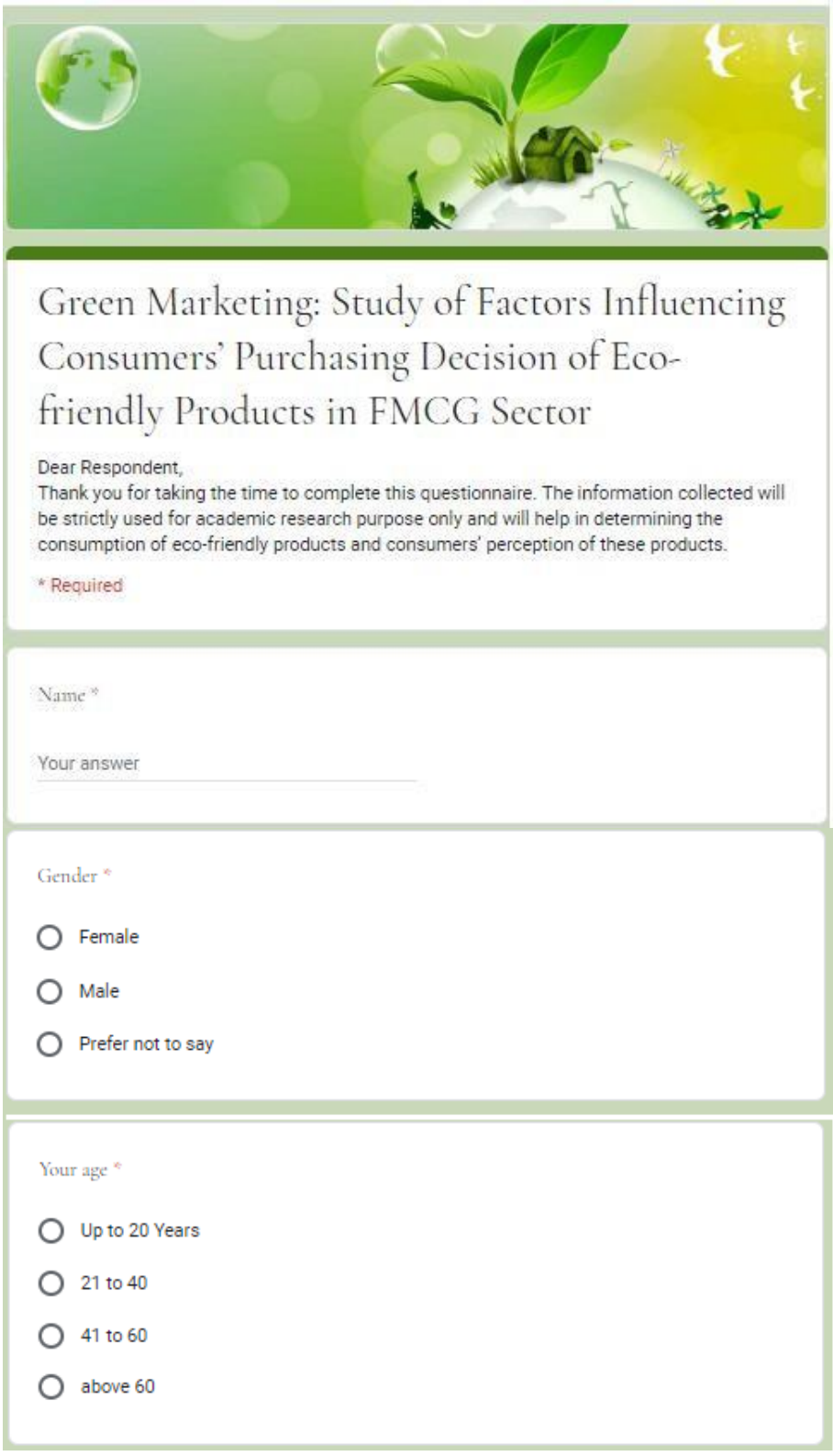
7 Annexure

7.1 Annexure 1 - Questionnaire



Green Marketing: Study of Factors Influencing Consumers' Purchasing Decision of Eco-friendly Products in FMCG Sector

Dear Respondent,
Thank you for taking the time to complete this questionnaire. The information collected will be strictly used for academic research purpose only and will help in determining the consumption of eco-friendly products and consumers' perception of these products.

