MAJOR RESEARCH PROJECT

A Study on Consumer Buying Behaviour towards Green Products.

Submitted By

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CERTIFICATE

This is to certify that **Mr Kushagra Agrawal**, **2k22/DMBA/66** has submitted the project titled "**A Study on Consumer Buying Behaviour towards Green Products"** submitted to **Dr. Chandan Sharma** as a part of the Master of Business Administration (MBA) curriculum of Delhi School of Management, New Delhi. As per the student, this is an original piece of work and has not been submitted elsewhere and plag content is less than 10%

Dr. Chandan Sharma

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DECLARATION

I, **Kushagra Agrawal** student of Delhi School of Management, Delhi Technological University hereby declare that the Major Research Project on **"A Study on Consumer Buying Behaviour towards Green Products"** as a part of the Master of Business Administration (MBA) curriculum at Delhi School of Management, New Delhi, is an original piece of work. I also confirm that this project has not been submitted to any other institution or university for any other degree or diploma. I further declare that the information collected from various sources has been duly acknowledged in this project.

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EXECUTIVE SUMMARY

Global consumption has increased, which has accelerated economic growth. This overindulgent consumption has made the planet's condition worse. Environmental damage, global warming, and the other consequences of this damage to the environment have alarmed the public and sparked the green movement for the protecting the environment. The Aim of this study was to determine what factors consumers used to decide which green products to buy. The study discovered that consumer decisions to purchase green products are unaffected by social variables.

How pleased a customer is with the product affects the likelihood that they will buy it. The attributes of green products have the greatest influence on consumer satisfaction and behaviour. A study was conducted with 74 participants. Consumers showed a high degree of product and marketing knowledge regarding green initiatives. It was also discovered that the respondents held high regard for the environment. Because consumers place a high value on green products, research has provided useful insights for marketers of green products. It also indicates that marketing communication campaigns endorsing green products are necessary.

Analysis of the rationale behind choosing non-green products is also included. The findings of the regression analysis are consistent with the notion that consumer decision-making to buy and prefer green goods over conventional ones was significantly and positively affected by in general green values, knowledge of green practices and products, and benefits derived from the fact that they are produced in accordance with hygienic standards, without the use of dangerous substances, reusable, recyclable by nature, and with packaging that is sustainable.

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CHAPTER 1: INTRODUCTION

1.1 Background

Technology has advanced quickly, boosting industrial activity, which has had a negative effect on the environment. Overuse of the environment has resulted in problems like ozone layer depletion, pollution, climate change, and global warming. Going green is a concept that was inspired by the need to protect the environment in light of these issues. Governments and businesses have implemented laws and procedures designed to protect the environment and advance sustainability.

The introduction of products that were both environmentally friendly and had practical value for consumers was one of the initial actions taken towards tackling this issue of sustainability. These products are commonly referred to as "Green Products" because they are less toxic, biodegradable, recyclable, efficient in terms of energy use, and renewable. Green promotional efforts have been a significant tool used by many organisations due to the adverse effects on the ecosystem, which has changed how consumers approach buying green products.

The decision of if they want to purchase a product that is sustainable falls under the category of green actions. The choice to buy a product that is sustainable is considered to be a form of green actions. Customers are becoming increasingly more concerned about safety. There are many different green goods on the market today. Consumer spending is influenced by their attitudes and level of awareness towards environmental issues. Choosing an item that is sustainable has many for a long-time environmental advantage in addition to personal ones for the buyer. The consumer's potential behaviour towards these products influences whether they choose to buy them.

Due to what has been designated the "value-action gap" (Blake, 1999), it is likely that a lot of customers who are concerned with the environment do not regularly make these environmentally conscious choices. The worth action gap is the discrepancy between a consumer's environmental knowledge and the behaviour he exhibits when interacting with such goods. According to a study done in Canada in

2004 (Kennedy, Beckley, McFarlane, & Nadeau, 2009), there is a gap among the acceptance and adoption of green products. The method that markets items and services based on their positive impact on the natural world is known as "Green marketing" Many businesses use raising consumer awareness of environmental issues as a means of product promotion, which encourages customers to switch from conventional to green products (Golkanda, 2013).

Nowadays, more individuals in developed countries than in countries that are developing live environmentally conscious lives. Many companies are beginning to use environmentally friendly advertising and research methods in order to preserve the environment and generate long-term profits. The marketplace of today offers a wide range of green products, such as solar panel batteries and chargers, jute bags, battery packs, CFL light bulbs, and powered domestic appliances. The widespread acceptance of eco-friendly initiatives demonstrates that they are crucial to people in many ways. They have a positive effect on the lives of all species. The main benefit of the trend toward selling environmentally friendly products is that they enable customers to make significant energy savings, which lowers their overall carbon emissions.

Meaning of green products

Sustainable goods are those which employ green technology and do not in any way damage the environment. The promotion of environmentally friendly methods and goods is essential for equitable growth and preservation of resources. The terms "environmentally friendly," "environmentally conscious," or "eco-friendly" (also known as "nature-friendly and green") are marketing and sustainability ideas that are applied to goods and services, as well as laws, rules, and regulations that make the claim that they have no, very little, or no detrimental effects on ecosystems or the environment.

Environmentally friendly activities are described using the term "eco-friendly" terminology. It is a condensed version of the phrase "ecologically," "environmentally," or "green" which is employed to characterize comparable. Activities can be eco-friendly in a variety of ways, from making changes to one's

lifestyle that are intended to benefit the environment to producing goods that are built with the environment in mind. A few instances of environmentally friendly goods include: For a while now, TV makers have been putting a lot of efforts into making energy-efficient products. A retailer's devotion to saving energy and sustainability is demonstrated by the fact that nearly every piece of the news inventory is typically ENERGY STAR certified. New models go on working properly while using less and less authority, benefiting both the planet and your wallet. This is crucial because watching television is one of the most frequently utilized gadgets in a typical home, and finding ways to reduce its energy consumption is priceless.

Simply cutting down on the total amount of energy consumption can help you minimise your negative environmental impact. Replace your conventional bulbs with LED ones as a great place to start. LED illumination will increase your bulb's efficiency along with life span whereas still providing excellent illumination. Almost no harmful UV emissions are produced by LED bulbs, and they are free of toxic chemicals. Every day, more homes adopt the gadgetry, which is undergoing widespread propagation. The biggest surprise about fluorescent the extent to which light bulbs outperform their conventional counterparts.

Solar thermal water heaters are a prime example of how the solar panel business's widespread development. They outperform traditional models in almost every respect. Their total effectiveness rates, unit longevity, and particle emissions are increased by their reliance on solar energy. Additionally, a solar water heater may reduce energy use by up to 70%, which will help make which each month power bill a little more bearable.

