

**A STUDY ON THE BUYING BEHAVIOUR OF CONSUMERS TOWARDS GREEN
PRODUCTS**

Dissertation submitted to St. Teresa's College (Autonomous) Ernakulam, Affiliated to Mahatma
Gandhi University in partial completion of

PGDM – BUSINESS ANALYTICS

Submitted by

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ST. TERESA'S COLLEGE (AUTONOMOUS), ERNAKULAM

COLLEGE WITH POTENTIAL FOR EXCELLENCE

Nationally Re-Accredited At 'A++' Level (Fourth Cycle)

Affiliated to Mahatma Gandhi University Kottayam-686560

December 2022



**ST.TERESA'S COLLEGE (AUTONOMOUS),
ERNAKULAM**



CERTIFICATE

This is to certify that the dissertation entitled “**A STUDY OF THE BUYING BEHAVIOUR OF CONSUMERS TOWARDS GREEN PRODUCTS**” is a bonafide record of the project work carried out by Neha Antony P A (Reg No: SM21PGDM011) final year student of PGDM – Business Analytics under my supervision and guidance during the academic year 2021-2023. The project report represents the work of the candidate and is hereby approved for submission.

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DECLARATION

I hereby declare that the project work entitled “ **A STUDY OF THE BUYING BEHAVIOR OF CONSUMERS TOWARDS GREEN PRODUCTS** ” Submitted to the St. Teresa’s College (Autonomous), Ernakulam, is a record of an original work done by me under the guidance of **Ms. Parvathy P S, Asst. Professor, St. Teresa’s College, Ernakulam**, and this project work is submitted in the partial fulfillment of the requirement for The award of the degree of **PGDM - Business Analytics**. The results embodied in this project Report have not been submitted to any other University or Institute for the award of any degree or diploma.

NEHA ANTONY P A

Place : Ernakulam

Date:

ACKNOWLEDGEMENT

I wish to acknowledge all those who helped me to complete this study. I thank God Almighty for helping me and guiding me on the right path and who made all Things possible. I would be failing in my duties if I don't say a word of thanks to all those who made My training period educative and pleasurable one.

First of all, I thank almighty GOD for his mercy and love which kept me in good health and Sound mind and helped me to complete the project work successfully, and gave me strength and inspiration for making this project work a great success.

I express my sincere gratitude to our Director **Rev. Sr .Emeline** CSST. I thank **Dr. Alphonsa Vijaya joseph**, Principal, St. Teresa's College (Autonomous), Ernakulam for her valuable support and Encouragement.

I am grateful to Ms. Megha Mary Micheal, Head of the Department of Management Studies And all other members of the faculty of the Department for all the support and help given to me in the preparation of this project.

I must also thank my faculty guide Ms. Parvathy, Asst. Professor, St. Teresa's College, Ernakulam, for her continuous support, mellow criticism, and able directional guidance during the project.

Finally, I would like to thank all lecturers, friends, and my family for their kind support and to all who have directly or indirectly helped me in preparing this project report, without which this project would not be possible.

NEHA ANTONY P A

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CHAPTER 1
INTRODUCTION

1.1 OVERVIEW

Product is the soul of the market. It might be anything, such as commodities, services, or ideas, that could meet market demands and wants. The success or failure of the market determines the effectiveness of the product in meeting the demands and wishes of customers. As a result, it's critical to ensure that the product both satisfies the customer's desires and protects the environment. The best answer is an eco-product, also known as a green product

Any product or service that is not destructive to the environment or surroundings is termed "eco-friendly." As a result of the expansion of greener, more suitable, and environmentally friendly products, consumer preferences have changed due to the awareness of ongoing environmental issues among consumers. There are so many factors that are incorporated in green products. It requires few raw materials and releases a small amount of containment to the environment as compared to other non-green products.

A green product is one which is designed with as little environmental impact throughout its entire life cycle, also after it is no further in use.

Green products are typically determined by two primary tasks:

1. Waste minimization and
2. Efficiency optimization.

They are built with non-toxic ingredients and environmentally friendly procedures, and they are certified by leading institutions such as Energy Star, Forest Stewardship Council, and many others.

The following are some of the characteristics that define a product as green or eco-friendly:

- It's recyclable, reusable, and biodegradable in nature.
- It's packaging is in an eco-friendly manner.
- It requires the least amount of available resources.
- Focus on generating revenue thereby making a responsible contribution to the Environment.

- It is an ecological friendly product
- Collected raw materials from the local producers ensure the sustainability expansion of the region.
- It minimizes the carbon footprint.
- It minimizes plastic footprint

On a national and international level, today's environmental conditions have become a threat to human health. Plastic use, air pollution, and other factors contribute to the worsening of our economic situation. Green products help to contribute a sustainable environment by minimizing the wastage and efficient use of resources. Nowadays, the demand for green products is high in the market.

Contemporary commercial promotional efforts and other factors make demand for green products in the modern-day. As a result of this trend, customers are more concerned about environmental protection and they are willing to pay more for green items additional cost for the same. The advantage of a green product is that it aids in the reduction of environmental matters and it is beneficial to the company, consumer society. People today are more worried about the environment, and they are looking for producers and governments to create fewer damaging products for society.

However, every society bears a moral responsibility to safeguard the generation's long-term survival, which can only be achieved by executing long-term growth plans for the country. Green products have a major role in the sustainable development of the nation. In order to track our society's progress, we need to discover sustainable development goals and benefits through consumers. This study is focused on the buying behavior of customers towards green products. This is to be considered by examining the following objective.

