

STUDENTS' PURCHASING BEHAVIOR ON GREEN PRODUCTS: AN EMPIRICAL STUDY

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Abstract: There has been a rapid growth in economy with the increase in the consumption across the world. This over consumption has resulted in the deterioration of the environment. The consequences of this environmental degradation has resulted in pollution, global warming etc. which has become a cause of public concern which in turn lead to the green movement for the preservation of environment. The purpose of this paper was to understand the variables affecting the consumer buying behavior of green products. The study revealed the demographic factors don't influence the purchasing behavior of green products. A consumer's purchase behavior depends on the consumer's level of satisfaction towards the product. Purchasing behavior and customer satisfaction is mostly influenced by the attributes of the green products.

Keywords: Green Products, Buying, Behaviour, Consumer, Satisfaction.

1. INTRODUCTION

The term Green Marketing came into prominence in the late 1980s and early 1990s. The American Marketing Association (AMA) held the first workshop on "Ecological Marketing" in 1975. The proceedings of this workshop resulted in one of the first books on green marketing entitled "Ecological Marketing".

The Corporate Social Responsibility (CSR) Reports started with the ice cream seller Ben & Jerry's where the financial report was supplemented by a greater view on the company's environmental impact. In 1987 a document prepared by the World Commission on Environment and Development defined sustainable development as meeting "the needs of the present without compromising the ability of future generations to meet their own need", this became known as the Brundtland Report and was another step towards widespread thinking on sustainability in everyday activity. Two tangible milestones for wave 1 of green marketing came in the form of published books, both of which were called Green Marketing. They were by Ken Peattie (1992) in the United Kingdom and by Jacquelyn Ottoman (1993) in the United States of America. According to Jacquelyn Ottoman, (author of "The New Rules of Green Marketing: Strategies, Tools, and Inspiration for Sustainable Branding" (Greenleaf Publishing and Berrett-Koehler Publishers, February 2011)) from an organizational standpoint, environmental considerations should be integrated into all aspects of marketing-new product development and communications and all points in between. The holistic nature of green also suggests that besides suppliers and retailers' new stakeholders be enlisted, including educators, members of the community, regulators, and NGOs. Environmental issues should be balanced with primary customer needed. The past decade has

shown that harnessing consumer power to effect positive environmental change is far easier said than done. The so-called "green consumer" movements in the U.S. and other countries have struggled to reach critical mass and to remain in the forefront of shoppers' minds. While public opinion polls taken since the late 1980s have shown consistently that a significant percentage of consumers in the U.S. and elsewhere profess a strong willingness to favor environmentally conscious products and companies, consumers' efforts to do so in real life have remained sketchy at best. One of green marketing's challenges is the lack of standards or public consensus about what constitutes "green," according to Joel Makeover, a writer on green marketing. In essence, there is no definition of "how good is good enough" when it comes to a product or company making green marketing claims. This lack of consensus by consumers, marketers, activists, regulators, and influential people has slowed the growth of green products, says Makeover, because companies are often reluctant to promote their green attributes, and consumers are often skeptical about claims. Despite these challenges, green marketing has continued to gain adherents, particularly in light of growing global concern about climate change. This concern has led more companies to advertise their commitment to reduce their climate impacts, and the effect this is having on their products and services. Environmental sustainability is not simply a matter of compliance or risk management. Businesses are increasingly recognizing the many competitive advantages and opportunities to be gained from eco-sustainability. Worldwide evidence indicates that people are concerned about the environment and are changing their behavior accordingly. As a result, there is a growing market for sustainable and socially responsible products and services. The types of businesses that are emerging, what they