Cases for solar-powered chargingTypically, solar rooftop panels use light absorption and energy conversion to generate electricity for homes. Before long, this concept was effectively applied on a smaller scale to power electrical appliances. The Voltaic Creator Solar Laptop Charger uses premium solar cells on an impermeable case with batteries that have been verified to efficiently absorb solar power. This convenient solar charging case can power almost all popular electronics. An additional pleasant bonus is that the case maintains its stylish appearance despite the attached electrical panels.

Mobile Apps for Environmental Verification Organisations are frantically trying to come up with ways to position one another as environmentally friendly in an audience that's obsessed with green goods. While many businesses have official third-party endorsements attesting to their environmentally conscious efforts, many other businesses are passing themselves off as eco-friendly in an attempt to increase sales and enhance their brand.

Download the official Consumer Reports mobile app for nothing. Shoppers may be able to avoid being deceived by fraudulent marketing by using the lists of products with the Eco Label certification. You can find genuine eco-friendly products while browsing the aisles with the help of Eco Label, which boasts a seamless and simplified interface for users.

Environmentally friendly The paper The shredders - It goes without saying that papers containing sensitive data and personal financial records should not be disposed of. This need is what gave rise to the gadget paper shredder market. Now that they are widely available, different hand powered shredders offer a practical eco-friendly solution. Users only need to twist their hands to start the shredding system. These eco-friendly shredders are transportable, incredibly simple to use, and they offer a simple way to support energy conservation.

The dryer balls Dryer balls are essentially large rubber objects with rises on the floor; they are a straightforward but useful concept that is finally beginning to catch on with the general public.

They serve to separate the clothing in order to hasten drying and preserve softness. Dryer balls can be reused, which makes traditional dryer sheets unnecessary and lets you save money. They occasionally can be quite noisy, which is the only real drawback.

1.1.1 Characteristics of Green Products

Sustainable products are usually identified by their emphasis on minimizing waste and optimizing resource efficiency. They are made with eco-friendly procedures and

non-toxic materials, and they have certification from respected organizations like the Forest Stewardship Council, Energy Star, etc.

- Goods grown in their natural environment
- Products that are biodegradable, recyclable, and reusable.
- Natural components, recycled materials, non-toxic chemicals, and contents of products with chemical approval are all examples of products.
- Items that are free of animal testing and environmentally friendly products.
- Products packaged in reusable, refillable containers or other environmentally friendly materials.
- Products with lower energy consumption (both during production and use)

Advantages: Utilizing eco-friendly products can contribute to the reduction of hazardous waste and the avoidance of environmental contamination. Using environmentally friendly products reduces harmful substances and saves money and energy, among other benefits.

- Pollution reduction - Reducing pollution is the primary advantage of using sustainable products. As a result, there is less pollution because there is a reduction in the quantity of toxic waste and non-biodegradable materials on the earth.
- Personal health - By using environmentally friendly products, you can avoid consuming many dangerous chemicals and other substances. These products make the lives of the consumers more wholesome and environmentally friendly.
- Long-Term Investments - The majority of environmentally friendly goods are also energy-efficient, which helps consumers save money

1.1.3 Major initiatives

In India, there are numerous environmental organisations working to safeguard and preserve the environment. Eco-friendly advertising has become more prevalent as

more companies integrate the concept of the environment into their organisational cultures.

On this innovative, socially responsible concept, advertisers are concentrating their ads across a range of media. In addition to building a positive public image, advertisements for environmentally friendly goods can increase awareness of what people should do to conserve energy and environmental resources. Thus, promoting environmentally friendly products ultimately benefits both businesses and the environment. Environmentally friendly products are promoted in India through various programmes (Nanda et al., 2016)[1].

1.1.2 Certifications

- Energy Star (EPA): It is a certification which seeks to cut down on energy consumption and releases of greenhouse gases while protecting the environment by avoiding excessive consumption of non-renewable resources. It defines and labels items, buildings, and technological devices that consume a great deal less energy. It was first made available on March 15, 1992[2], which means it can be applied to a wide range of electronic equipment, structures, etc.

- Managing the world's forests is a goal of the Forest Stewardship Council, or FSC[3], which labels and accredits products as being environmentally friendly. The administration strives to maintain clean air and water while preventing the environment from changing dramatically due to pollution. Their logo claims that the forest product was derived from ethical, sustainable, and commercially viable sources. Introduced in 1993, it covers both forests and whatever is made from them.

- Green Seal: The initiative's creator is dedicated to lowering the adverse effects of the raw substance's the extraction process, manufacturing, consumption, and recycling. Prior to issuing the certificate, the business goes through a particular assessment process that includes examining data, labelling, marketing materials,

and on-site inspection. It first appeared in 1989[4] and can be used with a variety of goods, which includes paints, lodging, home goods, and cleaning items.

- USDA Certified USDA: It works to prevent fraud and generate crops that are entirely organic. Genetically altered seeds and chemical-based products are prohibited. They strictly keep non-organic and organic products apart, and they frequently conduct onsite inspections to ensure pure products. It arrived in 2002[5] and is appropriate for agricultural and food goods.

- Customers can evaluate the harmful effects of a gadget thanks to the Electronic Product Environment Assessment Tool (EPEAT) certification [5]. In accordance with the way the items perform in terms of sustainability, they are rated as gold, silver, or bronze.

1.2 Problem Statement

The global increase in usage has caused the economy to grow quickly. This overindulgent consumption has made the environment worse. Environmental damage, global warming, and other effects of this environmental degradation have alarmed the public and sparked the green movement for environmental preservation. The purpose of this study was to determine what factors customers used to decide which green products to buy. According to the study, demographic factors have no bearing on consumers' choices to purchase green products. The likelihood that a consumer will make a purchase is influenced by how satisfied they are with the product, the benefits derived, and how much green value one possesses. The success of government programs and business sustainability strategies ultimately depends on consumer adoption of such policies. Customers are the primary participant and crucial component of any product's marketing strategy. Understanding customer purchasing patterns can help marketing strategies function as effectively as possible. Consumer purchasing behavior plays a significant role in determining a business's success or failure.

Purchase decisions and satisfaction are most significantly influenced by green product features. Environmental concerns have been extremely escalating recently.

Green-tagged goods are growing more and more well-liked as a result of their potential to reduce environmental issues and health risks [7]. There are only a few people who use environmentally friendly goods because of factors like lack of awareness, scarcity, high cost, and others. The focus of the current study is how customers choose ecologically conscious goods.

1.3 Objectives of the study

1. To study the respondents' buying behavior behaviors regarding eco-friendly products.
2. To assess consumer purchasing intentions and their level of awareness regarding environmentally friendly products.
3. To study the internal and external factors that affect consumers' purchasing decisions regarding green products.

