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A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS GREEN PRODUCTS

6

A REPORT SUBMITTED
IN PARTIAL FULFILMENT OF THE REQUIREMENTS
FOR THE DEGREE OF

MASTER OF BUSINESS ADMINISTRATION-BUSINESS ANALYTICS
BY

PRIYA SINGH
(ROLL NO. 2K23/BMBA/17)

UNDER THE SUPERVISION OF:
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MAY, 2025

ACKNOWLEDGEMENT

We wish to express our sincere thanks and gratitude to our faculties at the University School of Management and Entrepreneurship, Delhi Technological University for their stimulating guidance, continuous encouragement, and enormous support throughout the program. We are deeply indebted to the people across the globe who have shared their knowledge and perspectives in the form of online tutorials, books, and other resources which have helped us to a great extent during this endeavor.
We would also like to place on record our sincere thanks to our friends and colleagues for the cooperation they rendered to us during this endeavor. We would like to express our gratitude to our parents and brother for being our constant source of inspiration because without them this endeavor would have never been possible

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CANDIDATE'S DECLARATION

I Priya Singh (2K23/BMBA/17) hereby certify that the work is being presented in the report entitled 'A Study on Consumer Buying Behavior towards Green Products' in partial fulfilment of the requirements for the award for the Degree of Master of Business Administration, submitted in the Delhi School of Management, Delhi Technological University is an authentic record of my own work carried out during the period from January 2025 to May 2025 under the supervision of Dr.Kusum Lata

The matter presented in the thesis has not been submitted by me for the award of any other degree of this or any other institute.

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This is to certify that the student has incorporated all the corrections suggested by the examiners in the report and the statement made by the candidate is correct to the best of our knowledge.

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CERTIFICATE BY THE SUPERVISOR

Certified that Priya Singh (2K23/BMBA/17) has carried out their search work presented in this repor entitled " A Study on Consumer Buying Behaviour towards Green Products" for the award of **Master of Business Administration in Business Analytics** from Delhi School of Management, Delhi Technological University, Delhi, under my supervision. The report embodies results of original work, and studies are carried out by the students Themselves and the contents of the report do not form the basis for the award of any other degree to the candidate or to anybody else from this or any other University/Institution.

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(Assistant Professor)

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ABSTRACT

Global consumption has increased, which has accelerated economic growth. This overindulgent consumption has made the planet's condition worse. Environmental damage, global warming, andthe other consequences of this damage to the environment have alarmed the public and sparked the green movement for the protecting the environment. The purpose 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. Customers demonstrated a high level of knowledgeabout green marketing tactics and products. The respondents' high values for the environment were also found to exist. Research has offered helpful insights for green product marketers due to the high perceived green value among consumers, and it suggests the need for creating marketing communication campaigns promoting green products.

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 andprefer 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 dangeroussubstances, 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 advancesustainability.

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 biggest result of the trend towards selling eco-friendly goods is that they help consumers save a lot of energy, which significantly reduces the amount of carbon emissions that they produce.

1.1.1 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 concepts that apply to products and services, rules, laws, and regulations that claim to have reduced, minimal, or no negative effects on the environment or ecosystems.

Environmentally friendly activities are described using the term "eco-friendly" terminology. It is a condensed form of the words "ecologically," "environmentally," or "green" that is used to describe similar practises. 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 actively working to create products that are energy efficient. 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 light bulbs is how much better they are than their conventional equivalents.

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 charging. Solar rooftop panels typically produce electricity for homes by taking in light and converting it to energy. It wasn't long before this idea was successfully used on a smaller scale to power electrical appliances. The premium solar cells on the impermeable case of the Voltaic Creator Solar Laptop Charger are used with batteries that have been checked to effectively absorb solar power. Almost all popular electronics can be powered by this handy solar charging case. Another nice perk is that the case still looks stylish spite of the panels for electricity attached.

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 a lot of organisations have a formal endorsement from a third partyconfirming their green efforts, many other companies are disguising themselves as eco-friendly in order to boost sales and improve their reputation. 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-friendlyproducts 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 just big rubber objects with rises on the floor; they're a simple but effective idea that has finally started to gain mainstream recognition. 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

.

1.1.2 Characteristics of green products

Typically, sustainable goods can be distinguished by their focus on minimising garbage and maximising the efficiency of resources. Them are produced using non-toxic materials and eco-friendly processes, and they have received certification from reputable agencies like Energy Star, Forest Stewardship Council, 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: The use of environmentally friendly products can help reduce toxic waste and prevent environmental pollution. Utilising eco-friendly products has numerous advantages, including reducing harmful substances, saving money, and energy.

• 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 amount of toxic waste and non-biodegradable materials on the planet.

• 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].

1.1.4 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 [6]. The adoption of such policies by consumers ultimately determines the success of governmental initiatives and corporate sustainability strategies. Consumers are the main player in the marketing of any product and they are very important in the marketing process. Consumer purchasing behaviour is a key factor in determining whether a business succeeds or fails, and gaining an understanding of these preferences and behaviours will help marketing strategies work as efficiently as possible.

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 and their intent to purchase 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 notgoing 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 marketersfind 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-qualityraw 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 According to **Saranya's 2017** **[16]** study, green marketing primarily aims to encourage consumersto buy green products. It is the duty of marketers to educate consumers about the advantagesof green products over non-green alternatives.

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

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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.

3.1 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.

3.2 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.

3.3 Data Toots Used

The information gathered from the primary source was put through a number of statistical toolsfor interpretation and verification. Data analysis was the main use for SPSS. There are two types of data analysis: descriptive and inferential. The results from the SPSS were copied to anExcel Worksheet, where they were improved upon and interpreted, in order to present the understanding of data analysis. Using Microsoft Excel, the necessary graphs, tables, and chartswere also generated. Cross tabulation and mean analysis were carried out for the descriptive analysis. In the case of inferential analysis, Chi Square, t-test, and ANOVA were used to inferconclusions from the data collected.

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

Multiple linear regression

A statistical technique for examining the association between two or more independent variables and a dependent variable is multiple linear regression. It expands on simple linear regression by allowing for the use of many predictors in situations where there is only one independent variable.

By fitting a linear equation to the observed data, multiple linear regression models the relationship between the independent variables (predictors) and the dependent variable. The multiple linear regression model with \(p\) independent variables takes the following generic form:

Y = b0 + b1X1 + b2X2 + b3X3 + … + bnXn + e

Where:

- (Y) is the dependent variable.
- (X1, X2, X3, …, Xn) are the independent variables.
- (b0) is the intercept, and (b1, b2, b3, …, bn) are the regression coefficients that represent the change in Y for a one-unit change in the respective independent variable, holding all other independent variables constant

This method is frequently used for forecasting, predictive modeling, and understanding the correlations between variables in a variety of domains, including economics, finance, social sciences, and engineering.