1.2 STATEMENT OF THE PROBLEM:

The study is to determine the buying behavior of green products in Kochi city. It analyzes the factors that influence the buying behavior of green products among customers. The study focused on how consumers make choices about green products and wanted to figure out what variables affect their behavior and purchase behavior. The factors of environmentally friendly

purchase behavior, such as intention to buy, purchase decisions, actual purchase behavior, and willingness-to-pay, were the focus of these behavioral studies.

Further, the aim of the study is to find out how and where their income goes toward buying Green or Eco products. The economy's income inconsistencies have created a scenario of Financial instability among consumers, which may restrict individuals from making green purchase decisions.

1.3 LITERATURE REVIEW

1) Grundey, D. (2009), the researchers examined environmental marketing and eco-labelling to ensure that consumers have access to environmentally friendly products and services and that their preferences could be shifted toward environmentally friendly behavior. The survey was done in Lithuania to determine whether customers are loyal to environmentally friendly products and whether marketing campaigns and ecological labeling practices influence their buying decisions. The study found that the main incentive for Lithuanians to purchase eco-products is a deep concern for their health, followed by quality and advertising. Higher individual income, cheaper pricing for eco-products/eco-processed foods, informing/educating the society, and more advertising are the most influencing elements in their loyalty to eco-products in the country. The main de-motivators of buying eco-products in Lithuania are high prices, low availability and doubts if the product is green or its green washing.

5) Faison Afar Sheikh, Ashfaq Ahmed Mirza, Anam Aftab, Bilal Asghar (2014) conducted a study on consumer green behavior toward green products and green purchase decision. This research paper discusses how our economy's customers will buy green products and how they could make decisions while doing it and. Customers who really are ecofriendly are more likely to buy eco-friendly products. It discusses what factors can influence customer green behavior and decision-making. The overall aim of this study was to determine how customers will make green buying decisions and respond toward green products. The findings of this study were consumer green behavior has a great positive link with price, quality, and Green marketing. Whereas brand and gender differences have a very weak effect on consumer green behavior.

6) Prashant Kumar, Bhimrao M Ghodeswar (2015) the purpose of the study was to focus on green consumer buying behavior among the Asian market. The focus of recent study on green consumer behavior has been on Asian markets. Even though there is information of environmental awareness among Indian customers in the research, their purchasing behavior toward green products is yet unexplored. As a result, the focus of this research is to examine the factors that influence customers' green product buying decisions in India. The findings of the first one are that they participate actively in environmental protection by adopting and consuming environmentally friendly products. Second one, Indian consumers attempt to learn about green products, acquire information about them, and trial them out. They get it by conducting research and seeking information from their friends about green products. Third one is that Green products have to be integrated to consumers' functional, emotional, and Experiential, according to marketing professionals. Also, green product marketing needs to provide consumers with facts on companies' environmental performance, information about green products, similarity with their intended social image, and relevance to current lifestyles.

7) Yang, Y. C. (2017) conducted a study on Consumer Behavior towards Green Products. This research focused on changing consumer behavior towards the usage of green products. Connecting sustainability. With the core business operations and consumers means that the CR team must work with other parts of the business, including brand, marketing, and R&D. This enables opportunities for innovation. They concluded that green marketing has to be pursued to a higher level.

9) Shin, J., Kang, S., Lee, D., & Hong, B. I. (2018) conducted a Study Analyzing the failure factors of eco-friendly home appliances based on a user-centered approach. This research focuses on the elements that lead to eco-friendly product failures from the consumer's perspective, with such a specific attention on detergent-free washing machines. This research focus on two things: (1) the attitude-behavior gap that emerges during the consumer decision-making process, and (2) consumer preference for core aspects. A repetitive model was used to consider the decision-making stage. This study's analysis technique is able to develop long-term policies for boosting environmentally friendly items.

10) NS Kripa, L Vinod (2021) conducted a Study on Consumer Behavior towards Green products and Barriers in Consumer Purchase Decision. The purpose of this research paper was to determine the scope to which consumer perceptions are favorable toward purchasing and Eco-friendly products, as well as how to publish proposals to promote the utilization of these products. It also examines the social barriers that obstruct the use of environmentally friendly products. The study focuses on customer perceptions of green products and also social barriers and factors that restrict the utilization of green products. The findings of this research paper are that due to the huge cost of green products consumers are restricted from buying green products. Price of the green product is one of the factors that influence the buying behavior of Green products among customers. Absence of green shops and products is another factor which is affecting the buying behavior of customers.

1.4 SIGNIFICANCE OF THE STUDY

Few researches have been carried out on the consumer behavior on green products specifically in relation to the influences of factors to purchase intentions of green label products. However, there has been a whole wealth of research, attempting to profile the environmentally conscious members of the population. This study will be significant and beneficial to business in terms of knowing the green market capabilities, especially the market targeted to green consumers.

- To support the business to better understanding the potential of the green market.
- To assist business to well understanding the tendency of green purchasing.
- To assist business to better understanding the buying behavior of green
- How marketers to promote and increase awareness for youth consumers toward green products.

1.5 SCOPE OF THE STUDY

The sample unit of the study is from Ernakulam District. The study was based on all recognized or trending product items in the market which were available among various purchasing groups. It studies the relationship between demographic characteristics and buying behavior. The sample of the study includes 160 green product customers from Ernakulam District . A Google form questionnaire is prepared in order to collect the data from various respondents. which consists of

age group starting from 15. This questionnaire consists of 23 sets of questions which were aimed to get inputs such as demographic information of respondents, awareness towards green products and its related sources, preference of respondents regarding green products, challenges etc. The study was conducted during the period from August to November.