manufacture, and their approach to marketing are the existence of varying social, environmental and retail definitions attached to this term. Other similar terms used are environmental marketing and ecological marketing. Green, environmental and eco-marketing are part of the new marketing approaches which do not just refocus, adjust or enhance existing marketing thinking and practice, but seek to challenge those approaches and provide a substantially different perspective. In more detail green, environmental and eco-marketing belong to the group of approaches which seek to address the lack of fit between marketing as it is currently practiced and the ecological and social realities of the wider marketing environment. Green marketing involves developing and promoting products and services that satisfy customers' wants and needs for quality, performance, affordable pricing and convenience – all without a detrimental impact on the environment. People generally want to do the right thing, so the challenge and opportunity for the green marketer is to make it easy for people to do so. When all else (quality, price, performance and availability) is equal, an environmental benefit will most likely tip the balance in favour of a product. The marketing industry can 'walk and talk' and become the new corporate champions of the environment. Successful green marketers will reap the rewards of healthy profits and improved shareholder value, as well as help to make the world a better place in the future.

Environmentalists evaluate products to determine their impact on environment and marketers' commitment to the environment. Environmentally safe products are approved and companies receiving the green signal and use it in advertising and on packaging. The aim of green marketing is to sustain the environment in the following ways changing. Green marketing is the marketing of products that are presumed to be environmentally preferable to others. Thus green marketing incorporates a broad range of activities, including product modification, changes to the production process, sustainable packaging, as well as modifying advertising. Since resources are limited and human wants unlimited, it is important for the marketers to utilize the resources efficiently without waste while achieving the organization's objective. Today's consumers are becoming more and more rational about the environment and are also becoming socially responsible. Therefore, all companies are attentive towards the consumers' aspirations for

environmentally less damaging or neutral products. Many companies want to have an early mover advantage as eventually they have to move towards becoming green.

There is a growing awareness among consumers worldwide regarding protection of the environment in which they live. People do want to bestow a clean earth to their descendants. Various studies by environmentalists indicate that people are concerned about the environment and are changing their behavior pattern so as to be less hostile towards it. A green product is a sustainable product designed to minimize its environmental impacts during its whole life cycle and even after it's of no use. Green products are usually identified by having two basic goals – reducing waste and maximizing resource efficiency. They are manufactured using toxic-free ingredients and environmentally friendly procedures and are certified by recognized organizations like Energy star, Forest Stewardship Council, etc.

Some of the characteristics of a green product are:

- Grown without the use of toxic chemicals and within hygienic conditions
- Can be recycled, reused and is biodegradable in nature
- Comes with eco-friendly packing
- Uses the least resources
- Is eco-efficient
- Has reduced or zero carbon footprint
- Has reduced or zero plastic footprint

period, the nature of the studies and the type of data, the different schemes, the different plans/options, the current growth of the sector, (2) to recognise other data instruments and techniques in previous investment studies in the mutual fund.

1. What is the current state of a mutual fund's open-ended tax-saving investment research?
2. What essential concerns should be further addressed in this extent?

2. REVIEW OF LITERATURE

Roberts (1995) attempted to segment US consumers on the idea of their socially responsible consumer behaviour and determined the profile of socially responsible consumers. The study used the five demographical variables viz. age, gender, education, income and occupation and 4 attitudinal variables viz. environmental concern, perceived consumer effectiveness (PCE), liberalism and alienation as predictor variables of socially responsible consumer

behaviour. Using cluster analysis, the sample was categorized into 4 clusters viz. 'Socially Responsible' (32%), 'Middle-Americans' (45%), 'Greens' (6%) and 'Browns' (17%). 'Socially Responsible' cluster was more environmentally conscious than all clusters except greens and was the foremost socially responsible consumer cluster. Consumers belonged to the present cluster were more liberal, more environmentally concerned and showed higher levels of PCE. aside from this, they were more likely to be married, be the owner of their homes and graduated from college. Third cluster 'Greens' included the consumers who were highly ecologically conscious and displayed highest levels of PCE. This group represented more females than males, who were more likely to be married, graduated from college and hold their homes.

Vlosky et al. (1999) examined the connection between intrinsic motivations of consumers and their willingness to pay premium price for environmentally certified wood products. The study proposed a conceptual model explaining the effect of environmental consciousness, importance of certification and involvement in certification on willingness to buy environmentally certified wood products. Results of correlational analysis reduced the size into the five factors viz. environmental consciousness, importance of certification, involvement in certification, price premium and willingness to pay. Results of the analysis reported that each one hypothesized relationships were significant and positive.

