AN EMPIRICAL STUDY ON CONSUMER BUYING BEHAVIOR OF GREEN PRODUCTS SPECIAL REFERENCE TO RAJKOT CITY

A dissertation

Submitted to the

Department of Commerce

Atmiya University

in partial fulfilment of the requirements for the degree of

MASTER OF COMMERCE

by

SHIVANI RAJESHBHAI BHANDERI

Enrolment No. – 210421003

Under the Guidance of

MR. PRATIK PRAVIN

Assistant Professor

Department of Commerce

ATMIYA UNIVERSITY,

Yogidham Gurukul, Kalawad Road,

Rajkot–360005, Gujarat (India)

April, 2023

Declaration by Research Scholar
Originality of Research Work

I declare that dissertation entitled "*AN EMPIRICAL STUDY ON CONSUMER BUYING BEHAVIOR OF GREEN PRODUCTS SPECIAL REFERENCE TO RAJKOT CITY*" is my own work conducted under the supervision of **Mr. Pratik Pravin** at Department of **Commerce**, Faculty of **Business and Commerce**, Atmiya University, Rajkot, Gujarat, India and approved by the Director of Research.

I further declare that to the best of my knowledge the dissertation does not contain any part of any work which has been submitted for award of any degree either in this University or any other University without proper citation.

Date:

Place: Atmiya University, Rajkot.

Signature of the Research Scholar

Shivani Rajeshbhai Bhanderi

Certificate of Supervisor

This is to certify that work entitled "*AN EMPIRICAL STUDY ON CONSUMER BUYING BEHAVIOR OF GREEN PRODUCTS SPECIAL REFERENCE TO RAJKOT CITY*" is a piece of research work done by **Shivani Rajeshbhai Bhanderi** under my supervision for the degree of **MASTER OF COMMERCE** in **Department of Commerce**, **Faculty of Business and Commerce**, Atmiya University, Rajkot, Gujarat, India

To the best of my knowledge and belief the research work and dissertation

    I.   Embodies the work of candidate herself,

    II.   Has duly been completed,

    III.   Fulfils the requirement of MASTER OF COMMERCE degree of the University & is up to the standard both in respect of content and language for being referred to the examiner.

Date:

Place: Atmiya University, Rajkot.

Signature of the Research Supervisor

Mr. Pratik Pravin

Assistant Professor,

Department of Commerce

ATMIYA UNIVERSITY, RAJKOT

CERTIFICATE OF PLAGIARISM CHECK

1	NAME OF THE RESEARCH SCHOLAR	SHIVANI RAJESHBHAI BHANDERI
2	TITLE OF THE DISSERTATION	AN EMPIRICAL STUDY ON CONSUMER BUYING BEHAVIOR OF GREEN PRODUCTS SPECIAL REFERENCE TO RAJKOT CITY
3	NAME OF THE SUPERVISOR	MR. PRATIK PRAVIN
4	DEPARTMENT / INSTITUTION RESEARCH CENTER	FACULTY OF BUSINESS AND COMMERCE, ATMIYA UNIVERSITY
5	SIMILAR CONTENT (%) IDENTIFIED	12%
6	ACCEPTABLE MAXIMUM LIMIT	15%
7	SOFTWARE USED	URKUND
8	DATE OF VERIFICATION	5TH APRIL, 2023

Report on plagiarism check specify included / excluded item with 12 % of similarity to beattached Checked by (with name of designation & signature):

(Dr. Sheetal Tank)

Librarian, Atmiya University,

Rajkot

Name & Signature of the Researcher:

(Shivani Rajeshbhai Bhanderi)

Name & Signature of the Supervisor:

(Mr. Pratik Pravin)

Name & Signature of the HOD:

(Dr. Piyush Mehta)

IV

Ouriginal
by Turnitin

Document Information

Analyzed document	ROLL NO. 3 BHANDERI SHIVANI.docx (D163198477)
Submitted	2023-04-05 08:45:00
Submitted by	Dr. Sheetal Tank
Submitter email	librarian@atmiyauni.ac.in
Similarity	12%
Analysis address	librarian.atmiya@analysis.urkund.com

Sources included in the report

W	URL: http://dspace.christcollegeijk.edu.in:8080/jspui/bitstream/123456789/1145/22/CCASAECR24_.pdf Fetched: 2021 10-22 06:19:44		34
W	URL: https://www.feedough.com/green-product/) Fetched: 2023 04-05 08:47:00		10
SA	**Thafseela final PDF.pdf** Document Thafseela final PDF.pdf (D142603251)		2
SA	**Mona, 19-BMU-6048, Commerce.docx** Document Mona, 19-BMU-6048, Commerce.docx (D147211655)		7
SA	**20PCM13 KAVYA.pdf** Document 20PCM13 KAVYA.pdf (D138280595)		17
SA	**Thesis CompleteRV (1).pdf** Document Thesis CompleteRV (1).pdf (D115276132)		8
SA	**VishalPlag CHECK.pdf** Document VishalPlag CHECK.pdf (D161032635)		2
SA	**Jaya ganesh.pdf** Document jaya ganesh.pdf (D8166842)		5
W	URL: http://businessjargons.com/consumer-behavior.html) Fetched: 2023 04-05 08:48:00		4
W	URL: https://fbj.springeropen.com/articles/10.1186/s43093-021-00094-5 Fetched: 2021 11-30 11:51:03		5
W	URL: https://archive.aessweb.com/index.php/5007/article/view/2688 Fetched: 2021 12-28 09:36:32		4
W	URL: https://www.iiste.org/Journals/index.php/EJBM/article/viewFile/44167/51834 Fetched: 2022 06-03 04:52:47		2
W	URL: https://www.researchgate.net/publication/266739008_The_Influence_of_Consumers_Perception_of_Gr... Fetched: 2019 10-23 09:16:55		1
W	URL: https://www.frontiersin.org/articles/10.3389/fpsyg.2021.644020/full Fetched: 2021 05-15 15:47:04		1

V

W	URL: https://media.neliti.com/media/publications/430283-a-review-on-consumers-attitude-purchase-1bd... Fetched: 2022 12-20 13:43:15	⊞	1
W	URL: https://www.researchgate.net/publication/355048688_Consumer_Satisfaction_towards_Green_Product... Fetched: 2022 06-07 20:11:40	⊞	4
W	URL: https://www.researchpublish.com/upload/book/paperpdf-1633765928.pdf Fetched: 2022 08-05 07:18:46	⊞	1
SA	**Krina & dharmik.docx** Document Krina & dharmik.docx (D103726913)	⊞	1
W	URL: https://www.mdpi.com/2071-1050/13/11/6219/htm Fetched: 2021 06-29 08:27:23	⊞	1
W	URL: https://elibrary.tucl.edu.np/bitstream/123456789/11472/1/Resha%20Amatya.pdf Fetched: 2022 07-08 07:40:15	⊞	1
SA	**(S.Maheswari) Soft copy of the Ph.D. Thesis.pdf** Document (S.Maheswari) Soft copy of the Ph.D. Thesis.pdf (D112287405)	⊞	1
W	URL: http://irgu.unigoa.ac.in/drs/bitstream/handle/unigoa/5978/naik_m_v_2019.pdf?sequence=1&isAllowed=y Fetched: 2021 11-10 05:43:03	⊞	3
W	URL: https://cibgp.com/article_9376_dcd1613734fb18351bc72fddced63ddb.pdf Fetched: 2022 12-19 19:17:04	⊞	2
SA	**Purvi Namdev_Thesis.pdf** Document Purvi Namdev_Thesis.pdf (D114613220)	⊞	1
SA	**RABHIYA THESIS FINAL.docx** Document RABHIYA THESIS FINAL.docx (D162376297)	⊞	5
W	URL: https://journalppw.com/index.php/jpsp/article/download/4659/3067/5279 Fetched: 2023 02-01 07:04:09	⊞	1
SA	**A Study of Customers' Perception towards Green Marketing in India.docx** Document A Study of Customers' Perception towards Green Marketing in India.docx (D115811791)	⊞	8

ACKNOWLEDGEMENT

As, I began to think of all the people to whom I would like to express my gratitude for their support, suggestions and inspiration in making this project report possible, the list continues to grow. First of all, I would like to express my sincere thanks to my guide **Mr. Pratik Pravin** Assistant Professor, Department of Commerce, Atmiya University, Rajkot, who has guided me and taken a keen interest in my dissertation. I am greatly thankful to him for the inspiration and guidance given to me for the successful completion of this dissertation.

I am sincerely grateful to **Dr. Vishal Khasgiwala,** Associate Professor and Dean of the Faculty of Business and Commerce, Atmiya University, Rajkot, for his guidance and support. I extend my sincere thanks to **Dr. Piyush Mehta,** Associate Professor and Head of the Department of Commerce, Atmiya University, Rajkot, for his valuable feedback and support. I would like to express special gratitude to **Miss. Pankti Pandya**, **Mr. Suresh Vasani** and **Mr. Shrey Bhupatkar** Assistant Professor, Department of Commerce, Atmiya University, Rajkot, for their guidance and support throughout my dissertation journey. I am also grateful to all the staff members of the Faculty of Business and Commerce who have provided me with valuable suggestions and motivation for my dissertation.

I would like to express my heartfelt gratitude to God and my parents, **Rajeshbhai Bhanderi** and **Dakshaben Bhanderi**, for being my constant support system throughout my life. Their encouragement and unwavering commitment have been vital in keeping me motivated and determined to achieve my goals.

Lastly, I would like to express my deepest appreciation to my dear friends **Chandni, Drashti, Kinjal, Krupali, Nirali, Shivangi and Saxi** for their unwavering support and encouragement throughout my project work. Their constant presence and words of encouragement have helped me stay motivated and focused during challenging times.

Date:
Place: Atmiya University, Rajkot.

Signature of the Research Scholar
- Shivani Rajeshbhai Bhanderi

INDEX

LIST OF TABLES

LIST OF FIGURES

CHAPTER 1

INTRODUCTION TO GREEN PRODUCT

CHAPTER 1

INDEX

1.1 INTRODUCTION

Green products are deemed environmentally beneficial. This proves that the product's developer took the required safety measures to prevent environmental damage during production. Environmentally friendly suppliers provided the raw materials used to make the product. Also, production need to have minimal negative effects on the environment in terms of waste, carbon emissions, and energy consumption.

Green is a color that is commonly associated with nature, even though the term "green" has nothing to do with colour. In certain ways, green products are regarded to be more environmentally friendly than non-green products. The term is widely used, and labelling a product as green doesn't need much, thus it can be used to describe a variety of consumer goods.

A product is deemed green if it uses any amount of recycled materials in its construction for two reasons. Because recycling reuses material, it keeps it out of the landfill and helps the environment by not manufacturing and using alternative materials for that component.

1.2 WHAT IS A GREEN PRODUCT?

A green product is eco-friendly throughout it's a whole life cycle, even after it has fulfilled its original purpose.

Green products are frequently identified by two primary objectives: waste reduction and maximisation of resource efficiency. They have received certification from reputable agencies like energy star, forest stewardship council, and others and are made with non-toxic materials and environmentally friendly manufacturing processes.

1.3 DEFINITION OF A GREEN PRODUCT

- **Academic Perspective**
  - ➢ Products having features or ideas that deal with the material retrieval, production, sales, use, and waste treatment processes that are available for recycling, decreased pollution, and energy savings. (Liu and Wu, 2009).[1]
  - ➢ Through product design and innovation, green product development addresses environmental challenges (Chen, 2007).[1]
  - ➢ Green product qualities might include ecologically friendly manufacturing practices, responsible product usage, or product elimination, which customers

compare to those of competing conventional items (Hartmann and Apaolaza Ibanez, 2006).[1]

➢ Green product: a product made using toxic-free materials and ecologically friendly techniques that have been certified as such by a recognized organization, such as SKAL in the Netherlands, BIOKONTROL in Hungary, INAC, OKO-GARANTI, or QCLI in Germany (Guru and Ranchhod, 2005).[1]

➢ Products with an alternative design require minimal physical resources during their life cycle (Janssen and Jager, 2002).[1]

- **Industrial Perspective**

  ➢ The item is not harmful. The item falls naturally. If the product doesn't include any NPE, it is environmentally friendly (nonylphenol ethoxylate). a biotechnologically based item.

  ➢ Made using recyclable or reusable materials or packaging. Energy-efficient/uses renewable energy sources. Natural non-toxic. Contributes far less to greenhouse gas emissions. Green certification has been obtained. It requires less water to manufacture and use. A socially responsible company created/marketed this product. Locally grown or made. Animals were not used in the testing. Free range is produced from animals that are free to roam.

  ➢ Product designed to be as environmentally friendly as possible. Auto recycling is planned for this product. The product can be identified by an official logo. The product must adhere to the "3 R" principles of reduce, reuse and recycle.

  ➢ Biological product with an official label. Ecologically or socially responsible. Labeled and fair trade. The product enabled energy savings. The product that can be recycled (eco-materials). Natural product: no animal testing. The product is non-polluting and healthy.

- **Consumer Perspective**

  ➢ According to the findings of a unilabiate descriptive analysis, a green household cleaning solution is primarily a "biodegradable product," "non-toxic for nature," "with low environmental impact," and "safe for the earth" for consumers.

  ➢ Hence, a green cleaning product has characteristics that connect to two of the "three Rs" for customers ("reduce" and "reuse"). Contrarily, customers appear to not place much weight on certification-related characteristics, despite the

reality that they are a necessary but not sufficient condition for developing a GP from a business perspective.

1.4 GREEN PRODUCTS AT THE GLOBAL LEVEL

Nowadays, there is a growing concern about environmental issues all around the world. Temperatures have risen over time as a result of stored carbon dioxide, and greenhouse gases have had an impact on the global climate. Globally speaking, this change will affect people. This covers having access to food, water, health care, and a good environment. Consumers today are starting to understand how their purchasing decisions significantly affect the environment. As a result, businesses should practice providing environmentally friendly products and services to consumers to prevent the globe from deteriorating.

Green products are those that have a low environmental impact. They are characterized as items with an alternative design that requires fewer physical resources during their life cycle recycling. Green products are non-toxic, use less water, and are recyclable and biodegradable. There are many green products available on the market for people. The green economy attempts to reduce environmental dangers and ecological scarcity, as well as to achieve long-term development without destroying the environment. Green Consumer Day, observed annually on September 28th, promotes awareness of the problems with consumerism and its effects on the environment. A green consumer is aware of his or her obligation to protect the environment by making green product purchases. Also, they aim to live a safe and healthy lifestyle without harming the planet's sustainability or the future of humanity. The promotion of environmentally friendly products and services is known as "green marketing." As more individuals grow worried about sustainability and want to utilize their cash in an environmentally beneficial way, it is becoming more and more popular. Being ecologically responsible is essential more and more. Eco-friendly products encourage green living, which aids in energy conservation and prevents noise, air, and water pollution. They are beneficial to the environment and prevent the deterioration of human health.

1.5 SIGNIFICANCE OF GREEN PRODUCTS

The following are some reasons put up to explain the reason the firm has adopted green products so broadly throughout the world.

- **Cost or Profit Issues**

  Firms can adopt green products to overcome cost or profit concerns. As a result, businesses that can eliminate harmful waste can save a lot of money.

- **Opportunities in Green Products**

  Changes in demand are sometimes seen by businesses as a chance to profit from them and gain a competitive advantage over rivals who are pushing non-environmental response choices.

- **Competitive Pressure**

  The necessity for businesses to remain competitive has been another significant driving force in environmental marketing. Firms frequently observe competitors who are marketing their environmental behaviour and copy it. In some situations, manufacturing pressure from competitors has forced behaviour that is harmful to the environment to change and be reduced.

- **Government Pressure**

  The government aims to secure consumers and society, just like it does with other marketing-related activities, which has a significant impact on green marketing.
  - ❖ Ensure that all consumers can evaluate a product's impact on the environment.
  - ❖ Reduce the manufacture of hazardous products.
  - ❖ The government wants to implement regulations to restrict the amount of hazardous waste that any company is allowed to produce.

- **Social Responsibility**

  Many organizations are beginning to understand that they are a part of a bigger community and need to act sustainably. As a result, environmental issues are already part of the corporate culture of the company.

1.6 CHARACTERISTICS OF GREEN PRODUCTS

Green items are made using green technology and do not pose any environmental risks. Green technologies and green products must be promoted to natural resources and achieve sustainable development. Green products have the following characteristics:
- ❖ Is environmentally friendly.
- ❖ Has a low or non-existent plastic footprint.
- ❖ Grown without the use of hazardous chemicals and in a sanitary environment.
- ❖ Has a low or zero carbon footprint.

❖ May be recycled and reused; and is biodegradable in nature.

❖ Eco-friendly packaging is included.

❖ Uses the fewest resources.

1.7 ADVANTAGES OF GREEN PRODUCTS

- **Advantages of Going Green for Brands**
  - ➢ **Positive Public Image:** When a company does something good for society and the environment, its brand image improves.
  - ➢ **Competitive Advantage:** In the current market, being green is an evident competitive advantage.
  - ➢ **Access to New Markets:** Creating green items creates an entirely new market of green consumers who buy only green products and even pay more for them.
  - ➢ **Brand Loyalty:** Green businesses attract a set of devoted green customers that prefer green items to traditional non-environmentally friendly products.

- **Advantages of Going Green for Customers**
  - ➢ **Cost-effective Products:** Green products last longer than traditional ones. Moreover, these products use less natural resources and energy, which reduces customer costs. For instance, solar speakers that are charged by the sun can operate for ten hours.
  - ➢ **Improves Health:** Eco-friendly items not only promote physical but also mental health because they are manufactured from materials that are devoid of toxic chemicals and components. Large windows are constructed in green buildings to provide healthy and fresh air as well as abundant natural illumination. It boosts mental wellness and alleviates stress.
  - ➢ **Low Maintenance:** Green items have low maintenance costs if they are used wisely and properly. Take, for example, green buildings. They promote themselves not only as ecologically benign but also as having lower operating costs.

- **Advantages of Going Green to the Society**
  - ➢ **Generate More Jobs:** Research conducted by the International Renewable Energy Agency (IRENA) indicates that the renewable energy sector created 5 lakh new jobs in 2017, a 5.3% increase over 2016. By 2030, 16 million are predicted to be in use, if the market for green products keeps growing. Hence, the creation of green products benefits the economy and the environment.

> ➢ **Prevents Overuse of Resources:** Green products lower the risk of resource misuse and the use of fossil fuels, while also encouraging the generation of energy from natural resources.
>
> ➢ **Protects the Environment:** Green products are made from organic and biodegradable materials and are engineered to use the least amount of toxic chemicals and finite non-renewable resources. This avoids pollution and climate change by reducing the generation of greenhouse gases including CFCs, ozone, and methane, among others.

1.8 GOLDEN RULES OF GREEN PRODUCT

- **Reassure The Buyer**

  Before they will forego purchasing a product in the name of the environment, consumers must be satisfied that it does what it is supposed to do.

- **Allowing Your Customers to Participate**

  Personalizing the advantages of your environmentally beneficial initiatives, typically by allowing the client to participate in positive environmental action.

- **Know Your Customer**

  Make sure the customer is aware of and concerned well about problems that our product aims to solve by being creative and satisfying their needs and desires depending on the consumption of products that are sustainable.

- **Being Genuine and Transparent**

  The business policies are aligned with whatever you are doing to develop the type of environmental credential that will allow a green marketing campaign to thrive.

- **Companies Recognize that Consumer Expectations Have Changed**

  It is not enough for a firm to green its products; people expect the things they buy to be affordable while also helping to lessen the environmental effect in their own lives.

1.9 PARAMETERS OF GREEN PRODUCTS AND THEIR MARKETING

Many global businesses in a wide range of industries are now successfully employing green product marketing strategies. In marketing, we have four Ps: product, pricing, place, and promotion. Companies that embark on a green marketing strategy should follow the guidelines outlined below.

❖ To lessen the environmental effect, use new green technology processes.

❖ Create a management and control structure that will ensure strict environmental safety standards are met.

❖ Using more environmentally friendly raw materials during the manufacturing process.

❖ Investigating the idea of recycling discarded products so that they might be utilized to provide equivalent other benefits at a lower wage.

1.10 EXAMPLES OF GREEN PRODUCTS

- **Eco-Friendly Paper Shredders**

  The need to destroy confidential documents including private financial information and sensitive information gave rise to the electronic paper shredder industry. Managed by hand Hand-driven has developed into a useful, environmentally friendly alternative that only needs users to twist their hands to begin the shredding process. These green shredders are lightweight, incredibly easy to use, and they provide a straightforward way to reduce electricity use.

- **Energy Saving TV**

  Manufacturers of televisions have been actively working to create energy-efficient models for a while. A retailer's commitment to energy efficiency and the environmental is evidenced by the fact that the vast majority of their television inventory is ENERGY STAR certified. Newer versions use progressively less power to operate efficiently, which is good for the environment and your wallet. This is crucial because one of the most often used electrical devices in a regular family is a television, so any ability to lessen its energy consumption is invaluable.

- **Dryer Ball**

  Dryer balls are huge rubber balls with ground spikes. They are a straightforward idea that has recently attracted popular attention. To separate the clothing will help it dry more quickly and retain its softness. Dryer balls may be reused, which eliminates the need for conventional dryer sheets and lets you save money. Their only significant flaw is that they occasionally make a lot of noise.

- **LED Lights**

  Simply decreasing your overall energy consumption is a simple method to reduce your negative environmental impact. A good place to start is by replacing incandescent light bulbs with LED lighting, which improves efficiency and

longevity while still offering high-quality brightness. LED bulbs are also free of dangerous chemicals and emit almost no damaging UV rays. Technology is rapidly spreading and may be found in more households every day. The most impressive aspect of LED bulbs is how far they have advanced over their conventional counterparts.

- **Solar Water Heaters**

  Another excellent illustration of the solar industry's rapid growth is the solar water heater, which is virtually always superior to its conventional counterparts. The utilisation of solar energy improves overall efficiency rates, extends unit life, and reduces emissions of potentially harmful particles. Additionally, a solar water heater may reduce energy use by as much as 70%, making your monthly electricity bill less frightening.

- **Eco-Friendly Dishwashers**

  Eco-friendly dishwashers use half the amount of energy and water that a standard dishwasher does. This green product uses less than 240 kWh per year and less than 3.2 gallons per cycle, which not only improves the environment but also helps consumers save a significant amount of money.

- **Solar Panel Charging Cases**

  Solar panels traditionally provide power for houses by absorbing light and converting it to energy. It was just a matter of time until this principle was used to power electrical gadgets on a smaller scale. The Voltaic Generator Solar Laptop Charger is made up of high-quality solar panels mounted on a waterproof housing, as well as batteries that have been carefully tuned to absorb solar electricity. You may use this handy solar charging case to power almost any modern electronic device. The fact that the case is elegant even with solar panels is an added benefit.

- **Eco-Friendly Verification Phone Apps**

  With a consumer market concerned with eco-friendly items, businesses are attempting to figure out ways to position themselves as environmentally friendly. Several businesses use the eco-friendly label to increase sales and improve their reputation, even though many have genuine third-party accreditation demonstrating their green initiatives. A smartphone app from Consumer Reports is available for free. Customers may benefit from Eco Label's lists of certified green products, which help them avoid falling for false advertising. With its streamlined and smooth

user experience, Eco Label could help you spot genuine eco-friendly products while you browse the shops.

- **Eco-Friendly Paper Shredders**

    Documents including sensitive information and private financial data are confidential, and the need to dispose of such items gave rise to the electronic paper shredder industry. Hand drive Hand-driven has evolved as a practical eco-friendly solution, requiring users to merely twist their hands to start the shredding process. These green shredders are portable, incredibly simple to operate, and offer a simple solution to help conserve electricity.

- **Tesla Electric Cars**

    In a period when the transportation industry failed to significantly cut its carbon footprint, Tesla emerged as the poster child for the electric car revolution. Unlike conventional vehicles, Tesla electric vehicles use extremely efficient electric motors that run on sustainable energy. In the US automotive market, the company boasts a loyal client base and a 2% market share.

1.11 GREEN PRODUCT CERTIFICATION

- **Energy Star (EPA)**

Figure 1.1

Energy Star

(Source: https://inhabitat.com/is-it-green-eco-labels/)

➢ **Launched on:** March 15, 1992

➢ **Applicable on:** Various electronic gadgets, buildings, etc.

A certification called Energy Star aims to cut down on energy use and greenhouse gas emissions, thereby reducing the overuse of non-renewable resources and protecting the environment. It identifies and labels electrical equipment, structures, and products that use less energy.

- **Forest Stewardship Council (FSC)**

Figure 1.2

Forest Stewardship Council

(Source: https://hooddistribution.com/resources/green-resources/)

➢ **Launched in:** 1993

➢ **Applicable on**: Forest and forest products.

FSC identifies and certifies eco-friendly items in addition to working to manage the world's forests. The management works hard to keep the air and water clean and to lessen the severe environmental changes brought on by pollution. Their emblem demonstrates that the forest product is socially, environmentally, and economically viable.

- **Green Seal**

(Source: https://www.feedough.com/green-product/)

➢ **Launched in:** 1989

➢ **Applicable on:** Hotels, home furnishings, paints, and many other things.

The founder of the green seal is committed to reducing the negative impact of raw material extraction, manufacture, usage, and reuse of discarded garbage. Before issuing the certificate, the organization must go through an evaluation process that includes data review, labeling, marketing and advertising material, and an onsite examination.

- **USDA Organic**

(Source: https://www.feedough.com/green-product/)

➢ **Launched in:** 2002

➢ **Applicable on:** agriculture products and food

The USDA aims to produce 100% organic crops while avoiding fraud. They forbid the use of genetically engineered seeds as well as synthetic chemicals. They carefully separate non-organic from organic products, and they regularly conduct onsite checks to ensure pure products.

- **Electronic Product Environmental Assessment Tool (EPEAT)**

Figure 1.5

EPEAT

(Source: https://www.feedough.com/green-product/)

➤ **Launched in**: 2005

➤ **Applicable on:** electronic products

EPEAT certification assists consumers in determining the environmental impact of an electrical product. The products are rated as gold, silver, or bronze depending on their environmental performance.

1.12 CHALLENGES GREEN PRODUCTS FACE

- **Investment**

New technology must be developed in order to produce green products. A huge investment in development and research is required for this. Not every company, especially an emerging one, can afford to invest this much money.

- **Ignorance**

The general public is still unaware of the significance and benefits of becoming green.

- **Costly Products**

    Green products require both innovation and a big financial investment. Due to the increased development costs, the products are more expensive to market than the present competition. Customers are frequently discouraged from buying them because of the price.

1.13 LIST OF GREEN PRODUCT LEAD COUNTRIES RANK

Table 1.1

List of Green Product Lead Countries Rank

RANK	COUNTRY	EPI SCORE
1	Denmark	82.5
2	Luxembourg	82.3
3	Switzerland	81.5
4	United Kingdom	81.3
5	France	80
6	Austria	79.6
7	Finland	78.9
8	Sweden	78.7
9	Norway	77.7
10	Germany	77.2

(Source: http://dspace.christcollegeijk.edu.in/)

1.14 GREEN PRODUCT STRATEGY

In order to create products that have less of an impact on the environment over the course of their life cycles, LG Electronics has developed a plan. There are three categories within it: energy, resource and people.