1.6 OBJECTIVES

- To analyse the existing knowledge of green products among customers.
- To determine the challenge of green products.
- To recognize the factors of green products.
- To identify any existing green product entrepreneur.
- To analyse the effect of price premium in the green product.
- To measure the satisfaction level of customers through green products.

1.7 RESEARCH METHODOLOGY

The study made use of the primary data collection method for collecting data from online surveys. Questionnaires were designed and disseminated to respondents over their emails to be filled in by them. The source of secondary data is journals, articles, research papers, online sites and websites of online and offline education website. The sample size for this research is one Hundred and sixty (160), who were selected purely based on convenience and support the purpose of the study. The sample area is selected as Ernakulam district and data is collected through the close-ended questionnaire through the mail. For the analysis of data, chi-square test is used to compare the dependency in various hypothesis framed for achieving the objectives of the study and used descriptive statistics. SPSS and Excel research tools have been used to analyse the data.

1.8 STATISTICAL PACKAGES

M S EXCEL

Microsoft Excel is a spreadsheet program applied to record and analyze numerical and statistical. In Excel, charts are used to make a graphical representation of any set of data. A chart is a visual representation of the data, in which the data is represented by symbols such as bars In a bar chart or lines in a line chart. Excel provides you with many chart types and you can Choose one that suits your data or you can use the excel recommended charts option to view charts customized to your data and select one of those. However, if your data analysis results Can be visualized as charts that highlight the notable points in the data, the audience can Quickly grasp. It also leaves a good impact on your presentation style.

SPSS SOFTWARE

SPSS (Statistical Package for the Social Sciences) is a software program used by researchers in various disciplines for quantitative analysis of complex data. It is a widely used program for statistical analysis in social science. It is also used by Market researchers, health researchers, survey companies, government, education researchers, marketing organizations, data miners, and others. In addition to statistical analysis, data management (case selection, file reshaping, creating derived data) and data documentation (a metadata dictionary is stored in the data file) are features of the base software. SPSS datasets have a two-dimensional table structure, where the rows typically represent cases (such as individuals or households) and the columns represent measurements (such as age, sex, or household income). The graphical user interface has two views which can be toggled by clicking on one of the two tabs in the bottom left of the SPSS statistics window. The 'Data View' shows a spreadsheet view of the cases (rows) and variables (columns). The 'Variable View' displays the metadata dictionary where each row represents a variable and shows the variable name, variable label, value label(s), print width, measurement type, and a variety of other characteristics. Cells in both views can be manually edited, defining the file structure and allowing data entry without using command syntax. This may be sufficient for small datasets. Larger datasets such as statistical surveys are more often created in data entry software, or entered during computer-assisted personal interviewing, by scanning and using optical character recognition and optical mark recognition software, or by direct capture from online questionnaires. These datasets are then read into SPSS.

1.9 LIMITATIONS

The study is subjected to some limitations. The study has been done only in the Ernakulam District. Findings of the survey are based on the assumption that the respondents have given Correct information. Some of the respondents were reluctant to answer. Time was another constraint. As the sample size is small, statistical tests would not be able to identify significant relationships within data set.

CHAPTER – 2
INDUSTRY AND COMPANY PROFILE

2.1 INDUSTRY PROFILE

Going green is becoming increasingly attractive as a business strategy. As scientists and politicians debate the truth of global warming and dwindling natural resources, green industry practices not only enjoy favorable public sentiment and the psychic income of a lower carbon footprint, but increased cost savings, supportive government policies, and ever-increasing profitability as well. Trends in consumption, government policy, and costs all point towards even more green industry business opportunities in the years ahead.

Within the franchising sector there are a number of ways to take advantage of the green business movement, from growing organic food, to providing energy efficiency expertise, to car washes and maid services that use eco-friendly soaps, and dozens of concepts in between. But before jumping into any green franchise, it's critical that potential franchisees understand what these businesses – and the industry overall – are really all about.

The green Industry focuses on making a profit while having a negligible (or even a beneficial) impact on the environment. Leaders within the industry make sustainability a key consideration in decision-making throughout the organization. They work to minimize both use and production of harmful chemicals, excess materials, and waste byproducts in the delivery of their goods and services. Recognizing the importance of our planet's dwindling natural resources – or perhaps the economic opportunity that that creates – the green industry seeks to meet the demands of today without compromising the needs of tomorrow

There are varying degrees of going green; large factories may install solar panels to reduce energy costs while a local restaurant may deliver by bicycle to reduce emissions. A warehouse may install energy saving light bulbs while a home builder may use insulation made from recycled denim. But increasingly it's becoming the standard that companies recognize the cost savings and potential profitability of going green; more and more are taking steps, small and large, toward greater sustainability.

In our increasingly connected world, consumers are becoming more educated about the environmental impact of a growing population competing over finite natural resources. Put simply – most people are more open to less harmful products – especially if they are as easy to find and use as other products. I though the scientific cause and effect of many environmental issues

remains debated by some, what is undeniable is a significant consumer interest in environmentally friendly business practices and products. A recent survey found that 88% of Americans believe taking care of the earth is very important – but only 52% believed that the government should be taking action to protect it. Green business can benefit either way: greater consumer interest and/or more protective policy

Globally, a report from 2014 says that 55% of consumers across 60 countries are willing to pay higher prices for goods from environmentally conscious companies. A 2013 study claims that 71% of Americans at least consider the environment as a factor when shopping.

With clear advantages in cost, and customer appreciation, green and sustainable business is growing, and franchising has been no exception to this trend. Governments at the local and national level are supporting environmentally friendly businesses with incentives while pushing industry standards on pollution and emissions ever higher. In this environment of growing public and private support, it's no wonder we continue to see green franchising opportunities grow.