Rowlands et al. (2003) conducted a study in Canada and investigated the profile of potential purchasers of green electricity also as examined the influence of consumers' demographical variables (income, age, education, gender and knowledge), attitudinal variables (perceived consumer effectiveness, liberalism, altruism and ecological concern) and socialization variables (participation, communication) on consumers' willingness to pay higher premiums for green electricity. The analysis of the study reported that attitudinal variables specifically ecological concern, liberalism and altruism were best in determining the potential purchasers of green electricity. Though, the study advocated that demographical variables were less useful in identifying potential purchasers, education, age and income were still significant in identifying an equivalent.

Gossling et al. (2005) investigated German students' level of awareness associated with environmental

issues, their willingness to vary to green power products and hindrances in changing to green power by applying the target-specific approach. Findings of the info analysis revealed that 99.7% students expressed their positive attitude towards green 25 power and 76.4% were willing to pay more for green power.

Fraj and Martinez (2006) examined the influence of personality variables on ecological consumer behaviour of Spanish consumers. Five dimensions of personality viz. extroversion, agreeableness, conscientiousness, emotional stability and openness to experience were taken to know the personality characteristics and subsequently, exploratory correlational analysis was performed to validate the large five factor structure of personality. Environmental behaviour was categorized into two factors viz. actual commitment about buying and actual commitment about participation in environmental friendly activities.

Jain and Kaur (2006) conducted an exploratory study in India to explore the usefulness of the socio-demographical variables in segmenting green consumers. The study found the many relationships between socio-demographical variables and environmental consciousness of consumers. Hence, the study advocated the potential usefulness of socio-demographical variables in differentiating the segments of green consumers, and in developing marketing strategies to succeed in those segments.

Chitra (2007) studied consumers' perception towards ecofriendly products. On the idea of consumers' level of eco-friendliness and perception towards eco-friendly aspects, respondents were categorized within the four categories viz. 'aspirants' (58.3%), 'addicts' (20%), 'adjusters' (15.7%) and 'avoiders' (6.7%). Author also studied consumers' extent of awareness regarding green products, sources of awareness, preference for green products and level of satisfaction for green products. A sample of 60 respondents was drawn from Coimbatore and 4 product categories viz.

3. RESEARCH METHODOLOGY NEED FOR THE STUDY

This study aims to spot the key antecedents that influence young Indian consumers' environmental attitudes, which indirectly affect their green purchasing behavior. A model is proposed to check the impact of things affecting environmental attitude and green purchasing behavior. A convenience sampling method was employed to get 200 usable

CORRELATION COEFFICIENT:

responses from young students. A path analysis shows that environmental attitudes of young consumers affect their green purchasing behavior, demonstrating the attitude-behavior model.

OBJECTIVES OF STUDY

1. To assess the buying behavior of the respondents towards green products.
2. To evaluate the buying motives and measure the level of awareness of the respondents towards green products.
3. To identify the factors that influences the willingness of scholars in the acquisition of green products and their level of satisfaction towards the green products

SCOPE OF THE STUDY

The demand for green products has doubled in comparison to the last ten years. People became more concerned about the environment. The changing climatic condition isn't just an interview but has become a world concern. Even marketers are taking measures to attenuate the assembly of harmful wastes. All these reasons make the green product a crucial a part of the business.

STATISTICAL TOOLS

- The data are analyzed through statistical methods. Simplex percentage analysis is employed for analyzing are used for analyzing the info collected.
- Multivariate Analysis with Help of SPSS. (Correlation, Regression, Factor Analysis)
- Correlation with The Assistance of SPSS.
- Correlational Analysis with The Assistance of SPSS.

Simplex percentage analysis:

Percentage analysis is the tactic to represent raw streams of knowledge as a percentage (a part in100-percent) for better understanding of collected data.