1.4 Scope of the study

The analysis of buyer attitudes towards green products is a significant field of study that aims to comprehend how people decide to purchase environmentally friendly goods. This area of research covers a wide range of topics, such as consumer attitudes towards green products, reasons people buy them, perceived risks and benefits, and adoption barriers. This area of study covers a wide range of green products, including hybrid cars, energy-efficient appliances, organic food, and home goods that are environmentally friendly. The analysis of consumer behaviour in relation to green products may also cover various stages of the decision-making process, such as awareness, consideration, evaluation, and post-purchase analysis [8]. Understanding the variables that affect consumers' decision-making processes when it comes to purchasing environmentally friendly products is the main goal of research on consumer behaviour towards green products. Marketers and policymakers who want to encourage the adoption of green products and more sustainable consumer behaviour may find this research to be helpful. The socioeconomic makeup of those who buy sustainable products can be used to learn about the socioeconomic factors that have a big impact on their buying decisions. The attitude, perception, and purchasing behaviour of consumers towards environmentally friendly products are

important for gaining a comprehensive understanding of those consumers' perceptions, emotions, and acts of compassion.

CHAPTER 2: LITERATURE REVIEW

Furlow, N.E. (2009) [9] In her article, Furlow, N.E. (2009) describes the state of the market, which is currently flooded with "green products" that are blatantly dishonourable in the name of protecting the environment. In an effort to appeal to an uninformed audience, businesses frequently make claims that appear environmentally friendly but are occasionally also untrue and figuratively imprecise. As a result, "Green washing" has spread throughout the industry. The problem with green laundry is not just that it deceives customers, but also that companies that adhere to their environmental commitments become less competitive if dishonest marketers continue to make environmental claims. Furthermore, the market will become so saturated with "green" claims due to their overuse and misuse that the consumer may stop understanding how green the product actually is. In the end, misleading environmental advertising will be bad for our environment as well as for people, companies, and the economy. As a result, environmental claims must be sincere, accurate, and consistent with the purpose of the organisation.

Ali, A., Khan, A.A., Ahmed, I. & Shahzad, W. (2011) In their analysis article, Ali, A., Khan, A.A., Ahmed, and Shahzad (2011) [10] looked at Pakistani consumers' intentions to buy environmentally friendly goods. The main goal of this analysis material was to look into and investigate the suggested relationship between the criterion and predictor variables, specifically the unproven purchase angle (GPA) and unqualified intent to buy (GPI). The second involved looking at how the criterion variable (GPI intention) and the outcome variable (GPB), or beginner purchase behaviour, related to one another. Determine how perceived product value and quality (PPP&Q) impacted the alleviative effect was the third objective. The tests revealed that a person's criterion had a significant impact on his GPI in addition to the correlational statistic between criterion and GPI. Similar to how GPI and GPB are inextricably linked. According to the findings, consumers who indicate a desire to purchase an unfamiliar product are more likely to do so than consumers who express no desire to purchase

According to Project Guru's (2010) [11] study, India's adoption of environmentally friendly products is still in its infancy. Individuals, groups, and the government all

have a duty to do more to spread the word about the advantages of sustainable products.

The Welling and Anupamaa S. Chavan (2010) [12] study examined Green marketing, which is not going to be a simple concept. In order to determine whether the plan is feasible, the company must first plan and then conduct research. Environmental marketing needs to mature as it is still in its infancy. Although implementing green marketing might not be straightforward at first, it will unquestionably be advantageous for the business in the future.

According to **Dharmendra Mehta's (2011)** [13]study, Indians are not only concerned with the environment but also with their health. Due to this mental paradigm shift, green marketers find Indian consumers to be appealing. The general public is now more receptive to and aware of green marketing appeals.

Schultz and Zelezny (2000) [14] Environmental concern attitudes, per Schultz and Zelezny (2000), "are rooted in a person's self-concept and the degree to which he perceives himself to be an integral part of the natural environment." Attitudes play a key role in behavior prediction, behavioral intention, and the explanation of variations in individual behavior. Customers who feel strongly about the environment will connect green products to their daily activities, employment, and families. Due to higher manufacturing costs, high-quality raw material costs, and, to some extent, higher costs associated with obtaining an official eco-label for the products, green products are more expensive. Demand and price have an antagonistic relationship because price determines whether or not someone will buy something. The likelihood that a consumer will want to buy a product decreases with price. Customers are aware that choosing green products over conventional ones is better for the environment. But consumers are price conscious when it comes about going green because of the economic situation in developing countries. Higher priced goods may have less of an impact on consumers' decisions to buy in line with their values and attitudes. The cost will deter consumers from buying a green product unless its quality is reliable and it is worthwhile to obtain

Hansla (2008), Hansla (2008) [15] asserts that although consumers may have favourable attitudes towards green products, they might not be willing to pay more for a similar-functioning item. According to Rezai, Mohamed, and Shamsudin (2011), consumers' attitudes towards buying organic vegetables were somewhat influenced by the price of those vegetables.

Saranya's 2017 The main goal of green marketing, according to Saranya's 2017 study, is to persuade customers to purchase eco-friendly goods. It is the responsibility of marketers to inform customers about the benefits of eco-friendly products over non-green ones.

Michael Porter and Claas van der Linder, 1995, [17]Properly crafted green regulations can result in fewer product costs. Environmental regulations may serve as a catalyst for innovations that lower the cost or increase the value of a product. By improving the use of a variety of inputs, such as labour, raw materials, and energy, businesses will be able to offset the cost of minimising their environmental impact. Businesses will become more competitive by raising resource productivity. Businesses must embrace innovation if they are to sustainably develop; failing to do so will reduce their competitiveness in the current global economy (Michael Porter and Claas van der Linder, 1995). The main goal of green marketing, according to Saranya's 2017 study, is to persuade consumers to purchase green products. Marketing professionals have a duty to explain to consumers the advantages of green products over non-green substitutes. Green marketing first became popular in the latter part of the 1980s and early 1990s. The first workshop on "EcolMarketing," held by the American Marketing Association (AMA) in 1975, resulted in the publication of the initial book of the identical name. Since the early 1990s, green marketing has become increasingly important. In the 1970s and 1980s, there was discussion of ecologic consumers and environmentally conscious buying. Henion and Kinnear (1976) defined green consumers as those who are concerned about the environment.

Jansson and Marell (2008) [19] Another significant factor that affects consumer behaviour towards green products is their availability. According to a 2008 study by Jansson and Marell, If environmentally friendly goods are easily accessible in stores,

consumers are more likely to purchase them. The perceptions of consumers regarding the accessibility and affordability of green products can also be affected by their availability.

Thogersen (2004) Consumer behaviour towards green products is significantly influenced by social norms and peer pressure. According to a Thogersen (2004) study, consumers' perceptions of social norms and peer pressure have a big impact on whether or not they're willing to buy green products. When consumers believe they are acting in a socially responsible manner and see their peers buying green products, they are more likely to do the same.

A study by **Prashant Kumar and Bhimrao M. Ghodeswar (2015)** titled "Factors impacting consumers' green product purchase choices" reveals that recent research on environmentally friendly consumer behaviour has concentrated on Asian markets. Although environmental awareness among Indian consumers has been documented in the literature, it is still unclear how they choose to spend their money on eco-friendly goods. Therefore, the goal of this essay is to investigate the variables influencing Indian consumers' decisions to buy green products. The findings showed that the respondents were willing to support environmental protection, aware of their ecological duties, and inclined to look up details on environmentally friendly goods and learn more about them.