Hypothesis

Formulating hypotheses is a crucial step in the research process, as hypotheses provide the basis for testing and analyzing relationships between variables. Hypotheses are statements that propose a specific relationship or expectation between two or more variables. In the context of multiple regression analysis, hypotheses typically involve the relationship between independent variables and the dependent variable. Here's how hypotheses can be formulated in the context of the provided research:

Null Hypothesis (H0): There is no significant relationship between the independent variables (e.g., service quality, timely delivery, operational efficiency, etc.) and the dependent variables (e.g., customer satisfaction, brand loyalty, etc.).

24 **Alternative Hypothesis (H1):** There is a significant relationship between at least one of the independent variables and the dependent variables.

Based on the specific research objectives and variables identified in the study, additional hypotheses can be formulated to test specific relationships. These hypotheses can be directional (one-tailed) or non-directional (two-tailed), depending on the nature of the expected relationship.

Hn: V1 is associated with V2

Variables:-

Independent Variables

Table 3: Independent Variable

Variable Name	Variable No.	Survey Question No.
Availability of green products	1	Q17
Offering from the green products	2	Q9
Age of the consumers	3	Q2
Income of consumers	4	Q3
Benefits of green products	5	Q7
Lack of awareness	6	Q12
Eco friendly packaging	7	Q11
Lack of variety in green products	8	Q16
Benefits towards Nature	9	Q18
Cost of green products	10	Q13
Promotion	11	Q14

Dependent Variables

Table 4: Dependent Variable

Variable Name	Variable No.	Survey Question No.
Intent to purchase	12	Q4

Hypothesis formulation:

H1: Availability of green products is associated with intent to purchase.
H2: Offering from green products is associated with intent to purchase.
H3: Age of customer is associated with intent to purchase.
H4: Income of consumer is associated with intent to purchase.
H5: Benefits of green products is associated with intent to purchase.
H6: Lack of Awareness is associated with intent to purchase.
H7: Eco friendly packaging is associated with intent to purchase.
H8: Lack of variety is associated with intent to purchase.
H9:Benefits towards nature is associated with intent to purchase.
H10: Cost of green product is associated with intent to purchase.
H11: Promotion is associated with intent to purchase.

Data Cleaning

The responses were initially collected through a Google Form, and the data was subsequently downloaded into a CSV file format. This CSV file was then transferred to SPSS (Statistical Package for the Social Sciences) for further analysis.

Upon successful importation into SPSS, the data underwent quantification and transformation processes. Quantification involves assigning numerical values to categorical variables or responses, enabling statistical analysis. Transformation may include data manipulation techniques such as scaling, normalization, or log transformation to meet the assumptions of statistical tests or improve interpretability.

This systematic process ensures that the data collected from the Google Form is appropriately prepared for analysis within the SPSS environment, facilitating rigorous statistical analysis and interpretation of results.

The responses were quantified by assigning the highest weightage to the maximum value and the lowest weightage to the minimum value.

Data Analysis

To conduct the analysis, we initially processed the data by quantifying the data points. Subsequently, we performed multiple regression analysis with "Intent to purchase" as the dependent variable and the following independent variables:

Availability of green products
Offering from the green products
Age of the consumers
Income of consumers
Benefits of green products
Lack of awareness
Eco friendly packaging
Lack of variety in green products
Benefits towards Nature
Cost of green products
Promotion

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics		
					R Square Change	F Change	df1
1	.551[a]	.303	.223	1.577	.303	3.758	11

a. Predictors: (Constant), Availability of green products, Offerings from green products, Age of consumer, Income of consumer, Benefits of green products , Lack of awarness about green products, Promotion, Eco-friendly pacakaging, Lack in variety of green products, Benefits towards nature, Cost of greeen ...

b. Dependent Variable: Intent to purchase

- **R**: This is the correlation coefficient, which measures the strength and direction of the linear relationship between two variables. The value is 0.551.
- **R Square**: Also known as the coefficient of determination, this is the proportion of the variance in the dependent variable that is predictable from the independent variable(s). The value is 0.303.

- **Adjusted R Square**: This is a modified version of R-squared that has been adjusted for the number of predictors in the model. The value is 0.223.
- **Std. Error of the Estimate**: This is a measure of the accuracy of predictions made with a regression line. The value is 1.577.

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	102.854	11	9.350	3.758	.000[b]
	Residual	236.342	95	2.488		
	Total	339.196	106			

a. Dependent Variable: Intent to purchase

b. Predictors: (Constant), Availability of green products, Offerings from green products, Age of consumer, Income of consumer, Benefits of green products , Lack of awarness about green products, Promotion, Eco-friendly pacakaging, Lack in variety of green products, Benefits towards nature, Cost of greeen ...

- **Sum of Squares**: This represents the total variation in the dependent variable. The total variation is divided into the variation that can be explained by the independent variables (Regression: 102.854) and the variation that cannot be explained by the independent variables (Residual: 236.342).
- **df (Degrees of Freedom)**: This is the number of values in the final calculation of a statistic that are free to vary. The degrees of freedom for the regression is the number of predictors (11), and the residual degrees of freedom is the number of observations minus the number of predictors minus 1 (95).
- **Mean Square**: This is the average of the sum of squares. For Regression, it's the sum of squares divided by the regression degrees of freedom (9.350). For Residual, it's the sum of squares divided by the residual degrees of freedom (2.488).

- **F**: This is the F statistic, which is a measure of how significant the fit of the model is. It's the mean square of the Regression divided by the mean square of the Residual (3.758).

- **Sig.**: This is the p-value associated with the F statistic. It tells you the probability of getting a result as extreme as the one you observed given that the null hypothesis is true. In this case, the p-value is 0.000b, which is less than 0.05, suggesting that the predictors are statistically significant.

The predictors in the model include factors like availability of green products, offerings from green products, age of consumer, income of consumer, benefits of green products, lack of awareness about green products, promotion, eco-friendly packaging, lack in variety of green products, benefits towards nature, and cost of green products.
The dependent variable, or the variable being predicted, is 'Intent to purchase'.