Graphs:

Graphical representations are wont to show the leads to simple form. The graphs are prepared on the idea of knowledge that's received from the share analysis

LIMITATIONS

Each and each study will have its own limitations. Some limitations of this study are:

- Limited sample size. As the data collected from a few, it's going to not prove the view of entire population.
- Since the respondents have to fill the form online, they'll not co-operate properly.
- Possible sampling error.
- Geographical restrictions

4. DATA ANALYSIS AND INTERPRETATION

Correlations			
		Eco-friendly	PRICE
Eco-friendly	Pearson Correlation	1	.663**
	Sig. (2-tailed)		0
	N	202	202
PRICE	Pearson Correlation	.663**	1
	Sig. (2-tailed)	0	
	N	202	202

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

The sig value is less than 0.05 which means that there is a significant relationship between eco-friendly products and price, change in one variable will impact the other one. Hence H1 is accepted.

As The Pearson correlation is 0.663 there is a strong positive correlation between customer opinion on Eco-friendly & PRICE.

REGRESSION ANALYSIS:

Model Summary					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.535 ^a	0.286	0.283	1.011	2.285
a. Predictors: (Constant), Eco-friendly					
b. Dependent Variable: Purchase Intension.					

Coefficient of determination R-Square (R2) explains the variance in dependent variable (i.e. Purchase intention). The dependent variable explains 28.6% of variance.

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	82.153	1	82.153	80.3	.000 ^b
	Residual	204.624	200	1.023		
	Total	286.777	201			
a. Dependent Variable: Purchase Intension						
b. Predictors: (Constant), Eco-friendly.						

The F-ratio in the above ANOVA table tests whether the overall regression model is a good fit for the data. The table shows that the independent variables statistically significantly predict the dependent variable, $F(1, 200) = 80.297, p < .0005$ i.e., the regression model is a good fit of the data. Purchase intention = 0.955* customer opinion on eco-friendly product +0.061

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.06	0.3		0.2	0.84
	Eco-friendly	0.96	0.107	0.535	8.96	0
a. Dependent Variable: Purchase Intension						

The findings of the study indicate that there is positive impact of eco-friendly on purchase intention and the value is less than 0.05 which indicates that Eco-friendly products have significant impact on purchase intension.

Model Summary					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.274 ^a	0.075	0.071	1.152	2.299
a. Predictors: (Constant), PRICE					
a. Dependent Variable: Purchase Intension					

Coefficient of determination R-Square (R²) explains the variance in dependent variable (i.e., Purchase intention). The dependent variable explains 7.1% of variance.

Purchase intention = 0.955* customer opinion on eco-friendly product +0.061

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	21.575	1	21.575	16.271	.000 ^b
	Residual	265.202	200	1.326		

Total	286.77	201			
a. Dependent Variable: Purchase Intension					
a. Predictors: (Constant), PRICE.					

The F-ratio in the above ANOVA table tests whether the overall regression model is a good fit for the data. The table shows that the independent variables statistically significantly predict the dependent variable, $F(1, 200) = 16.271, p < .0005$ i.e., the regression model is a good fit of the data.

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.553	0.288		5.392	0
	PRICE	0.4	0.099	0.274	4.034	0
a. Dependent Variable: Purchase Intension						

The findings of the study indicate that there is positive impact of price on purchase intention and the value is less than 0.05 which indicates that price have significant impact on purchase intension.

FACTOR ANALYSIS:

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.859
Bartlett's Test of Sphericity	Approx. Chi-Square	1616.84
	Df	276
	Sig.	.000

The Kaiser-Meyer-Olkin Measure of is a statistic that measures the proportion of variance in the variables that might be caused by underlying factors. High factors generally equal to one indicates that the factor analysis may be useful with your data. If the value is less than 1 then the factor analysis probably will not be useful.

Bartlett’s test of Sphericity tests the hypothesis that your correlation matrix is an identity matrix which

would indicate that your variables are unrelated and therefore unsuitable for structure detection. Small values (of less than 1) significance level indicates that a factor analysis may be useful with the data.