- **Strategic Directions**
- **LGE Strategies for Products with Greener Features**

Figure 1.6

Green Product Strategy

(Source: https://www.lg.com/global/green-product-strategy)
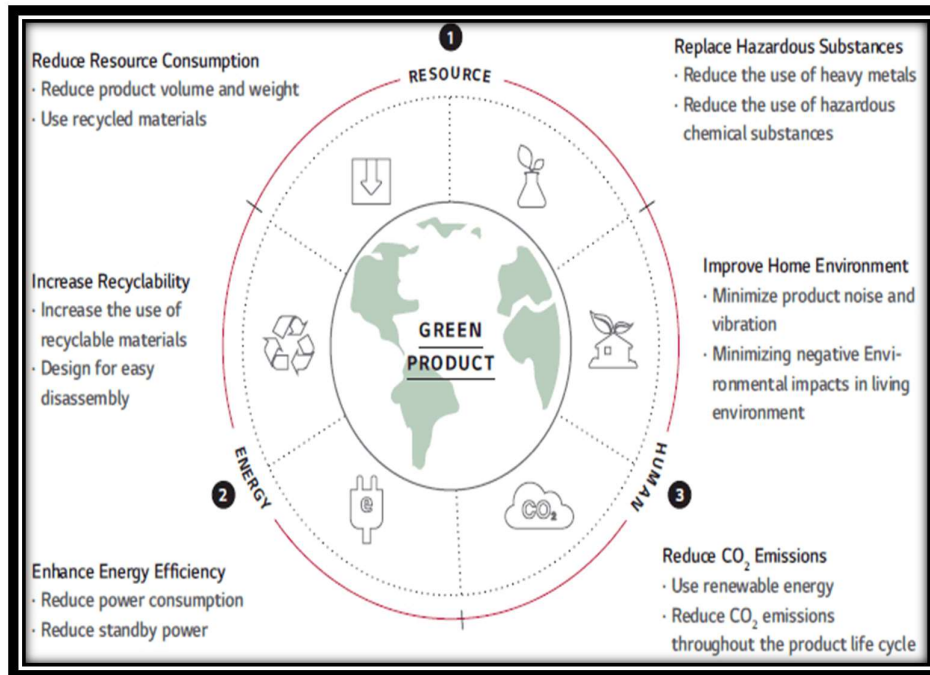
1.15 GREEN PRODUCT DESIGN

Green product design, sometimes referred to as design for eco-efficiency, design for environment and sustainable product design, is an effective business strategy for considering environmental factors early in the product development process to reduce negative environmental consequences throughout the product's life cycle. Material choice, resource utilisation, production requirements, and product disposal are possible aspects of green product design (recycling, reuse, or disposal). To reconcile environmental concerns with conventional product features like quality, producibility, and utility, a company's existing product design processes must be incorporated rather than acting as a stand-alone process. In comparison to conventional products, green ones may be designed to be simpler to upgrade, disassemble, recycle, and reuse. Moreover, it disassembles into interchangeable modular components and uses fewer materials.

Green design process may assist a company in a number of ways. It can save costs and speed up production by emphasising resource efficiency. It can also inspire creativity by bringing different functional groups to the creative table. By connecting the previously opposing aims of further expansion and environmental excellence, green product design

14

can also assist in closing the loop on a company's industrial activities. As a result, more companies are include green product design as a key element in their long-term business planning.

Business Importance

Green product design can result in immediate bottom-line benefits such as lower material costs and a better product, which often leads to higher market share, access to larger global markets, and lower compliance fees. Less visible advantages include an improved business image, better community ties, and easier access to investor cash. Companies can profit from green product design in the following ways:

- **Increased Profits**:

  Companies can increase profits by lowering the cost of raw materials, extending product lifespans by giving them a second and third life, or attracting a specific customer base by developing goods with environmental considerations.

  - Reusing parts and remanufacturing equipment are essential parts of Xerox's strategy to achieve its aim of producing waste-free products. By including the ideas of simple disassembly, durability, reuse, and recycling in product design, Xerox seeks to maximise the end-of-life potential of items and components. Nowadays, 90% of equipment made by Xerox may be remanufactured. Every year, Xerox saves many millions of dollars by refurbishing its machinery and reusing its parts.

  - In 1999, Electrolux says that its "white goods" (primary household appliances) contributed 21% of all sales in Europe and 31% of earnings. This is a recurring pattern for Electrolux, offering essential proof that investing in the environment pays off.

- **Decreased Costs**

  When seen from a life-cycle perspective, planning for recovery, reuse, or recycling can have a positive impact on a product's bottom-line contributions to the organization.

  - The introduction of a single-use camera that customers return and the firm reprocesses for reuse by Kodak has greatly lowered the company's production expenses. Materials recovered from discarded cameras can be recycled up to eight times, leading Kodak to cut base raw material purchases by a factor of eight. Because the single-use camera is the fastest-growing

part of the consumer film market, Kodak's cost-cutting tactics have directly increased sales.

➤ The 3M Reusable Pak, which is comprised of recycled high-density polyethylene, was developed by 3M designers in response to concerns raised by their bulk clients regarding the environmental and financial effects of audio and videotape waste packaging made of cardboard, foam, and shrink wrap (HDPE). It has a minimum consumption of 40 return cycles and can be stacked. The new packaging technique has reduced packaging waste by 45,000 cubic yards since it was implemented, saving the business $4 million.

➤ In order to relieve the end user of the burden of obsolescence and removal, Dell Computer offers lease and asset recovery services. The company may resell many of these previously rented or owned items, extending their life and preventing them from ending up in landfills because Dell PCs are made to be serviceable, disassembled, and reused. The design improvements that allowed recovery and reuse have decreased Dell's production costs.

➤ In its Environmental Assessment Report, Volvo Automobile Corporation claims that "our dedication to environmental advancements enables us to decrease costs." It will be clear where resources and money are being wasted if our energy use, trash management, material purchases, and other activities are examined. Active environmental initiatives also enable us to behave strategically by preparing us for increased taxes and fees on environmentally unfriendly alternatives.

- **Satisfied Customers**

Green design techniques can assist designers in improving overall product quality and performance, resulting in extremely delighted customers and greater sales.

➤ The 3M Corporation's plastic scouring pads are more environmentally friendly and better able to suit consumer cleaning needs than earlier products. They use less virgin raw resources because they are constructed of recycled polyethylene terephthalate (PET). The pads are more durable than "steel wool," and they can be re-soaped for a second and third lifespan. The soaps used in the pads are easily degradable and phosphate-free. In three

16

years, 3M has gained almost 13% of the cleaning pad market and is the leader in pro pads.

➢ Quantum Corporation has developed a paper packaging recycling programme that will cut down on the amount of natural resources necessary to distribute hard disks to Quantum customers all over the world. Bulk packaging will be repurposed up to 10 times before being recycled. The programme is supported by clients including IBM, Compaq, Hewlett-Packard and Apple who benefit from it for their environmental initiatives. To evaluate the effectiveness of the programme, Quantum used a life-cycle assessment software tool created by Carnegie Mellon's Green Design Initiative.

- **Improving Whole Systems**

Green product design ideas can sometimes result in changes that affect not just a single product but a whole operating system.

➢ Our industrial economy's make-take-waste system, according to Interface, Inc., a well-known producer of commercial flooring and interior materials, is endangering our prosperity. Resource waste, however, has a profitable, original, and workable answer, according to Interface. The company wants to completely rethink and rebuild everything it does, along with its concept of success. The company's whole-systems approaches include getting rid of the idea of waste, closing the loop by designing products and processes to create cyclical flow of materials, and redefining commerce to put an emphasis on providing services and value rather than physical goods.

➢ The S-train was created by The Danish Railway (DSB) using a set of carefully considered environmental criteria that were centred on material selection, opportunities to maximise resource and element recyclability, and the effective utilization of energy all through the transportation system's entire life cycle. In addition to increasing carriage capacity by 35%, the S-eco-designers train also reduced weight by 46%. The S-capacity trains can leave and stop more quickly because to the lighter loads, which decreases travel time and, in turn, lowers power consumption about 10 to 14%. The locomotive is propelled by engines that, while braking, function as generators. Therefore, some of the energy used is regularly recycled into the natural environment.

- **Recent Developments**

  The need to compete in an increasingly globalised market, where Voluntary initiatives, consumer demands, regulatory requirements and certification schemes can be directly linked to industry interest in and efforts to address the environmental impacts of products through design. Here are a few current developments:

- **"Greening" Supplier Inputs**

  By implementing green product design, several businesses have included their suppliers in the design process, further reducing the environmental impact of their products. In order to reduce the use of volatile organic compounds, Andersen Company, a well-known producer of patio doors and high-performance windows, has teamed up with a number of its suppliers (VOCs). They worked together to develop VOC-free adhesives and aqueous wood treatments. During final production, Andersen was able to cut Polluting emissions by more than half.

- **Consumer Demand**

  Many consumers search for environmentally friendly products or switch companies based on environmental considerations, according to several surveys and polls. A recent Wall Street Journal article claims that more than 24% of Americans spend $230 billion annually on environmentally friendly and healthy products.

  ➢ Sony European "green" TVs are lighter, consume less energy, and release less electromagnetic pollutants than earlier models. Also, it boasts better image quality and costs less to develop and maintain. Due to the low environmental ratings of its conventional model in that region, Sony's green TV was introduced in response to a 13.5% decline in sales in the European market.

- **Decreased Production Time**

  Recyclability-focused green product designers might produce products with rapid fasteners and less parts, which can hasten production, boost worker productivity, and shorten time-to-market.

  ➢ A manufacturer of vending machines lowered the total number of parts in one product from 241 to 101 by developing for the environment, reducing

set-up time from 76 minutes to 17 minutes. Surprisingly, the business discovered that this change in product development reduced the need for expensive automated assembly-line equipment.

➢ The eco-design process allowed Philips Electronics, N.S. to reduce material and component utilisation by 42%, which resulted in a 35% faster manufacturing process for their Typhoon high-end colour screen than they would have needed to create a traditional monitor.

- **Take-Back Laws**

  Product "take-back" laws, which hold manufacturers accountable for the disposal of end-of-life products and packaging, have already been passed by more than 28 countries, primarily in Europe. For instance, the European Union will require automakers to send back all vehicle sales after January 1, 2001, if they are no longer able to be used. If their products and packages are not designed for successful reuse and recovery, or at the minimum, recycling, companies doing business in nations like Sweden, Netherlands, and the Germany may face a decline in their earnings as a result of such rules.

- **Extended Product Responsibility**

  Product responsibility is a topic that is being discussed and debated more and more in countries where mandatory take-back regulations have not been implemented. Extensive product responsibility, which focuses on product systems rather than production facilities, is an innovative approach for a new generation of pollution reduction techniques. All players in the product chain share responsibility for the environmental implications of products throughout their life cycle, including upstream impacts such as resource selection and the manufacturing process itself, as well as downstream impacts such as product usage and disposal.

1.16 GREEN PRODUCTS IN INDIA

The biodiversity of India, one of the most global locations, is currently in hazard. India accounts for 7-8% of the world's largest plant and animal species, habitats, and genetic resources despite having only 2.4% of the planet's land area, and it links traditional conversion to a stable future. The traditional agriculture system used today may boost output temporarily, but it rarely produces food that is safe to eat or is sustainable over the long term. For many people who are experiencing food scarcity, regular production

methods are not a viable solution because they are insufficient for underdeveloped regions. Enough nutritious food may be produced using organic or green resources. Industrial sustainability and environmental sustainability concerns, such as life-cycle analysis, material use, extended producer liability, eco-efficiency, and resource flows are also addressed by green marketing. Consumers usually identify green or organic items with qualities such as ozone-friendly, phosphate-free, recyclable and environmentally beneficial.

India produces over 707 million metric tons of plastic per year and generates approximately 25,940 tonnes of plastic garbage each day. According to research, automotive emissions are the most significant contributors to the prevalence of dangerous components in the air, such as PM 2.5. It got me thinking as someone who has been attempting to incorporate sustainable practices into their daily lives. Our fundamental concept is that a firm must create shared value by doing both good and well. We seek to create shared value by committing to the fight against climate change and seizing the business opportunities that develop as a result of it. "When we work in the field of sustainability and climate change, we are frequently asked why people are not acting. We usually end by claiming that people are unaware or uninterested. "We decided to investigate this, which is why we conducted this study," explains Anirban Ghosh, Chief Sustainability Officer of Mahindra Group. According to the report, many people in the country are aware of the impact of plastic and waste management on climate change. These well-informed folks composed about 80% of the study's responses. While 75% of respondents say they are "concerned" about the negative impact of single-use plastics on the environment. Approximately 83% of respondents said they were 'interested' in making lifestyle changes such as carpooling, taking public transportation, or embracing electric automobiles.

His study also discovered that only 27% of respondents can find alternatives that reduce their consumption of plastic. Anirban, Mahindra Group's chief sustainability officer, uses the example of Mumbai's plastic ban. Even though many consumers switched to cloth bags over plastic bags, there was a significant gap that was extremely visible. According to Anirban, the criteria that customers use to purchase any goods are the same for environmentally friendly products. The majority of individuals would not want to utilize goods that are less convenient, more expensive, or less effective in fixing the problem. However, just because it is an environmentally beneficial product does not guarantee

widespread adoption. As a result, these sustainable products must suit the needs of consumers. "Businesses must accept that duty. When it comes to electric vehicles, Mahindra has been investing in this market area for a long time to make it more accessible. Similarly, we need sustainable products that can compete with present products and serve as credible alternatives," Anirban concludes. Keeping this obligation in mind, Better India has already developed Karnival.com to offer Indian customers a specialized platform to purchase eco-friendly, sustainable products. Our objective is to make sustainability a mainstream, accessible way of life for everyone. Because there is no Planet B, we believe it is an absolute necessity, not a choice.

> - Collection of Recycled Sari Table Linen
> - Garden Pots Made of Biodegradable Materials
> - Ballpoint pens Utilizing Recycled Water Bottles
> - Clothes Made with Recycled Material
> - Woollen Footwear
> - Coffee Cups That Can Be Used Again
> - Stainless Steel Water Bottles
> - Waste Bag (Biodegradable / Disposable)
> - Eco-Friendly Computer Accessories

We compiled this list of eco-friendly products to demonstrate how simple it is to replace some of the plastic items you use. You can almost eradicate single-use plastic pollution in that area by replacing them. One of the most effective methods to combat plastic pollution is to set a good example by purchasing products that are manufactured with both morals and ecology in mind.

1.17 MAJOR GREEN PRODUCTS COMPANIES IN INDIA

According to a survey released today, the majority of Indian consumers are aware of green products, believe that green products are healthier for the environment, and believe that bio-based ingredients increase the appeal of a product. According to a survey, more than 63% of customers are familiar with green products, and 85% believe they are healthier for the environment and that bio-based chemicals increase the appeal of a product. Paper cups and bottles offered by fast food corporations or restaurant chains provide the impression that they are environmentally friendly.

Table 1.2

Information about Major Green Product Companies in India

Company Name	Company Management	Company Description
Ar Eco Green	Shashank Agarwal, CEO	Produces and exports biodegradable items such as palm leaf dinnerware, bamboo straws, coir pots, biodegradable spoons, and so on.
Dinearth	Harsh Mehta, Partner	A manufacturer of natural plant fiber, green packaging, and recyclable tableware. Fashion Export from Greenport Arun Kumar Ghosh, CEO Uses jute, cotton, and jute fabric to create a variety of bags ranging from basic promotional bags to shopping, wine, and conference bags.
Greenport Fashion Export	Arun Kumar Ghosh, Founder	Uses jute, cotton, and jute fabric to create a variety of bags ranging from basic promotional bags to shopping, wine, and conference bags.
Grenove Services	Girish A, Director	Natural, organic, biodegradable, green home/household, and industrial/commercial solutions are available.
Innovative EWE Solutions	Praveen Sahu, Co-Founder	Natural Tableware creates and promotes products created from sustainable resources such as plant leaves, palm leaves, and organic leaves.
MKV Enterprise	Kamal Venugopal, Founder	Eco-friendly dining cutlery such as Areca Leaf plates are available, as well as nonplastic bags made of calico, cotton, recycled PET, hemp, and jute.

Just Green Leaf	Sunitha Rani, Founder	Eco-friendly Jute bags produced from vegetable fibber with bespoke print patterns and styles are made possible.
Senanye Bio Products	Shraddha Rai, Co-Founder	While focused on the solar power issue in south Karnataka, the company is a key maker of tableware sets created from natural raw materials with no chemical additives.
Signature Roses	Murugesh Guru Mohan, CEO	A non-woven shopping bag producer and seller of designer dangler and gift-wrapping sheets.
Sri Lakshmi Polypack	I Durga Prasad, Founder	Provides biodegradable paper cups made to carry a variety of beverages.

(Source: http://dspace.christcollegeijk.edu.in/)

1.18 GREEN CODE

G: When making generalisations, exercise caution since consumer behaviour is not always constant across product categories and because some market segments may react favourably to some environmental concerns while not others.

R: As E-members, the amount to which your favourite option is recommended is irrelevant to the objectivity of a consumer research item.

E: Examine the context of the market research data. Be specific about the sort of sample used, how the responses were recorded, and the time and location of the responses.

E: Make sure that market research is conducted across international borders, that terminology and perceptions are comparable, and that translation between languages is not always precise.

N: When researchers ask consumer questions that they can answer without feeling awkward or guilty, they shouldn't encrypt their answers with questioning about the Green Agenda.

1.19 DESCRIPTION OF GREEN PRODUCT

Table 1.3

Description Regarding Green Product

Raw Material	Manufacturing Product	Packaging	Distribution	Marketing
Sustainably investment petroleum free plant-based	Non-polluting unbleached pesticide free	Recycled Nonaerosol sources reduced	Energy-efficient reusable packaging	Ethical informative cause related
In Use			After Use	

(Source: http://dspace.christcollegeijk.edu.in/)

1.20 MEASURES TAKEN BY THE GOVERNMENT TO PROMOTE GREEN PRODUCTS

- **GREEN TAX**

  Green taxes (also known as "environmental taxes," "pollution taxes," or "eco-taxes") are excise taxes imposed on environmental pollutants or items whose use generates such pollutants. "Green taxes" are intended to improve the environment, eliminate adverse environmental impacts, or promote an environmentally sustainable environment. "Green taxes" are economic devices used to solve environmental issues. It is often assumed that "green taxes" will minimize environmental harm in the least expensive way possible by encouraging changes in behavior by corporations, organizations, communities, homes, and individuals, among others. Pollution taxes provide obvious incentives for polluters to reduce emissions.

  A carbon tax is one "green tax" that has recently gained popularity. Australia implemented a carbon price (July 2012) as a measure of decreasing greenhouse gas emissions that contribute to global warming and climate change. Australia's carbon price may boost the development and usage of clean energy sources (renewable or green energy such as wind, hydro, and solar). Carbon taxes have also been implemented in India and Japan. Several European countries have introduced energy taxes or energy tariffs based in part on carbon content. There

is reportedly no "green tax" in the USA; yet "green tax" advocates typically claim the gasoline tax as a "green tax". Many European countries have implemented pollution taxes to levy fees on common air pollutants such as sulfur dioxide and nitrogen oxides. To combat the negative effects on the environment, several Indian states (Maharashtra, Andhra Pradesh, Himachal Pradesh, and Karnataka- August 2010) have implemented/are planning to implement a new "green tax" to combat pollution from old vehicles (commercial vehicles older than 8 years old and private vehicles older than 15 years old) and to improve public transportation. Bangladesh recently adopted a green tax (June 2014) to force polluting enterprises (mostly tanneries) to pay additional taxes to clean up the country's increasingly polluted rivers and reduce impacts on the aquatic environment.

Although not everyone agrees with "green taxes," they can be viewed as an incentive to reduce environmental burden and protect the environment. The proceeds from "green taxes" can also be used to fund other environmental projects or to reduce other taxes. Nonetheless, everyone wishes for an environmentally sustainable future as well as a healthy natural living environment in their country.

1.21 CONCLUSION

The theoretical foundations of green products are introduced in the first chapter. There are positive and negative aspects to the growth and development of green products, as well as their functional definitions, organisational difficulties to implementing green practises in business enterprises, and green practises strategies used by business enterprises. The first chapter therefore examines the theoretical foundation of Green goods.

REFERENCES

🔸 **Journal**

1. V.P.M, A. (2021). *CONSUMER BEHAVIOUR TOWARDS GREEN PRODUCTS: A STUDY BASED ON THRISSUR DISTRICT.* Irinjalakuda.

🔸 **Web Links**

- https://www.igi-global.com/dictionary/sustainable-consumption-and-green-marketing-in
- https://www.feedough.com/green-product/
- https://www.ecomall.com/greenshopping/gpd.htm
- https://www.lg.com/global/green-product-strategy

CHAPTER 2

CONCEPTUAL FRAMEWORK OF CONSUMER BEHAVIOUR

CHAPTER 2

INDEX

2.1 INTRODUCTION

Consumer behavior is a relatively recent subject of research, having emerged just after Second World War. The seller's market has departed, and the buyer's market has emerged. This resulted in a paradigm shift in the manufacturer's focus from product to consumer, with a special emphasis on consumer behavior. It is a well-acknowledged reality that in recent years, marketers have become dynamic, and the consumer has authority over the strategic decisions made by insurance companies. Today's business environment is as volatile as it has ever been, and the service industry is as promising as it has ever been. In this age of intense competition, where the customer is king, success is heavily reliant on managers' ability to deliver on their promises, and it is the responsibility of organizations to foster a culture in which business ethics 8 are followed, value for services is provided, and quality services are provided to achieve a higher level of customer satisfaction. Understanding changing consumer behavior is critical for achieving customer happiness. Marketers should strive to address the needs of their customers as true believers in the marketing philosophy. Consumer behavior is the study of how individuals decide how to spend their available resources (time, money, and effort) or characteristics of consumption (What they buy? When do they make a purchase? How do they buy?

Marketers face a difficult problem in understanding consumer behavior due to people's diversity. As a result, marketers felt compelled to gain a thorough understanding of consumers' purchasing habits. Finally, this knowledge served as a critical tool in the hands of marketers, allowing them to foresee future customer purchasing behavior and build four marketing tactics to create long-term customer relationships.

Consumer behavior is a complicated, dynamic, multidimensional process, and so all marketing decisions are founded on assumptions about it, which includes communicating, purchasing, consuming, and engaging.

2.2 MEANING AND DEFINITION

- Consumer behavior is the study of how individuals, groups, or organizations choose, buy, use, and dispose of ideas, commodities, and services to meet their needs and desires. It relates to consumer behavior in the marketplace and the underlying motivations for that behavior
- "Consumer Behavior" refers to the activities and decision-making processes of people who buy goods and services for personal consumption."

- "Consumer Behaviour is defined as Behaviour that customers demonstrate while searching for purchasing, utilizing analyzing and throwing of products and services that expect would satisfy their needs".

- "Consumer Behaviour is the major decision and physical action, which individuals participate in when analyzing, acquiring, utilizing or disposing of goods and services".

- "Every man is both a consumer and a producer. He is pricey by nature and requires wealth."

- The study of consumer behavior is one of the most significant in business education because the objective of a corporation is to create and retain consumers. Marketing strategies are used to create and retain customers. The effectiveness of marketing tactics is dependent on knowing, serving, and influencing customers. This implies that customer knowledge and information are crucial for designing successful marketing strategies because they force marketers to consider and analyze the relationship between consumers and marketers, as well as the relationship between consumer behavior and marketing strategy.

- Consumer behavior is the study of how individuals decide what they buy, want, need, or how act about a product, service, or firm. Understanding consumer behavior is crucial for predicting how potential customers would react to a new product or service. It also assists businesses in identifying untapped prospects.

2.3 ADVANTAGES OF STUDY OF CONSUMER BEHAVIOUR

- **Saves from Disaster**

  New product failure rates are startlingly high not only in highly competitive economies such as the United States, Europe, and Japan but also in India. For example, Roohafza of Hamdard did well, but when other companies tried to make similar items, such as Dabber, they failed. There are plenty of other examples. This type of tragedy can be prevented or lessened by testing the market before launching a new product.

- **Helps in Formulating the Right Marketing Strategy**

  If one thoroughly researches the aspects that determine a product's demand, production, and marketing strategies can be developed. Taste determines whether or not a buyer will purchase a food item. If one can correctly identify the elements

that influence customer purchasing decisions through research on consumer behavior, one can promote sales of existing or new products.

- **Segmentation of Market is Helped**

  According to consumer behavior research, not everyone buys purely based on price or utility. High-priced clothing, automobiles, and other items have been made for the wealthy. Producers of such things reap large profits, which would not have been conceivable without research into customer behavior because it goes against the conventional economic theory.

- **Helps in the Development of New Products**

  Before introducing a new product, conduct a thorough analysis of consumer tastes and behavior to avoid failure and loss later on. This is especially true for food and everyday consumption items. It is also true for fashion items such as clothing, cosmetics, cigarettes, and new flavors of current products. This type of research can be useful when a product is reintroduced after a long period of absence.

- **Helps in Product Orientation**

  Consumer behavior research can assist determine why customers are rejecting a product or why they dislike it. For example, some Indian toothpaste, such as Neem, have been developed for a long time but have yet to gain market share. There have been numerous additional occasions where a new product has been produced or reoriented to reclaim its former glories.

  Those who perform it scientifically prosper, while those who do not properly analyze consumer behavior or do not orient lose the market. He wants to be assured that what is promised is truly true, not only by lovely faces or fancy claims.

- **Helps in Reorientation of Packaging**

  For quite some time, the marketing department and market research have placed a high value on packaging. However, whether or not a particular packaging is favored by consumers is a relatively new phenomenon. Consumers who like the packaging help to drive sales. This fact is also advertised in some circumstances. However, in many situations, this has been done without a thorough examination of customer behavior and his or her attraction to or dislike of specific packaging. However, appropriate research can assist in increasing sales.

- **Helps Consumers to Study their Behaviour**

  Consumers are frequently guided by their wealth, emotions, and the opinions of others, and they do not conduct empirical studies of their behavior. However, science can assist individuals in analyzing the cost-benefit of their purchasing decisions. The investigation can tell whether or not purchasing a large item is rational. If there are competitive items, it can assist them to create a customer preference chart and then select what to buy right now, what to delay, and what to reject.

2.4 IMPORTANCE OF STUDYING CONSUMER BEHAVIOUR

- **Modern Philosophy**

  It is concerned with modern marketing philosophy, which is to understand consumers' needs and fulfill them more effectively than competitors. It makes marketing more consumer-focused. It is essential for success.

- **Achievement of Goals**

  The ability to anticipate and address unfilled consumer demands better and earlier than competitors is critical to a company's survival, profitability, and growth in a strongly competitive marketing environment. Thus, customer behavior aids in the achievement of marketing objectives.

- **Useful for Dealers and Salesmen**

  The research on consumer behavior is not only beneficial to the corporation. Knowledge of customer behavior is equally beneficial for middlemen and salespeople in successfully addressing consumers' demands and desires. As a result, consumer behavior increases the overall performance of the distribution system.

- **More Relevant Marketing Programme**

  Marketing plans that include product, price, promotion, and distribution considerations can be developed more objectively. If the program is based on customer behavior research, it will be more relevant. A meaningful marketing program is essential for achieving marketing objectives.

- **Adjusting Marketing Programme over Time**

  Consumer Behaviour is the constant study of the consumer reaction pattern. As a result, a marketer can immediately become aware of market changes. Depending on the current market trend, the marketer might make changes to the marketing program to keep up with the market.

- **Predicting Market Trend**

  Consumer behavior can also be used to forecast future market trends. Marketers find ample time to prepare for new possibilities and/or to face difficulties and risks.

- **Consumer Differentiation**

  There are significant differences in the market. Each sector requires and desires distinct products. A different marketing program is required for each category. Understanding customer differentiation is essential for matching offerings to different buyer groups. Customer Behaviour research provides information on consumer differentiations.

- **Creation and Retention of Consumers**

  Marketers who build their goods on consumer wants will find a receptive market for their items. The company finds it simple to sell its items. Similarly, the corporation can maintain its customers for a long time thanks to ongoing analysis of consumer behavior and efforts to match evolving buyer expectations.

- **Competition**

  Consumer behavior research can also help you compete. More competitive advantages can be supplied based on consumer expectations. It is beneficial to the company's competitive strengths.