We can be sure that producing more pollution is never going to seem like a good idea again. Green industry methods are on the rise because they're increasingly demanded by consumers, sought after by shareholders, and required by governments. Sustainable business practices acknowledge the finite resources available and reduce costs through renewable and reusable inputs; they attract niche customers early and have enormous potential to grow into the mainstream

2.2 COMPANY PROFILE

Some companies start out as “green” enterprises from scratch, developing eco-friendly product alternatives, or offering energy-saving services and solutions across a range of industries.

Brief introduction about some major green product Companies

- **Seventh Generation**



The paper, personal care, and cleaning product company, Seventh Generation, has been focused on being eco-friendly since being founded in 1988. Seventh Generation’s mission is “to transform the world into a healthy, sustainable & equitable place for the next seven generations.”

Packaging used for selling and shipping products is a huge source of waste and negative environmental impact. So, along with their plant-based products made of ethically and sustainably sourced ingredients, Seventh Generation makes sure their packaging is just as environmentally friendly. In order to reduce waste, the company uses recycled materials for their packaging and designs the packaging itself to be recycled.

Their goal is for 100% of their products and packaging to use biobased or post-consumer recycled material by 2020, and like Patagonia, Seventh Generation aims to become a zero-waste company by 2025. Seventh Generation also focuses on environmental advocacy and community action. From supporting the Sierra Club’s Ready For 100 campaign to offering grants to nonprofit organizations through their foundation, the Seventh Generation Foundation, Seventh Generation fights to make sure their impact doesn’t simply end after their sustainable products get to your door.

- **Pela**



Pela began in 2010 when its founder, Jeremy Lang, saw first-hand the damage of plastic pollution on our oceans when on vacation. Lang and Pela are taking a step towards making sustainable, plastic-free products the new normal with a product that we hold every single day.

The company now prides itself on creating the “World’s First 100% Compostable Phone Case,” and on its quest to prevent 1 billion pounds of plastic from being produced by 2028. They have already removed over 313,000 pounds of plastic with the sales of their effective, durable cases.

Pela, a B Corp and Climate Neutral Certified business, is also intentional about using eco-friendly materials and decreasing their footprint. Their phone cases, in addition to being compostable, use renewable resources. And with their 2020 reduction plan, they set out plans to streamline transportation routes, decrease end-of-life waste, and help manufacturing facilities shift to renewable power sources.

Pela hasn’t stopped with fighting plastic waste and with environmentally-friendly phone cases. Recently, this 1% for the Planet member developed Lomi, a revolutionary at-home composting tool that lets you turn waste—including an old pela case—into compost with a single button and kitchen counter-sized appliance.

Since then they have expanded to smart watch bands, air pod cases, and sunglasses. All of their products are made of biodegradable and compostable materials and free of BPA, lead, cadmium and phthalates

- **YesStraws**

YES STRAWS

Disposable plastic straws are harmful to our environment. They are one of the ten most frequently found things on the beaches and are the cause of death to thousands of fish and animals.

In an effort to change our habits and protect the wildlife, plastic straw bans have been enacted across the World. Rising from these changes came many eco-friendly straw alternatives, like YesStraws

YesStraws produces 100% biodegradable straws made from natural materials so you can enjoy your drink comfortably without damaging the Earth. They use raw materials from renewable sources, like wheat and cane stems which are fast growing, compostable and biodegradable. Their brand also helps by educating the local community about ecologically conscious lifestyles.

YesStraws lets their product speak for itself in their branding, as a sensible and effortless straw alternative. Their simple web layout and mouth watering photos of cocktails show how their products are sustainable and good for the environment.

- **Patagonia**



Outdoor clothing company, Patagonia, is always on the top of eco-friendly company lists, and with good reason. The Ventura-based company has spent its forty-seven years in business being at the cutting edge of environmentally conscious business practices. And they continue to evolve and innovate. The great thing about Patagonia is that the business is completely honest about its practices. The company knows that not everything it does is eco friendly. For instance, Patagonia has to use fossil fuels to produce some of the outer-shells on their coats. However, this eco friendly brand is still searching for better ways to produce its products.

For the last 35 years, they have pledged 1% of sales to the conservation of the natural environment. This practice led to Patagonia's Founder, Yvon Chouinard, co-founding 1% for the Planet so other companies could make the same contribution to environmental protection. The B Corp has awarded over \$89 million to national and international grassroots, environmental groups. They even sued the president to preserve national monuments in 2017!

Much of their raw materials are recycled or grown organically in order to reduce their environmental footprint. And they aim to be completely carbon neutral by 2025.

On top of all of that, their initiative, Patagonia Action Works, helps connect consumers with local activist groups in their community

- **Panasonic**



Panasonic doesn't get as many public accolades as many companies (something that Interbrand, which ranks companies on sustainability, calls the 'gap'), but it consistently wins high marks from experts. Like many companies on this list, Panasonic has ambitious energy goals, both in terms of efficiency and renewables, and it also focuses on making environmentally friendly products. What sets them apart is the way they've incorporated sustainability into their day-to-day life. It moved its North American headquarters from suburban Seacaucus, New Jersey to a LEED-certified building in downtown Newark by Penn Station, an intentional move to eliminate the need for employees to drive to work and reducing their carbon footprint. They're also partnering with several companies to make a demonstration Sustainable Smart Town in Japan centred around sustainability

- **Sealed**



Sealed is another eco-friendly company helping people reduce their carbon emissions at home. It's not uncommon for HVAC systems to waste energy while heating and cooling homes because of their inefficiency. Sealed solves that problem by upgrading your HVAC systems. You'll have a more comfortable home year-round while decreasing energy consumption far more than before. Sealed is dedicated to making homes healthy, comfortable, and green for everyone. This is made easy by the risk-free payment plan they offer.