As we see from the above table, significance value is 0.000 which is considered, and the Kaiser-Meyer-Olkin Measure of sampling adequacy is 0.859 which is acceptable, and the approximate Chi-Square value is 1616.844.

Communalities		
	Initial	Extraction
9) Rate your knowledge level about Global Warming .	1.000	.551
10) Rate your knowledge level about Recycling Products .	1.000	.610
11) Rate your knowledge level about Non-Biodegradable packaging .	1.000	.535
13) Eco-friendly Products keep you healthy.	1.000	.532
14) Eco-friendly Products have good quality / performance than conventional product.	1.000	.374
15) Eco-friendly Products have good taste and smell.	1.000	.566
16) Eco-friendly Products makes me feel different from everyone else.	1.000	.469
17) Plastic has become a lifestyle and it's impossible to avoid it.	1.000	.621
18) While purchasing product, I prefer green product over conventional products.	1.000	.615
19) I am ready to pay premium price for the products which are environmentally safe. (e.g. Shampoos, Lotions)	1.000	.614
20) I am ready to use product that consumes less energy (e.g. Electronic appliances)	1.000	.554
21) I am willing to pay a premium price for a product which consumes less energy (e.g. Electronic appliances).	1.000	.637
22) I am ready to pay price and use product that are made from biodegradable material.	1.000	.759
23) I pay attention to eco-friendly advertising.	1.000	.719
24) I hear and I pay attention to my friend's/family opinion concerning Eco-friendly product.	1.000	.657
25) I believe in the environment information on the product label.	1.000	.517
26) I read label before buying to see if contents are environmentally safe.	1.000	.673
27) I use biodegradable soaps and detergents.	1.000	.636
28) Price of green products affects my purchase behaviour.	1.000	.622
29) I want to preserve the earth.	1.000	.600
30) I just like eco-friendly products.	1.000	.625
31) I feel trendy / fashionable when I purchase eco-friendly products.	1.000	.569
12) Eco-friendly Products are good for environment ?	1.000	.546
8) Rate your knowledge level about Pollution from Pesticides .	1.000	.491

Extraction Method: Principal Component Analysis.

Initial Communalities are for correlation analysis, the proportion of variance accounted for each variable by the rest of the variables. Extraction Communalities are the estimates of the variance in each variable accounted for by the factors in the factor solution. Small values.

The above table explains how much each factor is extracting and we can see that all values are above 1 which is considered.