- **Developing New Products**

  A new product is created in response to the demands and desires of the target market. A marketer must be well-versed in the industry to produce the best-fit product. Thus, understanding consumer behavior is the foundation for successfully building a new product.

- **Dynamic Nature of Market**

  Consumer Behaviour concentrates on the market's dynamic nature. It enables the manager to be more dynamic, alert, and proactive in pleasing customers better and faster than competitors. Consumer behavior is essential for tracking market trends.

- **Effective Use of Productive Resources**

  The consumer analysis Behaviour supports managers in making organizational activities more consumer-oriented. It ensures that resources are used precisely to achieve optimum efficiency. Each unit of resources can provide the greatest possible contribution to the achievement of goals.

2.5 OBJECTIVES OF CONSUMER BEHAVIOUR

The goal of consumer behavior is to comprehend what consumer behavior is and how customers differ.

- Understanding how consumer behavior relates to the marketing concept, the societal marketing concept, and categorization, targeting, and positioning is a crucial goal of Consumer Behavior.

- Understanding how consumer behavior influences customer value, satisfaction, trust, and retention is a core goal of consumer behavior.

- The purpose of consumer behavior is to understand how marketers have gotten increasingly capable of reaching consumers wherever they wish.

- Consumer behavior is the study of how global economic conditions affect consumption instability.

2.6 NATURE OF CONSUMER BEHAVIOUR

- **Influenced by Various Factors**

  The following are the numerous elements that influence customer behavior

  ➤ Personal characteristics such as age, gender, education, and income level.

  ➤ Marketing considerations such as product design, pricing, promotion, packaging, placement, and distribution.

  ➤ Psychological aspects such as purchasing motivations, product perception, and attitudes about the product.

  ➤ Situational elements such as the physical environment at the time of purchase, social surroundings, and the time component.

  ➤ Social variables such as social standing, reference groups, and family are examples of social factors.

  ➤ Religion, and social class—caste and sub-castes—are all cultural elements.

- **Undergoes a Constant Change**

  Consumer behavior is not constant. It changes throughout time based on the nature of the products. For example, children love colorful and extravagant footwear, whereas teenagers and young adults want trendy footwear, and middle-aged and older people choose more footwear. Changes in purchasing behavior may occur as a result of a variety of other circumstances, including an increase in income, education level, and marketing influences.

- **Varies from Consumer to Consumer**

  Consumers do not all behave the same way. Different consumers act in different ways. Individual characteristics such as consumer nature, lifestyle, and culture contribute to disparities in consumer behavior. Some customers, for example, are technophiles. They go shopping and spend more than they can afford. They borrow money from friends, families, and banks, and sometimes even use immoral tactics to purchase advanced technologies. However, there are certain customers who, despite having an excess of money, do not make even routine purchases and shun the usage and purchase of advanced technologies.

- **Varies from Region to Region and Country to County**

  Consumer behavior varies by state, region, and country. The behavior of urban customers, for example, differs from that of rural consumers. Many customers are conservative in their purchasing habits. Despite having ample finances, wealthy rural customers may hesitate to spend on luxuries, but wealthy urban consumers may take out bank loans to purchase luxury products such as vehicles and household equipment. Consumer behavior may also differ across states, regions, and countries. It varies according to upbringing, lifestyle, and level of development.

- **Information on Consumer Behaviour is Important to The Marketers**

  Marketers must have a thorough understanding of consumer behavior. They must research the many aspects that influence their target customers' consumer behavior. Knowing about consumer behavior allows them to make informed marketing judgments about the following factors

  - Product design/model
  - Promotion of the product
  - Positioning
  - Pricing of the product
  - Packaging
  - Place of distribution

- **Leads to Purchase Decision**

  A purchasing choice is made as a result of positive consumer behavior. A consumer's decision to purchase a product might be influenced by a variety of factors. The buying decision increases demand and the marketers' sales increase. As a result, marketers must influence consumer behavior to increase purchases.

- **Varies from Product to Product**

  Consumer behavior varies depending on the product. Some customers may purchase more of one item while purchasing very little or none of another. For example, kids may spend a lot of money on snobby items like smartphones and branded clothing, but not on general and intellectual reading. A middle-aged individual may spend less on apparel but may invest in savings, insurance, and pension plans, among other things.

- **Improves Standard of Living**

  Consumer purchasing habits may result in a greater standard of life. The higher a person's level of living, the more products and services he or she purchases. However, even if a person has a good salary, if they spend less on goods and services, they deprive themselves of a greater standard of living.

- **Reflects Status**

  Consumer behavior is not only affected by a consumer's status, but it also displays it. Consumers who purchase luxury vehicles, watches, and other products are thought to be of higher social standing. The luxurious things also provide the owners with a sense of pride.

2.7 FACTORS INFLUENCING CONSUMER BEHAVIOUR

Consumer behavior is influenced by a variety of elements, both economic and non-economic, and is influenced by economic factors like income, price, psychology, sociology, anthropology, culture, and climate. The study of consumer behavior helps has revealed that the following are the primary factors that influence behavior

Figure 2.1

Factors Influencing Consumer Behaviour

(Source: https//casestudyhelp.com/)

34

- **Economic Factors**

  Economic considerations include price, income distribution, and competition with substitutes, utility, and consumer preferences.

- **Social Factors**

  Social influences include culture, societal attitudes, social values, lifestyle, personality, family size, education, and health standards.

- **Psychology Factors**

  It determines an individual's or a group's personality, taste, attitudes, lifestyle, and preferences, particularly in events such as marriage. The demonstrative influence is also affected by an individual's mentality.

- **Personal Factors**

  These variables include demographics such as age, gender, income, occupation, and so on. It is also determined by one's interests and opinions. Companies look more closely into consumers' lifestyles to better understand them - their daily routine, leisure activities, and so on.

- **Cultural Factors**

  A group of individuals is associated with a set of community-specific values and ideals. As a result, cultural influences have a significant impact on consumer purchasing behavior. Culture, Subculture, and Social Class are among them.

2.8 Scope of Consumer Behaviour

- **Demand Forecasting**

  The behavior of consumers can be utilized to forecast business demand. Businesses can discover their customers' requirements and desires by examining their behavior. This enables them to identify unfulfilled wants and demands.

  If a company understands what its customers require, it may build products that suit those needs. They will be able to forecast product demand by evaluating their behavior. It will be easier for them to identify market opportunities. Forecasting product demand necessitates an understanding of consumer behavior. It can also assist the organization in identifying the market opportunity available to them.

- **Selecting the Target Market**

  Understanding consumer behavior can assist in the identification of target clients. A consumer behavior analysis identifies all client segments with specific needs.

The analysis might assist in segmenting the whole market into several categories. Businesses should classify clients and define their needs to better serve them. This will allow the company to better create its products to meet the demands and desires of its customers. Businesses will be able to identify their target clients and what they desire.

- **Market Mix**

    Every company must create a proper balance of aspects such as product, price, place, and promotion. Customers can use it to determine what they dislike and what they do not receive.

    The goal is to assist marketers in developing an optimal marketing mix to improve the success of their marketing efforts. Marketers may attract more customers and enhance earnings by developing the right marketing mix.

- **Assists In Designing Product Portfolio**

    One of the most difficult aspects of a company is its product portfolio. Each company should create a portfolio that incorporates all product categories.

    Consumer behavior assists in determining the type of product and the needs of individuals. As a result, it is feasible to build items based on people's wants and integrate them into a company's product range. Businesses can better serve their customers and design the best product portfolio by developing an optimal product portfolio.

- **Marketing Management**

    Marketing is essential to the successful operation of any organization. With a greater understanding of client wants, challenges, and expectations, the company will be able to develop efficient marketing tactics.

    If a corporation can effectively advertise itself, it can attract an increasing number of clients. Businesses can obtain a better understanding of their clients if they can comprehend their behavior. As a result, businesses will be able to undertake more effective marketing.

    Effective managers recognize the importance of marketing to the success of their company. Understanding consumer behavior is critical to the success of any marketing operation. The Marketing idea is a cornerstone of many marketing managers' corporate thinking. Marketing is comprised of three interconnected

orientations consumer requirements and desires, company integration, and brand positioning.

- **Non-profit and Social Marketing**

  Even non-profit organizations such as government agencies, churches, universities, and charitable groups sell their products and services to a specific audience of customers or institutions.

  These organizations are sometimes compelled to make public appeals for public support of specific causes or views. These organizations also work to eliminate social problems in society. Understanding consumer behavior and decision-making processes is critical for success.

- **Government Decision-Making**

  In recent years, the importance of consumer behavior concepts in government decision-making has grown. The two main areas of activity that are affected are

  - ➢ **Government Services** Understanding their consumers, or users, can greatly assist the government's supply of public services.
  - ➢ **Consumer Protection** many authorities at all levels of government are involved in regulating corporate practices to protect the welfare of customers.

- **Demarcating**

  Consumers are more aware that certain natural resources, such as gas and water, are becoming scarce. In reaction to the scarcity, promotions have encouraged conservation over consumption.

  Consumers have also been encouraged to reduce or discontinue the use of specific commodities that are thought to be dangerous in certain situations. Such programs can help to minimize drug usage, gambling, and other forms of conception. These acts have been done by government agencies, non-profit organizations, and other private entities. "Demarcating" is an attempt to persuade people to use less of a specific product or service.

- **Consumer Education**

  The consumer benefits directly from an examination of their behavior. This can be done individually or as part of a more formal schooling program.

  Consumers may be more motivated to organize a money-saving effort if they understand that a substantial portion of the billions spent on grocery products each

year is spent on impulsive purchases rather than on a pre-planned shopping list. Marketers can influence customer purchases, allowing consumers to understand how their conduct affects their own.

By monitoring consumer behavior, marketers can determine how much money customers spend on their purchasing decisions. Marketers may simply assist their customers in making better purchasing selections by knowing their behavior. They can point customers in the direction of better products on the market and advice strategies to save money. They are made aware of various chances based on their behavior.

2.9 TYPES OF CONSUMER BEHAVIOR

Consumer behavior is classified into four sorts, according to expert's complex-purchasing behavior, dissonance-reducing buying activity, habitual buying behavior, and variety-seeking buying behavior. Studying these behaviors can help marketers identify what factors may or may not affect a purchase decision.

Individuals studying a more expensive purchase, such as a yacht, will be impacted by various factors than those researching a less expensive purchase, such as a hair dryer. Understanding the elements that drive a consumer to say yes rather than no can aid in the development of targeted marketing tactics.

Figure 2.2

Types of Consumer Behaviour

(Source: https//neostrom.in/types-of-buying-behaviour/)

- **Complex Buying Behavior**

  When an individual purchases a costly and infrequently purchased object, such as a car, new home, or treadmill, complex buying behavior develops. Consumers are frequently very active in this kind of purchase, and they spend time researching the substantial distinctions between various brands. Complex transactions frequently elicit a strong sense of customer commitment based on the accompanying expenditures.

- **Dissonance-Reducing Buying Behavior**

  Dissonance-reducing buying behavior occurs when a consumer is very interested in purchasing an item yet has difficulty distinguishing between different brands. For example, if someone wants to buy a flat-screen TV and all of the models they are considering have the same screen resolution, they may experience intense conflict or stress. The "dissonance" develops when a consumer is concerned about making the wrong option and later regrets it. Other types of purchases, such as lawnmowers and engagement rings, can also result in dissonance-reducing purchasing behavior.

- **Habitual Buying Behavior**

  Consumers engage in habitual buying behavior when they buy something frequently but are not emotionally committed to a brand. Bread, milk, eggs, and gasoline purchases are all examples of habitual purchasing behavior.

- **Variety Seeking Buying Behaviour**

  When people decide to buy a different product in the same product line, such as a new brand of toothpaste, it is not because they were unsatisfied with their previous purchase, but because they want to try something new. Buyers may also choose a new brand of fragrance or a new sort of hair styling product for example.

2.10 PERSPECTIVE ON CONSUMER BEHAVIOUR

- **Micro Perspective**

  The micro viewpoint entails understanding consumers to assist a company or organization in achieving its goals. To be more effective at their jobs, advertising managers, product developers, and others in profit-oriented organizations want to understand their customers. Furthermore, managers of many non-profit organizations have profited from the same information. The United Way and the American Red Cross, for example, have been successful in integrating consumer

behavior concepts into their efforts. The micro viewpoint aims to apply this understanding to challenges confronting the individual enterprise or organization.

- **Macro Perspective**

  On a macro, or aggregate, level, we know that consumers impact the economic and social conditions of a whole society. Consumers have a considerable influence on what is produced, for whom it is produced, and what resources are employed to generate it in market systems based on individual choice. As a result, consumer collective behavior has a substantial impact on the quality and level of our standard of living. Consider the entire impact of the great need for private automotive transportation among American consumers. Cars, roadway infrastructure, and petroleum products utilized in their operation have all used vast amounts of resources. It has also had a significant impact on where many of us live (for example, suburbia) and how we spend our daily lives (for example, what we eat where we shop, and how we are entertained). Furthermore, this communal ambition has contributed greatly to not just the construction of a powerful transportation network, but also to our pollution problems, energy needs, and international relations. Understanding consumer behavior from a macro viewpoint, as seen above, can provide insight into aggregate economic and social patterns, and possibly even foretell such trends. Furthermore, this understanding may point to strategies to improve the efficiency of market systems and the well-being of people in society.

- **Consumers Perspective**

  With the introduction of a buyer's market, marketing executives began to assess customer needs in a competitive context and tailor marketing strategies appropriately. It became vital to gain a deeper grasp of consumer demands, perceptions, attitudes, and intentions. To build efficient marketing strategies, marketers must be responsive to changes in consumer wants, demographic traits, and lifestyles, according to current trends.

2.11 CONSUMER DECISION-MAKING PROCESS

Consumer decision-making is the process through which a customer chooses the best product from among multiple options.

The Consumer Decision Making Process is a set of stages that a buyer takes to solve an issue or meet a need. These are as follows

- **Need/Problem Recognition**

  The purchasing process begins with a consumer's awareness of a need, a problem, or a motivation. Any internal or external stimulation might lead a consumer to assume that he is lacking something and push him to seek out anything that will meet his need or remedy his problem.

- **Information Search**

  When a buyer's attention is drawn to a need or problem, he becomes more susceptible to information that may address his problem and begins accumulating information on products/services that will meet this need. He searches for useful information using both personal sources (friends, family, peers, etc.) and commercial sources (radio, television, newspapers, internet, etc.).

- **Evaluation of Alternatives**

  After gathering information from numerous sources, the client weighs the advantages and disadvantages of many product alternatives and generates a set of options for product attributes, brand, store, and so on that meet his/her needs, taste & choice, personality, lifestyle, and so on.

- **Selection and Trial**

  The customer makes the initial product trial after considering several options. He may purchase various things in modest quantities (1 kg, 1 packet, 1 bottle) or use products individually for some time (tasting meals, inspecting phones, taking a test drive) to build an opinion and develop an attitude toward the product.

- **Purchase Decision**

  When a customer believes that a product or service is the best solution to his or her need or problem, he or she makes the purchase. This comprises selecting a product, a brand, or a dealer, and determining the amount and timing of the purchase.

- **Post Purchase Dissonance/Behaviour**

  After making a purchase, a consumer seeks comfort. A purchase usually results in three outcomes

  - **Actual Performance is Equal to Expected Performance** - The customer's behavior is natural because the goods met his expectations. This results in repeat purchasing.

  - **Actual Performance is Less Than Expected Performance** – The consumer is unsatisfied because the product did not fulfill his expectations, so he returns it.

> ➤ **Actual Performance is More Than Expected Performance** – This results in consumer delight/satisfaction because the product performance exceeds his expectations. This results in customer loyalty.

2.12 CONSUMER BEHAVIOUR PATTERN

Consumers engage in a sequence of behaviors or patterns before making a purchase. Consumers begin by identifying a need or desire for a product and then proceed to the buying stage.

Consumer behavior does not correspond to purchasing habits. After forming habits, they grow more spontaneous with time, and prints reflect a constant mental structure.

Customers' purchasing habits are aggregate and provide marketers with an individual perspective, but each customer's purchasing habits are distinct. Customer behavior patterns can be categorized as follows

- **The Place of Purchase**

  Even if the things are offered in the same location, most customers may spread their purchases among other locations. It is a good idea to buy shoes and clothing from your local supermarket. You most likely bought them from a clothing store.

  Consumers are not always dedicated to a store unless it is the only one they can access if identical things can be purchased in many places. Marketers will be able to pinpoint crucial regions of stores by studying customer activity in terms of location preferences.

- **Items Bought**

  Marketers can acquire useful data on what products were purchased and how they were received by examining a shopping cart. A huge number of basic products can be purchased in large amounts, whereas luxury items are acquired in lesser quantities and less frequently. Product prices are impacted by elements such as perishability and buyer purchasing power, units of sale, prices, and the number of customers who will buy the product.

- **The Purchase Time and Frequency**

  Customers will shop and demand service when it is convenient for them, especially in this day of e-commerce, where anything is just a click away. To meet these needs, the store must identify purchasing habits and alter its offerings accordingly. Keep in mind that seasonal and geographical differences must be considered.

- **The Method of Purchase**

Customers can purchase things in a store, online, or by delivery with a credit card. Buying online, for example, may result in a shipping charge, which may raise the buyer's costs. Purchasing habits also give information about the type of customer. Knowing your consumers' purchasing habits will help you figure out how to convince them to buy more regularly, more frequently, and at higher rates.

2.13 APPROACH OF CONSUMER BEHAVIOR

- **The Approach of Consumer Behavior**

Cognitive approaches to consumer behavior highlight the consumer's ability to interpret information. According to the cognitive approach, the environment and social experiences supply individuals with an abundance of information to process, and the consequence of information processing results in individuals responding in specific ways as consumers.

People can be motivated to act in various ways by knowledge about a national economic downturn, for example. However, cognitive techniques indicate that consumers may reduce their spending budgets in reaction to the stimulus even if the predicted recession has not yet happened.

- **Behaviorist Approach to Consumer Behavior**

Behavioral approaches to consumer behavior, on the other hand, concentrate on the impact of external events. These trials, according to Lantos, likewise entailed creating specific behavioral patterns through external variables and were done by Russian scientist Ivan Pavlov.

This strategy is used well in Nescafe's marketing efforts. Nescafe's integrated marketing approach tries to urge its target consumer segment to drink a cup of coffee as part of their morning routine.

- **Psychodynamic Approach to Consumer Behavior**

The psychodynamic approach to consumer behavior includes all psychological theories that regard human behavior as an interaction of forces within the person, notably the unconscious, and also between different personality structures.

Within the bounds of consumer behavior, psychodynamics, and behavioral approaches are connected to some extent, but the former includes a greater scope.

2.14 7 O'S FRAMEWORK FOR CONSUMER BEHAVIOR

The following is a list of the seven dimensions needed to understand consumer behaviour.

Figure 2.3

7 O's Framework for Consumer Behaviour

(Source: https//businessjargons.com/consumer-behavior.html)

- **Organization – Who is Involved?**

  It controls the administration of data sources that affect consumers' purchasing choices.

- **Objective – Why is Consumer Buying?**

  It provides an explanation of the needs satisfied or benefits anticipated by the buyer in purchasing the product.

  For example, it is expected that Complain will cause the child to grow taller.

- **Outlet – Where do They Buy?**

  It identifies the outlet, which could be a department store, a retail store, an online platform (app or website), or another location where the customer makes a purchase decision.

For example, Customers purchase mobile phones in-store or online through Amazon or Flip kart.

- **Occupants – Who is the Consumer?**

  You can find out more about the consumer's whole profile, including their demographic, geographic, and psychographic traits, by asking them this question. In contrast to psychographic elements, which are used to understand a consumer's lifestyle, which is often reflected in their hobbies, activities, and beliefs, geographic factors help pinpoint the exact location to which the consumer belongs. A consumer's age, income, gender, level of education, and occupation can all be determined by demographic characteristics.

- **Object – What does the Consumer Buy?**

  It determines the product offer, i.e. the brand, product, or product form, that the buyer purchases. It will also identify the specification, color, size, kind, variant, and so on that, the buyer wishes to purchase.

- **Occasion- When do They Buy?**

  It determines the purchasing frequency (how frequently) and the occasion on which the customer tends to purchase the product or services.

  For Example during Diwali or New Year, expensive items such as televisions and air conditioners are purchased.

- **Operations – How do They Buy?**

  It determines the background information gathered by the consumer from numerous sources before making the purchase.

  For example, before purchasing a laptop, users frequently check for reviews of the latest laptops and ask numerous questions of corporate representatives to ensure product quality.

2.15 CONSUMER BEHAVIOUR MODEL

A consumer behavior model is a theoretical framework that explains why and how customers buy. The purpose of consumer behavior models is to create a predictable map of customer decisions up until conversion, allowing you to direct the buyer's journey at each stage.

Customer behavior models assist you in better understanding your specific customer base and attracting, engaging, and retaining them. These models can be classified as either traditional or contemporary.

Figure 2.4

Types of Consumer Behavior Model

(Source: https//www.google.com/)
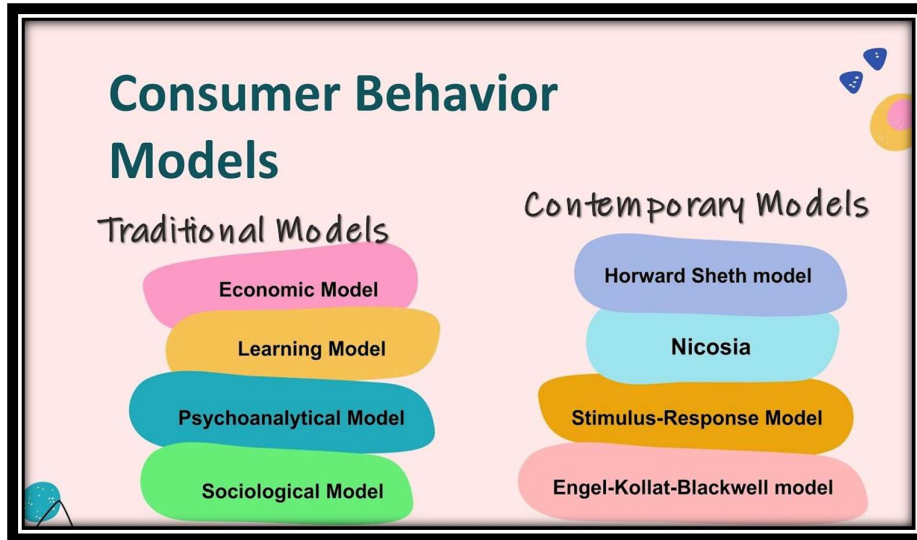
Here, we will discuss two popular models.

- **Psychoanalytical Model**

  The Psychological Model is based on the Hierarchy of Needs hypothesis developed by the eminent psychologist A.H. Maslow. Psychological Needs, Safety and Security Needs, Social Needs, Ego Needs, and Self Actualization Needs are the needs classified under the psychological model. The division of needs is known as the Hierarchy of Needs.

Figure 2.5

Psychoanalytical Model

(Source: https//byjus.com/biology/Maslow's-hierarchy-of-needs/)

46
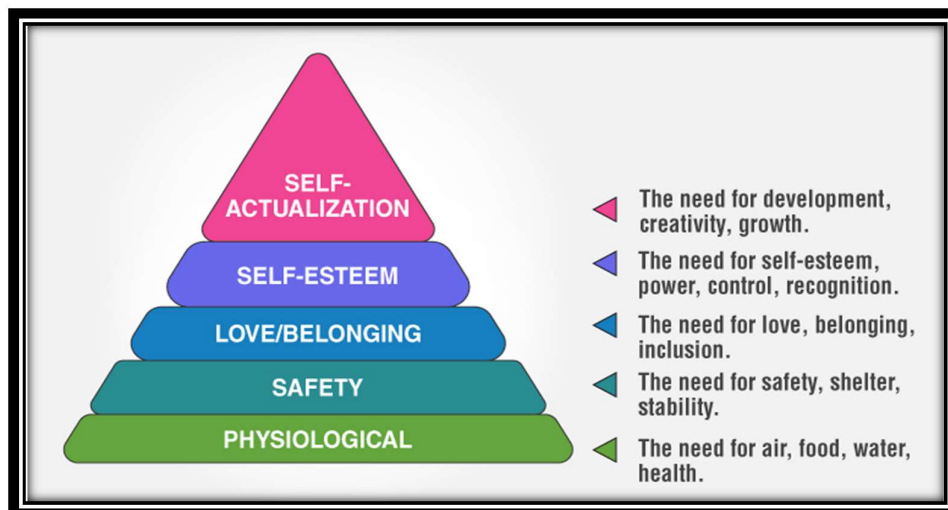
According to this paradigm, customer behavior is motivated by their needs, and consumer requirements never cease to exist but rather emerge one after the other over time. A consumer acts in response to the most pressing need at the time; he works to meet fundamental requirements first, then moves on to higher-level demands and attempts to meet them. This process will continue until he reaches the top of the hierarchy of needs.

- **Nicosia Model**

  The Nicosia model depicts the interaction between customer qualities, consumer decision-making processes, and an organization's marketing communications, as well as customer feedback to the firm. It focuses on the formulation of client needs, comfort zone norms, and prospective readiness to pay. Personality, demographics (age, gender, etc.), social factors, where consumers live in a city or country, and so on are examples of qualities.

Figure 2.6

Nicosia Model

(Source: https//theinvestorsbook.com/consumer-behaviour.html)
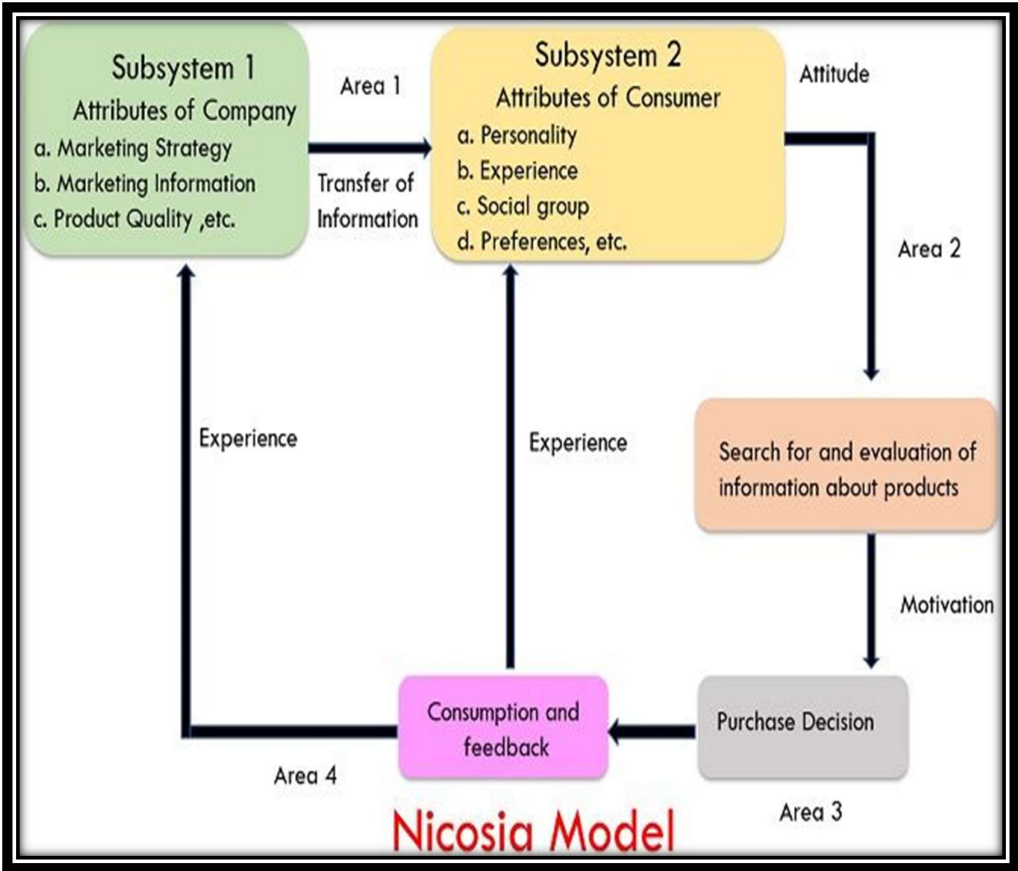
❖ **Four Stages of the Nicosia Model**

1. **Transfer of Information**

   The first stage is divided into two sub-stages

   ➢ **Firm's Attributes**

   The information regarding the product comes from the organization in this sub-stage. It considers elements such as marketing strategy, product quality, and so on. In this initial subfield, the firm's features are thoroughly examined to make consumers reliant on the goods. Information concerning message frequency and information flow is also considered. The firm attempts to influence the consumer and the consumer influences the firm through his or her decision.