CHAPTER – 3
DATA ANALYSIS AND INTERPRETATION

3.1 DESCRIPTIVE ANALYSIS

3.1.1 CLASSIFICATION OF RESPONDENTS ON THE BASIS OF AGE

| Age | | | | |
|----------|-----------|---------|---------------|--------------------|
| Age | Frequency | Percent | Valid Percent | Cumulative Percent |
| 15 - 25 | 127 | 79.4 | 79.4 | 79.4 |
| 26 - 35 | 18 | 11.3 | 11.3 | 90.6 |
| 36 - 45 | 9 | 5.6 | 5.6 | 96.3 |
| Above 46 | 6 | 3.8 | 3.8 | 100.0 |
| Total | 160 | 100.0 | 100.0 | |

Table 3.1

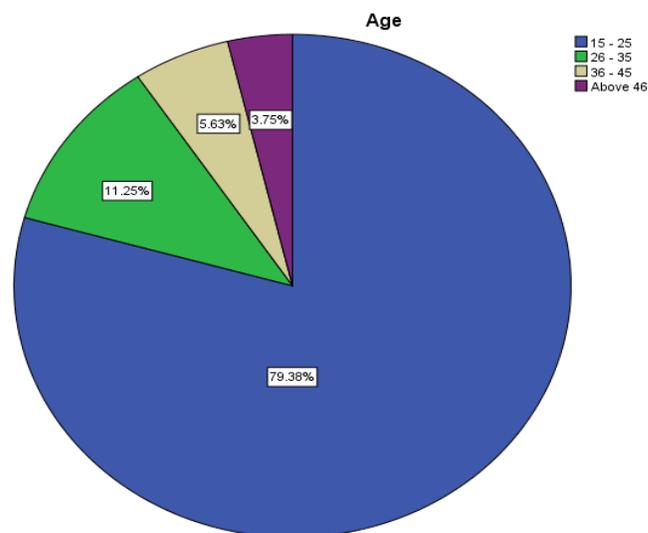


Fig 3.1

INTERPRETATION

The Fig 3.1 shows that majority of the respondents belonged to 15 – 25 age group (79.38%) who were mainly students. The age group was selected keeping in mind students attending higher secondary, pursuing higher education ,job, working individuals and people who are fairly settled.

3.1.2 CLASSIFICATION ON THE BASIS OF GENDER

| Gender | | | | |
|--------|-----------|---------|---------------|--------------------|
| Gender | Frequency | Percent | Valid Percent | Cumulative Percent |
| Female | 95 | 59.4 | 59.4 | 59.4 |
| Male | 65 | 40.6 | 40.6 | 100.0 |
| Total | 160 | 100.0 | 100.0 | |

Table 3.2

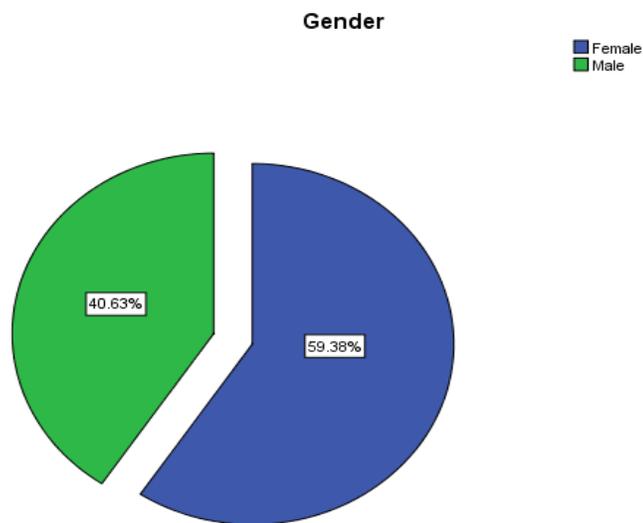


Fig 3.2

INTERPRETATION

From the above table 3.2 Females (59.4%) make up the vast majority of the respondents as compared to Males(40.6%)

3.1.3 CLASSIFICATION ON THE BASIS OF EDUCATION

| Education_Qualification | | | | |
|-------------------------|-----------|---------|---------------|--------------------|
| Education Qualification | Frequency | Percent | Valid Percent | Cumulative Percent |
| Graduate | 73 | 45.6 | 45.6 | 45.6 |
| Higher Secondary | 31 | 19.4 | 19.4 | 65.0 |
| Others | 18 | 11.3 | 11.3 | 76.3 |
| Post Graduate | 38 | 23.8 | 23.8 | 100.0 |
| Total | 160 | 100.0 | 100.0 | |