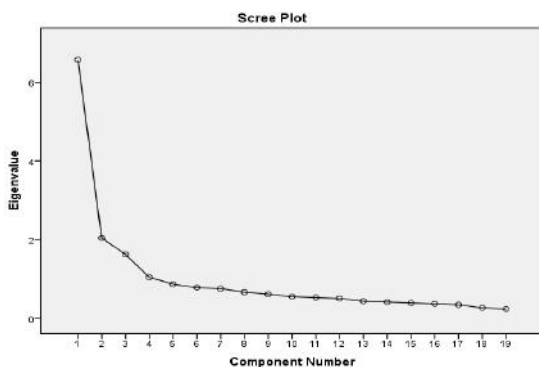
Component Matrix						
	Component					
	1	2	3	4	5	6
9) Rate your knowledge level about Global Warming .	.14 7	.20 6	.11 5	.68 5	.07 1	.01 0
10) Rate your knowledge level about Recycling Products .	.22 9	.11 2	.11 1	.07 5	.45 9	.56 2
11) Rate your knowledge level about Non-Biodegradable packaging .	.28 9	.06 2	.03 2	.60 7	.18 9	.20 7
13) Eco-friendly Products keep you healthy.	.61 9	.18 3	.15 9	.01 5	.26 8	.13 3
14) Eco-friendly Products have good quality / performance than conventional product.	.51 3	.31 5	.00 2	.00 7	.08 9	.06 6
15) Eco-friendly Products have good taste and smell.	.48 0	.40 1	.32 8	.10 3	.15 1	.18 4
16) Eco-friendly Products makes me feel different from everyone else.	.50 1	.35 5	.27 8	.06 1	.00 9	.10 4
17) Plastic has become a lifestyle and it's impossible to avoid it.	.55 2	.48 2	.22 4	.09 9	.12 9	.08 7
Purchase Intension	.54 2	.47 6	.26 6	.14 4	.04 4	.04 3
19) I am ready to pay premium price for the products which are environmentally safe. (e.g. Shampoos, Lotions)	.54 5	.49 1	.24 5	.03 3	.07 6	.09 3
20) I am ready to use product that consumes less energy (e.g. Electronic appliances)	.61 9	.39 1	.11 5	.06 6	.02 0	.02 8
21) I am willing to pay a premium price for a product which consumes less energy (e.g. Electronic appliances).	.58 7	.49 3	.06 6	.03 5	.13 9	.15 6
22) I am ready to pay price & use product that are made from biodegradable material.	.61 3	.35 1	.28 1	.09 5	.01 4	.41 5
23) I pay attention to eco-friendly advertising.	.60 7	.33 6	.39 8	.04 8	.12 1	.24 9
24) I hear and I pay attention to my friend's/family opinion concerning Eco-friendly product.	.63 0	.33 1	.34 5	.12 7	.02 3	.12 2
25) I believe in the environment information on the product label.	.62 1	.07 1	.31 6	.12 1	.06 7	.09 1
26) I read label before buying to see if contents are environmentally safe.	.53 1	.09 6	.52 5	.22 4	.00 9	.23 7
27) I use biodegradable soaps and detergents.	.61 2	.11 0	.45 3	.09 8	.09 5	.16 0
28) Price of green products affects my purchase behaviour.	.54 5	.21 2	.42 8	.06 3	.27 7	.13 0
29) I want to preserve the earth.	.60 9	.22 9	.20 5	.09 1	.11 6	.33 4
30) I just like eco-friendly products.	.63 3	.11 1	.13 4	.01 9	.36 5	.24 6
31) I feel trendy / fashionable when I purchase eco-friendly products.	.65 4	.05 5	.08 4	.16 3	.31 0	.09 4
12) Eco-friendly Products are good for environment ?	.04 1	.31 1	.00 3	.01 7	.66 8	.02 6
8) Rate your knowledge level about Pollution from Pesticides .	.07 9	.04 4	.25 3	.61 5	.02 5	.19 9

Rotated Component Matrix

	Component			
	1	2	3	4
VAR00014	.209	.292	.563	.200
VAR00015	.523	.039	.183	.257
VAR00016	.092	.709	.073	.159
VAR00017	.593	.090	.324	.095
VAR00018	.028	.691	.291	.234
VAR00019	.678	.163	.330	.161
VAR00020	.026	.742	.217	.187
VAR00021	.608	.021	.318	.293
VAR00022	.018	.561	.530	.101
VAR00023	.701	.286	.104	.307
VAR00024	.072	.238	.820	.091
VAR00025	.613	.289	.106	.457
VAR00026	.310	.175	.614	.087
VAR00027	.211	.327	.008	.688
VAR00028	.385	.198	.618	.108
VAR00029	.234	.137	.084	.734
VAR00030	.493	.551	.298	.240
VAR00031	.234	.070	.442	.637
VAR00032	.604	.419	.197	.006

Extraction Method: Principal Component Analysis.
 Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 23 iterations.



Factor loading:

S.No	Constituent Variables	Factor loading value	Factor Extracted
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1.	I feel trendy / fashionable when I purchase eco-friendly products.	.654	Awareness Level about the Green products
	I just like eco-friendly products.	.633	
	I hear and I pay attention to my friend's/family opinion concerning Eco-friendly product.	.621	
	I believe in the environment information on the product label.	.619	
	I am ready to use product that consumes less energy (e.g. Electronic appliances)	.587	
	I am willing to pay a premium price for a product which consumes less energy (e.g. Electronic appliances).	.552	
	Plastic has become a lifestyle and it's impossible to avoid it.	.545	
	I am ready to pay premium price for the products which are environmentally safe. (e.g. Shampoos, Lotions)	.531	
	I read label before buying to see if contents are environmentally safe.	.513	
	Eco-friendly Products have good quality / performance than conventional product.	.501	