   ➢ **Consumer's Attributes**

   The message from the organization goes into sub-stage 1, which includes psychological factors of potential consumers, such as the consumer's propensity. The consumer's propensity is influenced by his exposure to various media-related and non-media-related information and messages. The consumer's personality and the surroundings around him mould and impact his understanding of the message.

2. **Evaluation Stage**

   The results of the preceding stage will influence consumer perceptions toward the brand as well as its market offering. This evaluation stage determines the likelihood of using or purchasing a firm's product/service. Lack of information about competitors' products, brand commitment, and consumer traits are all factors to consider while evaluating alternatives. Factors such as quality assurance and consumer satisfaction analysis during product attribute evaluation, following product/service delivery, and so on may impact the proclivity to purchase alternate brands.

3. **Act of Purchase**

   The favorable answer from Stage 2 can provide the required impetus for the consumer to make the purchase choice. However, a negative response during the decision process has the potential to completely derail the purchasing choice of that particular brand or product.

4. **Feedback**

   The final element of Nicosia's approach is feedback, which is seen as the most critical. The first sort of feedback will be about the organization, from which sales statistics will be acquired, and the second will be about the experience and how satisfied customers are with the use of the items, which will leave them either happy or unhappy. The outcomes of this success or failure can be used to improve the company's marketing strategy. The individual customer may utilize the product, but if he does not appreciate it, one must react to his comments and adjust the product's offer to accommodate it. This is a normal and innate reaction that all people have to brands and their marketing methods. In the event of a negative interaction, the company must design measures to resolve the consumer's cognitive dissonance.

❖ **Limitations of the Nicosia Model**

   Nicosia's model may not be adequate for complicated variables due to its simplicity. Three primary objections to the Nicosia model exist.

   ➢ The problematic assumption is that the consumer has no prior information or experience with the product.

   ➢ A lack of knowledge of the importance of consumer psychology in decision-making.

   ➢ Engel, Blackwell, and Kollat (1978) reject the Nicosia model, claiming that it has not gained enough backing and research to be proven. Furthermore, the model has not been updated to account for changes in task complexity or other parameters.

2.16 CHANGING CONSUMER BEHAVIOUR IN INDIA

Consumerism is facing huge changes in the business sector as India continues to emerge as a global economic force. The fundamental reasons for the existing market trend and changing consumer behavior in India can be linked to liberalization, globalization, and rising income and purchasing power among Indians. Affluence levels in India have had a significant impact on the consumer market and affect customer behavior.

The following are some recent changes in the Indian consumer market

- Consumers have become more aware, demanding, and concerned about quality.

- As a result of liberalization and globalization, competition has intensified, giving rise to consumer-oriented items and marketing strategies.
- Overall expenses are rising, prices are dropping, and profit margins are shrinking.

Changing Consumer Behaviour in India

In India, consumer behavior has changed dramatically in terms of attitude, motivation, perception, purchasing habits, and post-purchase behavior during the last few decades. Some of the major causes that have contributed to changes in consumer behavior in India include

- Rapid urbanization is causing consumer mindsets to shift.
- Increasing income levels.
- Shift in approach towards family systems.

❖ **Rapid Urbanization**

The average Indian customer had few options in the 1980s. Poor income, supply limitations, product non-availability, conventional purchasing practices, low competition, limited choice, and import restrictions hampered consumer choice. Rapid urbanization in the country has resulted in a significant shift in the Indian population's worldview. Liberalization and globalization in the 1990s created new opportunities for marketing, advertising, travel, and communication, which contributed to the country's GDP growth. Consumers were more knowledgeable, demanding, and quality conscious as a result of innovative marketing strategies, increased competition, and product branding. Consumers now have a wide range of product options at competitive pricing.

❖ **Increasing Income Levels**

Increasing the number of households People's spending power has increased as their income has increased, making India one of the top countries in the Consumer market area. Consumers no longer accept subpar products and instead seek high-quality goods at reasonable pricing. Consumers now have easy access to a wealth of information via newspapers, television, and the internet, which has resulted in a shift in corporate marketing strategies. Pricing, packaging, marketing, customer service, and branding are all used by marketers to differentiate their products and services. Consumer happiness was given more importance with the radical change in information technology since consumer expectations had increased and all consumers had many possibilities to suit their different requirements.

❖ **The Shift in Approach Towards Family Systems**

In India, there has been a shift in family systems and family influence on consumer behavior. Joint families are dwindling, giving place to nuclear families. Because of the growing number of nuclear family systems, the spending ratio has risen by leaps and bounds. Lifestyle amenities are increasingly important to the younger generation, which prefers nuclear family formations. Less number of Guardians and matured influences in such nuclear households gave rise to what was viewed as 'unnecessary spending' by prior generations. The food, apparel, and entertainment industries have benefited the most from the younger generation's need to keep up with the current trends at all times.

To effectively adapt to changing consumer behavior in India, marketers must keep the following aspects in mind

➢ Communication with customers is critical.

➢ All marketing efforts must be aimed toward the client, and products and services must be produced with the consumer's requirements and aspirations in mind.

➢ Efforts must be taken to comprehend the consumer's mind-set, and a feedback controller must be built.

➢ All tactics must strive for customer happiness and joy.

2.17 CONCLUSION

The study of when, why, how, and where people make purchases is known as consumer behaviour. Consumers either purchase a product or do not. It all boils down to the psychology of the customer. It makes an effort to comprehend how consumers make decisions both on their own and in groups. In order to comprehend people's desires, it studies individual consumers, including demographic and behavioural variables. Customer satisfaction is the primary subject of the study of consumer behaviour because firms can't operate without customers.

REFERENCES

🔻 **Web Links**

- https//www.iare.ac.in/
- https//ddceutkal.ac.in/
- https//online.maryville.edu
- https//www.managementnote.com/ /
- https//businessjargons.com/
- https//neostrom.in/
- https//bbamantra.com/

CHAPTER: 3

LITERATURE REVIEW

CHAPTER: 3

INDEX

3.1 INTRODUCTION

In a literature review, the primary source for information is reports of original or primary research, and the review does not present new primary research. While verbal reports may be present in some instances, written documents constitute the primary form of reports used in the literature in the vast majority of cases. Scholarships can be classified as empirical, theoretical, critical/analytic, or methodological in nature. Furthermore, a literature review aims to provide an account, condense, assess, clarify, and/or unify the substance of initial documents.

3.2 WHAT IS A LITERATURE REVIEW?

The literature review provides an in-depth written analysis of significant written works and various sources relating to a particular subject matter. The review's sources may consist of scholarly journal articles, books, government reports, websites, and so on. Scholarships can be classified as empirical, theoretical, critical/analytic, or methodological in nature.

3.3 DEFINITION OF LITERATURE REVIEW

- A literature review is an evaluation of a body of research that addresses a research question.

3.4 PURPOSE OF LITERATURE REVIEW

- Describe how each work relates to the others under consideration.
- Find new ways to interpret previous research.
- Highlight any gaps in the literature.
- Resolve apparent contradictions between previous studies.
- To avoid duplicate work, identify areas of prior scholarship.
- Point the way to a need for additional research.
- Place your research within the context of previous research.

3.5 OBJECTIVES OF LITERATURE REVIEW

- It examines the literature in your chosen field of study.
- It completes the information from that literature into a summary.

- It critically examines the information gathered by identifying gaps in current knowledge, demonstrating the limitations of theories and points of view, formulating areas for future research, and reviewing areas of contention.

3.6 STEPS FOR WRITING A LITERATURE REVIEW

Figure 3.1

Steps for Writing a Literature Review

1. Identify and define the topic that you will be reviewing
2. Conduct a literature search
3. Read through the research that you have found and take notes
4. Organize your notes and thoughts; create an outline
5. Write the literature review itself and edit and revise as needed
6. Incorporate the literature review into your research paper draft
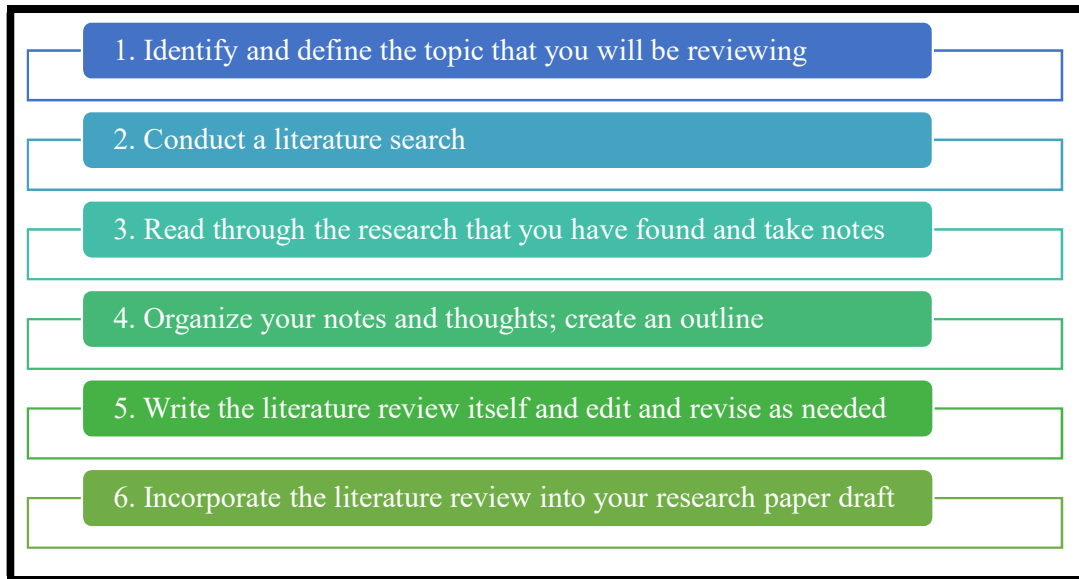
(Source: Self-Constructed)

We have divided the chapter into four phases in the following literature review.

Table 3.1

Segments of Literature Review

Phase	Topic	Total
1	Literature Review Related to Awareness of Green Products	10
2	Literature Review Related to Factors Affecting Consumer Behavior towards Green Products	10
3	Literature Review Related to Consumer Satisfaction with Green Products	5
4	Literature Review Related to Consumer Buying Behaviour towards Green Product	15

(Source: Computed from Excel)

Figure 3.2

Segments of Literature Review

Total

- Literature Review Related to Awareness of Green Products
- Literature Review Related to Factors Affecting Consumer Behavior towards Green Products
- Literature Review Related to Consumer Satisfaction with Green Products
- Literature Review Related to Consumer Buying Behaviour towards Green Product

25% 38% 12% 25%
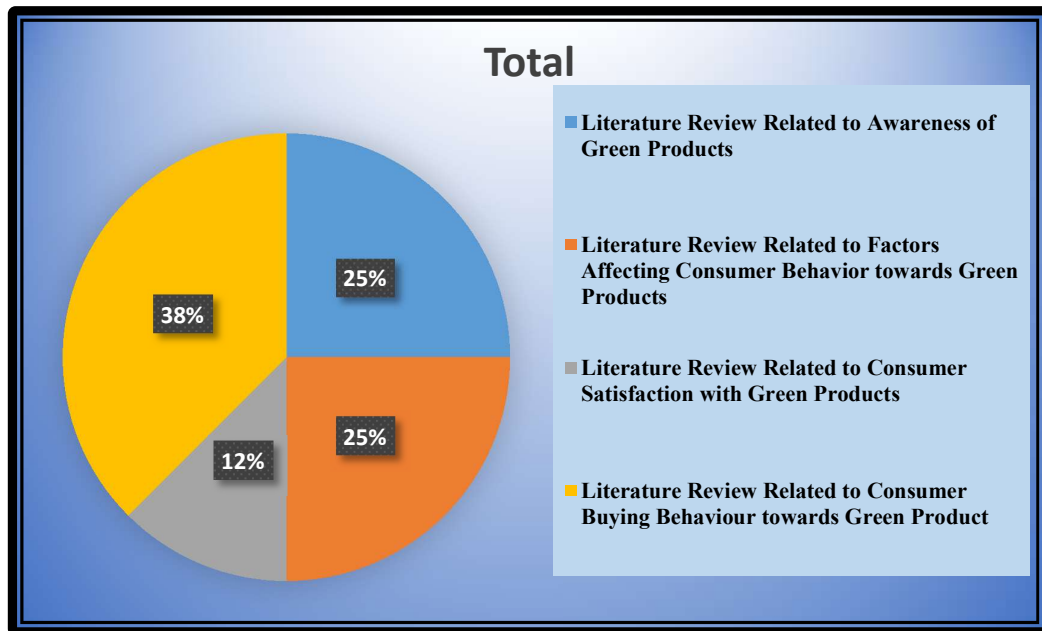
(Source: Computed from Excel)

3.7 LITERATURE REVIEW RELATED TO AWARENESS ABOUT GREEN PRODUCTS

(Ansu-Mensah, 2021)[4] Explored green product awareness effect on green purchase intentions students: an emerging market's perspective. This study's main objective was to determine how university students' understanding of green products affected their intentions to make green purchases. The specific goals were to determine whether awareness, price, availability, value, and quality influence university students' intentions to buy green products and to investigate how awareness, price, availability, value, and quality predict university students' intentions to buy green products. Data from an online survey of 478 students were analyzed using structural equation modeling. The study is the first to conclude that the impact of green product awareness on university students' green purchase intentions is heavily influenced by price, high value, and exceptional quality.

(Alamsyah, Norfaridatul Akmaliah Othman, & Hayder Alhadey Ahmed Mohammed, 2020)[2] Analyzed the awareness of environmentally friendly products: The impact of green advertising and green brand image. The purpose of this study is to examine the relationship between green advertising, green brand image, and customer

55

green awareness of environmentally friendly products, as well as their effects on purchase intention. A survey of 102 customers of a supermarket in Bandung City who have used environmentally friendly products was used to conduct the research. Data from customers was collected using a questionnaire, tabulated, and analyzed using Smart PLS. According to the research findings, green advertising is important to customers and can improve their green awareness. This study is beneficial to Indonesian supermarkets, particularly in understanding customer behavior towards environmentally friendly products.

(Divyapriyadharshini, S.Devayani, V.Agalya, & J.Gokulapriya, 2019)[14] Studied Consumer Awareness towards Green Products and Their Impact. This paper's main goal is to determine consumer knowledge of green products and how switching to green products might benefit the environment. Consumers' understanding of green products is important in determining how they will choose to purchase them. 30 people were surveyed using a structured questionnaire to collect the data. It uses the convenience sampling method. Frequency analysis is used to analyze the data. The study discovered that customer awareness of green products is influenced by promotional actions on eco-friendly products. This study also shows that customer awareness of green products is a key element influencing their choice to buy green items.

(Hossain, 2018)[17] Examined Sources of Consumers Awareness toward Green Products and Its Impact on Purchasing Decisions in Bangladesh. The purpose of this study is to search into the sources of consumers' awareness of green products and their impact on purchasing decisions. A systematic questionnaire with multiple choice questions and five-point rating scales is used to collect the data from 300 respondents. The study's findings indicate that consumer awareness of green products is significantly influenced by promotional actions on eco-friendly items and reference groups. This survey also identified customer awareness of green products as a key element influencing their green purchase decisions. This paper can help raise awareness about environmental issues.

(Yesmin & Sharmin Akter, 2018)[38] Studied Consumer Awareness and Purchase Attitudes towards Green Products in Bangladesh. This study attempts to look into Bangladesh consumers' perceptions of green products and their awareness of them. 192 people in Dhaka were surveyed using a carefully constructed questionnaire to acquire

the data. The study's findings also show that customers are unhappy with the marketer's promotional strategies. Marketers will gain from this research since it will strengthen their resolve to raise customer knowledge of the advantages of green products and encourage their adoption.

(Asha, 2017)[9] Evaluated consumer awareness towards green products. The study raises consumer awareness of green products in Kanyakumari District. The primary goal of this research is to determine consumer awareness of green products. The information was gathered from 123 different sources. Secondary data was gathered from the available literature. People must be educated on how to use green products and identify the green attributes of the products they use. This would help in the preservation of the environment for future generations.

(Kong, 2014)[18] Analyzed The Influence of Consumers' Perception of Green Products on Green Purchase Intention. The purpose of this paper was to investigate the impact of consumer perception of green products on green purchase intention. Green corporate perception, eco-label, green advertising, green packaging, and green product value were all conceptualized as multidimensional variables in this study. A total of 159 questionnaires were collected from respondents in Sabah over the age of 18 using a survey. The findings revealed that green corporate perception, eco-label, and green product value all had positive significant influences on green purchase intention within consumer perception. The findings also revealed that eco-label and green product value had the greatest influence on consumers' green purchase intentions.

(Rather & Rajendran, 2014)[29] Determined a Study on Consumer Awareness of green products and its Impact on Green Buying Behavior. The primary goal of this research is to determine consumer awareness of green products and their impact on green purchasing behavior. The data was gathered from 533 respondents using a structured questionnaire with a five-point rating scale. Secondary data was gathered from available literature sources. After collecting data from respondents, it was analyzed using frequency analysis and the chi-square test. According to the study, most consumers with a high to the average level of green product awareness have a high to medium level of green buying behavior, while consumers with a low level of awareness or none at all have a low level of green buying behavior.

(Kumar, Radha Garg, & Anita Makkar, 2012)[19] Explored Consumer Awareness and Perception towards Green Products: A Study of Youngsters in India. The current study aims to investigate consumer perceptions and purchase intentions toward green products among Indian youth. The information was gathered from 120 young people from various parts of the NCR. According to the study's findings, 71 percent of respondents consider green products to be environmentally friendly, while 12 percent consider them to be energy-saving. Thus, researchers conclude that consumers are not only concerned about the environment but also have positive and strong intentions to purchase green products. The study reveals an intriguing finding: while consumers were environmentally concerned and willing to pay a premium for environmentally friendly products, they were unaware of what constitutes environmentally friendly products.

(Yaacob & Azman Zakaria)[36] Determined the customers' awareness, perception, and prospects of green products in Pohang, Malaysia. The primary goal of this research is to look into the prospects of green products in Malaysia, using 150 customers from a well-known supermarket in Kuantan, Pahang as a case study. The study's data were gathered using closed-ended questionnaires. The study's findings indicate a bright future for green products in the state of Pahang in particular, and Malaysia in general, due to the state's nearness to the rest of the country.

3.8 LITERATURE REVIEW RELATED TO FACTORS AFFECTING CONSUMER BEHAVIOR TOWARDS GREEN PRODUCTS

(Ogiemwonyi, 2022)[27] Evaluated Factors influencing generation Y green behavior on green products in Nigeria: An application of the theory of planned behavior. The goal of this study is to better understand and contribute to the growing literature on generation Y's green purchasing habits for green products. The study looks at the behavior of 300 generations of Y green consumers between the ages of 18 and 32. According to the findings of the study, generation Y green consumers are eager to help society sustainably. The study provides policymakers in the green industry with managerial insight into developing appropriate green strategies and effective policies to understand generation Y consumers.

(Chowdhury & Mohammed Alamgir, 2021)[12] Explored the Factors Influencing Green Product Purchase Intention among Young Consumers in Bangladesh. The current study aims to identify critical factors influencing Bangladeshi young

consumers' purchase intentions for green products. A formal questionnaire survey of young Bangladeshi consumers aged 18 to 32 years old was conducted to investigate the relationship. A total of 400 responses were finally excised for analysis. According to the findings, young consumers' green purchase intention (GPI) is heavily influenced by their attitude, environmental concern (EC), and willingness to pay (WTP).

(Nguyen, Nguyen, Trinh, Tran, & CAO, 2020)[26] Studied Factors Affecting the Intention to Purchase Green Products in Vietnam. The study's goal is to assess the factors that influence people's intentions to buy green products in Vietnam. The research uses samples from customers who have engaged in green consumption in Vietnam. The samples were collected using simple sampling methods. There were 206 complete responses to the survey. According to the findings, health consciousness hurts the intention to purchase green products. The findings suggest that to increase green consumption in Vietnam, it is necessary to raise customers' health consciousness, customers' altruism by disseminating knowledge about environmental protection, and society.

(Mohammad, 2019)[24] Explored Factors Affecting the Consumer's Decision Behavior of Buying Green Products. The study looks at the factors that influence customer behavior when making purchasing decisions for eco-environmental-friendly-energy-saving green appliances in countries that have transitioned to clean energy. The data was gathered from 232 respondents using a structured questionnaire. The findings revealed a strong positive correlation between the social, cultural, personal, and psychological variables and the consumer's purchase decision. Furthermore, the social factor is important in making purchasing decisions for green products. According to the study, the least effective factors are personal factors, energy consumption rate, and monthly income.

(Maichum, Surakiat Parichatnon, & Ke-Chung Peng, 2017)[21] Studied the Factors Affecting on Purchase Intention towards Green Products: A Case Study of Young Consumers in Thailand. The purpose of this study is to look into the factors that influence young Thai consumers' purchase intentions for green products aged 18 to 29. In a sample of 425 young Thai respondents, we developed and tested the model using structural equation modeling (SEM). According to our findings, environmental

consciousness, environmental knowledge, and environmental attitude all have a significant positive influence on purchase intention for green products.

(Ariffin, Jamaliah Mohd Yusof, Lennora Putit, & Mohd Izwan Azalan Shah, 2015)[6] Evaluated the Factors Influencing Perceived Quality and Repurchase Intention Towards Green Products. This study aims to investigate the connections between environmental consciousness, emotional value, green value, perceived quality by consumers, and intention to repurchase in Parkson Bandar Utama, Selangor. The questionnaires were filled out by respondents who had previously made green product purchases at Parkson Bandar Utama. The quantitative study's survey was completed by 200 people in total. According to the study's findings, perceived quality and intention to repurchase are significantly correlated with green value. There is a considerable link between emotional value and perceived quality.

(Majumdar & Swain, 2015)[22] Determined the Identification and Analysis of Factors Influencing Preferences for Green Products: A Study In and Around Kolkata (India). To achieve this goal, it is necessary to understand the factors that compelled users to choose green products, so that the same can be communicated to the masses to broaden the consumer base for green products. As a result, this study will be carried out to gather feedback from consumers of green products in and around Kolkata in order to identify the important aspects that significantly influence the demand for green products. The study will also examine how different demographic and psychographic factors affect consumer preference for eco-friendly goods. The proposed research findings will assist organizations in identifying the key factors leading to increased acceptance of green products in the market.

(Dagher & Itani, 2014)[13] Examined the Factors influencing green purchasing behavior: Empirical evidence from the Lebanese consumers. This study looked at four factors that could influence green purchasing behavior: perceived seriousness of environmental problems, perceived environmental responsibility, perceived effectiveness of environmental behavior, and concern for self-image in environmental protection. Data from Lebanon were collected, and three factors were discovered to have a positive effect on green purchasing behavior. The findings also revealed that the perceived seriousness of environmental problems was the most important factor in green purchasing behavior.

(Esmaeilpour, Kianoush Nazari, & Mahdie khadang, 2013)[15] Examined Purchasing green to become greener: Factors that influence consumers' green purchasing behavior. To investigate the attitude and behavioral decision factors to purchase green products, the integrated model put forward by this study combines the Theory of Reasoned Action (TRA) with the two categories of personal and marketing variables. The design was derived and tested using structural equation modeling on a sample of 374 consumers from Iran's Guilan province. The findings show that consumers' environmental concerns, the quality of green products, green advertising, and green labeling all contribute to their positive attitudes. The structural equation analysis results show that attitude influences the intention to purchase green products positively. Green purchasing intention influences green purchasing behavior as well.

(Har, Ling Heng Yaw, Yeow Jian Ai, & Muhammad Arif Hasan)[16] Analyzed the factors influencing Malaysian consumers to purchase a green product: a conceptual framework. The goal of this research is to look into the factors that influence Malaysian consumers to buy green products. The development of the conceptual and hypotheses is based on related literature. We compared five independent variables (social influence, environmental concerns, pro-environmental behavior, price sensitivity, and personal values) to the dependent variable, the intention to buy green products. Based on previous research, the questionnaire was created. In general, the research findings will help green marketers develop effective marketing strategies to reach a larger segment of consumers.

3.9 LITERATURE REVIEW RELATED TO CONSUMER SATISFACTION WITH GREEN PRODUCTS

(Ramya, 2022)[28] Determined a Study on Customer Satisfaction towards Green Products. The study's main goal is to identify the need for innovative green products in today's global market, as well as to identify the negative impact of non-green products. A specific city (Coimbatore, Tamil Nadu State) was chosen for the study, and the necessary data was collected from various available resources, analyzed using appropriate statistical methods, and facts were identified. According to the study, as such green products or organic products have a greater positive impact on humanity and aid in the elimination of certain issues related to green technology. As a result,

consumers may be willing to purchase green products because they are "green" and eco-friendly.

(Lakatos, et al., 2021)[20] Analyzed Consumer Satisfaction towards Green Products: Empirical Insights from Romania. The primary goal of this paper is to identify the factors that predict youth consumer satisfaction with green products and to examine public perception of green brand products in Romania. With these objectives in mind, a questionnaire was created and distributed to 268 participants. The findings show that consumers' positive attitudes towards green products, as well as their level of knowledge about them, are significant predictors of green product satisfaction.

(Çavusoglu, Demirag, Jusuf, & Gunardi, 2020)[11] Examined the Effect of Attitudes towards Green Behavior on Green Image, Green Customer Satisfaction, and Green Customer Loyalty. The research goal was to determine the impact of attitudes towards green behavior on the green image, green customer satisfaction, and green customer loyalty. The resampling technique was used to test the hypotheses that the research aimed to measure. The study discovered that the perception of green behaviour is influenced by the green image; the analysis also discovered that the green image has a favorable impact on green customer loyalty and satisfaction. The investigation also showed that green consumer loyalty was positively impacted by green customer satisfaction.

(Mohanraj & Mr. S. Rajesh, 2018)[25] Examined a Study on Customer Satisfaction towards Green Products in Erode District. Customer satisfaction with green products as a comparison of expectations and actual results using the convenience sampling method, a structured questionnaire was developed and used to collect their opinions on their satisfaction with using green products. The results show that middle-aged (41–50) male business professionals who have earned postgraduate degrees in the subject field have a high level of satisfaction with green products. The analysis also showed that the majority of respondents are content with the market's availability of green items, the products' longevity, and the deals and discounts offered on green goods.

(Bambang, Astuti, & Firdiansyah, 2017)[10] Studied the Green Product And Its Impact on Customer Satisfaction. This study is being carried out to investigate the impact of green products on customer satisfaction in improving environmental-based hotel occupancy. This study's population was made up of green hotel customers. The

respondents for this study were 130 people chosen at random to make the questionnaire easier to complete. The findings show that green products have a positive and significant impact on customer satisfaction. It demonstrates that the higher level of customer satisfaction provided by the hotel can increase the hotel's implication as a hotel with green branding through the application of green product principles to achieve a green competitive advantage in winning business.