Table 3.3

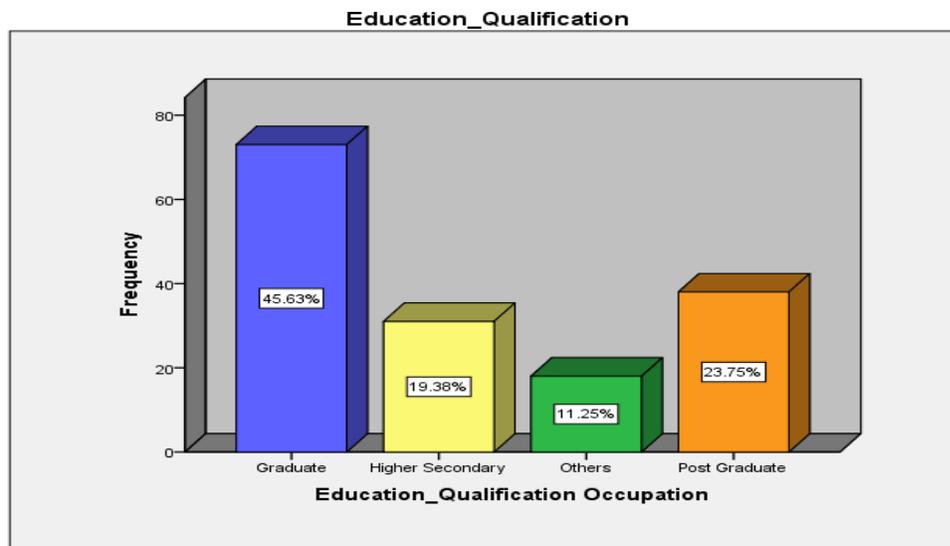


Fig 3.1

INTERPRETATION

The tables 3.3 shows that the majority of the respondents are graduates (45.63%) and 23.75% are post graduates.19.38have a higher secondary education and 11.25% are others.

3.1.4 CLASSIFICATION ON THE BASIS OF OCCUPATION

| Occupation | | | | |
|-----------------|-----------|---------|---------------|--------------------|
| Occupation | Frequency | Percent | Valid Percent | Cumulative Percent |
| Business | 4 | 2.5 | 2.5 | 2.5 |
| Others | 31 | 19.4 | 19.4 | 21.9 |
| Professional | 28 | 17.5 | 17.5 | 39.4 |
| Self Employment | 12 | 7.5 | 7.5 | 46.9 |
| Student | 85 | 53.1 | 53.1 | 100.0 |
| Total | 160 | 100.0 | 100.0 | |

Table 3.4

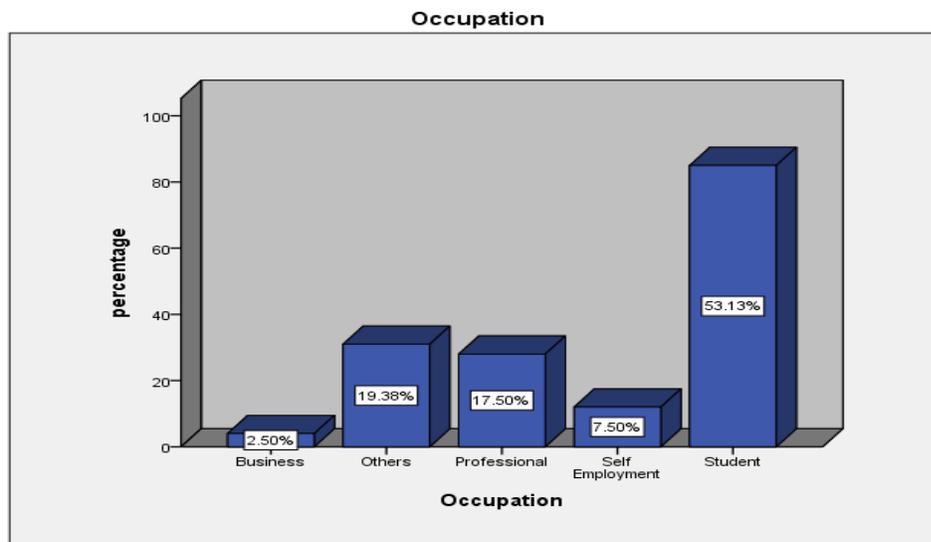


Fig 3.4

INTERPRETATION

Fig 3.4 shows that the majority of the respondents (53.13%) were found to be students, and the least respondents comes under Business(2.50%)

3.1.5 CLASSIFICATION ON THE BASIS OF ANNUAL INCOME

| Annual Income | | | | |
|---------------------------|-----------|---------|---------------|--------------------|
| Annual Income | Frequency | Percent | Valid Percent | Cumulative Percent |
| Between 1 lakh to 4 lakh | 42 | 26.3 | 26.3 | 26.3 |
| Between 4 lakh to 7 lakh | 10 | 6.3 | 6.3 | 32.5 |
| Between 7 lakh to 10 lakh | 5 | 3.1 | 3.1 | 35.6 |
| Above 10 lakh | 9 | 5.6 | 5.6 | 41.3 |
| Below 1 lakh | 94 | 58.8 | 58.8 | 100.0 |
| Total | 160 | 100.0 | 100.0 | |

Table 3.5

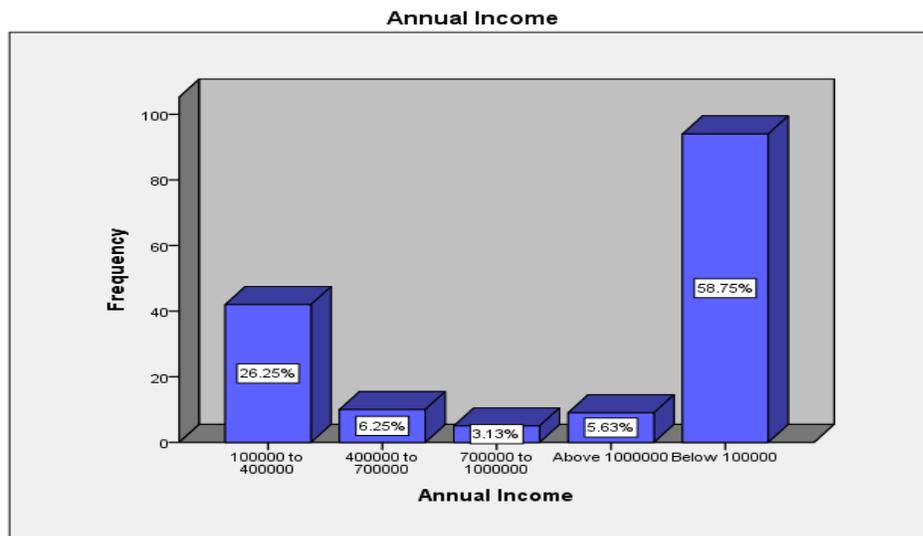


Fig 3.5

INTERPRETATION

Table 3.5 indicates the annual income of respondents. The majority of the respondents comes with a total annual income Below 100000 (58,75%), while respondents with an annual income of range from 700000 to 1000000(3.13%) were the fewest.