According to a **2011 study by Celine Michaud and Daniel Llerena** titled "Green Consumer Behaviour: An Experimental Evaluation of Ability to Pay for Remanufactured Products," managing a product's days is now a crucial business concern. Remaking is one end-of-life option that may offer business benefits through material and energy savings. Beyond issues with industrial organisation, there is debate over the value of creating a green marketing plan for remanufactured goods. Remanufactured goods can be regarded as green goods since their manufacturing process advantages the surroundings.

Antecedents of environmentally conscious buying behaviour: a study of consumers in a developing country like India was conducted by **Aradhana Gandhi and Pratima Sheorey in 2019.** This study aims to investigate the factors that influence

green buyer choices in a developing nation like the nation of India. Data were gathered for an empirical study through an online survey. The questionnaire was completed by 437 respondents from seven Indian cities, ranging in age from 18 to 55. According to the study, government officials and marketers should inform the public about sustainability issues in order to increase the demand for sustainable goods.

A paper titled “The influence of consumers perception of green products on green purchase intention (2014) by **Wilson Kong, Amran Harun, Rini Suryati Sulong and Jaratin Lily [20]** says about green consumerism has increasingly received attention since the increased level of consumer awareness towards green products. Therefore, the aim of this paper had been to examine the influence of consumer perception of green products on green purchase intention. In this study, perception of green products was conceptualized as a multidimensional variable comprised of green corporate perception, eco-label, green advertising, green packaging, and green product value.

CHAPTER 3: RESEARCH METHODOLOGY

In order to achieve the intended goals, the research is a thorough exploratory study that tries to use computational models and carry out statistical modelling. The tools and techniques used for the study are briefly covered in this chapter's discussion of the research approach.

1.1 Population and Sample Size Determination

Google forms were used to collect data from a sample of 74 respondents, including both men and women. In order to complete the research, the sample size was chosen based on the degree of green value, consumer awareness, and benefit from using green products. Customers who fall within the study's target demographic are primarily older than 20. According to observations made while gathering consumer data, consumers over this age are believed to be engaged shoppers who independently select their products. The target population consists of working adults, students pursuing higher education, entrepreneurs, and stay-at-home mothers, who make up the majority of India's population. Non-probability sampling was used in this study. To reduce complexity, this method employs convenience sampling.

1.2 Data Collection Procedure

Through convenience sampling, a pre-designed structured questionnaire was created and given to the participants. The questionnaire includes demographic, single-choice, and the majority of closed-ended questions with a Likert scale with five scales (1=strongly agree, 5=strongly disagree). The questionnaire assessed the perceived influence of consumers' purchase intentions on environmental beliefs, eco-friendly packaging, green branding, awareness, and benefits. Google forms were used for the online data collection.

1.3 Data Toots Used

For interpretation and verification, the data gathered from the primary source was run through a variety of statistical tools. SPSS was primarily used for data analysis. Descriptive and inferential data analysis are the two categories. To demonstrate the understanding of data analysis, the SPSS results were copied to an Excel worksheet

and improved upon and interpreted. The required tables, charts, and graphs were also created using Microsoft Excel. For the descriptive analysis, mean analysis and cross tabulation were used. Chi Square, the t-test, and ANOVA were employed in the case of inferential analysis to draw conclusions from the gathered data.

Understanding the relationship between variables representing consumer behaviour towards green products was done using correlation and regression analysis. For a more thorough analysis of the hypothesis, correlation between the variables that represent these elements can be used to assess the degree of synchronicity these variables have with one another.

CHAPTER 4: DATA ANALYSIS

In order to gain an understanding of the variables that affect consumer behaviour towards purchasing green products, the analysis of information for this study combines descriptive, inferential, and exploratory techniques. This chapter primarily focuses on an exhaustive examination of the data that is currently available to learn more about the facts relating to consumer behaviour with regard to green products. 74 respondents provided the information that was gathered.

4.1 Demographics analysis

Table.1 Demographics table

		Count	Column N%
Gender	Female	30	40.50%
	Male	44	59.50%
Age	26-35	27	27.30%
	36-45	1	1.30%
	Below 25	46	62.16%
Where do you live?	Rural	1	1.30%
	Semi-Urban	11	14.86%
	Urban	62	83.78%
Qualification	Postgraduate	64	86.48%
	Undergraduate	10	13.50%
Occupation	Businessman	2	2.70%
	Employee	16	21.60%
	Freelancing	1	1.30%
	Professional	3	5.40%
	Recently Not working	1	1.30%
	Student	51	68.90%
Marital Status	Married	9	12.16%
	Not Married	65	87.83%

Source: Own analysis using primary data

Here are some conclusions drawn from the information provided:

- Male participants make up more than female participants (59.5% vs. 40.5%).
- Most of the participants (62.16%) are under the age of 25, followed by those between the ages of 26 and 35 (27.3%). Only 1.3% of participants (who range in age from 36 to 45) fall within this age bracket.
- Only a small percentage of participants (14.9%) and the majority (83.78%) of participants (83.78%) live in semi-urban or rural areas.
- Only a few participants (13.5%) have undergraduate degrees, while the majority (86.48%) have postgraduate degrees.
- Students make up the majority of participants' occupational categories (68.9%), followed by employees (21.6%). Only a small portion of participants identify as businesspeople, independent contractors, professionals, or recently unemployed.
- 87.83% of participants are single (the majority), while only a few are married (12.16%).

4.2 Inferential Statistical Analysis

The numerous ways that statistics obtained from observations on samples from research populations can be utilized to infer whether or not those populations are genuinely different from one another are referred to as inferential statistics.

Table 2: Reliability Test

Reliability Statistics	
Cronbach's Alpha	N of Items
0.867	5

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbac h's Alpha if Item Deleted
I am aware of the benefits of green products for the environment	14.79	10.416	0.745	0.825
I am aware of the point of purchase for green products	15.02	10.416	0.706	0.836
I am aware of various brands offering green products	15.26	11.097	0.668	0.845
I am aware of various symbols / certifications / other identifiers which declare the product as green product	15.38	11.418	0.685	0.84
How would you describe your level of awareness about following dimensions of green products?	14.98	11.022	0.663	0.85

Source: Own analysis using primary data

The above table shows Cronbach's Alpha coefficient is 0.867, which indicates a relatively high level of internal consistency among the items in the test. This suggests that the items are measuring the same construct, and that they are reliable and consistent in their measurement. It is generally accepted that a value between 0.6 and 0.7 denotes an acceptable level of reliability and a value between 0.8 and greater, a very good level. Overall, the table suggests that all five items are strongly correlated with the overall score of the scale and contribute positively to the reliability of the

scale. The highest corrected item-total correlation is for the first item, indicating that it is the most strongly related to the overall score. However, all items have relatively high corrected item-total correlations, indicating that they all measure a similar construct of awareness of green products.