3.10 LITERATURE REVIEW RELATED TO CONSUMER BUYING BEHAVIOUR TOWARDS GREEN PRODUCTS

(Zeynalova & Natavan Namazova, 2022)[39] Explored the Revealing Consumer Behavior towards Green Consumption. The purpose of this study was to determine the relationship between the attitudes and behaviors of four Baku universities' administrative staff towards the consumption of environmentally friendly products. The study employed 536 consumer questionnaires from various socioeconomic and demographic consumer groups. According to the study's findings, the green consumer behaviors of survey participants varied by age, household size, marital status, education level, and income. At the same time, the most important indicators for consumers were price, brand, appearance, advertising, expert opinion, and label information.

(Alshali, Nahad Hamood Alhattali, & Essia Ries Ahmed, 2021)[3] Evaluated the Behavior of Consumers and Green Product: A Study in Oman. The primary goal of this research is to look into Oman's consumers' purchasing habits when it comes to green products. This is a quantitative study in which quantitative data is collected via questionnaires. The current study's sample size is made up of 78 Omani consumers. The findings revealed a positive and significant relationship between consumer purchase behavior towards green brands and intention to purchase green products. These findings suggest that quality, price, dependability, and advertising are important factors in attracting consumers to green products.

(Sun, Tieshan Li, & Shanyong Wang, 2021)[33] Analysied to "I buy green products for my benefits or yours": understanding consumers' intention to purchase green products. Based on social dilemma theory and psychological egoism theory, this study aims to conduct a comprehensive conceptual model and empirical validation of the integration of negative (ego-centric) and positive (altruistic and ego-centric)

drivers of green purchasing. A self-administered questionnaire survey was used to collect data, which was then analyzed using hierarchical regression analysis. The findings show that moral obligations, green self-identity, environmental concern, and social pressure are all positively related to green purchase intention, while the perceived cost of green purchasing and price sensitivity are negatively related.

(Sathiq.P & Ms. Divyamol.V.K., 2019)[30] Determined a Study on the Consumer Purchase Behavior towards Green Products With Special Reference to Cherpulassery Municipality. According to the study, the primary motivation for using green products was a health concern, with the last concern being status. The sample size for this study was 100 people, and it was conducted in the municipality of Cherpulassery. According to the findings of the study, there is a significant difference between the green dimension, awareness of the environmental benefits of green products, and age. According to the results of the level of agreement with various aspects of green, the majority of respondents agreed that green products can help save the environment.

(Tan, Adedapo Oluwaseyi Ojo, & Ramayah Thurasamy, 2019)[34] Studied the Determinants of Green Product Buying Decision Among Young Consumers in Malaysia. The purpose of this study is to look into the factors that may influence the purchasing decisions of Malaysian young consumers. Structured questionnaires were used to collect data from a total of 217 respondents aged 18 to 25. According to the findings of the data analysis, environmental consciousness, eco-label, price, and advertising were all significant predictors of green product purchasing behavior.

(Arli, Lay P. Tan, Fandy Tjiptono, & Lin Yang, 2018)[7] Studied the Exploring consumers' purchase intention towards green products in an emerging market: The role of consumers' perceived readiness. The goal of this study is to investigate the roles of consumers' perceived readiness to be green, as well as how readiness to be green affects consumers' purchase intention towards green products in an experiment. Indonesia is an emerging market. In Yogyakarta, Indonesia, 916 survey responses were collected across three universities, two major shopping malls, and several housing areas. The findings show that consumers' attitude (ATT), subjective norm, perceived behavioral control (PBC), pro-environmental self-identity (PEI), ethical obligation, and consumers' readiness to be green are the determinants of intention to purchase green products. The willingness of consumers to go green moderates the

effects of ATT, PBC, PEI, and perceived sense of responsibility on purchase intention.

(Shamsi & Siddiqui, Z. S., 2017)[31] Analyzed the Green Product and Consumer Behavior: An Analytical Study. The objective of this research is to better understand the concept of green products and consumer attitudes toward them. The study also looks into the relationship between green product usage and purchase intent and demographic variables (age, gender, income, and educational qualification). To collect primary data, a questionnaire was distributed to 125 people. The findings provide important information about the factors that influence consumer behavior towards green products, both positively and negatively.

(Yang, 2017)[37] Explored the Consumer Behavior towards Green Products. The objectives of this study were to evaluate the relative relevance of different product qualities that consumers utilize when analyzing and choosing cosmetic brands, as well as to explore how brand knowledge affects consumers' opinions and brand assessments. A survey was conducted, and 568 valid responses were obtained. According to the findings of this study, brand knowledge is positively related to perceived quality. The results of the current study provide information on how consumers view products as well as a more thorough understanding of how brand awareness affects consumer attitudes regarding green skincare products and product assessment.

(Makhdoomi & Ulfat Nazir, 2016)[23] Studied the Consumer's Purchase Behavior towards Green Products. The goal of this paper was to better understand the factors that influence consumer purchasing of green products. A structured questionnaire was used to collect data from 80 respondents for the study. According to the study, demographic factors do not influence green product purchasing behavior. A consumer's purchasing behavior is determined by his or her level of satisfaction with the product. The attributes of green products have the greatest influence on purchasing behavior and customer satisfaction.

(Agyeman, 2014)[1] Examined the Consumer's Buying Behavior towards Green Products: An Exploratory Study. The research aims into the relationship between variables that influence consumers' purchasing habits for green products and identifies the price levels at which consumers in the district prefer to pay for green

products. The convenience sampling method was used to select 200 respondents who live in the district and buy the products. The respondents' primary data were collected using pre-tested structured open and closed-ended questionnaires. The study's findings show that there is a significant relationship between the variables that influence consumers' purchasing behavior for green products.

(Anvar & Marike Venter, 2014)[5] Determined the Attitudes and Purchase Behavior of Green Products among Generation Y Consumers in South Africa. The goal of this study was to find out what factors influence Generation Y consumers' attitudes and purchasing behavior towards green products in South Africa. This study looked into three factors: social influence, environmental awareness, and price. Furthermore, the purpose of this study was to determine whether consumer attitudes can influence green product purchases. Self-administered questionnaires were used to collect data from 200 students ranging in age from 18 to 23. According to the study's findings, social influence, environmental awareness, and price all have a positive influence on people's attitudes toward green products. The study's findings will give marketers a better understanding of how to influence Generation Y's attitude and purchasing behavior toward green.

(Sheikh, Ashfaq Ahmed Mirza, Anam Aftab, & Bilal Asghar, 2014)[32] Analyzed the Consumer Green Behavior toward Green Products and Green Purchase Decisions. The primary goal of this paper was to determine how consumers will make green purchasing decisions and behave towards green products. This paper made use of a questionnaire. The sample consisted of 200 male and female respondents aged 18 to 55. According to the findings, there is a strong positive relationship between consumer green behavior and price, quality, and green marketing, whereas brand and gender differences have a very weak relationship with consumer green behavior.

(Tang, Xiucun Wang, & Pingping Lu, 2014)[35] Analyzed the Chinese consumer attitude and purchase intent towards green products. The goal of this paper is to look at how Chinese consumer attitudes influence factors that influence their purchase intention for small-displacement vehicles. This study makes use of online survey data from China as well as multiple regression and recursive regression models. The study's findings show that consumers' environmental concerns, perceived

66

effectiveness beliefs, and functional value all have a positive impact on their attitudes toward such products. Purchase intent is positively influenced by consumer attitude.

(Zhu, 2012)[40] Explored the Impact of Green Advertising on Consumer Purchase Intention of Green Products. The purpose of this study is to investigate how green advertising influences consumers' purchase intentions for green products. The information was gathered from 313 consumers in Shanghai, China. According to the findings of the study, the credibility of the claim (=0.847, p0.001) and consumer attitude towards green advertising (=0.65 p0.05) have a significant influence on consumer purchase intention of green products.

(ArunaDevi.P & Nirmala)[8] Examined the Consumer Buying Behavior on Eco-Friendly Products in Thoothukudi. The study asks inquiring questions about the concept of eco-friendly products, modes of awareness, various reasons for purchasing eco-friendly products, and consumer perception of eco-friendly products. The information was gathered from 185 respondents from various areas in Thoothukudi. This research paper made use of both primary and secondary data. SPSS was used to analyze the data. According to research findings, eco-friendly products are more effective than non-eco-friendly products.

3.11 RESEARCH GAP

Despite the growing popularity and awareness of green products, empirical research on consumer purchasing behavior in emerging markets. The existing literature has concentrated on green product adoption in developed countries, where consumers have higher incomes and more access to environmentally friendly alternatives. In contrast, Indian consumers may face different economic and cultural barriers to adopting green products. Overall, the current literature offers few insights into the factors influencing consumer decisions about green products, highlighting the need for additional research in this area.

3.12 CONCLUSION

A literature review's goal is to collect relevant literature on the chosen topic and summaries it with the problem statement. This allows the researcher to present his argument or conduct original research on the subject. The above-mentioned literature review helps researchers in data analysis and interpretation.

REFERENCES

🔻 **Journals**

1. Agyeman, C. M. (2014). Consumers' Buying Behavior Towards Green Products: An Exploratory Study. *International Journal Of Management And Business Strategy*, 188-197.

2. Alamsyah, D. P., Norfaridatul Akmaliah Othman, & Hayder Alhadey Ahmed Mohammed. (2020). The Awareness Of Environmentally Friendly Products: The Impact Of Green Advertising And Green Brand Image. *Management Science Letters*, 1961-1968.

3. Alshali, N. M., Nahad Hamood Alhattali, & Essia Ries Ahmed. (2021). The Behavior Of Consumers And Green Products: A Study In Oman. *International Journal Of Business And Management Invention*, 40-51.

4. Ansu-Mensah, P. (2021). Green Product Awareness Effect On Green Purchase Intentions Of University Students: An Emerging Market's Perspective. *Nature Public Health Emergency Collection*.

5. Anvar, M., & Marike Venter. (2014). Attitudes And Purchase Behavior Of Green Products Among Generation Y Consumers In South Africa. *Mediterranean Journal Of Social Sciences*, 183-194.

6. Ariffin, S., Jamaliah Mohd Yusof, Lennora Putit, & Mohd Izwan Azalan Shah. (2015). Factors Influencing Perceived Quality And Repurchase Intention Towards Green Products. *Procedure Economics And Finance*, (Pp. 391-396).

7. Arli, D., Lay P. Tan, Fandy Tjiptono, & Lin Yang. (2018). Exploring Consumers' Purchase Intention Towards Green Products In An Emerging Market: The Role Of Consumers' Perceived Readiness. *International Journal Of Consumer Studies*.

8. Aruna Devi.P, & Dr. G. Stella Beatrice Nirmala. (N.D.). Consumer Buying Behavior On Eco-Friendly Products In Thoothukudi. *Journal Of Xi'an Shiyou University, Natural Science*, 498-511.

9. Asha, P. (2017). Consumer Awareness Towards Green. *International Journal Of Management*, 8-14.

10. Bambang, S., Astuti, W., & Firdiansyah, A. (2017). Green Product And Its Impact On Customer Satisfaction. *Journal Of Business And Management*, 35-42.

11. Çavusoglu, S., Bülent Demirag, Eddy Jusuf, & Ardi Gunardi. (2020). The Effect Of Attitudes Toward Green Behaviors On The Green Image, Green Customer Satisfaction, And Green Customer Loyalty. *Geojournal Of Tourism And Geosites*, 1513-1519.

12. Chowdhury, I., & Mohammed Alamgir. (2021). Factors Influencing Green Product Purchase Intention Among Young Consumers In Bangladesh. *Society & Sustainability*, 1-15.

13. Dagher, G. K., & Omar Itani. (2014). Factors Influencing Green Purchasing Behavior: Empirical Evidence From The Lebanese Consumers. *Journal Of Consumer Behavior*, 188-195.

14. Divyapriyadharshini, N., , S.Devayani, V.Agalya, & J.Gokulapriya. (2019). Consumer Awareness Towards Green Products And Its. *International Journal Of Research And Innovation In Social Science*, 170-174.

15. Esmaeilpour, F., Kianoush Nazari, & Mahdie Khadang. (2013). Purchasing Green To Become Greener: Factors That Influence Consumers' Green Purchasing Behavior. *Management Science Letters*, 2489-2500.

16. Har, L. C., Ling Heng Yaw, Yeow Jian Ai, & Muhammad Arif Hasan. (N.D.). Factors Influencing Malaysian Consumers To Purchase A Green Product: A Conceptual Framework.

17. Hossain, A. (2018). Sources Of Consumers' Awareness Toward Green Products And Their Impact On Purchasing Decisions In Bangladesh. *Journal Of Sustainable Development*, 9-20.

18. Kong, W. (2014). The Influence Of Consumers' Perception Of Green Products On Green Purchase Intention. *International Journal Of Asian Social Science*.

19. Kumar, S., Radha Garg, & Anita Makkar. (2012). Consumer Awareness And Perception Towards. *International Journal Of Marketing & Business Communication*.

20. Lakatos, E.-S., Ligia-Maria Nan, Laura Bacali, George Ciobanu, Andreea-Maria Ciobanu, & Lucian-Ionel Cioca. (2021). Consumer Satisfaction Towards Green Products: Empirical Insights From Romania. *Sustainability*, 1-15.

21. Maichum, K., Surakiat Parichatnon, & Ke-Chung Peng. (2017). Factors Affecting On Purchase Intention Towards Green Products: A Case Study Of Young Consumers In Thailand. *International Journal Of Social Science And Humanity*, 330-335.

22. Majumdar, P. S., & Dr. Sukanta Chandra Swain. (2015). Identification And Analysis Of Factors Influencing Preferences For Green Products: A Study In And Around Kolkata (India). *International Journal Of Business Quantitative Economics And Applied Management Research*, 36-49.

23. Makhdoomi, U., & Ulfat Nazir. (2016). Consumers' Purchase Behavior Towards Green Products.

24. Mohammad, A.-G. O. (2019). Factors Affecting The Consumer's Decision Behavior Of Buying Green Products. *Esic Market Economics And Business Journal*.

25. Mohanraj, D. P., & Mr. S. Rajesh. (2018). A Study On Customer Satisfaction Towards Green Products In The Eroded District. *Paripex Indian Journal Of Research*.

26. Nguyen, T. K., Dat Minh Nguyen, Van Thien Trinh, Thi Phuong Diu Tran, & Tuan Phong Cao. (2020). Factors Affecting Intention To Purchase Green Products In Vietnam. *Journal Of Asian Finance, Economics, And Business*, 205-211.

27. Ogiemwonyi, O. (2022). Factors Influencing Generation Y Green Behavior On Green Products In Nigeria: An Application Of The Theory Of Planned Behavior. *Environmental And Sustainability Indicators*.

28. Ramya, M. R. (2022). A Study On Customer Satisfaction Towards Green Products. *International Journal Of Creative Research Thoughts*, 780-786.

29. Rather, R. A., & Dr. R Rajendran. (2014). A Study On Consumer Awareness Of Green Products And Their Impact On Green Buying Behavior. *International Journal Of Research*, 1483-1493.

30. Satiq P, M. N., & Ms. Divyamol.V.K. (2019). A Study On The Consumer Purchase Behavior Towards Green Products With Special Reference To Cherpulassery Municipality. *International Journal Of Scientific & Engineering Research*, 102-112.

31. Shamsi, M. S., & Siddiqui, Z. S. (2017). Green Product And Consumer Behavior: An Analytical Study. *Social Sciences & Humanities*, 1545-1554.

32. Sheik, F. Z., Ashfaq Ahmed Mirza, Anam Aftab, & Bilal Asghar. (2014). Consumer Green Behavior Toward Green Products And Green Purchase Decisions. *International Journal Of Multidisciplinary Sciences And Engineering*, 1-9.

33. Sun, Y., Tieshan Li, & Shanyong Wang. (2021). "I Buy Green Products For My Benefits Or Yours": Understanding Consumers' Intention To Purchase Green Products. *Asia Pacific Journal Of Marketing And Logistics*.

34. Tan, C. N., Adedapo Oluwaseyi Ojo, & Ramayah Thurasamy. (2019). Determinants Of Green Product Buying Decisions Among Young Consumers In Malaysia. *Emerald Insight*.

35. Tang, Y., Xiucun Wang, & Pingping Lu. (2014). Chinese Consumer Attitude And Purchase Intention Towards Green Products. *Asia-Pacific Journal Of Business Administration*.

36. Yaacob, M. R., & Azman Zakaria. (N.D.). Customers' Awareness, Perception, And Prospects Of Green Products In Pahang, Malaysia. *The Journal Of Commerce*.

37. Yang, Y. C. (2017). Consumer Behavior Towards Green Products. *Journal Of Economics, Business, And Management*, 160-167.

38. Yesmin, S., & Sharmin Akter. (2018). Consumer Awareness And Purchase Attitude Towards Green Products In Bangladesh. *European Journal Of Business And Management*, 28-35.

39. Zeynalova, Z., & Natavan Namazova. (2022). Revealing Consumer Behavior Toward Green Consumption. *Sustainability*.

40. Zhu, B. (2012). The Impact Of Green Advertising On Consumer Purchase Intention Of Green Products. *Proceedings Of World Business And Economics Research Conference*, (Pp. 1-9).

CHAPTER: 4

RESEARCH METHODOLOGY

CHAPTER 4

INDEX

4.1 INTRODUCTION

Research is an activity that leads us to new facts and information, assists us in verifying existing knowledge, and causes us to question things that are difficult to understand based on existing data. To be a successful manager, you must understand how to make the right decisions by understanding the various steps involved in finding solutions to problematic issues. The methodology used to conduct the research in order to achieve the study's objectives was discussed in this chapter. It provides information such as the significance of the study, the research design, the objectives of the study, the hypothesis, the sampling technique, the instruments used, the elements of the study, the sample size, and the statistical tools used to analyse the data.

4.2 MEANING OF RESEARCH

Research is the process of acquiring new knowledge in order to find answers to a question. The word research is made up of two parts: re (again) and search (find), which indicate that we are participating in an activity to look into an aspect once more or to look for new information about something.

According to Clifford Woody, research involves defining and redefining problems, developing hypotheses, collecting, organizing, and analyzing data, and drawing conclusions. It is emphasized here that all research must be systematic and logical in order to produce the expected results.

4.3 DEFINITION OF RESEARCH

➢ "Research is a careful investigation or inquiry, particularly through the search for new facts in any branch of knowledge."

➢ **(Kothari)**[1] defines research as the manipulation of things, concepts, or symbols for the purpose of generalizing to extend, correct, or verify knowledge, whether that knowledge aids in the construction of theory or the practice of an art.

➢ According to Cambridge dictionary online, research is "a detailed study of a subject, especially in order to reveal information or reach a new understanding."

➢ "Research is the art of scientific investigation."

4.4 PROCESS OF RESEARCH

The research process is a set of systematic procedures that a researcher must follow in order to generate knowledge that will be valued by the project and focus on the relevant topic. To conduct effective research, you must understand and adhere to the research process steps. To make the research process easier for you, here are a few steps:

Figure 4.1

Process of Research

Define Research Problem

Review the Literature

Formulate Hypotheses

Research Design

Collect Data

Analyse Data

Interpretation and Report

(Source: Kothari, C. R. (N.D.). *Research Methodology: Methods And Techniques.* New Delhi: New Age International (P) Limited.)

4.5 PROBLEM OF THE STUDY

The present research is focusing on **"AN EMPIRICAL STUDY ON CONSUMER BUYING BEHAVIOR OF GREEN PRODUCTS SPECIAL REFERENCE TO RAJKOT CITY"** The study's purpose is to investigate consumer awareness and purchasing behavior toward green products in Rajkot.

4.6 OBJECTIVE OF THE STUDY

- ➢ To identify the reasons for the non-use of green products.
- ➢ To investigate the level of satisfaction and post-purchase attitude with green products among consumers.
- ➢ To investigate the factors that influence green product purchasing intentions in relation to socio-economic profile.
- ➢ To determine consumer prioritization about the green product.
- ➢ To check the consumer buying behavior about the green product.
- ➢ To analyzed the perception about green products.
- ➢ To check the difference between educational qualification and perception of green products.
- ➢ To check the difference between educational qualification and factors influencing the consumer to buy green products.
- ➢ To check the difference between educational qualification and consumer buying behavior about green products.
- ➢ To check the difference between educational qualification and consumer prioritization of green products.
- ➢ To check the difference between educational qualification and consumer satisfaction and post-purchase attitude about green products.
- ➢ To check the difference between educational qualification and reasons for the non-usage of green products.
- ➢ To check the difference between gender and perception of green products.
- ➢ To check the difference between gender and factors influencing the consumer to buy green products.

- To check the difference between gender and consumer buying behavior about green products.
- To check the difference between gender and consumer prioritization of green products.
- To check the difference between gender and consumer satisfaction and post-purchase attitude about green products.
- To check the difference between gender and reasons for the non-usage of green products.

4.7 HYPOTHESIS OF THE STUDY

Research problem has been identified, it is generally analyzed by developing a hypothesis. A hypothesis is a statement made about a population parameter. It's a statement about the population that could be true or false. The goal of hypothesis testing is to reach a statistical conclusion about whether or not to accept the hypothesis. A statistical hypothesis is a statement or speculation about one or more populations. Absolute knowledge is required to prove that a hypothesis is true or false with absolute certainty. That is, we would need to investigate the entire population. Instead, hypothesis testing is concerned with how to use a random sample to determine whether or not the evidence supports the hypothesis. Hypothesis testing is formed about two hypotheses:

Null hypothesis H_0

According to this hypothesis, there is no statistically significant difference between the two variables. This type of hypothesis generally includes a mathematical model that is used in testing the hypothesis. In this case, the assumption is that two groups are tested and found to be equal. It is represented by H_0.

Alternative hypothesis H_1

The alternative hypothesis involves a population parameter that is not included in the original hypothesis. The null hypothesis, denoted by H_1, states that there is no difference between the procedures.

The researcher has developed a null hypothesis for the current study.

Null hypothesis

- There is no significant difference in the educational qualification and perception of green products.

- There is no significant difference in the educational qualification and factors influencing the consumer to buy green products.
- There is no significant difference in educational qualification and consumer buying behavior about green products.
- There is no significant difference in the educational qualification and consumer prioritization of green products.
- There is no significant difference in the educational qualification and consumer satisfaction and post-purchase attitude about green products.
- There is no significant difference in the educational qualification and reasons for the non-usage of green products.
- There is no significant difference in the gender and perception of green products.
- There is no significant difference in gender and factors influencing the consumer to buy green products.
- There is no significant difference in gender and consumer buying behavior about green products.
- There is no significant difference in gender and consumer prioritization of green products.
- There is no significant difference in gender and consumer satisfaction and post-purchase attitude about green products.
- There is no significant difference in gender and reasons for the non-usage of green products.

4.8 RESEARCH DESIGN

The next phase in the research process is to construct the study so that the required data can be collected and evaluated to fulfil the study's objectives. This is done after the theory and hypotheses have been formed. The "theoretical framework within which research is conducted; it acts as the guide for data gathering, evaluation, and analysis" is known as research design. The research design can be viewed as the guide for carrying out the study. It details how to acquire the required knowledge.

The current study is descriptive in nature because it is describing the profile of **"AN EMPIRICAL STUDY ON CONSUMER BUYING BEHAVIOR OF GREEN PRODUCTS SPECIAL REFERENCE TO RAJKOT CITY"** One-time data collection

from respondents is done for a variety of variables. The study for this research work will be conducted with some parameters, such as the ANOVA test.

4.8.1 Title of the Study

"AN EMPIRICAL STUDY ON CONSUMER BUYING BEHAVIOR OF GREEN PRODUCTS SPECIAL REFERENCE TO RAJKOT CITY"

4.8.2 Period of the Study:

This research period of the current study is 2022-23.

4.8.3 Sample of the Study:

In this study, where the research population is unknown, the non-probability sampling method was used. As a result, convenience sampling was used to select the 202 respondents. From this study, the researcher concluded that, 202 respondents.

4.8.4 Data Collection:

The current study is founded on primary data. Structured Questionnaires are used to collect primary data. To avoid biased interpretation, the questionnaire was composed of closed-ended questions. Respondents were given a questionnaire with a number of questions aimed at gathering socio-demographic, and economic background information, and information about consumer purchasing behavior for green products.

- **Questionnaire Development:**

  The questionnaire was divided into four sections (Annexure) to evaluate responses on various aspects of consumer purchasing behavior towards green products:

  ➢ The demographic characteristics of respondents were included in Section I of the questionnaire, which included age, gender, educational qualification, employment status, monthly income, marital status, and so on.

  ➢ Section II of the questionnaire clarified consumer intentions for using green products.

  ➢ Section III of the questionnaire asked about consumer awareness of green products, as well as usage of the four categories of green products: organic food, organic clothing, organic cosmetics and personal care products, and green electrical

appliances. This section also explained factors such as consumer purchasing behavior, satisfaction levels, and so on.

➢ The IV section of the questionnaire clarified the reasons for not using green products.

4.8.5 Data Analysis

The questionnaire was used to collect primary data. Tables, graphs, and charts are used to present data. Analysis and explanations follow the tables, graphs, and charts. The responses are examined using statistical tools. A Likert Scale ranging from 1 to 5 is used in the study (1: Strongly Disagree, 5: Strongly Agree). Because they are one of the most reliable methods of measuring opinions, perceptions, and behaviors, Likert scales are widely used. Excel was used to categorize, tabulate, and analyze the data. Statistical tools and techniques such as weighted average, percentages, and frequency distribution were used to study Ranks, and ANOVA and T- tests at the 5% level of significance were used to test hypotheses.

According to the nature of the study, the following tools and techniques are used by researchers to analyse consumer behavior towards green products and test hypotheses.

4.8.6 Tools and Techniques

1. **Tools**
   a) Average
   b) Weighted Average
   c) Percentage
   d) Frequency Distribution

   a) **Average**

   Average is the representation of a whole set of data in a single value. In most cases, this is the calculated central value of the distribution. This is why it is known as the Measure of Central Tendency. In other words, it represents the data set's appropriate position, so it's also known as the Measure of Location.

b) Weighted Average

The weighted average considers the relative importance or frequency of various factors in a data set. A weighted average can be more accurate than a simple average in some cases. Each data point value is multiplied by the assigned weight in a weighted average, which is then summed and divided by the number of data points. As a result, a weighted average can improve the accuracy of the data.

c) Percentage

The percentage is important in both mathematics and data analysis. It is denoted by the symbol% and a fraction with the denominator 100. It comes from a Latin word that means "by hundred." To calculate the percentage of any number, divide it by the whole and multiply it by 100. It is used in data analysis because it aids in the discovery of information on discrete categories and the compilation of statistical data.

d) Frequency Distribution

A frequency distribution is a representation that shows the number of observations within a given interval. A frequency distribution can be represented graphically or tabularly to make it easier to understand. Normal distributions, which show observations of probabilities divided by standard deviations, benefit from frequency distributions in particular. Frequency distributions are classified as grouped frequency distributions, ungrouped frequency distributions, cumulative frequency distributions, relative frequency distributions, and relative cumulative frequency distributions. A frequency distribution is a method for organizing large amounts of information. It takes data from a population based on certain characteristics and organizes the data in a way that an individual who wants to make assumptions about a given population can understand.

2. Statistical Technique

a) ANOVA

b) T-test

a) **ANOVA**

ANOVA is a statistical technique that is commonly used to compare the means of two or more populations. When there is one metric dependent variable (measured using an interval or ratio scale) and one or more non-metric or categorical independent variables, ANOVA is used to compare the means. The study employed one-way ANOVA, which compares differences in the mean values of the dependent variable using only one independent variable. In the study, one-way ANOVA was used to compare differences in the sample's level of awareness and to test the hypothesis formulated in this context.

b) **T-test**

The t-test (independent design) is used to test the hypothesis if there is a significant difference between the means of the two groups. While employing the t-test, the assumptions of the t-test—namely, the assumptions of normality and variance homogeneity across groups—are also looked at. When the assumption of normality is not met, non-parametric approaches are preferred. If the variance homogeneity assumption is not met, alternative test findings are employed.