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	2.957	1.115		2.653	.009
	Benefits of green products	-.030	.096	-.030	-.314	.754
	Benefits towards nature	.581	.123	.582	4.738	.000
	Cost of greeen produts	.165	.166	.139	.994	.323
	Lack of awarness about green products	.046	.128	.043	.355	.723
	Offerings from green products	-.132	.109	-.137	-1.210	.229
	Eco-friendly pacakaging	.045	.133	.038	.339	.735
	Promotion	.032	.131	.028	.247	.805
	Income of consumer	.170	.170	.089	.998	.321
	Age of consumer	-.210	.222	-.084	-.947	.346
	Lack in variety of green products	-.106	.140	-.089	-.754	.453
	Availability of green products	-.144	.118	-.129	-1.219	.226

The table provides both unstandardized and standardized coefficients for several variables. Unstandardized coefficients (B) represent the change in the dependent variable for a one unit

change in the predictor variable, assuming all other variables are held constant. Standardized coefficients (Beta) are the coefficients that you would obtain if the variables in the regression were all converted to z-scores before running the analysis.

Here are some of the variables and their coefficients:

1. **Benefits of green products**: The unstandardized coefficient is -0.030 and the standardized coefficient is -0.030. This suggests that for each unit increase in the benefits of green products, the intent to purchase decreases slightly, assuming all other variables are held constant.
2. **Benefits towards nature**: The unstandardized coefficient is 0.581 and the standardized coefficient is 0.582. This suggests that for each unit increase in the benefits towards nature, the intent to purchase increases significantly, assuming all other variables are held constant.
3. **Cost of green products**: The unstandardized coefficient is 0.165. This suggests that for each unit increase in the cost of green products, the intent to purchase increases, assuming all other variables are held constant.
4. **Lack of awareness about green products**: The unstandardized coefficient is not provided.
5. **Offerings from green products**: The unstandardized coefficient is not provided.
6. **Eco-friendly packaging**: The unstandardized coefficient is 0.045. This suggests that for each unit increase in eco-friendly packaging, the intent to purchase increases slightly, assuming all other variables are held constant.
7. **Promotion**: The unstandardized coefficient is 0.032. This suggests that for each unit increase in promotion, the intent to purchase increases slightly, assuming all other variables are held constant.
8. **Income of consumer**: The unstandardized coefficient is 0.170. This suggests that for each unit increase in the income of the consumer, the intent to purchase increases, assuming all other variables are held constant.
9. **Age of consumer**: The unstandardized coefficient is -0.210. This suggests that for each unit increase in the age of the consumer, the intent to purchase decreases, assuming all other variables are held constant.

Hypothesis Testing

1. **H1: Availability of green products is associated with intent to purchase.**
    - For each unit increase in the availability of green products, the intent to purchase decreases by 0.144 units, assuming all other variables are held constant.
2. **H2: Offering from green products is associated with intent to purchase.**
    - The unstandardized coefficient for "Offering from green products" is -0.349. This suggests that for each unit increase in the perceived offering or availability of green products, the intent to purchase decreases by 0.349 units, assuming all other variables are held constant.
3. **H3: Age of customer is associated with intent to purchase.**
    - The unstandardized coefficient for "Age of customer" is -0.210. This suggests that for each unit increase in the age of the customer, the intent to purchase decreases, assuming all other variables are held constant.
4. **H4: Income of consumer is associated with intent to purchase.**
    - The unstandardized coefficient for "Income of consumer" is 0.170. This suggests that for each unit increase in the income of the consumer, the intent to purchase increases, assuming all other variables are held constant.
5. **H5: Benefits of green products is associated with intent to purchase.**
    - The unstandardized coefficient for "Benefits of green products" is -0.030. This suggests that for each unit increase in the benefits of green products, the intent to purchase decreases slightly, assuming all other variables are held constant.
6. **H6: Lack of Awareness is associated with intent to purchase.**
    - The unstandardized coefficient for "Lack of Awareness" is -0.144. This suggests that for each unit increase in the lack of awareness about green products, the intent to purchase decreases, assuming all other variables are held constant.
7. **H7: Eco-friendly packaging is associated with intent to purchase.**
    - The unstandardized coefficient for "Eco-friendly packaging" is 0.045. This suggests that for each unit increase in the importance of eco-friendly packaging, the intent to purchase increases slightly, assuming all other variables are held constant.
8. **H8: Lack of variety is associated with intent to purchase.**

- The unstandardized coefficient for “Lack of variety in green products” is -0.385. This suggests that for each unit increase in the perception of a lack of variety in green products, the intent to purchase decreases by 0.385 units, assuming all other variables are held constant.
- .

9. **H9: Benefits towards nature is associated with intent to purchase.**
   - The unstandardized coefficient for “Benefits towards nature” is 0.581. This suggests that for each unit increase in the benefits towards nature, the intent to purchase increases significantly, assuming all other variables are held constant.
10. **H10: Cost of green product is associated with intent to purchase.**
    - The unstandardized coefficient for “Cost of green product” is 0.165. This suggests that for each unit increase in the cost of green products, the intent to purchase increases, assuming all other variables are held constant.
11. **H11: Promotion is associated with intent to purchase.**
    - The unstandardized coefficient for “Promotion” is 0.032. This suggests that for each unit increase in promotion, the intent to purchase increases slightly, assuming all other variables are held constant.

CHAPTER 5: FINDINGS &RECOMMENDATON

- **Green Product Benefits**: There is a strong correlation between consumer buying preferences and the benefits of green products (Pearson Correlation: .817), suggesting that the perceived benefits significantly influence buying decisions.

- **Awareness and Packaging:** The level of awareness about green products and eco-friendly packaging also shows a notable correlation with buying preferences (Pearson Correlation: .540 and .458 respectively), highlighting the importance of consumer awareness and packaging in purchase decisions.

- **Promotion:** The 'Promotion' variable has a coefficient of .135 with a p-value of .095, which is close to the typical significance level of .05, indicating a potential but not definitive positive effect on consumer buying preferences.

- **Statistical Significance:** The regression analysis indicates that the model is statistically significant (F Change: 31.310, $p < .001$), meaning the variables included in the study have a significant impact on consumer buying preferences.

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 forgreen 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.

• 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

Recommendation

1. **Improve Awareness**: Given the negative coefficient for "Lack of Awareness", it's clear that increasing consumer awareness about green products can potentially boost their intent to purchase. Consider implementing educational marketing strategies to inform consumers about the benefits of green products and how they contribute to environmental sustainability.

2. **Enhance Product Offerings**: The negative coefficient for "Offering from green products" suggests that an overwhelming variety of green products might deter consumers from purchasing. It's important to strike a balance between offering a diverse range of products and not overwhelming consumers with too many choices. Tailoring product offerings based on consumer preferences and market research could be beneficial.