Table 3: Reliability Test

Reliability Statistics	
Cronbach's Alpha	N of Items
0.815	5

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbac h's Alpha if Item Deleted
It is important to me that the products I use that do not harm the environment	14.46	9.502	0.65	0.768
I am concerned about wasting the resources of our planet.	14.35	10.232	0.662	0.761
My purchased habits are affected by the concerns of the environment	14.57	10.218	0.719	0.745
I consider the potential environment impact while making a purchase decision	14.92	11.353	0.502	0.809
I would describe myself as environmentally responsible citizen.	14.74	12.29	0.52	0.804

Source: Own analysis using primary data

The above table shows Cronbach's Alpha coefficient is 0.815, which indicates a relatively high level of internal consistency among the items in the test. This suggests that the items are measuring the same construct, and that they are reliable and consistent in their measurement. Overall, the item-total statistics suggest that the first three items are important for the overall reliability of the scale, while the fourth and fifth items have less influence. However, all five items contribute to measuring attitudes towards the environment and should be retained in the scale unless there are specific reasons for removing any of them.

Table 4: The factor which affects the most buyers before purchasing a green product

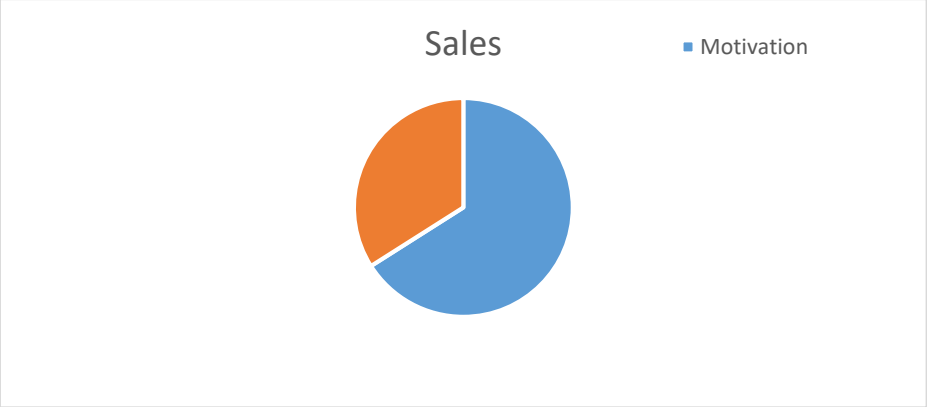
The actor which affects the buyer most before purchasing green products?					
		Frequency	Percent	Valid Percent	Cumulative percent
Valid		32	43.2	43.2	43.2
	Environment Protection	24	32.4	32.4	75.7
	Increase in quality of life	9	12.2	12.2	87.8
	Potential increase in product value	4	5.4	5.4	93.2
	Self-Satisfaction	5	6.8	6.8	100
	Total	74	100	100	

Source: Own analysis using primary data

Based on the data provided, it appears that the factor which affects the buyer most before purchasing green products is environment protection, with 32.4% of respondents selecting this option. The second most selected factor is self-satisfaction, with 6.8% of respondents selecting this option. The remaining factors, including frequency, increase in quality of life, and potential increase in product value, were selected by smaller proportions of respondents.

Internal Factors

Graph 1: Internal Factors which affect the most before purchasing a green product



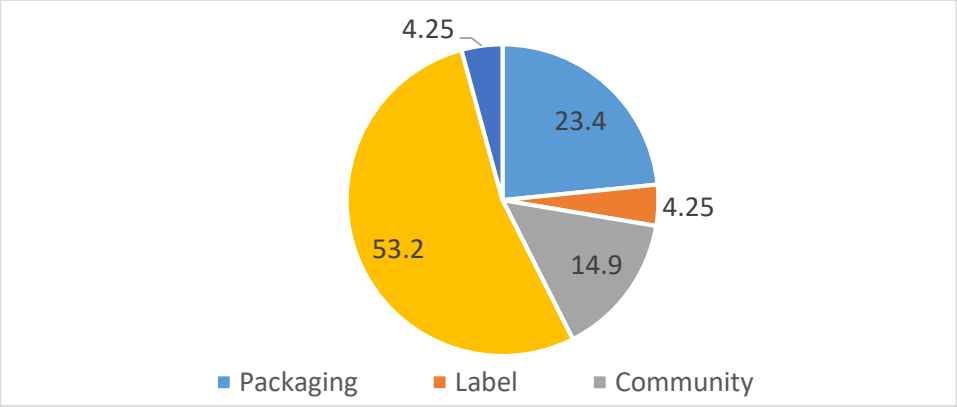
Source: Own analysis using primary data

Among the 74 respondents, 47 responded positively towards buying a green product. The internal factors that are responsible for consumer buying behaviour towards

green product are motivation and personal value. It appears that personal value has a great influence on the consumer behaviour with 66% and motivation with 34%.

External Factors

Graph 2: Factors which affect the most before purchasing a green product

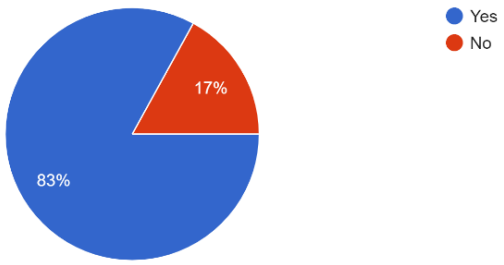


Source: Own analysis using primary data

Among the 74 respondents, 47 responded positively towards buying a green product. The external factors that are responsible for consumer buying behaviour towards green product are green packaging, label, community, information. It appears that information possessed by consumers has a great influence on the consumer behaviour with 53.2%, then community with 14.9% and green packaging with 23.4%.

Willingness to pay

Graph 3: Factors which affect the most before purchasing a green product



Source: Own analysis using primary data

Among the 74 respondents, 47 responded positively towards buying a green product. 83% of the respondents are ready to pay a little more for green product vs. normal product as it is grown without the use of harmful chemicals and under sanitary conditions and is recyclable, reusable, and naturally biodegradable. It was found through analysis that there exists a significant relationship between Environmental Concern and Willingness to pay, which means that people who have higher concern for the environment are expected to be willing to purchase green products and this finding agrees to the previous studies. This study states that as consumers are becoming sensitive towards environmental issues, they are becoming more inclined towards green products.