3.1.6 AWARENESS OF THE BENEFITS OF GREEN PRODUCTS

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------|---------|---------------|--------------------|
| No | 23 | 14.4 | 14.4 | 14.4 |
| Yes | 137 | 85.6 | 85.6 | 100.0 |
| Total | 160 | 100.0 | 100.0 | |

Table 3.6

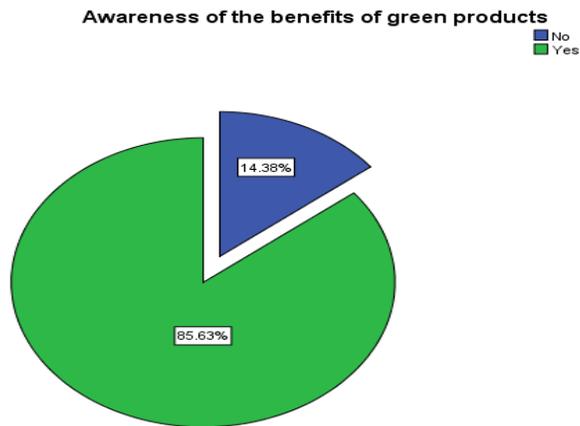


Fig 3.6

INTERPRETATION

It is evident from Fig 3.6 that the majority of the respondents have an awareness of the benefits of green products. About 85.63% of the total respondents have an awareness about the benefits of green products and about 14.38% don't have an awareness about the benefits of green products.

3.1.7 SOURCES OF INFORMATION

| Sources of information | Frequency | Percent | Valid Percent | Cumulative Percent |
|------------------------|-----------|---------|---------------|--------------------|
| Advertisement | 19 | 11.9 | 11.9 | 11.9 |
| Family and Friends | 17 | 10.6 | 10.6 | 22.5 |
| Newspaper and Magazine | 18 | 11.3 | 11.3 | 33.8 |
| Others | 10 | 6.3 | 6.3 | 40.0 |
| Social Media | 96 | 60.0 | 60.0 | 100.0 |
| Total | 160 | 100.0 | 100.0 | |

Table 3.7

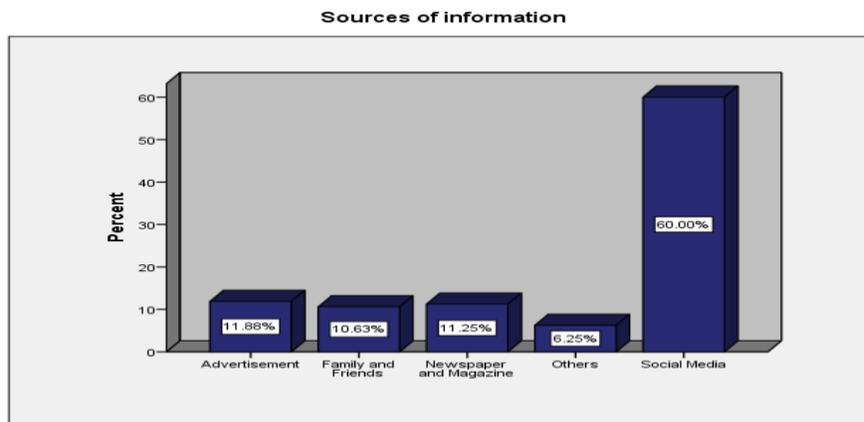


Fig 3.7

INTERPRETATION

The table 3.7 shows that most of the respondents (60.00%) are aware of the existence of green products through Social media . whereas 11.88% of respondents are aware through Advertisements , 11.25% are aware through Newspaper and magazines, 10.63% are aware through Family and Friends and 6.25% belong to other category.