3. **Address Age Factor**: The negative coefficient for "Age of customer" indicates that older consumers may be less inclined to purchase green products. Strategies to engage older consumers, such as targeted marketing campaigns or senior discounts, could be explored.

4. **Leverage Eco-friendly Packaging**: The positive coefficient for "Eco-friendly packaging" suggests that consumers value this aspect. Businesses should consider investing in eco-friendly packaging to attract environmentally conscious consumers.

5. **Highlight Benefits Towards Nature**: The positive coefficient for "Benefits towards nature" indicates that consumers are more likely to purchase green products if they perceive them as beneficial to the environment. Emphasizing these benefits in marketing and product descriptions could enhance consumer interest and intent to purchase.

6. **Consider Pricing Strategies**: The positive coefficient for "Cost of green product" suggests that consumers who find green products more affordable may be more inclined to buy them. Competitive pricing strategies could be employed to attract cost-conscious consumers.

7. **Effective Promotions**: The positive coefficient for "Promotion" implies that effective promotional strategies can positively influence consumers' purchasing decisions. Businesses should consider innovative and engaging promotional campaigns to increase the visibility and appeal of their green products.

CHAPTER:6 LIMITATION 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 7: 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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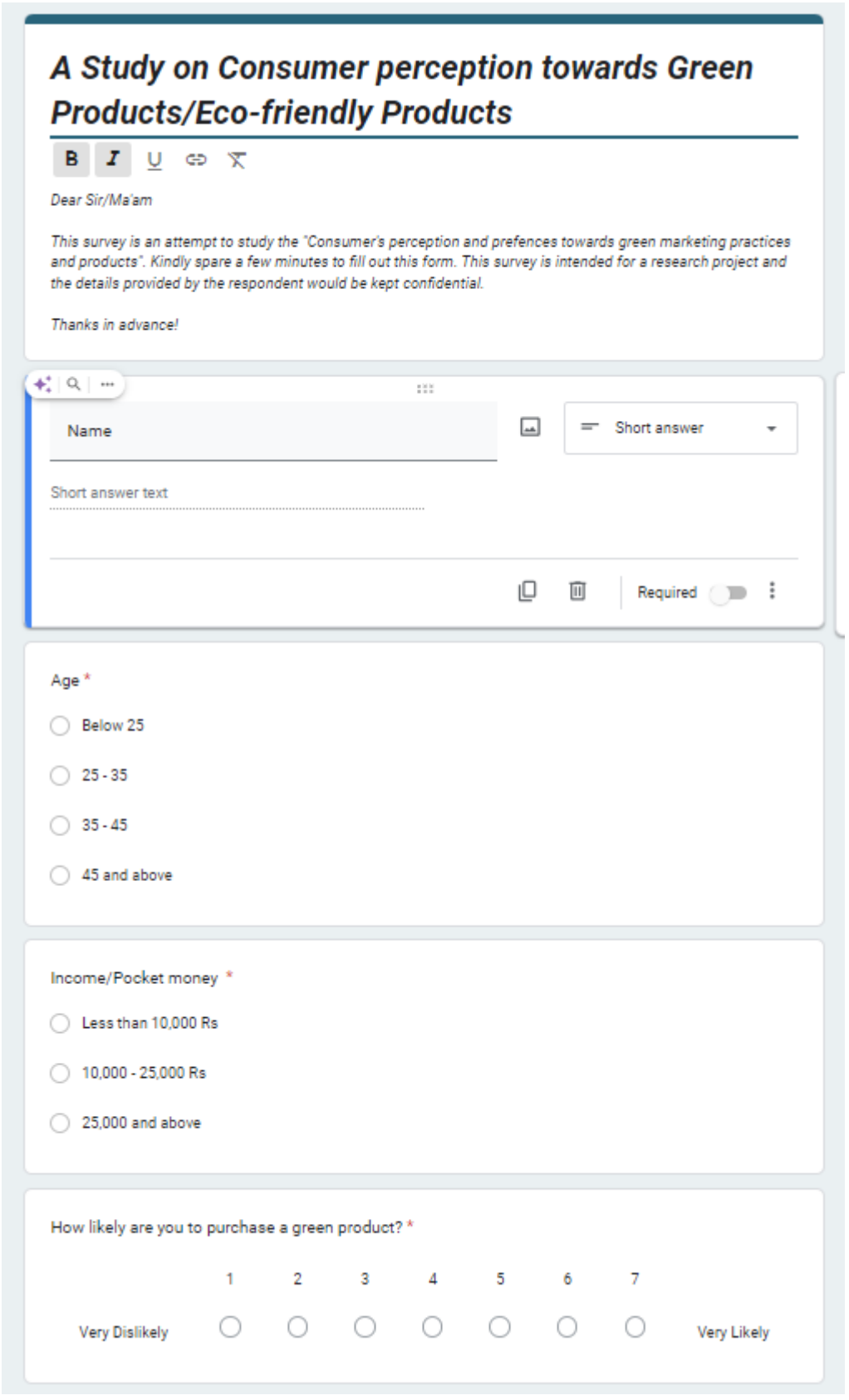
ANNEXURE



A Study on Consumer perception towards Green Products/Eco-friendly Products

Dear Sir/Ma'am

This survey is an attempt to study the "Consumer's perception and prefences 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!

Name

Short answer

Short answer text

Required

Age *

- Below 25
- 25 - 35
- 35 - 45
- 45 and above

Income/Pocket money *

- Less than 10,000 Rs
- 10,000 - 25,000 Rs
- 25,000 and above

How likely are you to purchase a green product? *

	1	2	3	4	5	6	7	
Very Dislikely	○	○	○	○	○	○	○	Very Likely

How likely are you to purchase a green product? *

	1	2	3	4	5	6	7	
Very Dislikely	○	○	○	○	○	○	○	Very Likely

I am concerned about wasting the resources of our planet. *

	1	2	3	4	5	6	7	
Strongly Disagree	○	○	○	○	○	○	○	Strongly Agree

I would describe myself as environmentally responsible citizen. *

	1	2	3	4	5	6	7	
Strongly Disagree	○	○	○	○	○	○	○	Strongly Agree

Are you willing to pay more for green products? *

1	2	3	4	5	6	7
○	○	○	○	○	○	○

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	6	7	
Strongly Disagree	○	○	○	○	○	○	○	Strongly Agree

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

	1	2	3	4	5	6	7	
Strongly Disagree	○	○	○	○	○	○	○	Strongly Agree

I am aware of various brands offering green products *

	1	2	3	4	5	6	7	
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	6	7	
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	6	7	
Strongly Disagree	○	○	○	○	○	○	○	Strongly Agree