Descriptive Statistics

Descriptive statistics describe, show, and summarize the basic features of a dataset found in a given study, presented in a summary that describes the data sample and its measurements. It helps analysts to understand the data better. Based on the given descriptive statistics, we can make the following observations:

Table 5: Descriptive statistics of the level of awareness towards a green product

Descriptive Statistics							
		N	Range	Minimum	Maximum	Mean	Std. Deviation
How would you describe your level of awareness about following dimensions of green products?	I am aware of the benefits of green products for health	42	4	1	5	3.88	1.152
	I am aware of the benefits of green products for the environment	42	4	1	5	4.07	1.022
	I am aware of various brands offering green products	42	3	2	5	3.6	0.912
	I am aware of various symbols / certifications / other identifiers which declare the product as green product	42	3	2	5	3.48	0.969
	I am aware of the point of purchase of green products	42	4	1	5	3.83	0.933
	Valid N (Listwise)	42					

Source: Own analysis using primary data

According to the table above, respondents' awareness of the advantages of green products for the environment was on average the highest (mean=4.07), followed by their awareness of the advantages of green products for health (mean=3.88) and the place where they should buy green products (mean=3.83). The lowest level of awareness for different symbols, certifications, and other identifiers that indicate a product is a green product was reported by respondents (mean: 3.48), followed by various brands that offer green products (mean: 3.60).

The standard deviation for each dimension of awareness ranges from 0.912 to 1.152, indicating that there is some variability in the responses. Overall, the results suggest that respondents have a moderate level of awareness about the dimensions of green products, with the highest awareness for the environmental benefits of green products.

However, awareness of green products could be created through labelling, packaging and advertisement. People who are aware and have used Green Product's agree to the fact that Green Products' help improve the environment. Nguyen et al. stated that if consumers are conscious of the performance of green products, then it will assist them in achieving individual environmental impact objectives. This indicates that awareness of green products can impact consumers' decision-making which in turn can aid in restoring a more positive outlook in the market. Again, the education on Green Product's would increase people's behavioural intention to use Green Product's and consequently become green consumers. Green Products have good effects on the environment and human actions have effects on the environment. Green products consciously reduce waste and financial burdens.

Table 6: Descriptive statistics of the level of awareness towards a green product

Descriptive Statistics						
	N	Range	Minimum	Maximum	Mean	Std. Daviation
Green products are very expensive	26	4	1	5	3.85	1.008
Green products are not promoted properly	26	4	1	5	3.69	1.087
Lack of awareness about green products	26	4	1	5	3.35	1.263
Lack of confidence in the performance of green products	26	4	1	5	3.04	1.248
Green products are not available in	26	3	2	5	3.88	0.864

full range of variety						
Green products are not easily available in shopping outlets	26	2	3	5	3.96	0.871
Labels of green products are not informative, they don't fully inform about their greenness	26	4	1	5	3.27	1.116
Valid N (listwise)	26					

These are the descriptive statistics for a survey where respondents were asked to rate their agreement with various statements related to green products on a scale of 1 to 5, with 1 being strongly disagree and 5 being strongly agree. The statistics are as follows:

N (sample size) = 26, which means there were 26 respondents.

Mean = the average score for each statement, which ranged from 3.04 for "Lack of confidence in the performance of green products" to 3.96 for "Green products are not easily available in shopping outlets".

Std. Deviation = a measure of the variability of scores around the mean for each statement, which ranged from .864 for "Green products are not available in full range of variety" to 1.263 for "Lack of awareness about green products".

4.3 Hypothesis Testing

Hypothesis testing is an act in statistics whereby an analyst tests an assumption regarding a population parameter. The methodology employed by the analyst depends on the nature of the data used and the reason for the analysis.

Hypothesis 1 –

Null hypothesis (Ho): There is no association (relationship or dependency) between Gender and consumer buying behaviour towards Green Products.
Alternate hypothesis (H1): There is an association (relationship or dependency) between Gender and consumer buying behaviour towards Green Products.

Table 7: Chi square test of association between gender and consumer behaviour towards green products.

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	76.994[a]	4	<.001
Likelihood Ratio	44.49	4	<.001
N of Valid Cases	74		
A. 5 cells (55.6%) have an expected count of less than 5. The minimum expected count is .49.			

Source: Own analysis using primary data

The results of two different chi-square tests—the Pearson Chi-Square and the Likelihood Ratio—are displayed in the output you provided. To investigate the relationship between categorical variables, both tests are used. The chi-square statistic's value for each test is shown in the first column, "Value," of the table. The degrees of freedom for each test are shown in the second column, "df," and they are equal to the number of categories minus one. Since there are four categories in this situation, df = 4-1 = 3. The p-value for each test is displayed in the third column, "Asymptotic Significance (2-sided)". In the event that the null hypothesis is correct, the p-value represents the likelihood of observing a result that is equally extreme to or more extreme than the observed result. The p-value is less than 0.001 in both instances, indicating strong evidence against the null hypothesis of no association between the variables.

Hypothesis 2-

Null hypothesis (Ho): There is no association (relationship or dependency) between Age and consumer buying behaviour towards Green Products.

Alternate hypothesis (H1): There is an association (relationship or dependency) between Age and consumer buying behaviour towards Green Products.

Table 8: Chi square test of association between Age and consumer behaviour towards green products.

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	75.346[a]	6	<.001
Likelihood Ratio	43.224	6	<.001
N of Valid Cases	74		
a. 8 cells (66.7%) have an expected count of less than 5. The minimum expected count is 0.08.			

Source: Own analysis using primary data

The results suggest that there is a relationship between age and green product purchasing behaviour. The majority of individuals who have purchased a green product are in the below 25 age group (65%), followed by the 26-35 age group (55.6%). No individuals in the 26-35 age group reported not purchasing a green product, indicating a strong association between this age group and green product purchasing behaviour.

Both tests have 6 degrees of freedom and the p-values for both tests are less than .001, which indicates a significant association between the variables being tested. The minimum expected count is .08, which is higher than the commonly used threshold of 5. It suggests a significant association between the variables being tested, but the low expected counts in some cells may limit the confidence in the results. However, the minimum expected count being higher than 5 reduces this limitation. Hence, rejection of null hypothesis.

Hypothesis 3-

Null hypothesis (Ho): There is no association (relationship or dependency) between Income and consumer Buying behaviour towards Green Products.

Alternate hypothesis (H1): There is an association (relationship or dependency) between Income and consumer buying behaviour towards Green Products.

Table 9: Chi square test of association between Income and consumer behaviour towards green products.

Chi-Square Tests			
	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	75.930[a]	6	<.001
Likelihood Ratio	43.401	6	<.001
N of Valid Cases	74		
. 8 cells (66.7%) have an expected count of less than 5. The minimum expected count is 0.49.			

Source: Own analysis using primary data

The Pearson Chi-Square test and the Likelihood Ratio test are two chi-square tests whose results are displayed in the table. The observed data differs significantly from what would be predicted under the null hypothesis of independence, according to both tests, which each have six degrees of freedom (df) and produce a very low p-value (.001). With a p-value of.001 and a Pearson Chi-Square value of 75.930, it can be concluded that the variables under study are statistically related. As a result, the null hypothesis can be rejected because there is a significant discrepancy between the income and the expected values. Similar to how the Likelihood Ratio test value is 43.401 with a p-value of.001, rejecting the null hypothesis is supported by this data.