* Required

Name *

Your answer

Gender *

- Female
- Male
- Prefer not to say

Your age *

- Up to 20 Years
- 21 to 40
- 41 to 60
- above 60

Status *

- ○ Employed
- ○ Unemployed
- ○ Student
- ○ Retired

Monthly Income *

- ○ Below ₹15000
- ○ ₹15000 - ₹30000
- ○ ₹30000-45000
- ○ Above ₹45000

How often did you buy eco-friendly products in the last 3 months? *

- ○ Once a week or more often
- ○ At least once a month
- ○ Less than once a month

What type of eco-friendly products did you purchase in the last 3 months? *

Listed below is a set of eco-friendly products that you can find in your supermarket. Using a scale from 1 to 5, with 5 being 'The most purchased' and 1 being 'The less purchased', please indicate the extent to which you purchased these products. Circle only one number for each question.

	1 (The less Purchased)	2	3	4	5 (The most Purchased)
Food	○	○	○	○	○
Health care/ cosmetic products	○	○	○	○	○
Cleaning products	○	○	○	○	○
Other household products (e.g: bulbs etc)	○	○	○	○	○

To what extent do you agree or disagree with the following statements about the eco-friendly products: *

Listed below is a set of factors that can be used to describe eco-friendly products. Using a scale from 1 to 5, with 5 being 'Strongly Agree' and 1 being 'Strongly Disagree', please indicate the extent to which you agree or disagree with these statements. Circle only one number for each question.

	Strongly Disagree	Disagree	Undecided	Agree	Strongly Agree
Are good for the environment	○	○	○	○	○
Are healthy	○	○	○	○	○
Have a good quality/performance	○	○	○	○	○
Have a better quality/performance than conventional products	○	○	○	○	○
Have a good taste and/or good smell	○	○	○	○	○
Have reasonable price	○	○	○	○	○
Are well promoted	○	○	○	○	○
Are accessible/available in the supermarket	○	○	○	○	○

To what extent do you agree or disagree with the following statements about the eco-friendly products. *

	Strongly Disagree	Disagree	Undecided	Agree	Strongly Agree
I appreciate the package/design of eco-friendly product	○	○	○	○	○
I understand the information on eco-friendly packaging	○	○	○	○	○
I believe in the information on eco-friendly packaging	○	○	○	○	○
I am willing to					

I am willing to pay a premium price for an eco-friendly product (e.g +10%)	○	○	○	○	○
I pay attention to eco-friendly advertising	○	○	○	○	○
I believe in the eco-friendly advertising	○	○	○	○	○
I know where the eco-friendly displays are located in my supermarket	○	○	○	○	○
I easily find eco-friendly products in a supermarket	○	○	○	○	○
I hear and I pay attention to my friends/family opinion concerning eco-friendly product	○	○	○	○	○
I recommend eco-friendly products to my friends/family	○	○	○	○	○

Will you purchase eco-friendly products in the next month? *

Listed below is a set of statements about reasons to purchase eco-friendly products. Using a scale from 1 to 5, with 5 being 'Strongly Agree' and 1 being 'Strongly Disagree', please indicate the extent to which you agree or disagree with the statements. Circle only one number for the question.

	1	2	3	4	5	
No, I will not	○	○	○	○	○	I definitively will

Why would you purchase ECO-FRIENDLY PRODUCTS? Because: *

	Strongly Disagree	Disagree	Undecided	Agree	Strongly Agree
They give a good image of me	○	○	○	○	○

I want to preserve the earth	○	○	○	○	○
I just like eco-friendly products	○	○	○	○	○
I feel trendy/fashionable when I purchase eco-friendly products	○	○	○	○	○
If I do NOT purchase, people could judge me	○	○	○	○	○
I purchase eco-friendly products on unplanned decision in a supermarket	○	○	○	○	○
I was satisfied with most of eco-friendly products I bought	○	○	○	○	○

Submit

Page 1 of 1

8 Plagiarism Report

File 12w

by Df Gg

Submission date: 06-May-2020 03:01PM (UTC+0530)
Submission ID: 1317404158
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Word count: 10674
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