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

	1	2	3	4	5	6	7	
Strongly Disagree	○	○	○	○	○	○	○	Strongly Agree

Ther is lack of awareness about green products *

	1	2	3	4	5	6	7	
Strongly Disagree	○	○	○	○	○	○	○	Strongly Agree

Green products are very expensive *

	1	2	3	4	5	6	7	
Strongly Disagree	○	○	○	○	○	○	○	Strongly Agree

Green products are not promoted properly *

	1	2	3	4	5	6	7	
Strongly Disagree	○	○	○	○	○	○	○	Strongly Agree

Lack of confidence in the performance of green products *

	1	2	3	4	5	6	7	
Strongly Disagree	○	○	○	○	○	○	○	Strongly Agree

Green products are not available in full range of variety *

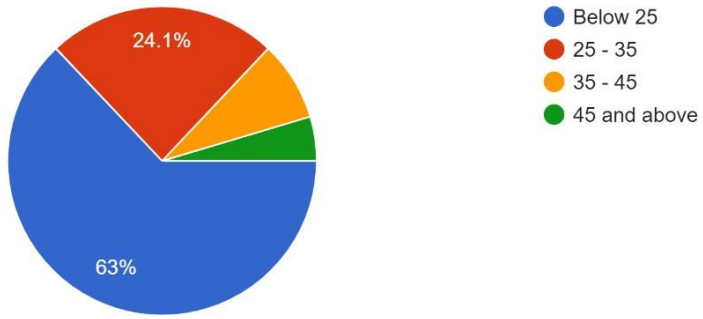
	1	2	3	4	5	6	7	
Strongly Disagree	○	○	○	○	○	○	○	Strongly Agree

Green products are not easily available in shopping outlets *

	1	2	3	4	5	6	7	
Strongly Disagree	○	○	○	○	○	○	○	Strongly Agree

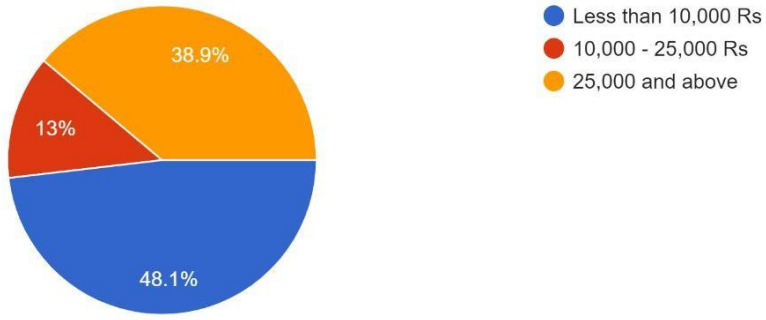
Q2. Age

108 responses



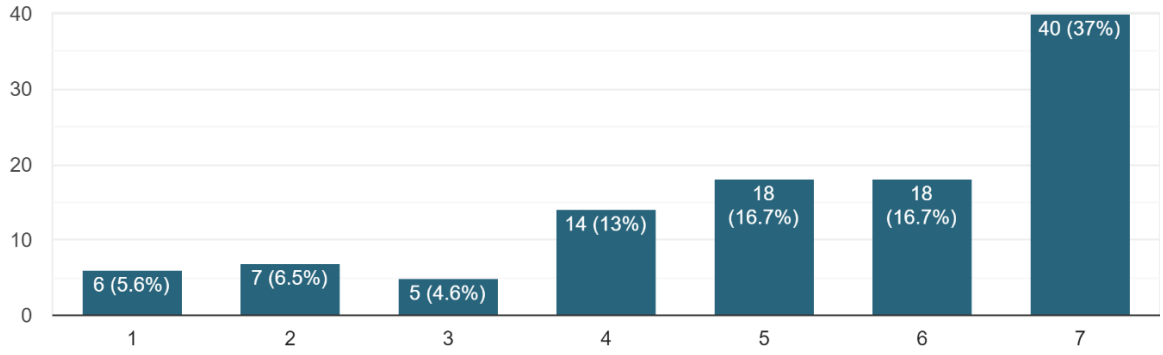
Q3. Income/Pocket money

108 responses



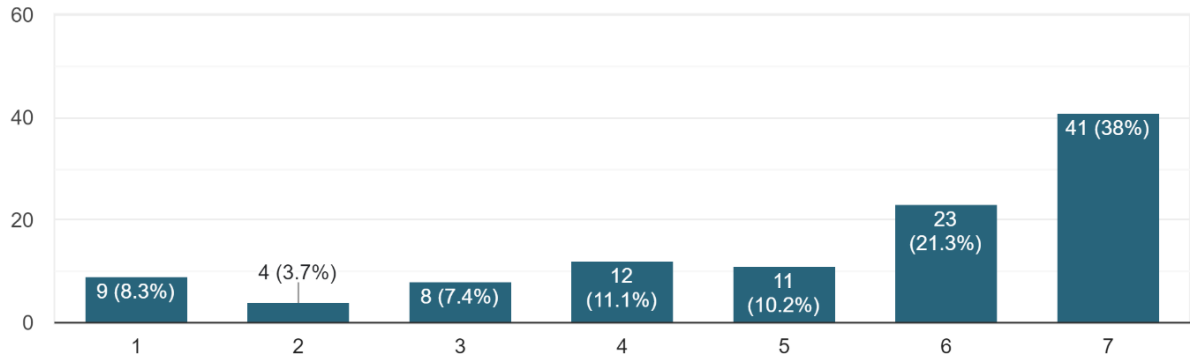
Q4. How likely are you to purchase a green product?

108 responses



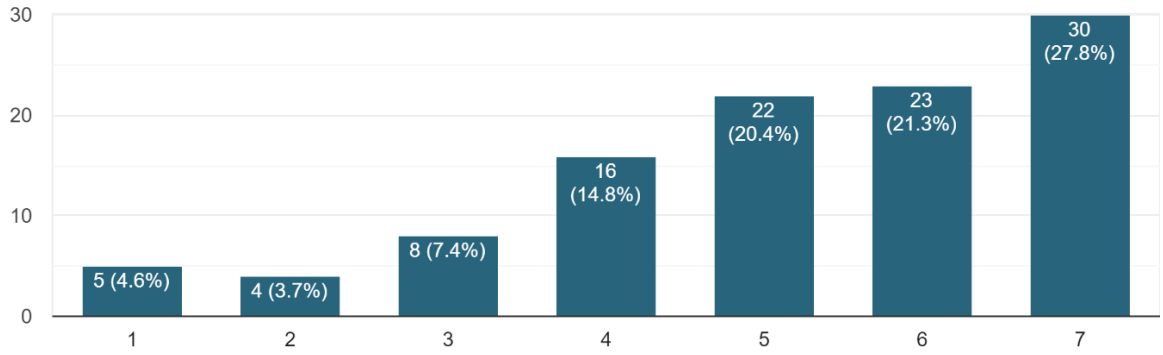
Q5. I am concerned about wasting the resources of our planet.