4.9 LIMITATIONS OF THE STUDY

In the real world, a researcher in any subject area establishes the basis for further research, and this process continues. However, all studies and research have limitations. The researcher must deal with a variety of issues, some of which are situational. The following are the study's major limitations.

➢ A small number of respondents made up the study's sample, which was only collected from Rajkot city.

➢ Data were gathered for the current investigation using questionnaires. The conclusion cannot therefore be generalized to all situations.

➢ The research is based on primary data because of that the limitations of primary data will be the limitations of this research.

➢ The researcher has not cover all the factors that affect consumer buying behavior towards green product.

➢ The present study is limited to only 202 respondents of Rajkot city.

4.10 SCOPE OF THE STUDY

The scope of the study is under.

➢ The study is limited to Rajkot. As a result, the researcher can include more cities or states.

➢ When comparing awareness gaps between urban and rural areas, or across different cities and regions in India.

➢ A lot of work needs to be done to increase consumer awareness and the availability of green products in India.

➢ Various studies can be conducted to determine other factors influencing consumer environmental consciousness and purchasing decisions.

4.11 SIGNIFICANCE OF THE STUDY

The study's significance are as follows

➢ It is concerned with consumer attitudes towards green products, which are becoming increasingly important in today's environmentally conscious society. The study looks at the factors that influence consumers to buy green products and how they make their purchasing decisions.

➢ The study is being conducted in Rajkot, which provides valuable insights into the purchasing behavior of consumers in a specific geographic location. This is significant because consumer behavior can vary depending on a variety of factors such as cultural, economic, and social factors.

➢ Third, the findings of this study can be used by businesses and marketers to better understand how to market and promote green products to consumers. Businesses can develop strategies to better target their audience and increase sales by understanding the factors that influence consumer behavior towards green products.

➢ Overall, the importance of this study emerges from its potential to improve understanding of consumer behavior towards green products and to inform businesses and policymakers on how to encourage more sustainable consumption practices.

4.12 CHAPTER PLAN

➢ **Chapter 1 Introduction**

➢ **Chapter 2 Conceptual Framework of Consumer Behavior**

➢ **Chapter 3 Review of Literature**

➢ **Chapter 4 Research Methodology**

➢ **Chapter 5 Data Analysis & Interpretation**

➢ **Chapter 6 Summary, Findings and Suggestions**

CHAPTER 1 INTRODUCTION:

This chapter introduces green products, their meanings and definitions, green products on a global level, their characteristics, and their benefits. It also discusses golden rules, parameters, green product certification, and the challenges that green products face. It represents green product strategy, design, green product companies in India, and government initiatives to promote green products.

CHAPTER 2 CONCEPTUAL FRAMEWORK OF CONSUMER BEHAVIOR:

This chapter defines the meaning and definitions of consumer behavior, as well as its importance, nature, factors, and types. It also describes the consumer's perspective, the consumer decision-making process, and the consumer's behavior pattern. It also reveals the approach, the 7 o's framework for consumer behavior, the consumer behavior model, and how consumer behavior is changing in India.

CHAPTER 3 REVIEW OF LITERATURE:

A descriptive literature review summaries previous research on the research topic. This literature review is useful in establishing the foundations of research duplications, identifying gaps, and developing a theoretical framework and methodology.

CHAPTER 4 RESEAECH METHODOLOGY:

This chapter provides an overview of research methodology, including topics such as research definition, research process, study problem, study objective, study hypotheses, and research design. It includes the title of the study, the period of the study, the scope of the study, the

sample of the study, data collection tools and techniques, the significance of the study, the limitations of the study, and so on.

CHAPTER 5 DATA ANALYSIS AND INTERPRETATION:

The focal point of the study is this chapter. The majority of the chapter is devoted to the analysis and interpretation of data gathered through questionnaires. The chapter begins with an introduction, the main profile of respondents ANOVA test and T-test the researcher used 5 points scale to measure the consumer behavior toward green products in Rajkot city.

CHAPTER 6 SUMMARY, FINDING AND SUGGESTIONS:

Chapter 6 deals with The "Summary of Findings, Suggestions, and Conclusion". It focuses on the earlier chapter's summary of findings and makes recommendations based on the research. Furthermore, the scope for future research is mentioned in this chapter.

REFERENCES

Book

1. Kothari, C. R. (N.D.). *Research Methodology: Methods And Techniques.* New Delhi: New Age International (P) Limited.

Web Links

- https://mkuniversity.ac.in/
- https://makemeanalyst.com/
- http://hdl.handle.net/

CHAPTER: 5

DATA ANALYSIS AND INTERPRETATION

CHAPTER 5

INDEX

5.1 INTRODUCTION

This chapter focuses on the data analysis of perception, factors influencing, prioritization, satisfaction and post-purchase attitudes, and reasons for non-use of green products in Rajkot city. Data was collected from green product users via structured questionnaires. The responses were gathered from users of green products using a five-point Likert scale ranging from strongly agree to strongly disagree. Furthermore, appropriate statistical tools were used to test the hypothesis and examine the relationship between consumer behaviour towards green products and the demographic profile of consumers, such as gender and educational qualification. This chapter discusses in detail all aspects of consumer purchasing behaviour towards green products.

5.2 WHAT IS DATA ANALYSIS?

Data analysis is defined as the process of cleaning, transforming, and forecasting data in order to find useful information for business decisions. The goal of data analysis is to extract useful information from data and make decisions based on that information.

5.3 DATA ANALYSIS PROCESS

The Data Analysis Process is nothing more than gathering information through the use of a suitable application or tool that allows you to explore the information to identify patterns in it. You can make decisions or achieve final conclusions based on that information and data.

Figure 5.1

Data Analysis Process
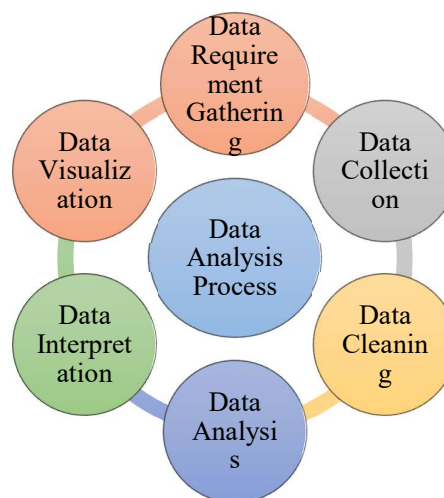
(Source: Self-Constructed)

5.4 MAIN PROFILE OF RESPONDENTS

This study is based on primary data, and the data was collected using a questionnaire. In this study, the researcher selected 160 respondents as a sample to analyze consumer attitudes toward green products.

Table 5.1

Gender Wise Classification of the Respondents

Gender	No. of Respondents	%
Female	56	43.41
Male	73	56.59
Grand Total	129	100.00

(Source: Computed from the questionnaire)

Figure 5.2

Gender Wise Classification of the Respondents
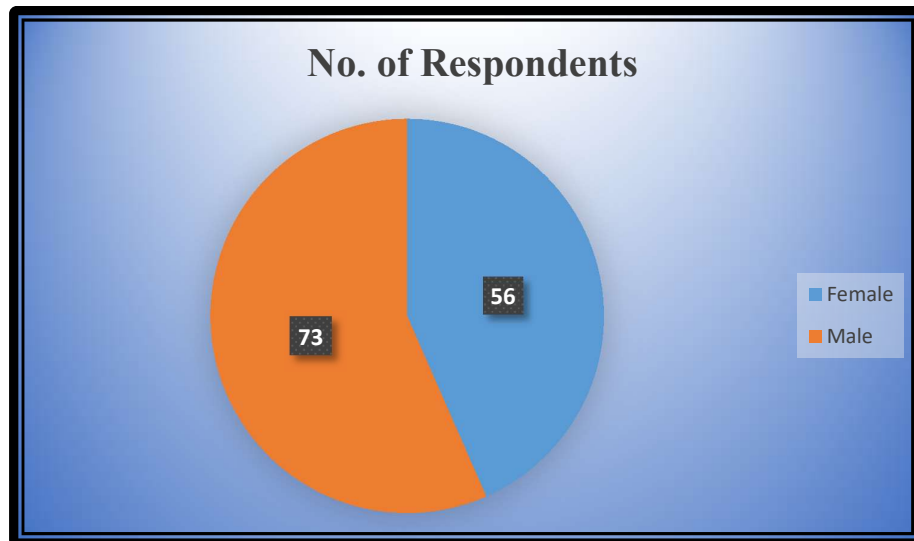
(Source: Computed from the questionnaire)

Analysis:

Table 5.1 shows the gender ratio of green product consumers. According to the results, approximately 56.59% of consumers of green products are male, while 43.41% are female. According to the study, the majority of customers are men.

Table 5.2

Age Wise Classification of the Respondents

Age	No. of Respondent	%
20 years & below	42	32.56
Between 21-30	57	44.19
Between 31-40	23	17.83
Between 41-50	6	4.65
Above 50	1	0.78
Grand Total	129	100.00

(Source: Computed from the questionnaire)

Figure 5.3

Age Wise Classification of the Respondents
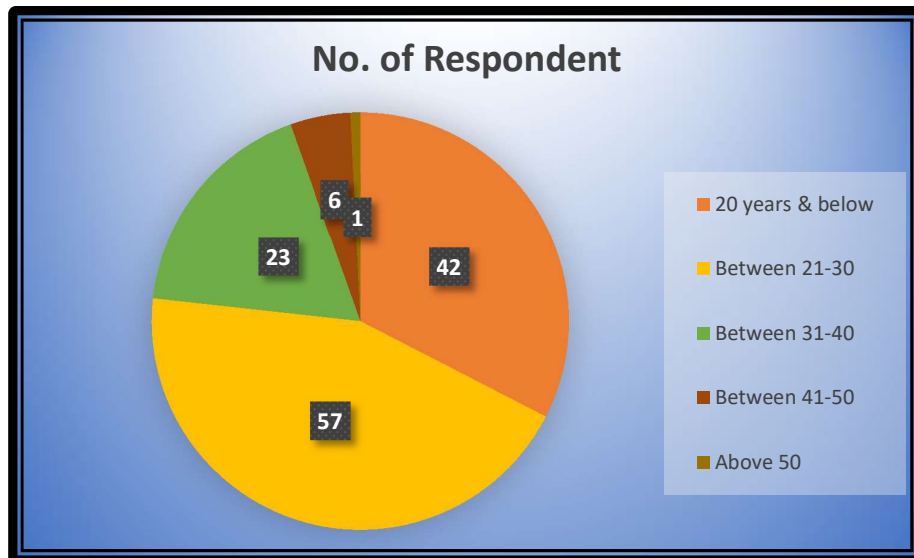
(Source: Computed from the questionnaire)

Analysis

Table 5.2 presents the demographic profile of the respondents based on their age. The respondents' ages range from 20 to more than 50 years. And is classified and divided into strata. It represents 44.19 % of respondents between the ages of 21 and 30, 32.56 % of respondents between the ages of 20 and 30, and 17.83 % of respondents between the ages of 31 and 40. The two extreme ranges are 4.65% between 41 and 50 years and 0.78 % above 50 years.

87

Table 5.3

Classification on the Basis of Educational Qualification of the Respondents

Educational Qualification	No. of Respondents	%
HSC & Below	27	20.93
Graduate	66	51.16
Post Graduate	26	20.16
Doctorate	10	7.75
Grand Total	129	100.00

(Source: Computed from the questionnaire)

Figure 5.4

Classification on the Basis of Educational Qualification of the Respondents
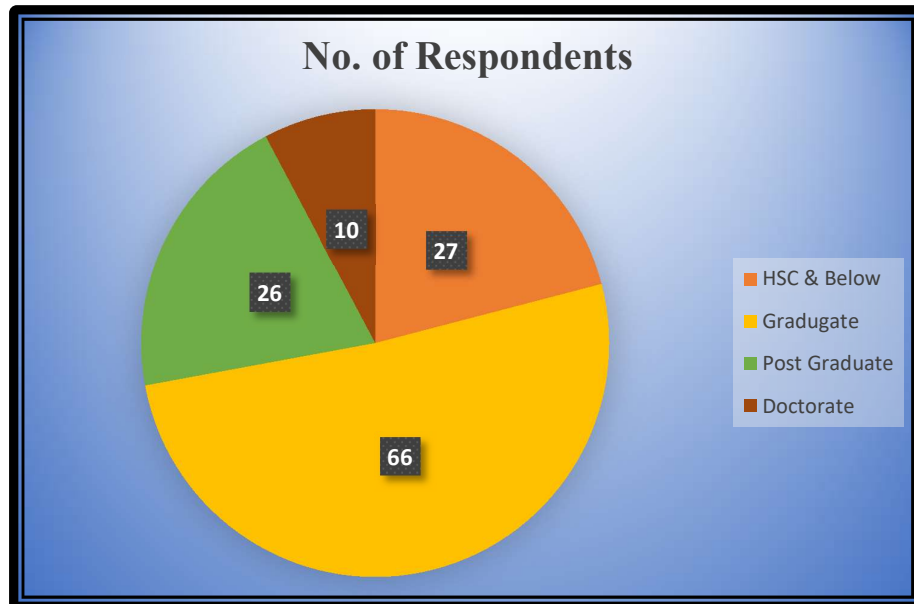
(Source: Computed from the questionnaire)

Analysis

Table 5.1 indicates the respondents' educational level, which includes 51.16 percent graduates, 20.93 percent HSC and below, 20.16 percent postgraduate, and 7.75 percent Doctorate. The majority of respondents are graduates.

Table 5.4

Classification of Respondents on the Basis of Marital Status

Marital Status	No. of Respondents	%
Married	48	37.21
Unmarried	81	62.79
Grand Total	129	100.00

(Source: Computed from the questionnaire)

Figure 5.5

Classification of Respondents on the Basis of Marital Status
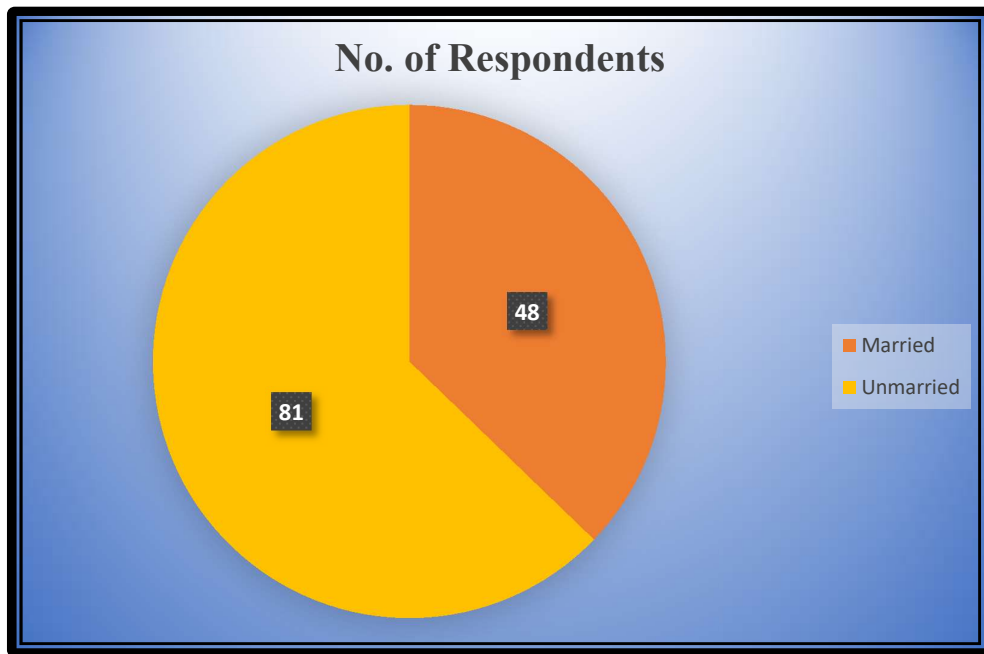
(Source: Computed from the questionnaire)

Analysis

Table 5.4 expresses the sample frequency based on marital status, revealing that 62.79 percent are unmarried and 37.21 percent are married. The observation shows that a majority of respondents are unmarried.

Table 5.5

Classification of the Respondents on the Basis of Occupation

Occupation	No. of Respondents	%
Businessmen	20	15.50
Govt. Employee	3	2.33
Homemaker	14	10.85
Private Employee	23	17.83
Professional	6	4.65
Student	63	48.84
Grand Total	**129**	**100.00**

(Source: Computed from the questionnaire)

Figure 5.6

Classification of the Respondents on the Basis of Occupation
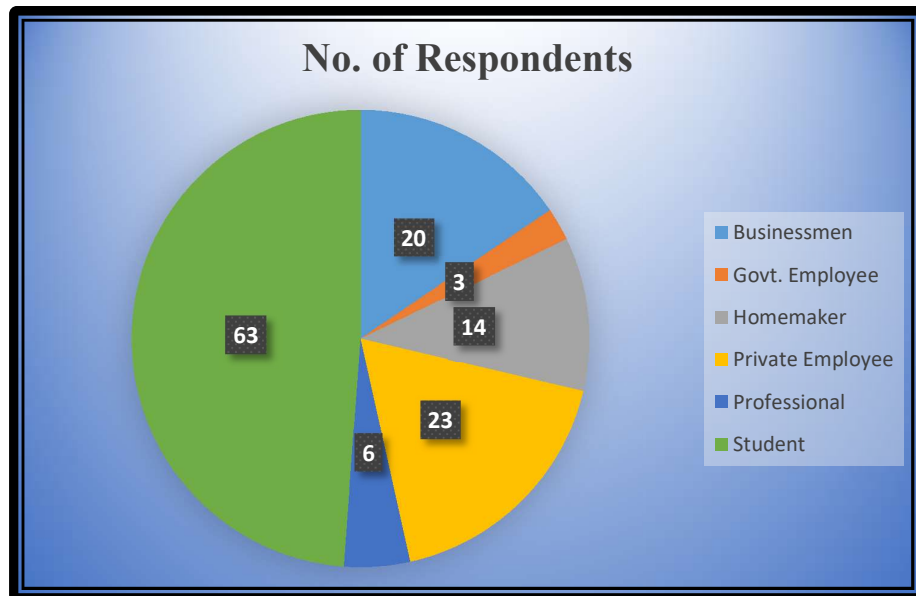
(Source: Computed from the questionnaire)

Analysis

Table 5.5 reveals the respondents' occupational patterns. Respondents include 48.84 % students, 17.83 % private employees, 15.50 % businessmen, 10.85% housewives, 4.65 % professionals, and 4.5 percent government employees.

Table 5.6

Classification of the Respondents on the Basis of Income

Monthly Income	No. of Respondents	%
Below 25,000	36	27.91
25001-45000	19	14.73
45001-65000	8	6.20
Above 65,000	12	9.30
None	54	41.86
Grand Total	129	100.00

(Source: Computed from the questionnaire)

Figure 5.7

Classification of the Respondents on the Basis of Income
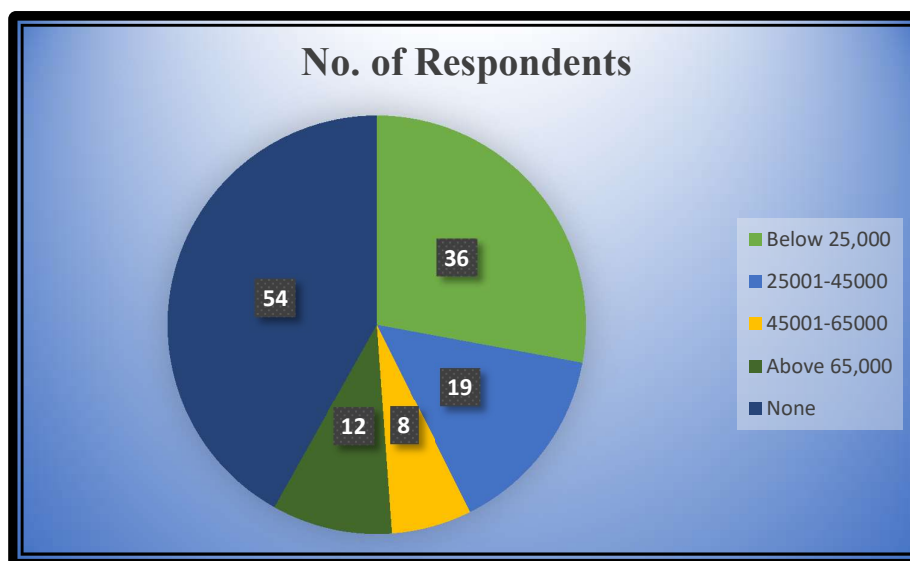
(Source: Computed from the questionnaire)

Analysis

Table 5.6, it is inferred that a maximum of 41.86 percent of respondents have no income, 27.91 percent have an income below Rs. 25,001, 14.73 percent have an income between Rs. 25,001 and Rs. 45,000, 6.20% have an income between Rs. 45,001 and Rs. 65,001, and 9.30 percent have an income above Rs. 65,000.

Table 5.7

Classification of the Respondents on the Basis of Awareness

Awareness of Green Products	No. of Respondents	%
Yes	160	79.2
No	42	20.8
Grand Total	202	100

(Source: Computed from the questionnaire)

Figure 5.8

Classification of the Respondents on the Basis of Awareness
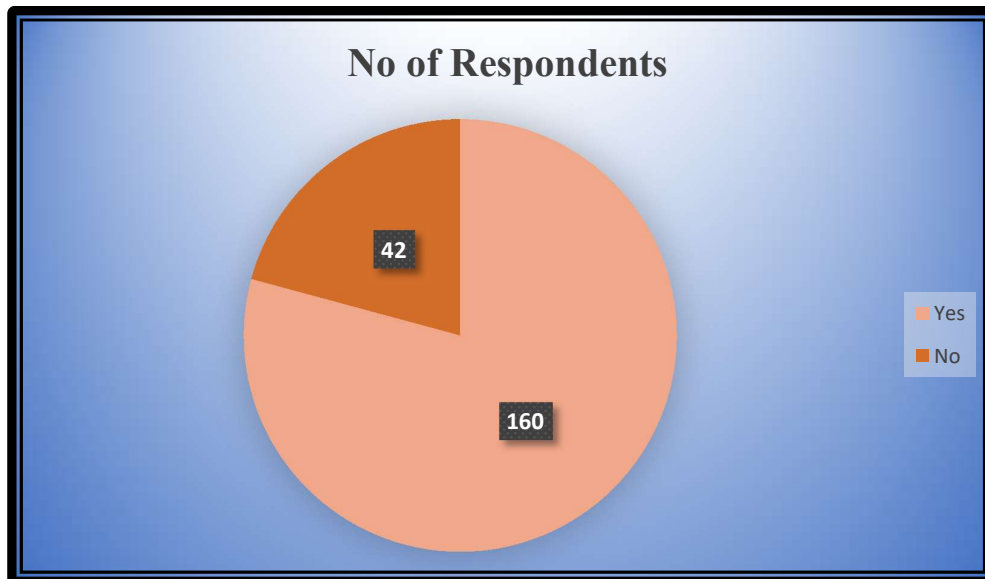
(Source: Computed from the questionnaire)

<u>**Analysis**</u>

Table 5.7 shows that out of 202 respondents, 160 are aware of green products, while the remaining 42 are not.

Table 5.8

Classification of the Respondents on the Basis of Green Products Use

Use of Green Product	No. of Respondents	%
Yes	129	80.6
No	31	19.4
Grand Total	160	100

(Source: Computed from the questionnaire)

Figure 5.9

Classification of the Respondents on the Basis of Green Products Use
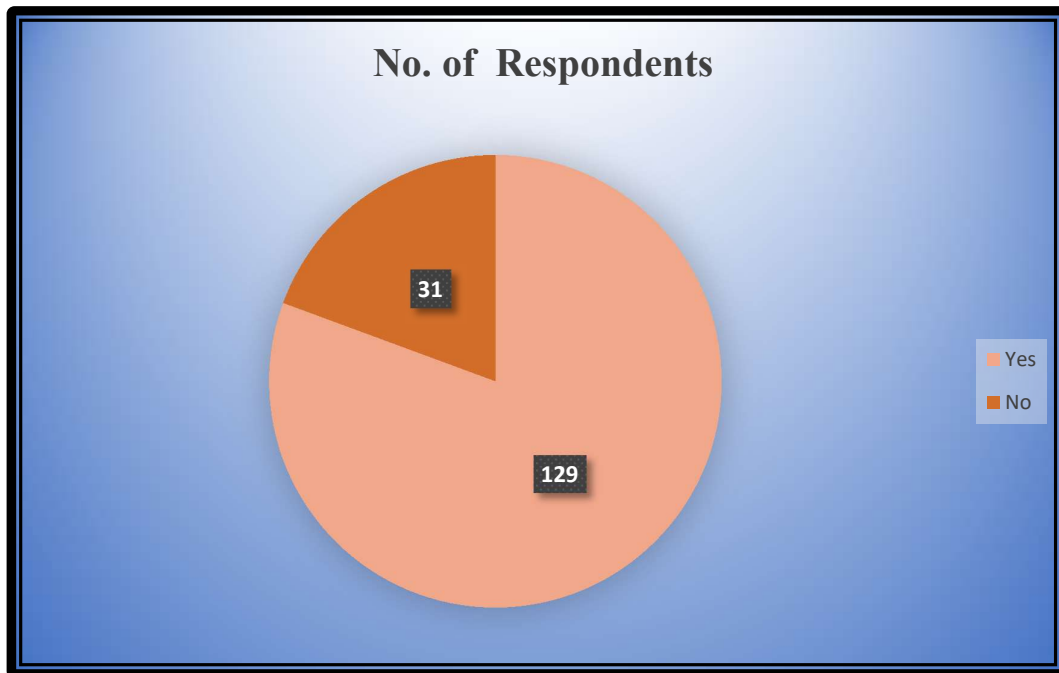
(Source: Computed from the questionnaire)

Analysis

Table 5.8 shows that out of 160 respondents, 129 are use of green products, while the remaining 31 are not.

Table 5.9

Classification of the Respondents on the Basis of Usage of Green Product

Row Labels	I use	I Don't Use
Organic food	123	6
Organic cloths	67	62
Cosmetics and personal care product	102	27
Electrical appliances	69	60
Grand Total	361	155

(Source: Computed from the questionnaire)

Figure 5.10

Classification of the Respondents on the Basis of Usage of Green Product
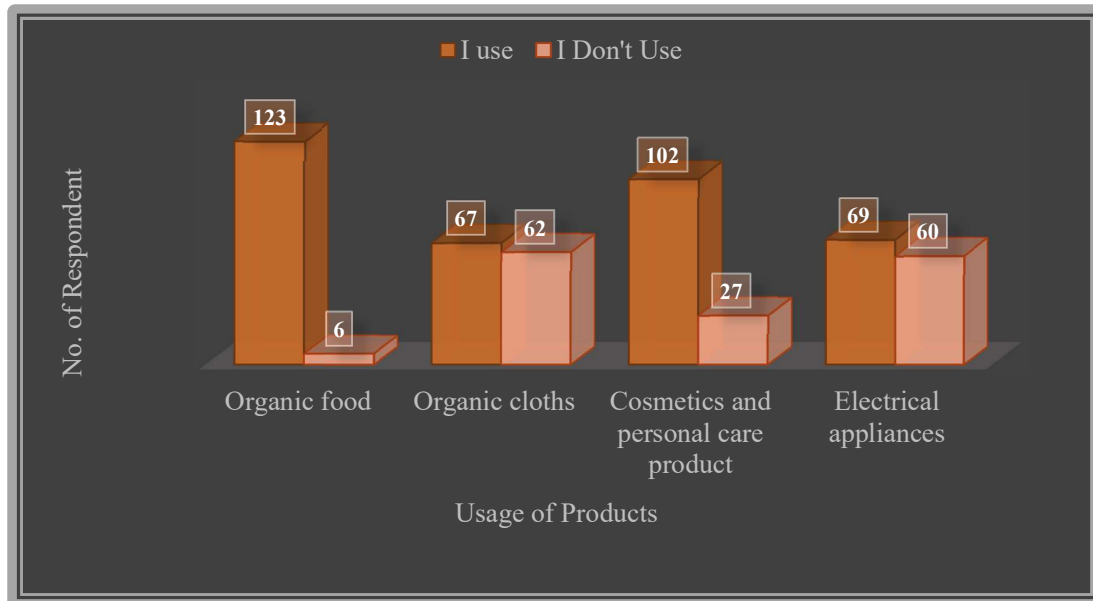
(Source: Computed from the questionnaire)

Analysis

Table 3.1.13 shows the results of the use and non-use of green products in the study area. Green food is used by 123 respondents, while green products are not used by 6. 67 respondents use organic cloths, while 62 do not. There are 102 respondents who use cosmetics and personal care products and 27 who do not. 69 respondents used electrical appliances, while 60 did not. Researchers conclude from the above table that the majority of respondents use green food and electrical appliances.