	Eco-friendly Products makes me feel different from everyone else.		
2.	I am willing to pay a premium price for a product which consumes less energy (e.g. Electronic appliances).	.593	Factors influencing the purchase of Green Products
3.	I read label before buying to see if contents are environmentally safe.	.525	Purchase Behaviour
4.	Rate your knowledge level about Global Warming. Rate your knowledge level about Non Biodegradable packaging . Rate your knowledge level about Pollution from Pesticides	.685 .607 .615	Consumer Intention
5	Eco-friendly Products are good for environment ?	.668	Opinion on eco friendly products
6.	Rate your knowledge level about Recycling Products .	.562	Knowledge of recycling process

5.FINDINGS

- 52% of the respondents are male and 48% are females.
- 26% of the respondents are of the age group of 23-25 years, 19% are 20-22 years' age group, 15% are 26-28 years, 17% of the respondents are of the age group of 17-19 years and 17% of the respondents are above 29 years of age.
- 17% of the respondents are students of third year, 16% of the respondents are students of second year, 19% are students of fourth year, 14% are students of first year and 34% of the respondents are doing post-graduation.

- □ 64% of the respondents are from nuclear family, and 36% of the respondents are joint family.
- In Regression the R square is .28.6, which means that approximately 28.6% of the variance of preference for green product over conventional products is accounted for by the model.
- The R is the correlation of the model with the outcome, and since we only have one predictor, this is in fact the correlation Eco-friendly products and of the respondents and price.
- H0: There is no relationship between Eco-friendly products and of the respondents and price.
- H1: There is strong and significant relationship between Eco-friendly products and of the respondents and price.
- 35% of the respondents have a monthly income of 60,001 to 80,000. 28% of the respondents have a monthly income of 35,001 to 60,000. 16% of the respondents have a monthly income of more than 80,001 and 21% of the respondents have a monthly income of less than 35,000.
- From the ANOVA table we see that the F-test and hence our model is statistically significant.
- 45% of the respondents come from urban area and 55% of the respondents are from rural area.
- 25% of the respondents know a lot, 3% know a great deal about pollution from pesticides, 34% of the respondents were neutral whereas 31% know something and 6% know nothing.
- 30% of the respondents know a lot, 11% know a great deal about global warming, 41% of the respondents were neutral whereas 11% know something and 6% know nothing.
- The Coefficients table the constant or intercept term is 3.117, and this is the predicted value of preference for green product over conventional products when Age Group equals zero. We are not that interested in this coefficient because an Age Group of zero is not plausible.
- 29% of the respondents know a lot, 10% know a great deal about non-biodegradable

packaging, 33% of the respondents were neutral whereas 19% know something and 8% know nothing.

- 27% of the respondents agree and 7% strongly agree that Eco-friendly Products keep you healthy, 29% of the respondents are neutral whereas 17% of the respondents disagree and 19% strongly disagree.
- 28% of the respondents agree and 9% strongly agree that Eco-friendly Products have good taste and smell, 29% of the respondents are neutral whereas 17% of the respondents disagree and 17% strongly disagree.
- 15% of the respondents agree and 7% strongly agree that Eco-friendly Products makes them feel different from everyone else, 29% of the respondents are neutral whereas 26% of the respondents disagree and 23% strongly disagree.

6. SUGGESTIONS

Suggestions to Marketers:

Firstly, marketers can utilize the great untapped market for Hotel, Automobile and Textile products (as revealed by the study). Secondly eco-friendly alternatives should be linked with the rewards. Thirdly using a wide range of media in combination to communicate eco-friendly approach could be done. Finally, marketers should deliver what they promise.

Suggestions to Consumers:

Firstly, consumer must take a lead and make others understand the benefits of organic food, minimize the use of scarce natural resources, recycle the recyclable waste material. Secondly, it is also suggested to use social networking sites to influence on sustainable consumer behavior.