108 responses



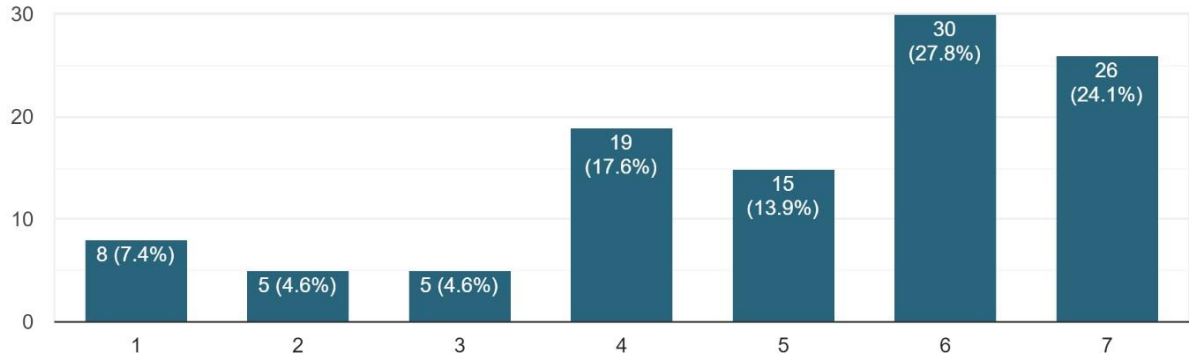
Q6. I would describe myself as environmentally responsible citizen.

108 responses



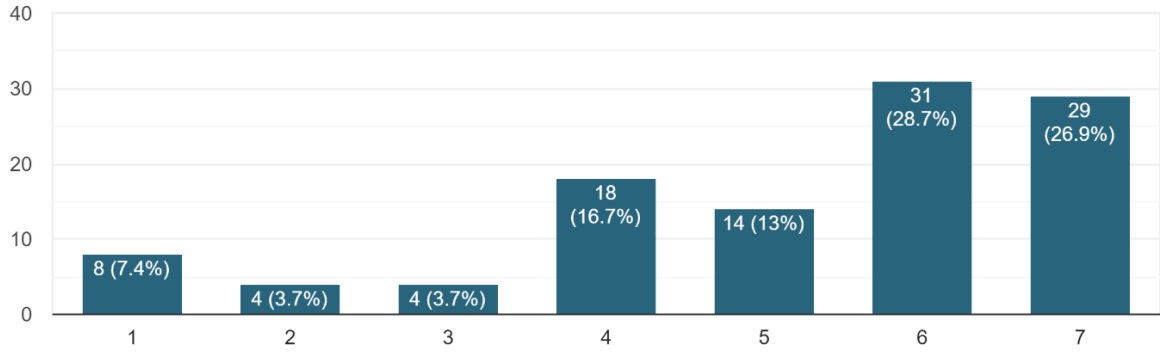
Q7. How would you describe your level of awareness about following dimensions of green products? I am aware of the benefits of green products for health

108 responses



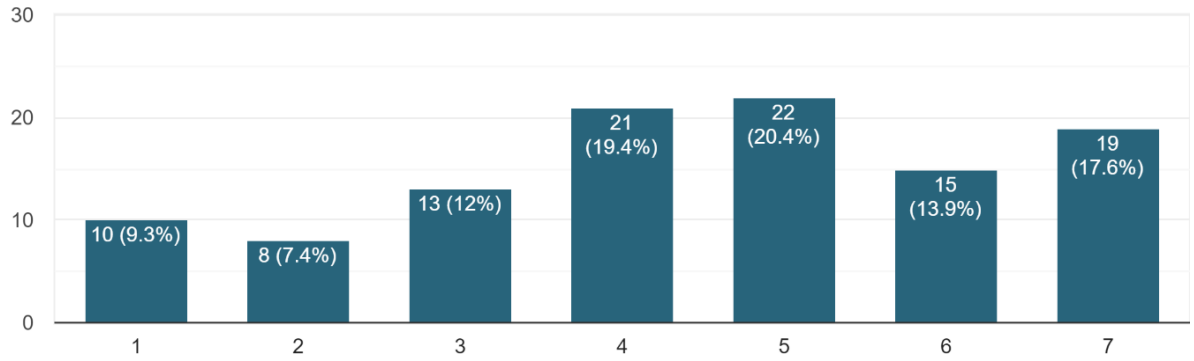
Q8. I am aware of the benefits of green products for the environment

108 responses



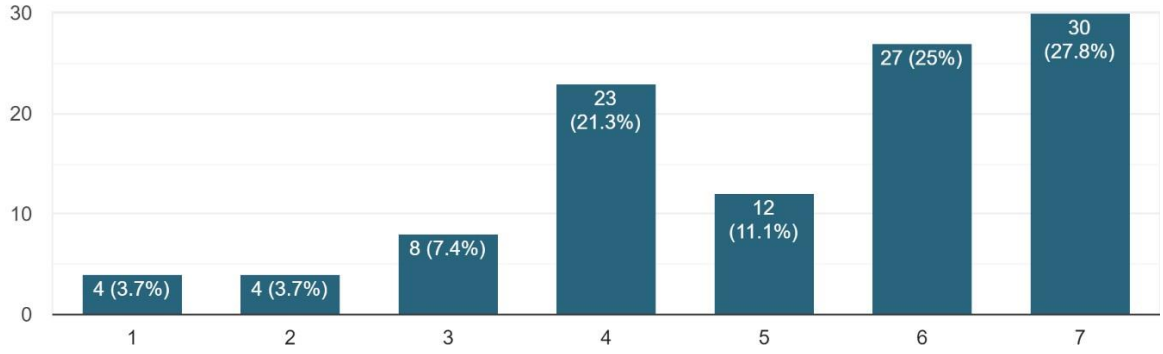
Q9. I am aware of various brands offering green products