Hypothesis 4-

Null hypothesis (Ho): There is no association (relationship or dependency) between Green Value and consumer Buying behaviour towards Green Products.

Alternate hypothesis (H1): There is an association (relationship or dependency) between Green Value and consumer buying behaviour towards Green Products.

Table 10: Regression Analysis of association between green value and consumer buying behaviour towards green products.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.913[a]	0.834	0.83	0.3394
a. Predictors: (Constant), GreenValue				

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	23.128	1	23.128	200.77	<.001[b]
	Residual	4.608	40	0.115		
	Total	27.735	41			
a. Dependent Variable: Purchase						
b. Predictors: (Constant), GreenValue						

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.15	0.251		0.596	0.554
	GreenValue	0.924	0.065	0.913	14.169	<.001
a. Dependent Variable: Purchase						

Source: Own analysis using primary data

Based on the provided summary, a linear regression model was constructed with one predictor variable—"Green Value"—and a fixed term. The variable that serves as a predictor can explain 83.4% of the variation in the answer variable (the dependent variable) according to the model's R-squared value of 0.834. The adjusted R-squared value, which is a bit lower at 0.830, accounts for the number of predictor variables in

the model. The standard error of the estimate, which is 0.33940, measures the average deviation of the observed values from the regression line. The model's overall fit is very good (R = 0.913), and the predictor variable "Green Value" seems to be highly significant in describing the differences in the response variable. As a result, the null hypothesis is disproved.

Correlation Analysis

A method of statistics used for study to determine the relation between two variables and gauge the degree of the linear relationship between them is correlation analysis.

Table 12: Correlation Analysis of association between Green Value, Awareness and consumer buying behaviour towards green products.

Correlations				
		Purchase	Value	Awareness
Purchase	Pearson Correlation	1	0.284	.313*
	Sig. (2-tailed)		0.065	0.043
	N	43	43	42
Value	Pearson Correlation	0.284	1	.999**
	Sig. (2-tailed)	0.065		<.001
	N	43	68	42
Awareness	Pearson Correlation	.313*	.999**	1
	Sig. (2-tailed)	0.043	<.001	
	N	42	42	42
*. Correlation is significant at the 0.05 level (2-tailed).				
**. Correlation is significant at the 0.01 level (2-tailed).				

Source: Own analysis using primary data

Before determining the nature and implications of a relationship between variables, bivariate correlation analysis, also known as correlation analysis, focuses on determining whether one exists. The Pearson correlation coefficients and associated statistical significance levels (p- values) for three variables—purchase, value, and awareness—are displayed in a correlation table.

The table shows that Purchase and Value have a moderate effect size and a statistically significant positive correlation (r = 0.284, p = 0.065). Purchase and Awareness also have an acceptable effect size and a highly significant positive correlation (r = 0.313, p = 0.043).

Furthermore, Value and Awareness have a very strong positive correlation (r = 0.999, p 0.001), which shows that they are almost perfectly related.

Its worth noting that the sample sizes for the three variables are different, with the largest sample size being for Value (n = 68) and the smallest being for Awareness (n = 42). Overall, these results suggest that there may be important relationships

between these variables, and they could be useful for understanding consumer behaviour and making marketing decisions.

4.4 Finding and Recommendations

According to the study's findings, consumer environmental awareness, awareness and benefits derived are the key determinants of whether they choose to buy green products. This emphasises how crucial it is for companies to educate customers about the environmental advantages of their products. Businesses should also make sure that their eco-friendly goods are well-made and cost-effective. However, consumers seem willing to seek out green products even if they are not widely available, so their availability may not be as important as previously believed.

The study sought to understand how consumers felt about green products. The study's key findings are listed below.

- Of the respondents, 59.50% were men and 40.50% were women.
- The age group of respondents with the highest percentage (62.10%) is under 25 years old.
- The majority of respondents (86.48%) have completed post-graduate coursework.
- The income of the respondents is below $20,000 in 68.3% of cases.
- 87.7% of respondents were aware of the advantages and benefits of green products.
- 63% of respondents reported having purchased a green product.
- 87% of respondents think environment protection as the major factor while buying a green product.
- According to 67% of participants, the main internal consideration when purchasing a green product is personal value.
- In comparison to standard products, 83% of respondents are willing to pay more for green products.
- The majority of those polled are aware of the advantages for both personal health and the surroundings. You can cut down on your consumption of energy and emissions of carbon by purchasing sustainable products and services, such as those that use renewable energy. By selecting goods and services that use waste or recycled materials as a raw material or resource, you can conserve natural resources.

- The reason for not purchasing a green product can be attributed to lack of awareness and confidence in performance of green product. Few find it expensive and it seems they are not available in wide variety.
- The government needs to take corrective action and raise awareness for people to be persuaded to purchase environmentally friendly products from the nearby market.
- To eventually transition to a green economy, the government should promote green product and service concepts.
- According to the findings, consumers should use products that can be recycled or reused, efficient products that reduce environmental impact by saving water, energy, or petrol, organic products that guarantee quality, and certified products that meet or exceed environmental responsibility standards. Global consumer consumption has increased in recent decades, which is proof of the rapid economic expansion. As a result, natural resources are used excessively, which worsens the environment. Environmental degradation has a number of effects, including desertification, acid rain, water pollution, noise pollution, and loss of the ozone layer. reported that about 40% of environmental degradation is caused by private households' consumption patterns
- If a product is more valuable, most consumers are willing to pay a higher price. This kind of value enhancement can be produced using green value. Marketers should launch a coordinated and united campaign to increase customer awareness of green marketing because not all customers are familiar with the concept. Even though it will take time and effort, the public must become aware of the new green movements.
- Green marketing involves promoting environmentally friendly goods and services, environmentally friendly technology, and environmentally friendly power and energy sources. All of these require a sizable investment in R&D and subsequent marketing campaigns because they will introduce some new, improved methods for producing, communicating, and delivering environmentally friendly goods and services.
- Providing green products and services alone is insufficient; they must also be well-suited to the realities of customers' needs. Marketers should design their products and services in response to true customer needs.

- Marketers should implement green policies as a long-term strategy because most green initiatives have a high initial cost but are beneficial and cost-effective in the long run. The government should finance green initiatives so that marketers may get green products and services at affordable pricing.
- Authorities should hold seminars and awareness campaigns to increase consumer knowledge of green products.
- The importance and benefits of sustainable products for achieving environmental sustainability will be covered in the students' course materials. Future studies should take into account some research limitations despite the fact that this study has illuminated the marketing of green products. The first flaw is that the research goals of this study were constrained to the utilisation of green products. Second, this study used convenience sampling. The sample size was restricted to 74 due to time constraints. The results could be biased and the representativeness of this sample size could be constrained.

4.5 Limitations of the study

Although this study has shed light on the marketing of green products, there are still some research limitations that should be considered in future investigations.