Suggestions to Government and Other Bodies:

The Government should work closely with its stakeholders to develop and agree definitions, both in meaning and application, for widely used green claims. Industries must also play an active role in shaping the definitions and methodologies that govern different industrial environmental issues.

For Retailers:

Retailers are suggested to open a greater number of organic retail stores for sale of green products. Because consumers feel that the availability of organic stores in the study area is minimum. Retailers may get eco-friendlier profit in the long run by opening of a greater number of organic stores or

otherwise they may change from their existing retail shops in to organic one.

It is understood that vast majority of the consumers feel that quality of green products is superior than non-green products so retailers must make it available the green products more than the non-green products like energy saving home appliances, organic food items, fuel saving vehicles, biodegradable garments and plastics and all other grocery items.

It is known that only few of the consumers are encouraged by the retailers to use green packages, so retailers are suggested to encourage all the consumers to use green packages like jute bags, dotted cloth bags and so on.

It is known that awareness creation on green practices and waste reduction is the main factor which is influencing the attitude of retailers towards green marketing practices. In order to strengthen the above factor, retailers must create voluntary interest among themselves for knowing the green marketing practices and its positive impact on their business through advertising media, asking from suppliers, manufacturers and others.

Based on the output of cluster analysis, retailers are formed into three groups namely Energy savers, Awareness Creators and Green motivators. They suggested to use energy saving appliances continuously for their business operations like using of LED bulbs, using energy saving refrigerators, fans, air conditioners and other electronic appliances, using of fuel saving vehicles, etc., They should create awareness and motivation about green marketing practices to their employees through providing proper training like conducting meetings, participations in seminars etc., and conducting promotional campaign for their consumers like conducting contests, offering tree saplings for shopping, offering green certificate to the buyers those who are regularly purchasing of green products etc.,

RECOMMENDATIONS

- Consumers can have further awareness towards green marketing.
- Research can also be made in the area of GREEN HOUSING sector, GREEN TOURISM sector and GREEN POWER sector.
- Consumers can have awareness of financial sector and education sector.
- The main issue in research is it should be done in AUTOMOBILE sector for more green

automobile products and services and like - for
- like comparisons.

CONCLUSION

The paper was mainly focused to study the purchasing approach of consumers towards green products. It is evident that the purchase behavior and customer satisfaction towards green products is not influenced by age, gender, income or educational qualifications of the consumers. Purchasing behavior of consumers depends on their level of satisfaction towards the products. The concern for environment has been found to be more among the young consumers. Consumers regard the features of the green products to be most important while purchasing them. They are even willing to pay more for the green products to protect their environment. Consumers are motivated to buy green products not only because of their concern for the environment but also because they believe these can be healthier option for them. Thus organizations need to focus more on improving the quality of green products and also need to provide high quality green products at genuine prices. As the high price and low quality of the green products are two most important factors prevent and demotivate the consumers while thinking about purchasing such products.

This study shows that fast fashion sustainability strategies have not been marked enough which has resulted in consumer's low awareness of them. Another reason why consumers have no attention for sustainability strategies in Hotel, Automobile and Textile industries is they don't see the direct connection of industries to environment. Having transparency in all the company's activities will raise the awareness and trust for what the company is doing. Young consumers want these marketers to work more with sustainability, but they don't expect textile industries to offer sustainable garments. This is due to fast fashion is related with short lifecycles and low price and is from a consumer perspective not seen as sustainable.

The result shows that consumers see green products as safer than ordinary products. Moreover, the added value of green products is a feeling of having done something good for the environment. Thus, the pressure from others to behave in a certain way can affect consumers to buy green products. Our study shows that consumers do not value green products high and do not understand the importance of green products. They associate them as expensive, limited and as unattractive. Green products that have green

labels provide the consumer information about the garment which is of great value. Furthermore, our study shows that consumers would prefer if companies start to provide more information about the products by using stamps saying where it is produced and by whom.

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