108 responses



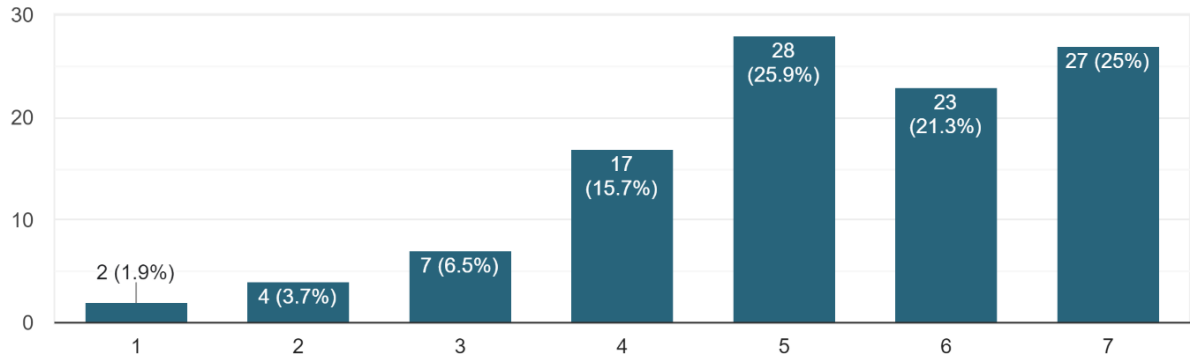
Q10. Why do you purchase a green product? I purchase a green product because it can be recycled, reused and is biodegradable in nature

108 responses



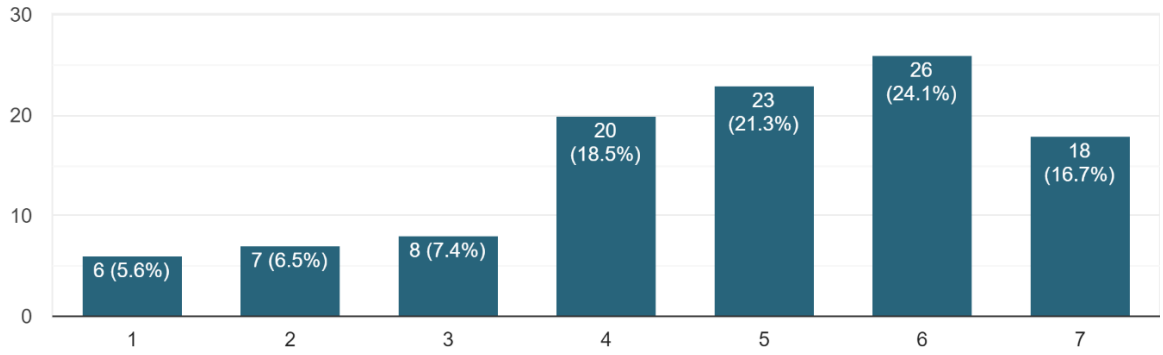
Q11. I purchase a green product because it comes with eco-friendly packing

108 responses



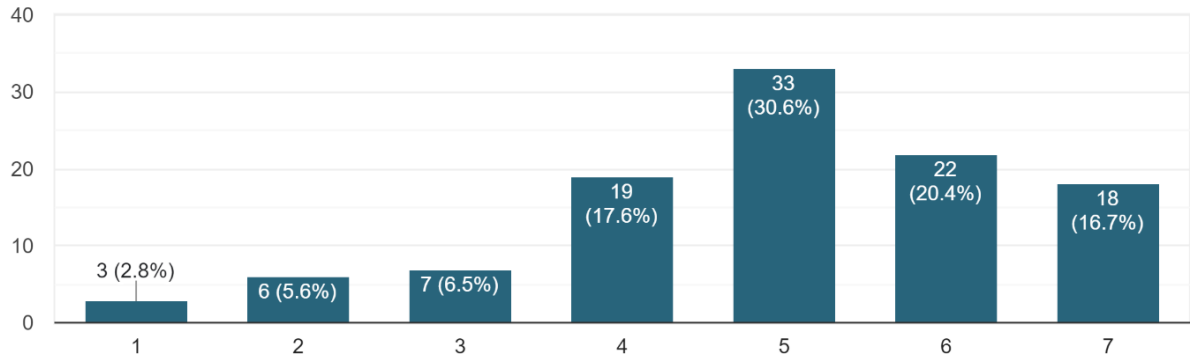
Q12. Their is lack of awareness about green products

108 responses



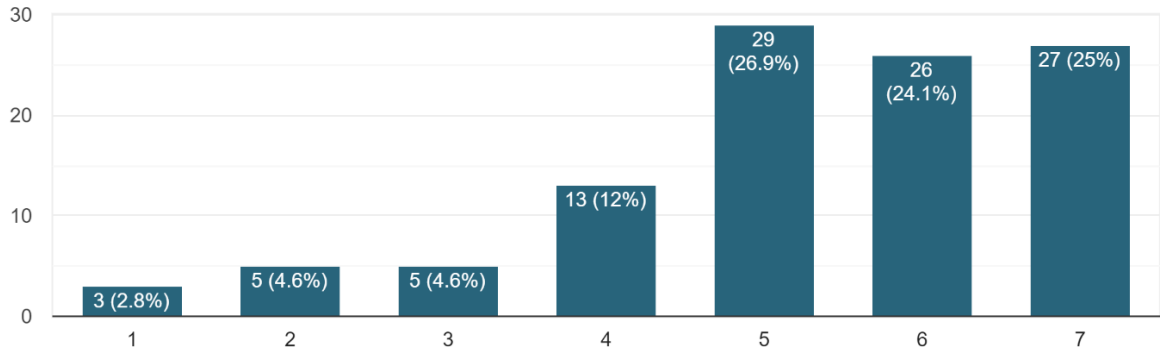
Q13. Green products are very expensive

108 responses



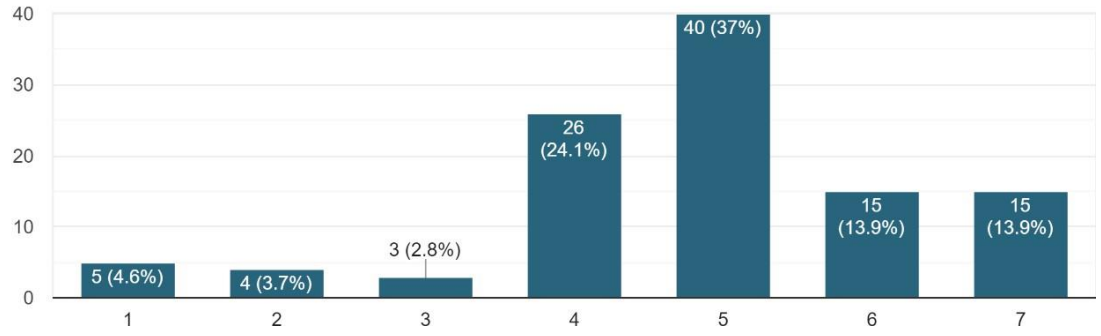
Q14. Green products are not promoted properly