5.5 GENERAL INFORMATION ABOUT THE ANALYSIS

According to the sample design, the analysis is entirely based on primary information provided by respondents. This analysis is divided into 6 sections. Consumer perception, factors influencing consumer purchasing behaviour, consumer purchasing behaviour, consumer prioritization, consumer satisfaction and post-purchase attitude, and reasons for non-use of green products are all discussed.

Table 5.10

Classification of Respondents Based on Perception about Green Product

Perception about green products	Strongly Agree		Agree		Neutral		Disagree		Strongly Disagree		T	W.A. (129)	R
	F	W (5)	F	W (4)	F	W (3)	F	W (2)	F	W (1)			
A product manufactured without toxins	63	315	51	204	14	42	0	0	1	1	562	4.36	1
A product that can be recyclable/ re-use	43	215	71	284	13	39	2	4	0	0	542	4.20	2
A product that is energy efficient	39	195	47	188	40	120	2	4	1	1	508	3.94	5
A product that has less pollution impact on environment	47	235	46	184	19	57	16	32	1	1	509	3.95	4

A product that uses sustainable packaging	46	230	39	156	23	69	7	14	14	14	483	3.74	6
A product manufactured with natural material	55	275	46	184	15	45	13	26	0	0	530	4.11	3

(Source: Computed from the questionnaire)

Analysis

Assigning weight to each rank on a 5-point Likert scale from strongly agree to strongly disagree, the researcher used a weighted average in this case. Strongly agree received 5 points, agree received 4 points, neutral received 3 points, disagree received 4 points, and strongly disagree received 1 point. The weighted average of the number of respondents based on their perception of green products is computed in the above table.

Table 5.10 represents a rank-wise classification of consumer perceptions of green products. The weighted average for the 1st rank is 4.36, indicating that the majority of respondents think a product should be manufactured without toxins. In 2nd place, the weighted average is 4.20, suggesting that the respondents assume the product is recyclable. According to the 3rd rank, the weighted average is 4.11, revealing that the respondents believe the product is made of natural materials. As per the 4th rank, the weighted average is 3.95, indicating that the respondents think the product has a lower pollution impact on the environment. The weighted average for the 5th rank is 3.94, suggesting that the respondents assume the product is energy efficient. Looking at the 6th rank, the weighted average is 3.74, suggesting that the respondents think the product uses sustainable packaging. According to the above table, researchers conclude that the majority of respondents believe that green products are manufactured without toxins.

Table 5.11

Classification of Respondents Based on Factors Influencing the Consumer to Buy the Green Product

Factors influencing the consumer to buy the green products	Strongly Agree		Agree		Neutral		Disagree		Strongly Disagree		T	W.A. (129)	R
	F	W (5)	F	W (4)	F	W (3)	F	W (2)	F	W (1)			
I buy a green product because it has an environmental advantage than other product.	69	345	45	180	13	39	1	2	1	1	567	4.40	1
Going green products could be a valuable investment in the long period.	31	155	66	264	28	84	4	8	0	0	511	3.96	2
Green products are all the time overpriced.	28	140	45	180	40	120	12	24	4	4	468	3.63	6
The price and quality is an important aspect of the purchase of the green product.	38	190	52	208	25	75	14	28	0	0	501	3.88	3
I prefer to buy the environmentally green products.	40	200	58	232	16	48	3	6	12	12	498	3.86	4

Green products always assures and responsibilities for environmental security.	27	135	64	256	24	72	11	22	3	3	488	3.78	5

(Source: Computed from the questionnaire)

Analysis

In this study, the researcher measured a weighted average by allocating weights to each rank on a 5-point Likert scale, with strongly agree receiving 5 points, agree receiving 4 points, neutral receiving 3 points, disagree receiving 4 points, and strongly disagree receiving 1 point. The above table computes the weighted average of the number of respondents based on their factors influencing consumers to buy green products.

Table 5.10 shows a ranking of the factors that influence customers to buy green products. The weighted average for the 1st rank is 4.40, indicating that the majority of the respondents believe they purchase green products because they are better for the environment than other products. In 2nd place, the weighted average is 3.96, indicating that the respondents assume green products will be a valuable investment in the long run. The weighted average for the 3rd rank is 3.88, suggesting that the respondents think price and quality is an important aspect of the purchase of green products. As per the 4th rank, the weighted average is 3.86, indicating that the respondents think that they prefer to buy environmentally friendly products. The weighted average for the 5th rank is 3.78, suggesting that the respondents assume that green products always assure and have responsibilities for environmental security. Looking at the 6th rank, the weighted average is 3.63, suggesting that the respondents think green products are always overpriced. According to the above table, researchers conclude that the respondents believe they buy green products because they have an environmental advantage over other products and assigned a 6th rank to the some respondents who assumed green products were always overpriced based on factors influencing green products.

Table 5.12
Classification of Respondents Based on Consumers Buying Behavior about the Green Products

Consumer buying behavior about the green products	Very Great Extent		Great Extent		Moderate		Some Extent		Little Extent		T	W.A. (129)	R
	F	W (5)	F	W (4)	F	W (3)	F	W (2)	F	W (1)			
While buying anything, I make every effort to reduce the use of plastic bags.	14	70	17	68	23	69	29	58	46	46	311	2.41	9
I have changed my choice of many products for environmental reasons.	9	45	22	88	31	93	47	94	20	20	340	2.63	7
When buying a green product, I am influenced by "Green Certification" on the packaging	8	40	25	100	49	147	30	60	17	17	364	2.82	4
I am willing to pay more for green products.	13	65	32	128	39	117	21	42	24	24	376	2.91	3
I recommend green products to my family.	34	170	24	96	24	72	22	44	25	25	407	3.16	1

I will recommend other people to buy the product which is green for the environment.	28	140	27	108	22	66	29	58	23	23	395	3.06	2
I prefer to buy the product which consumes less energy or saves energy.	15	75	21	84	44	132	23	46	26	26	363	2.81	5
I would switch over from my usual brand of products to environmentally safe products.	12	60	21	84	35	105	40	80	21	21	350	2.71	6
I buy products that could be recycled.	8	40	25	100	29	87	29	58	38	38	323	2.50	8

(Source: Computed from the questionnaire)

Analysis

The researcher derived a weighted average in this study by assigning weights to each rank on a 5-point Likert scale, with very great extent to receive 5 points, great extent receiving 4 points, moderate receiving 3 points, some extent receiving 4 points, and little extent receiving 1 point. The above table computes the weighted average of the number of respondents based on consumer buying behavior for green products.

Table 5.10 reveals a rank-wise classification of consumer buying behaviour for green products. The weighted average for the 1st rank is 3.16, indicating that the majority of respondents think that they would recommend green products to their family. In 2nd place, the weighted average is 3.06, suggesting that the respondents assume that they will recommend other people buy the product because it is green for the environment.

According to the 3rd rank, the weighted average is 2.91, revealing that the respondents believe that they are willing to pay more for green products. As per the 4th rank, the weighted average is 2.82, indicating that the respondents think that they are influenced by "Green Certification" on the packaging. The weighted average for the 5th rank is 2.81, suggesting that the respondents assume that they prefer to buy the product that consumes less energy or saves energy. Looking at the 6th rank, the weighted average is 2.71, suggesting that the respondents believe that they switch over from their usual brand of products to environmentally safe products. The weighted average for the 7th rank is 2.63, indicating that the respondents think that they have changed their choice of many products for environmental reasons. In 8th place, the weighted average is 2.50, suggesting that the respondents buy these products that could be recycled. According to the 9th rank, the weighted average is 2.41, revealing that the respondents believe that they make every effort to reduce the use of plastic bags. According to the above table, researchers conclude that the majority of respondents believe they recommend green products to their family based on consumer buying behaviour for green products.

Table 5.13

Classification of Respondents Based on Consumer Prioritization about the Green Products

Consumer prioritization about the green products	Strongly Agree		Agree		Neutral		Disagree		Strongly Disagree		T	W.A. (129)	R
	F	W (5)	F	W (4)	F	W (3)	F	W (2)	F	W (1)			
The necessity of the products	68	340	42	168	17	51	1	2	1	1	562	4.36	1
Attractive Advertisement	32	160	66	264	25	75	5	10	1	1	510	3.95	2
Cost of the products	35	175	39	156	53	159	2	4	0	0	494	3.83	3

Reputation of brands	25	125	56	224	32	96	16	32	0	0	477	3.70	5
Family/ Friends Recommendation	29	145	55	220	28	84	6	12	11	11	472	3.66	6
Habit	23	115	45	180	42	126	16	32	3	3	456	3.53	7
New in the market	29	145	41	164	54	162	3	6	2	2	479	3.71	4

(Source: Computed from the questionnaire)

Analysis

A 5-point Likert scale from strongly agree to strongly disagree was employed in this study. The researcher utilized a weighted average and allocated weights to each rank, giving strongly agree 5 points, agree 4 points, neutral 3 points, disagree 4 points, and severely disagree 1 point. The weighted average of the number of respondents based on consumer prioritization of green products is computed in the above table.

Table 5.10 depicts a rank-wise classification of consumer prioritization for green products. The weighted average for the 1st rank is 4.36, indicating that the majority of respondents prefer the products' necessity. The weighted average is 3.95 in 2nd place, suggesting that the respondents prioritize the attractive advertisement. According to the 3rd rank, the weighted average is 3.83, revealing that the respondents prioritize product cost. As per the 4th rank, the weighted average is 3.71, indicating that the respondents think the product is new to the market. The weighted average for the 5th rank is 3.70, suggesting that the respondents prioritize brand reputation. Looking at the 6th rank, the weighted average is 3.66, revealing that the respondents prioritize the family/friends recommendation. As per the 7th rank, the weighted average is 3.53, indicating that the respondents prioritize habit. According to the above table, researchers conclude that the majority of respondents prioritize the necessity of the products and assign a 7th rank to the some respondents who prioritize the habit based on factors influencing green products.

Table 5.14

Classification of Respondents Based on Consumer Satisfaction and Post-Purchase Attitude about the Green Products

Consumer satisfaction and post-purchase attitude about the green products	Strongly Agree		Agree		Neutral		Disagree		Strongly Disagree		T	W.A. (129)	R
	F	W (5)	F	W (4)	F	W (3)	F	W (2)	F	W (1)			
I am considerably satisfied with the quality of the green products.	57	285	50	200	20	60	1	2	1	1	548	4.25	1
I felt that the price was appropriate for the product.	21	105	70	280	28	84	7	14	3	3	486	3.77	3
The visual appeal of the product impressed me so much.	25	125	37	148	56	168	8	16	3	3	460	3.57	6
The overall performance of the products satisfactory.	25	125	46	184	28	84	28	56	2	2	451	3.50	7

I felt more comfortable than the regularly using one.	33	165	40	160	40	120	4	8	12	12	465	3.60	5
I have decided to purchase this products regularly.	31	155	48	192	32	96	15	30	3	3	476	3.69	4
I am exclusively satisfied with the quality of the product.	41	205	46	184	33	99	6	12	3	3	503	3.90	2

(Source: Computed from the questionnaire)

Analysis

The researcher measured a weighted average in this study by assigning weights to each rank on a 5-point Likert scale, with strongly agree receiving 5 points, agree receiving 4 points, neutral receiving 3 points, disagree receiving 4 points, and strongly disagree receiving 1 point. The weighted average of the number of respondents based on consumer satisfaction and post-purchase attitude towards green products is computed in the above table.

Table 5.10 shows a ranking of consumer satisfaction and post-purchase attitudes towards green products. The weighted average for the 1st rank is 4.25, indicating that the majority of the respondents believe that they are satisfied with the quality of the green products. In 2nd place, the weighted average is 3.90, indicating that the respondents assume that they are exclusively satisfied with the quality of the product. The weighted average for the 3rd rank is 3.77, suggesting that the respondents felt that the price was appropriate for the product. As per the 4th rank, the weighted average is 3.69, indicating that the respondents think that they decided to purchase this product regularly. The weighted average for the 5th

rank is 3.60, suggesting that the respondents assumed that they felt more comfortable than the regularly using one. Looking at the 6th rank, the weighted average is 3.57, suggesting that the respondents think the visual appeal of the product impressed them so much. In the 7th rank, the weighted average is 3.50, suggesting that the respondents think that the overall performance of the products is satisfactory. According to the above table, researchers conclude that the majority of respondents believe that they are considerably satisfied with the quality of the green products. And assigned a 7th rank to the some respondents who assumed the overall performance of the products was satisfactory.

Table 5.15

Classification of Respondents Based on Reasons for Non-Usage of Green Products

Reasons for non-usage of green products	Strongly Agree		Agree		Neutral		Disagree		Strongly Disagree		T	W.A. (31)	R
	F	W (5)	F	W (4)	F	W (3)	F	W (2)	F	W (1)			
Lack of awareness about green products.	13	65	14	56	3	9	1	2	0	0	132	4.26	1
Green products are very expensive.	6	30	17	68	5	15	3	6	0	0	119	3.84	3
Green products are not promoted properly.	4	20	16	64	10	30	1	2	0	0	116	3.74	4
Lack of confidence in the performance of green products.	4	20	13	52	7	21	7	14	0	0	107	3.45	7

Green products are not available in full range of variety.	4	20	17	68	5	15	1	2	4	4	109	3.52	6
Green products are not easily available in shopping outlets.	4	20	15	60	8	24	4	8	0	0	112	3.61	5
Labels of green products are not informative, they don't fully inform about their greenness.	9	45	15	60	5	15	2	4	0	0	124	4	2

<p style="text-align:center">(Source: Computed from the questionnaire)</p>

<u>Analysis</u>

The researcher derived a weighted average in this study by assigning weights to each rank on a 5-point Likert scale, with strongly agree to receive 5 points, agree receiving 4 points, neutral receiving 3 points, disagree receiving 4 points, and strongly disagree receiving 1 point. The above table computes the weighted average of the number of respondents based on reasons for non-usage of green products.

Table 5.10 reveals a rank-wise classification of reasons for non-usage of green products. The weighted average for the 1st rank is 4.26, indicating that the majority of respondents think that lack of awareness about a green products so they don't use them. In 2nd place, the weighted average is 4, suggesting that the respondents assume that the green products are not easily available in shopping outlets. According to the 3rd rank, the weighted average

is 3.84, revealing that the respondents believe that green products are very expensive. As per the 4th rank, the weighted average is 3.74, indicating that the respondents think that green products are not promoted properly. The weighted average for the 5th rank is 3.61, suggesting that the respondents assume that the green products are not easily available in shopping outlets. Looking at the 6th rank, the weighted average is 3.52, suggesting that the respondents believe that the green products are not available in a full range of varieties. The weighted average for the 7th rank is 3.45, indicating that the some respondents think that the lack of confidence in the performance of green products. According to the above table, researchers conclude that the majority of respondents believe that the lack of awareness about green products is based on reasons for non-usage of green products.

5.6 MESUREMENT OF GREEN PRODUCTS

This study is based on primary data, and the data was collected using a questionnaire. In this study, the researcher chose 160 people as a sample to analyse consumer attitudes towards green products in Rajkot.

Table 5.16

ANOVA Test for the Educational Qualifications of Respondents and Perceptions of Green Products

ANOVA						
Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	1.10	3	0.36	0.78	0.50	2.67
Within Groups	58.91	125	0.47			
Total	60.01	128				

(Source: Computed from the Excel)

Analysis

Table 5-16 displays the results of the ANOVA test for respondents' educational qualifications and perceptions of green products. The test was carried out with a 5% level of significance. The p-value is greater than 0.05, therefore the null hypothesis is accepted.

107

According to the findings, there is no significant relationship between educational qualification and perception of green products in the study area.

Table 5.17

ANOVA Test for the Educational Qualifications of Respondents and Factors Influencing Consumers to Buy Green Products

ANOVA						
Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	1.61	3	0.54	1.15	0.33	2.68
Within Groups	58.39	125	0.47			
Total	60	128				

(Source: Computed from the Excel)

Analysis

Table 5.17 shows the results of the ANOVA test for respondents' educational qualifications and factors influencing consumers to buy green products. The test was performed at a 5% level of significance. Because the p-value is greater than 0.05, the null hypothesis is accepted. As a result, it is concluded that there is no significant relationship between educational qualification and Factors Influencing Consumers to Buy Green Products in the study area.

Table 5.18

ANOVA Test for the Educational Qualifications of Respondents and Consumer Buying Behaviour about Green Products

ANOVA						
Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	7.73	3	2.58	1.38	0.25	2.68
Within Groups	233.49	125	1.87			
Total	241.22	128				

(Source: Computed from the Excel)

108

Analysis

Table 5.18 reveals the results of the ANOVA test for the educational qualifications of respondents and consumer buying behaviour about green products. The test was performed at a 5% level of significance. The p-value is greater than 0.05, therefore the null hypothesis is accepted. Hence, it is concluded that there is no significant relationship between educational qualification and consumer buying behaviour about the green products in the study area.

Table 5.19

ANOVA Test for the Educational Qualifications of Respondents and Consumer Prioritization of Green Products

ANOVA						
Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	2.31	3	0.77	1.81	0.15	2.68
Within Groups	53.18	125	0.43			
Total	55.49	128				

(Source: Computed from the Excel)

Analysis

Table 5-16 displays the ANOVA test results for respondents' educational qualifications and consumer prioritization of green products. The test was performed at a 5% level of significance. The p-value is greater than 0.05, therefore the null hypothesis is accepted. According to the findings, there is no significant relationship between educational qualification and consumer prioritization of green products in the study area.

Table 5.20

ANOVA Test for the Educational Qualifications of Respondents and Consumer Satisfaction and Post-Purchase Attitude towards Green Products

ANOVA						
Source of Variation	**SS**	**df**	**MS**	**F**	**P-value**	**F crit**
Between Groups	0.14	3	0.05	0.075	0.97	2.68
Within Groups	79.08	125	0.63			
Total	79.22	128				

(Source: Computed from the Excel)

Analysis

Table 5.17 shows the results of the ANOVA test for the respondents' educational qualifications and consumer satisfaction and post-purchase attitude towards green products. The test was conducted at a 5% level of significance. The p-value is greater than 0.05, therefore the null hypothesis is accepted. As a result, it is concluded that there is no significant relationship between educational qualification and consumer satisfaction and post-purchase attitudes towards green products in the study area.

Table 5.21

ANOVA Test for the Educational Qualifications of Respondents and Reasons for Non-Usage of Green Products

ANOVA						
Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	0.25	3	0.08	0.25	0.86	2.96
Within Groups	9.17	27	0.34			
Total	9.42	30				

(Source: Computed from the Excel)

110

Analysis

Table 5.18 reveals the results of the ANOVA test for the educational qualifications of respondents and reasons for non-usage of green products. The test was performed at a 5% level of significance. The p-value is greater than 0.05, therefore the null hypothesis is accepted. Hence, it is concluded that there is no significant relationship between educational qualification and reasons for non-usage of green products in the study area.

Table 5.22

T-test for the Gender of Respondents and Perceptions of Green Products

T-test: Two-Sample Assuming Equal Variances		
Perception of green products	**Male**	**Female**
Mean	4.041	4.232
Variance	0.512	0.400
Observations	73	56
Pooled Variance	0.463	
Hypothesized Mean Difference	0	
df	127	
t Stat	-1.580	
P(T<=t) one-tail	0.058	
t Critical one-tail	1.657	
P(T<=t) two-tail	0.117	
t Critical two-tail	1.979	

(Source: Computed from the Excel)

Analysis

Table 5.22 represents the t-test results for the gender category and perceptions of green products in the study area. The p-value for perceptions of green products is 0.116. It means that the p-value is greater than 0.05 and statistically insignificant at the 5% level. The null hypothesis is accepted at a 5% level in these conditions. As a result, no significant relationship between gender and perception of green products was found in the study area.

Table 5.23

T-test for the Gender of Respondents and Factors Influencing Consumers to Buy Green Products

T-test: Two-Sample Assuming Equal Variances		
Factors influencing consumers to buy green products	**Male**	**Female**
Mean	3.932	4.089
Variance	0.565	0.337
Observations	73	56
Pooled Variance	0.466	
Hypothesized Mean Difference	0	
df	127	
t Stat	-1.301	
P(T<=t) one-tail	0.098	
t Critical one-tail	1.657	
P(T<=t) two-tail	0.196	
t Critical two-tail	1.979	

(Source: Computed from the Excel)

Analysis

Table 5.22 reveals the t-test results for the gender category and the factors influencing consumers in the study area to buy green products. The p-value for factors influencing consumers to buy environmentally friendly products is 0.196. At the 5% level, it means that the p-value is greater than 0.05 and statistically insignificant. In these circumstances, the null hypothesis is accepted at a 5% level. As a result, in the study area, no significant relationship between gender and factors influencing consumers to buy green products was discovered.

Table 5.24

T-test for the Gender of Respondents and Consumer Buying Behaviour about Green Products

T-test: Two-Sample Assuming Equal Variances		
Consumer buying behavior about green products	**Male**	**Female**
Mean	2.384	2.446
Variance	2.129	1.597
Observations	73	56
Pooled Variance	1.898	
Hypothesized Mean Difference	0	
df	127	
t Stat	-0.257	
P(T<=t) one-tail	0.399	
t Critical one-tail	1.657	
P(T<=t) two-tail	0.798	
t Critical two-tail	1.979	

(Source: Computed from the Excel)

Analysis

Table 5.22 proves the t-test results for the gender category and consumer purchasing behaviour for green products in the study area. The p-value for consumer buying behavior regarding green products is 0.798. At the 5% level, it means that the p-value is greater than 0.05 and statistically irrelevant. In these conditions, the null hypothesis is accepted at a 5% level. As a result, no significant relationship between gender and green product purchasing behaviour was discovered in the study area.

Table 5.25

T-test for the Gender of Respondents and Consumer Prioritization of Green Products

T-test: Two-Sample Assuming Equal Variances		
Consumer prioritization of green products	**Male**	**Female**
Mean	3.849	3.875
Variance	0.491	0.366
Observations	73	56
Pooled Variance	0.437	
Hypothesized Mean Difference	0	
df	127	
t Stat	-0.219	
P(T<=t) one-tail	0.414	
t Critical one-tail	1.657	
P(T<=t) two-tail	0.827	
t Critical two-tail	1.979	

(Source: Computed from the Excel)

Analysis

Table 5.22 reveals the t-test results for the gender category and consumer prioritization of green products in the study area. The p-value for consumer preference for green products is 0.827. At the 5% level, it means that the p-value is greater than 0.05 and statistically insignificant. In these conditions, the null hypothesis is accepted at a 5% level. As a result, no statistically significant relationship between gender and consumer preference for green products was discovered in the study area.

Table 5.26

T-test for the Gender of Respondents and Consumer Satisfaction and Post-Purchase Attitude towards Green Products

T-test: Two-Sample Assuming Equal Variances		
Satisfaction and post-purchase attitude	Male	Female
Mean	3.726	3.804
Variance	0.535	0.524
Observations	73	56
Pooled Variance	0.530	
Hypothesized Mean Difference	0	
df	127	
t Stat	-0.599	
P(T<=t) one-tail	0.275	
t Critical one-tail	1.657	
P(T<=t) two-tail	0.550	
t Critical two-tail	1.979	

(Source: Computed from the Excel)

Analysis

Table 5.22 shows the t-test results for the gender category, as well as consumer satisfaction and post-purchase attitude towards green products in the study area. Consumer satisfaction and post-purchase attitude towards green products have a p-value of 0.550. At the 5% level, it means that the p-value is greater than 0.05 and statistically insignificant. In these conditions, the null hypothesis is accepted at a 5% level. As a result, in the study area, no significant relationship between gender and consumer satisfaction and post-purchase attitude towards green products was discovered.

Table 5.27

T-test for the Gender of Respondents and Reasons for Non-Usage of Green Products

T-test: Two-Sample Assuming Equal Variances		
Reasons for non-usage of green products	Male	Female
Mean	2.765	2.714
Variance	0.441	0.681
Observations	17	14
Pooled Variance	0.549	
Hypothesized Mean Difference	0	
df	29	
t Stat	0.189	
P(T<=t) one-tail	0.426	
t Critical one-tail	1.699	
P(T<=t) two-tail	0.852	
t Critical two-tail	2.045	

(Source: Computed from the Excel)

116

<u>Analysis</u>

Table 5.22 shows the t-test results for the gender category and the reasons for the non-use of green products in the study area. For reasons of the non-use of green products, the p-value is 0.852. At the 5% level, it means that the p-value is greater than 0.05 and statistically insignificant. In these situations, the null hypothesis is accepted at a 5% level. As a result, no significant relationship between gender and reasons for the non-use of green products was discovered in the study area.

5.7 CONCLUSION

The most important aspect of any research is data analysis. Data analysis is the summarization of collected data. It involves interpreting data gathered through analytical and logical reasoning in order to determine patterns, relationships, facts, or trends. The researcher concluded in this chapter that there is no significant difference between respondents' demographic profiles and green product purchasing behavior.

CHAPTER: 6

SUMMARY, FINDINGS AND SUGGESTION

CHAPTER: 6
INDEX

6.1 INTRODUCTION

This chapter discusses the key findings of the demographic profile of consumers and consumer awareness level about green products, factors influencing consumers to purchase green products, consumer attitude, green product buying behaviour, green product satisfaction level, green product post-purchase behaviour, and reasons for non-usage of green products. This chapter also discusses the relationship between a consumer's demographic profile and their level of awareness of green products, as well as the factors that influence consumers' decisions to purchase green products when compared to their overall personal characteristics. This chapter concludes with recommendations for both consumers and marketers who use green products.

6.2 SUMMARY

The current study is divided into five chapters. The following is a brief summary of every chapter.

Chapter: 1 Introduction

This chapter introduces green products, their meanings and definitions, green products on a global level, their characteristics, and their benefits. It also discusses golden rules, parameters, green product certification, and the challenges that green products face. It represents green product strategy, design, green product companies in India, and government initiatives to promote green products. Green product growth and development, as well as its features and operational definitions, have positive and negative dimensions, as well as organizational challenges to implementing green, practices in business enterprises and green practices strategies adopted by business enterprises. As a result, the first chapter discusses the theoretical

Framework of Green products.

Chapter: 2 Conceptual Framework of Consumer Behaviour

This chapter defines the meaning and definitions of consumer behavior, as well as its importance, nature, factors, and types. It also describes the consumer's perspective, the consumer decision-making process, and the consumer's behavior pattern. It also reveals the approach, the 7 o's framework for consumer behavior, the consumer behavior model, and how consumer behavior is changing in India. It investigates individual consumers, such as demographics and behavioral aspects, to understand people's desires. The main focus of the

study of consumer behavior is customer satisfaction because the customer is the only person without whom businesses do not exist.