- Sample Size: The sample size is a bit small with only 74 respondents and might not be representative of the entire population. A greater number of respondents might provide a more accurate representation of the level of consumer knowledge regarding green products.
- Sampling Bias: Because the poll was completed online, sampling bias may have occurred. those who are more inclined to take part in online surveys could behave and hold different attitudes towards green product than those who do not.
- Self-Reporting Bias: Since the results in the survey were self-reported, biases such social desirability bias and recall bias may have been present. It's possible that respondents gave responses they believed to be socially acceptable.
- Time Restrictions: Because the study was carried out at a given time, attitudes and behaviours of consumers towards buying a green product may have altered since then.

CHAPTER 5: CONCLUSION

The primary goal of the essay was to examine how consumers approach buying green products. Factors like a consumer's age, gender, income, or educational background have some impact on their purchasing decisions and satisfaction with green products. Consumer purchasing decisions are influenced by their level of motivation and personal value for the products. Younger consumers have been found to be kinder to the environment. Consumers give the features of green products the most weight when making purchases. They are even willing to pay more for eco-friendly products in order to protect their environment. Clients are urged to buy eco-friendly goods because they care about the environment and because they believe they might be better for their health.

Gender has no bearing on how consumers choose to purchase green goods. However, it has been observed that those under the age of 20, or the younger generation, are more likely to purchase green products because they are produced in clean environments without the use of harmful chemicals, are recyclable, reusable, naturally biodegradable, and come in packaging that is green. The purchasing habits of consumers with regard to green products are greatly influenced by income.

Consumers who buy green products are undergraduates and postgraduate educated, and have a pro-environment outlook. The findings also indicated that customers are more likely to buy sustainable goods if they are not married. It's possible that this group of consumers buys eco- friendly goods out of concern for the health of their family and themselves.

Global consumer spending has increased in recent years, which is proof of the rapid economic expansion. As a result, resources from nature are used excessively, which exacerbates the environment. Environmental degradation has a number of effects, including desertification, acid rain, water pollution, noise pollution, and loss of the ozone layer. It was estimated that about 40% of environmental degradation is caused by private family consumption patterns. Therefore, businesses must put more effort into enhancing the quality of green products and offering them at competitive prices. It turns out that although consumers are aware of the problem, they only have a vague understanding of the facts regarding the components of green products. People are purchasing eco-friendly products like those made with organic materials, herbs, or

ayurveda. Infomercials (instead of just commercials) should be used by advertisers to increase consumers' understanding of the environmental advantages of green products. Businesses may use infomercials to promote their eco-friendly products and educate consumers at the same time because they frequently contain a wealth of information about the subject at hand. The rising cost and subpar quality of sustainable products rank as the two main barriers and disincentives for consumers to consider buying such goods. Realise the advantages of popularising green marketing or green product promotion. Individuals' small contributions will add up to make a big difference in the future.

However, in order to manufacture green products, more money needs to be invested right away in technology and equipment. Items with minimal environmental effects are perceived as being of higher quality by consumers, who are more likely to make a purchase. Many of the people who responded to the survey believe they are knowledgeable about the benefits and drawbacks of the environmental products they buy. Future consumer habits, such as growing environmental awareness and interest in green products, could have a significant impact on the market penetration of green goods.

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Annexures

A Study on Consumer Perception towards Green Marketing

Dear Sir/Ma'am,

This survey is an attempt to study the **consumer's perception and preferences towards green marketing practices and products.** Kindly spare a few minutes to fill out this form. This survey is intended for a research project and the details provided by the respondent would be kept confidential.

Thanks in advance!

Gender *

- Male
- Female
- Prefer not to say

Age *

- Below 25
- 26-35
- 36-45
- 45 and above

Qualification *

- Postgraduate
- Undergraduate
- HSC
- 10th

Where do you live? *

- Urban
- Semi-Urban
- Rural

Occupation *

- Employee
- Businessmen
- Professional
- Student
- Other...

Marital Status *

- Married
- Not Married

Monthly Income *

- Less than 20,000
- 20,000-30,000
- 30,000 and above

Kindly provide your response on the following statements.

It is important to me that the products I use
do not harm the environment.

	1	2	3	4	5	
Strongly Disagree	○	○	○	○	○	Strongly Agree

I am concerned about wasting the resources of our planet.

	1	2	3	4	5	
Strongly Disagree	○	○	○	○	○	Strongly Agree

I would describe myself as environmentally responsible citizen.

	1	2	3	4	5	
Strongly Disagree	○	○	○	○	○	Strongly Agree

Are you aware of green products and green marketing? *

- ○ Yes
- ○ No

Have you purchased any green product ? *

- ○ Yes
- ○ No

Type of green products bought recently *

- Food
- Fashion and Appraels
- Cosmetics
- Household
- Other...

According to you, what is the need of green marketing? *

- Environment Protection
- Feature of the product
- Personal Health
- Publicity

How frequently do you buy any green product? *

- Regularly
- Average
- Rarely

The factor which affects the buyer most before purchasing green products? *

- Increase in quality of life
- Environment protection
- Potential increase in product value
- Self satisfaction

Which of the following internal factors influences you while buying green products? *

- Motivation
- Personal value

Which among the following external factors influences you while buying green products? *

- Packaging
- Label
- Community
- Information
- References

Are you willing to pay more for green products? *

- Yes
- No

How would you describe your level of awareness about following dimensions of green products? *

I am aware of the benefits of green products for health

	1	2	3	4	5	
Strongly Disagree	○	○	○	○	○	Strongly Agree

I am aware of the benefits of green products for the environment *

	1	2	3	4	5

I am aware of the point of purchase for green products

Linear scale

1 to 5

1 Strongly Disagree

5 Strongly Agree

Required

I am aware of various brands offering green products *

	1	2	3	4	5	
Strongly Disagree	○	○	○	○	○	Strongly Agree

I am aware of various symbols / certifications / other identifiers which declare the product as green product *

	1	2	3	4	5	
Strongly Disagree	○	○	○	○	○	Strongly Agree

Why do you purchase a green product? *

I purchase a green product because it can be recycled, reused and is biodegradable in nature

	1	2	3	4	5	
Strongly Disagree	○	○	○	○	○	Strongly Agree

I purchase a green product because it comes with eco-friendly packing

Lack of awareness about green products. *

	1	2	3	4	5	
Strongly Disagree	○	○	○	○	○	Strongly Agree

Green products are very expensive. *

	1	2	3	4	5	
Strongly Disagree	○	○	○	○	○	Strongly Agree

Green products are not promoted properly. . *

	1	2	3	4	5	
Strongly Disagree	○	○	○	○	○	Strongly Agree

Lack of confidence in the performance of green products. *

	1	2	3	4	5	
Strongly Disagree	○	○	○	○	○	Strongly Agree

Green products are not available in full range of variety *

	1	2	3	4	5	
Strongly Disagree	○	○	○	○	○	Strongly Agree

Green products are not easily available in shopping outlets. *

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