108 responses



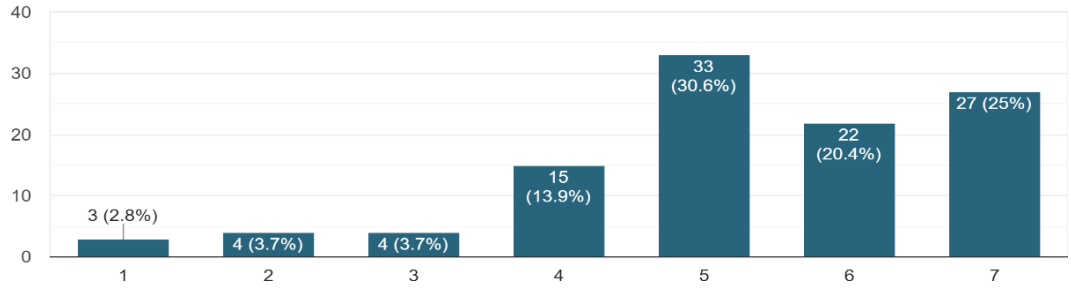
Q15. Lack of confidence in the performance of green products

108 responses



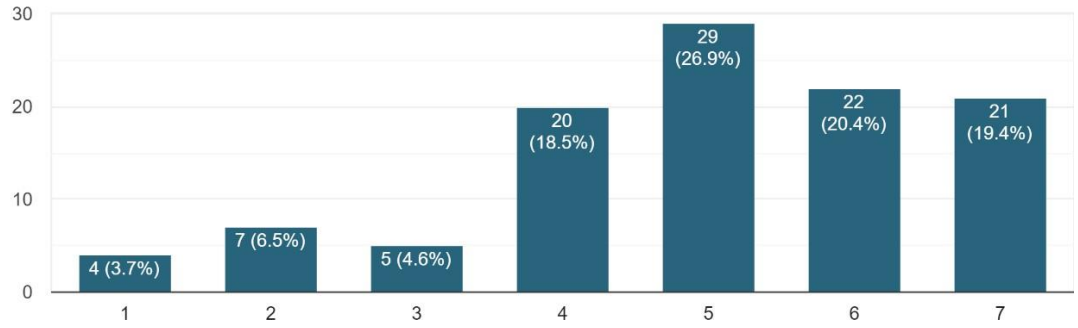
Q16. Green products are not available in full range of variety

108 responses



Q17. Green products are not easily available in shopping outlets

108 responses



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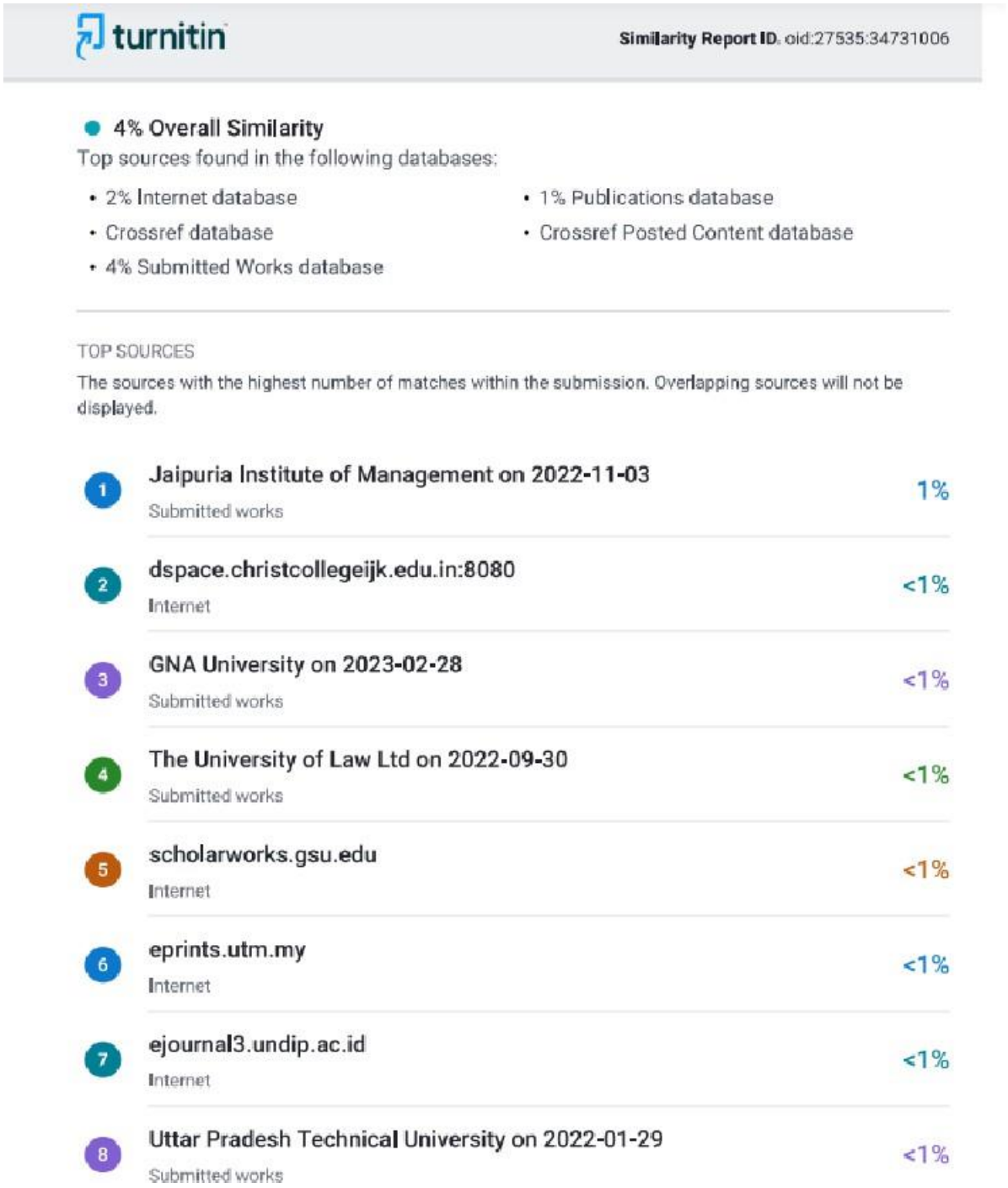

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