Chapter: 3 Literature Review

A descriptive literature review summarizes previous research on the research topic. This literature review is useful in establishing the foundations of research duplications, identifying gaps, and developing a theoretical framework and methodology.

Chapter: 4 Research Methodology

This chapter provides an overview of the research methodology, including topics such as research definition, research process, study problem, study objective, study hypotheses, and research design. It includes the title of the study, the period of the study, the scope of the study, the sample of the study, data collection tools and techniques, the significance of the study, the limitations of the study, and so on.

Chapter: 5 Data Analysis And Interpretation

The majority of the chapter is devoted to the analysis and interpretation of data gathered through questionnaires. The most important aspect of any research is data analysis. Data analysis is the summarization of collected data. It involves interpreting data gathered through analytical and logical reasoning in order to determine patterns, relationships, facts, or trends. The researcher concluded in this chapter that there is no significant difference between respondents' demographic profiles and green product purchasing behavior.

Chapter: 6 Summary, Findings and Suggestions

Chapter 6 deals with The "Summary of Findings, Suggestions, and Conclusion". It focuses the earlier chapter's summary of findings and makes recommendations based on the research. Furthermore, the scope for future research is mentioned in this chapter.

6.3 FINDINGS FROM THE STUDY

After the analysis of the entire collected data researcher has found the various findings from the research work about consumer buying behaviour about green product in Rajkot city.

- **Findings Based on Main Profile of the Respondent**
1. According to the study, 56.59% of green consumers are male, while 43.41 percent are female.

2. The study found that the majority (44.19%) of the respondents are in the age range of 21 to 30 years.

3. Regarding the marital status of consumers, the majority (37.21%) of them are married, while 62.79% remain unmarried.

4. The study reveals that the majority (51.16%) of the respondents are graduate.

5. The study found that 48.84% of the respondents are students and 17.83% of the respondents are private-sector employees. 15.50% of respondents are business owners.10.85% of customers of green products are homemakers, followed by 4.65% of professionals, and 2.33% of customers of green products are government employees.

6. Majority 9.30% of the green product consumers' monthly income is above Rs. 65,000 and 14.73% of the green product consumers earn a monthly income between the range of Rs. 25,001 and Rs. 45,000. And 27.91% of respondents are monthly income is below Rs. 25,000.

7. The study identified that out of 202 respondents, 160 are aware of green products, while the remaining 42 are not.

8. The study exposed that out of 160 respondents, 80.6% are use of green products, while the remaining 19.4% are not.

9. The study's findings confirm that the majority of green product consumers use organic food and personal care products. Remaining consumers have the same frequency of use and nonuse of organic clothes and electrical appliances.

- **Findings Based on Measurement of Green Products**

1. From the result of measuring perceptions about green products, the weighted average is 4.36, which concludes that the majority of respondents believe that green products are manufactured without toxins.

2. From the result of measuring factors influencing the consumer to buy green products, the weighted average is 4.40. According to the researchers, the majority of respondents believe they buy green products because they have an environmental advantage over other products, and the weighted average is 3.63, implying that the majority of respondents believe green products are always overpriced.

3. From the result of measuring consumers buying behavior about green products, the weighted average is 3.16. Revealing that the majority of respondents believe they recommend green products to their family.

4. From the result of measuring consumers' prioritization of green products, the weighted average is 4.36. researchers conclude that the majority of respondents prioritize the necessity of the products and the weighted average is 3.53, suggesting that the majority of respondents who prioritize the habit

5. From the result of measuring consumer satisfaction and post-purchase attitude about green products, the weighted average is 4.25. Researchers conclude that the majority of respondents believe that they are considerably satisfied with the quality of the green products and the weighted average is 3.50 suggesting that the majority of respondents assumed the overall performance of the products was satisfactory.

6. From the result of measuring reasons for the non-usage of green products, the weighted average is 4.26. Revealing that the majority of respondents believe that the lack of awareness about green products.

- **Findings Based on the ANOVA Test**
1. From the test results of the respondent's perception of green products null hypothesis is accepted. Therefore, there is no significant relationship between educational qualification and perception of green products in the study area.

2. From the test results of the respondent's factors influencing the consumer to buy the green products null hypothesis is accepted. Therefore, there is no significant relationship between educational qualification and Factors Influencing Consumers to Buy Green Products in the study area.

3. From the test results of the respondent's consumer buying behavior about the green products null hypothesis is accepted. Therefore, there is no significant relationship between educational qualification and consumer buying behavior about green products in the study area.

4. From the test results of the respondent's consumer prioritization about green products null hypothesis is accepted. Therefore, there is no significant relationship between educational qualification and consumer prioritization of green products.

5. From the test results of the respondent's consumer satisfaction and post-purchase attitude about the green products, null hypothesis is accepted. Therefore, there is no significant relationship between educational qualification and consumer satisfaction and post-purchase attitudes towards green products.

6. From the test results of the respondent's reasons for non-usage of green products null hypothesis is accepted. Therefore, there is no significant relationship between educational qualification and reasons for non-usage of green products.

- **Findings Based on the T-test**

1. From the test results of the respondent's perception of green products null hypothesis is accepted. Therefore, there is no significant relationship between gender and perception of green products in the study area.

2. From the test results of the respondent's factors influencing the consumer to buy the green products null hypothesis is accepted. Therefore, there is no significant relationship between gender and Factors Influencing Consumers to Buy Green Products in the study area.

3. From the test results of the respondent's consumer buying behavior about the green products null hypothesis is accepted. Therefore, there is no significant relationship between gender and consumer buying behavior about green products in the study area.

4. From the test results of the respondent's consumer prioritization about green products null hypothesis is accepted. Therefore, there is no significant relationship between gender and consumer prioritization of green products.

5. From the test results of the respondent's consumer satisfaction and post-purchase attitude about green products, null hypothesis is accepted. Therefore, there is no significant relationship between gender and consumer satisfaction and post-purchase attitudes towards green products.

6. From the test results of the respondent's reasons for non-usage of green products null hypothesis is accepted. Therefore, there is no significant relationship between gender and reasons for non-usage of green products.

6.4 SUGGESTIONS

The following are the suggestions that were developed based on the survey results and responses from study participants:

- **Suggestions for Government**

1. According to the findings of the current study, many consumers are still not aware of the green products. To increase consumer awareness of green products, the government and non-governmental organizations should conduct numerous awareness programs such as street plays, television programs, debates, and so on. Furthermore, it must raise

awareness among retailers, manufacturers, and others through safety training programs, receiving appreciation for best green sales, and so on. It will help marketers and retailers provide better services to customers.

2. The use of prohibited plastic bags by manufacturers, retailers, and other parties must be punished by the government.

3. The government may provide some economic support or a subsidy to manufacturers and retailers for carrying green technologies, increasing green marketing practices among them, and it may help to create foreign green manufacturers with our local companies to adopt green practices.

4. The government should set more strict regulations for biodegradable and non-biodegradable waste management.

- **Suggestions for Consumers**

1. Green products should be recommended to friends, relatives, and neighbors. It will benefit both individuals and the environment.

2. Consumers should use resources efficiently by turning off electronic appliances when not in use, reducing, recycling, and reusing e-waste, purchasing liquid products in refillable containers, and eating or using garbage-free products such as food, medicines, vegetables, fruits, cosmetics, and other items.

3. It is advised that consumers buy eco-labeled green products, such as electronic home appliances with stars on them and items with green icons on them such papers, clothing, and other things for their line of work.

- **Suggestions for Retailers**

1. Retailers must promote real green products. They should not be involved in the market's fake green product promotions.

2. It is understood that the vast majority of consumers believe that the quality of green products is preferable to no green products; therefore, retailers must make green products more available than national green products such as energy-saving home appliances, organic food items, fuel-saving vehicles, biodegradable clothes and plastics, and all other grocery items.

3. According to the study findings, only a small percentage of consumers are inspired by retailers to use green packaging, so retailers should encourage all consumers to use green products.

- **Suggestion for Manufacturers**

1. Green products should be properly labelled by manufacturers. So that customers can quickly capture the product's type, features, and design.

2. Manufacturers are advised to implement some innovative techniques in the manufacturing process, such as Japanese 5S techniques, to reduce the cost of green production. Green technology has a high initial financing cost, but it will yield more green profit over time. They are also advised to merchandise the price of green raw materials in order to reduce the prices of green products. Because consumers are aware that the cost of green products is high.

3. To reduce environmental impact, manufacturers should adopt modern technology or processes or replace outdated items.

4. Manufacturers should use more environmentally friendly raw materials on the production platform itself, and manufacturers should evaluate the possibility of recycling related products so that they can be used to provide similar or other benefits with minimum wastage.

6.5 CONCLUSION

Consumers have a favorable attitude towards the usage of green products. Furthermore, consumers are completely satisfied with the quality, price, and features of green products. The study also discovered that consumers are willing to consume green products for a long time and are excited about recommending green products to friends, relatives, and neighbors. The purchasing habits of the consumers in the study area are favorable for the use of green products.

BIBLIOGRAPHY
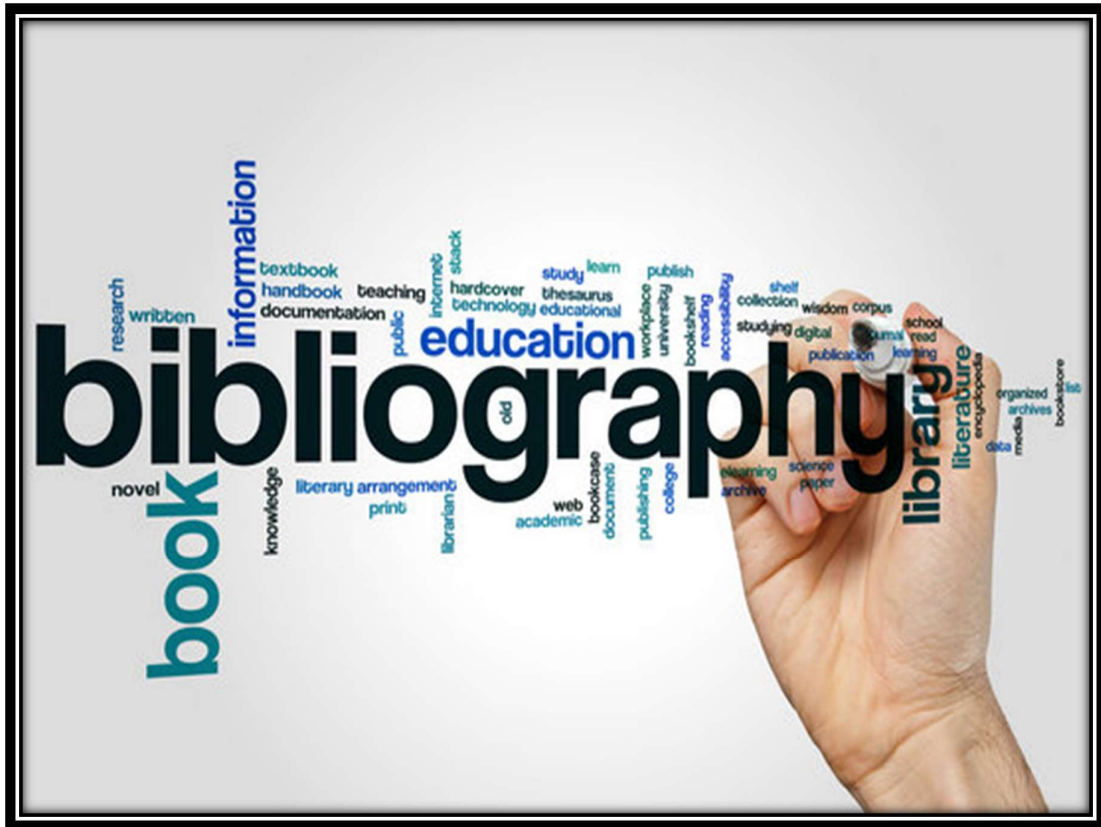
REFERENCES

🔻 Books

- Kothari, C. R. (N.D.). *Research Methodology: Methods And Techniques.* New Delhi: New Age International (P) Limited.

🔻 Journals

- V.P.M, A. (2021). Consumer Behaviour Towards Green Products: A Study Based On Thrissur District. Irinjalakuda.

- Agyeman, C. M. (2014). Consumers' Buying Behavior Towards Green Products: An Exploratory Study. *International Journal Of Management And Business Strategy*, 188-197.

- Alamsyah, D. P., Norfaridatul Akmaliah Othman, & Hayder Alhadey Ahmed Mohammed. (2020). The Awareness Of Environmentally Friendly Products: The Impact Of Green Advertising And Green Brand Image. *Management Science Letters*, 1961-1968.

- Alshali, N. M., Nahad Hamood Alhattali, & Essia Ries Ahmed. (2021). The Behavior Of Consumers And Green Products: A Study In Oman. *International Journal Of Business And Management Invention*, 40-51.

- Ansu-Mensah, P. (2021). Green Product Awareness Effect On Green Purchase Intentions Of University Students: An Emerging Market's Perspective. *Nature Public Health Emergency Collection*.

- Anvar, M., & Marike Venter. (2014). Attitudes And Purchase Behavior Of Green Products Among Generation Y Consumers In South Africa. *Mediterranean Journal Of Social Sciences*, 183-194.

- Ariffin, S., Jamaliah Mohd Yusof, Lennora Putit, & Mohd Izwan Azalan Shah. (2015). Factors Influencing Perceived Quality And Repurchase Intention Towards Green Products. *Procedure Economics And Finance*, (Pp. 391-396).

- Arli, D., Lay P. Tan, Fandy Tjiptono, & Lin Yang. (2018). Exploring Consumers' Purchase Intention Towards Green Products In An Emerging Market: The Role Of Consumers' Perceived Readiness. *International Journal Of Consumer Studies*.

- Aruna Devi.P, & Dr. G. Stella Beatrice Nirmala. (N.D.). Consumer Buying Behavior On Eco-Friendly Products In Thoothukudi. *Journal Of Xi'an Shiyou University, Natural Science*, 498-511.

- Asha, P. (2017). Consumer Awareness Towards Green. *International Journal Of Management*, 8-14.

- Bambang, S., Astuti, W., & Firdiansyah, A. (2017). Green Product And Its Impact On Customer Satisfaction. *Journal Of Business And Management*, 35-42.

- Çavusoglu, S., Bülent Demirag, Eddy Jusuf, & Ardi Gunardi. (2020). The Effect Of Attitudes Toward Green Behaviors On The Green Image, Green Customer Satisfaction, And Green Customer Loyalty. *Geojournal Of Tourism And Geosites*, 1513-1519.

- Chowdhury, I., & Mohammed Alamgir. (2021). Factors Influencing Green Product Purchase Intention Among Young Consumers In Bangladesh. *Society & Sustainability*, 1-15.

- Dagher, G. K., & Omar Itani. (2014). Factors Influencing Green Purchasing Behavior: Empirical Evidence From The Lebanese Consumers. *Journal Of Consumer Behavior*, 188-195.

- Divyapriyadharshini, N., , S.Devayani, V.Agalya, & J.Gokulapriya. (2019). Consumer Awareness Towards Green Products And Its. *International Journal Of Research And Innovation In Social Science*, 170-174.

- Esmaeilpour, F., Kianoush Nazari, & Mahdie Khadang. (2013). Purchasing Green To Become Greener: Factors That Influence Consumers' Green Purchasing Behavior. *Management Science Letters*, 2489-2500.

- Har, L. C., Ling Heng Yaw, Yeow Jian Ai, & Muhammad Arif Hasan. (N.D.). Factors Influencing Malaysian Consumers To Purchase A Green Product: A Conceptual Framework.

- Hossain, A. (2018). Sources Of Consumers' Awareness Toward Green Products And Their Impact On Purchasing Decisions In Bangladesh. *Journal Of Sustainable Development*, 9-20.

- Kong, W. (2014). The Influence Of Consumers' Perception Of Green Products On Green Purchase Intention. *International Journal Of Asian Social Science*.

- Kumar, S., Radha Garg, & Anita Makkar. (2012). Consumer Awareness And Perception Towards. *International Journal Of Marketing & Business Communication*.

- Lakatos, E.-S., Ligia-Maria Nan, Laura Bacali, George Ciobanu, Andreea-Maria Ciobanu, & Lucian-Ionel Cioca. (2021). Consumer Satisfaction Towards Green Products: Empirical Insights From Romania. *Sustainability*, 1-15.

- Maichum, K., Surakiat Parichatnon, & Ke-Chung Peng. (2017). Factors Affecting On Purchase Intention Towards Green Products: A Case Study Of Young Consumers In Thailand. *International Journal Of Social Science And Humanity*, 330-335.

- Majumdar, P. S., & Dr. Sukanta Chandra Swain. (2015). Identification And Analysis Of Factors Influencing Preferences For Green Products: A Study In And Around Kolkata (India). *International Journal Of Business Quantitative Economics And Applied Management Research*, 36-49.

- Makhdoomi, U., & Ulfat Nazir. (2016). Consumers' Purchase Behavior Towards Green Products.

- Mohammad, A.-G. O. (2019). Factors Affecting The Consumer's Decision Behavior Of Buying Green Products. *Esic Market Economics And Business Journal*.

- Mohanraj, D. P., & Mr. S. Rajesh. (2018). A Study On Customer Satisfaction Towards Green Products In The Eroded District. *Paripex Indian Journal Of Research*.

- Nguyen, T. K., Dat Minh Nguyen, Van Thien Trinh, Thi Phuong Diu Tran, & Tuan Phong Cao. (2020). Factors Affecting Intention To Purchase Green Products In Vietnam. *Journal Of Asian Finance, Economics, And Business*, 205-211.

- Ogiemwonyi, O. (2022). Factors Influencing Generation Y Green Behavior On Green Products In Nigeria: An Application Of The Theory Of Planned Behavior. *Environmental And Sustainability Indicators*.

- Ramya, M. R. (2022). A Study On Customer Satisfaction Towards Green Products. *International Journal Of Creative Research Thoughts*, 780-786.

- Rather, R. A., & Dr. R Rajendran. (2014). A Study On Consumer Awareness Of Green Products And Their Impact On Green Buying Behavior. *International Journal Of Research*, 1483-1493.

- Satiq P, M. N., & Ms. Divyamol.V.K. (2019). A Study On The Consumer Purchase Behavior Towards Green Products With Special Reference To Cherpulassery Municipality. *International Journal Of Scientific & Engineering Research*, 102-112.

- Shamsi, M. S., & Siddiqui, Z. S. (2017). Green Product And Consumer Behavior: An Analytical Study. *Social Sciences & Humanities*, 1545-1554.

- Sheik, F. Z., Ashfaq Ahmed Mirza, Anam Aftab, & Bilal Asghar. (2014). Consumer Green Behavior Toward Green Products And Green Purchase Decisions. *International Journal Of Multidisciplinary Sciences And Engineering*, 1-9.

- Sun, Y., Tieshan Li, & Shanyong Wang. (2021). "I Buy Green Products For My Benefits Or Yours": Understanding Consumers' Intention To Purchase Green Products. *Asia Pacific Journal Of Marketing And Logistics*.

- Tan, C. N., Adedapo Oluwaseyi Ojo, & Ramayah Thurasamy. (2019). Determinants Of Green Product Buying Decisions Among Young Consumers In Malaysia. *Emerald Insight*.

- Tang, Y., Xiucun Wang, & Pingping Lu. (2014). Chinese Consumer Attitude And Purchase Intention Towards Green Products. *Asia-Pacific Journal Of Business Administration*.

- Yaacob, M. R., & Azman Zakaria. (N.D.). Customers' Awareness, Perception, And Prospects Of Green Products In Pahang, Malaysia. *The Journal Of Commerce*.

- Yang, Y. C. (2017). Consumer Behavior Towards Green Products. *Journal Of Economics, Business, And Management*, 160-167.

- Yesmin, S., & Sharmin Akter. (2018). Consumer Awareness And Purchase Attitude Towards Green Products In Bangladesh. *European Journal Of Business And Management*, 28-35.

- Zeynalova, Z., & Natavan Namazova. (2022). Revealing Consumer Behavior Toward Green Consumption. *Sustainability*.

- Zhu, B. (2012). The Impact Of Green Advertising On Consumer Purchase Intention Of Green Products. *Proceedings Of World Business And Economics Research Conference*, (Pp. 1-9).

Web Links

- https://www.igi-global.com/dictionary/sustainable-consumption-and-green-marketing-in
- https://www.feedough.com/green-product/
- https://www.ecomall.com/greenshopping/gpd.htm
- https://www.lg.com/global/green-product-strategy
- https://www.iare.ac.in/
- https://ddceutkal.ac.in/
- https://online.maryville.edu
- https://www.managementnote.com/ /
- https://businessjargons.com/
- https://neostrom.in/
- https://bbamantra.com/
- https://libguides.usc.edu
- https://psychology.ucsd.edu
- https://mkuniversity.ac.in/
- https://makemeanalyst.com/
- http://hdl.handle.net/
- https://docs.google.com/spreadsheets/d/1oQ-zuh_VCPU-QsL0dw5qDd7RE3kXbW5OPyri0dBnfBs/edit?resourcekey#gid=112863360

QUESTIONNAIRE

An Empirical Study on Consumer Buying Behavior of Green Products Special Reference To Rajkot City

1   Name………………..

2   Gender

    a) Male [   ]

    b) Female [   ]

3   Age

    a) Below 20 [   ]

    b) 20-29 [   ]

    c) 30-39 [   ]

    d) 40-49 [   ]

    e) 50 & above [   ]

4   Educational Qualification

    a) HSC & Below [   ]

    b) Graduate [   ]

    c) Post Graduate [   ]

    d) Doctorate [   ]

5   Marital Status

    a) Married [   ]

    b) Unmarried [   ]

6   Occupation

    a) Student [   ]

    b) Govt. Employee [   ]

    c) Private Employee [   ]

    d) Professional [   ]

    e) Businessmen [   ]

    f) Homemaker [   ]

7   Monthly Income Level

    a) Below 25,000 [   ]

b) 25001-45000 [ ]

c) 45001-65000 [ ]

d) Above 65,000 [ ]

8   Are you using of green product?

a) Yes [ ]

b) No [ ]

AWARENESS TOWARDS GREEN PRODUCTS

9   Are you aware of green products?

a) Yes [ ]

b) No [ ]

10   How will you describe your usage of green product?

Sr. No.	Product Category	I Use	I Don't Use
1	Organic food		
2	Organic cloths		
3	Cosmetic and personal care product		
4	Electrical appliances		

PERCEPTION ABOUT GREEN PRODUCTS

14   What do you think of green product? (Use score 1 to 5)

1. Strongly Disagree

2. Disagree

3. Neutral

4. Agree

5. Strongly Agree

Sr. No.	Statements	SA	A	N	D	SD
1	A product manufactured without toxins					
2	A product that can be recyclable/ re-use					
3	A product that is energy efficient					

4	A product that has less pollution impact on environment					
5	A product that uses sustainable packaging					
6	A product manufactured with natural material					

FACTORS INFLUENCING THE CONSUMER TO BUY GREEN PRODUCT

15 The statement given below describe the nature, price, quality, consumption and other aspect of green product. To what extend you agree or disagree with these aspect in respect of green product. You are asked to give your responses in the relevant box for each statement by putting a number.

1. Strongly Disagree
2. Disagree
3. Neutral
4. Agree
5. Strongly Agree

Sr. No.	Statements	SA	A	N	D	SD
1	I buy green product because it has an environmental advantage than other product.					
2	Going green products could be a valuable investment in the long period.					
3	Green products are all the time overpriced.					
4	The price and quality is an important aspect for the purchase of green products.					
5	I prefer to buy environmentally green product.					
6	Green products always assures and responsibilities for environmental security.					

CONSUMERS BUYING BEHAVIOR ABOUT THE GREEN PRODUCT

16 The buying behavior of consumers of green products is explained in the statements given below. You are asked to indicate the area to which you adopt these practices

while buying green products. You may indicate your response by a tick mark in the relevant box.

1. Little Extent
2. Some Extent
3. Moderate
4. Great Extent
5. Very Great Extent

Sr. No.	Statements	LE	SE	M	GE	VGE
1	While buying anything, I make every effort to reduce the use of plastic bags.					
2	I have changed my choice of many products for environmental reasons.					
3	When buying a green product, I am influenced by "Green Certification" on the packaging.					
4	I am willing to pay more for green products.					
5	I recommend green products to my family.					
6	I will recommend other people to buy the product which is green for the environment.					
7	I prefer to buy the product which consumes less energy or saves energy.					
8	I would switch over from my usual brand of products to environmentally safe products.					
9	I buy products that could be recycled.					

CONSUMER PRIORITIZATION ABOUT THE GREEN PRODUCTS

17   Consumers prioritize the purchasing behavior of green products is explained in the statements given below. You are required to indicate the extent to which you prioritize the green products. You may show your response by a tick mark in the relevant box.

1. Strongly Disagree

2. Disagree

3. Neutral

4. Agree

5. Strongly Agree

Sr. No.	Statements	SA	A	N	D	SD
1	The necessity of the products					
2	Attractive Advertisement					
3	Cost of the products					
4	Reputation of brands					
5	Family/ Friend recommendation					
6	Habit					
7	New in the market					

CONSUMER SATISFACTION AND POST-PURCHASE ATTITUDE ABOUT THE GREEN PRODUCTS

18   Consumer's satisfaction and post-purchase attitude about the green products is explained in the statements given below. You are demanded to indicate the extent to which you satisfied the use of green product and post-purchase attitude. You may indicate your response by a tick mark in the relevant box.

1. Strongly Disagree

2. Disagree

3. Neutral

4. Agree

5. Strongly Agree

Sr. No.	Statements	SA	A	N	D	SD
1	I am considerably satisfied with the quality of the green products.					
2	I felt the price was appropriate for the product.					

		SA	A	N	D	SD
3	The visual appeal of the product impressed me so much.					
4	The overall performance of the products satisfactory.					
5	I felt more comfortable than the regularly using one.					
6	I have decided to purchase this products regularly.					
7	I am exclusively satisfied with the quality of the products.					

REASONS FOR NON USAGE OF GREEN PRODUCTS

19   If you don't use green product please rate your reasons for non-usage.

1. Strongly Disagree
2. Disagree
3. Neutral
4. Agree
5. Strongly Agree

Sr. No.	Statements	SA	A	N	D	SD
1	Lack of awareness about the green products.					
2	Green products are very expensive.					
3	Green products are not promoted properly.					
4	Lack of confidence in the performance of green products.					
5	Green products are not available in full range of variety.					
6	Green products are not easily available in shopping outlets.					
7	Labels of green products are not informative, they don't fully inform about their greenness.					

Vividha 2023

A National Conference on Recent Trends in Commerce & Management

Organised by
FACULTY of COMMERCE & MANAGEMENT
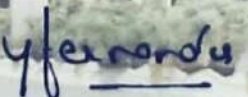**CHRIST COLLEGE, RAJKOT**

Vidya Bhavan ... No. 5, Saurashtra University P O, Rajkot -5, Gujarat. Phone: +919427164732; +919427164733

Certificate

This is to certify that Mr/Ms *Shivani Bhanderi* of *Saurashtra University, Rajkot.* participated in

Vividha 2023 - A National Conference on Recent Trends in Commerce and Management, organized by Christ College, Rajkot, affiliated to Saurashtra University, Rajkot, on Saturday, March 04, 2023. He/She has presented a Paper/~~Poster~~ entitled *An Empirical study on Consumer Buying behaviour of green products special Refrence* in *commerce* in the _____ category.

He/She has Achieved _____

Dr. Supriya Raithatha
Convener

Dr. Yvonne Fernandes
Principal

Fr. (Dr.) Jomon Thommana
Director