3.1.8 GREEN PRODUCTS THAT ARE KNOWN BY THE CONSUMERS

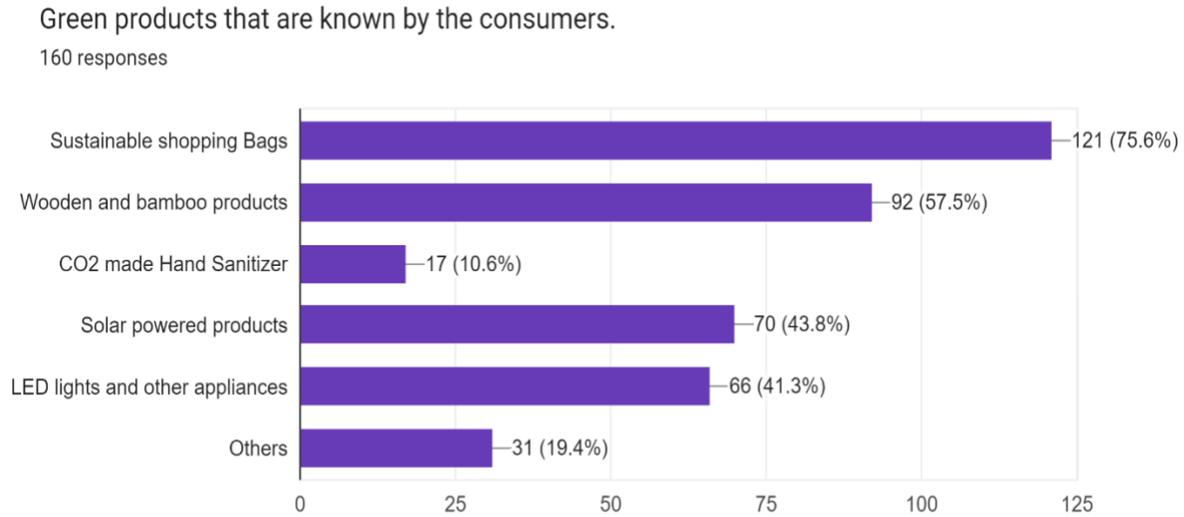


Fig 3.8

INTERPRETATION

The Fig 3.9 shows that most of the respondents know more about Sustainable shopping bags (75.6%), and the least known green product is CO₂-made hand sanitizer(10.6%).

3.1.9 CUSTOMER USAGE FREQUENCY OF GREEN PRODUCTS

| Customer usage frequency of green products | Frequency | Percent | Valid Percent | Cumulative Percent |
|--|-----------|---------|---------------|--------------------|
| Always | 11 | 6.9 | 6.9 | 6.9 |
| Never | 7 | 4.4 | 4.4 | 11.3 |
| Often | 88 | 55.0 | 55.0 | 66.3 |
| Rarely | 35 | 21.9 | 21.9 | 88.1 |
| Sometimes | 19 | 11.9 | 11.9 | 100.0 |
| Total | 160 | 100.0 | 100.0 | |

Tables 3.8

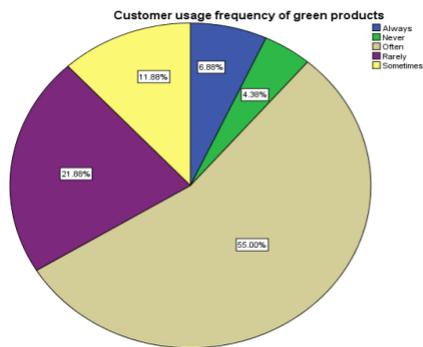


Fig 3.9

INTERPRETATION

The table 3.9 shows that the majority of the respondents often use green products. and about 55.00% of respondents often uses green products and about 4.38% of the respondents never use green products.

3.1.10 FACTORS INFLUENCING GREEN PURCHASING DECISIONS

| Factors | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|-----------|---------|---------------|--------------------|
| Above all | 25 | 15.6 | 15.6 | 15.6 |
| Enhanced quality of life | 11 | 6.9 | 6.9 | 22.5 |
| Environmental protection responsibility | 69 | 43.1 | 43.1 | 65.6 |
| High level of satisfaction | 14 | 8.7 | 8.7 | 73.8 |
| No side effects | 37 | 23.1 | 23.1 | 97.5 |
| Potential increase of product value | 4 | 2.5 | 2.5 | 100.0 |
| Total | 160 | 100.0 | 100.0 | |

Table 3.9

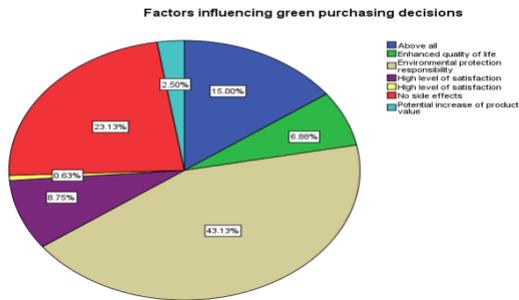


Fig 3.10

INTERPRETATION

From the above table 3.9 majority of the respondents are influenced by the Environmental protection responsibility factor of green products before purchasing and about 43.40% of respondents are influenced by this factor and the least influenced factor from this list is Potential increase of product value with only 2.52% of response from respondents.

3.1.11 OPINION THAT GREEN PRODUCTS ARE OVERPRICED

| Green products are over priced | Frequency | Percent | Valid Percent | Cumulative Percent |
|--------------------------------|-----------|---------|---------------|--------------------|
| Strongly disagree | 8 | 5.0 | 5.0 | 5.0 |
| Disagree | 16 | 10.0 | 10.0 | 15.0 |
| Neutral | 22 | 13.8 | 13.8 | 28.8 |
| Agree | 93 | 58.1 | 58.1 | 86.9 |
| Strongly agree | 21 | 13.1 | 13.1 | 100.0 |
| Total | 160 | 100.0 | 100.0 | |

Table 3.10

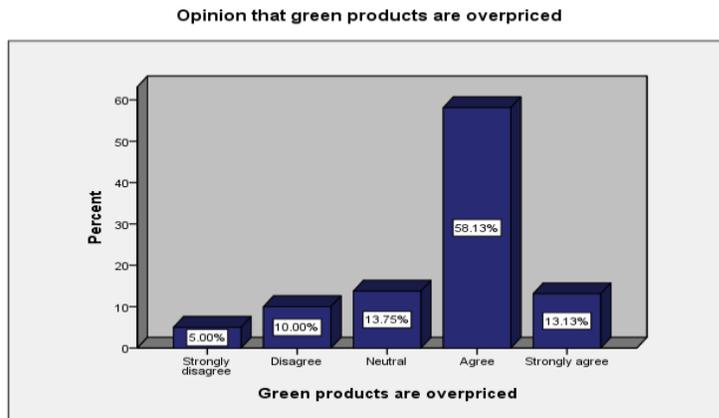


Fig 3.11

INTERPRETATION

From the Fig 3.10 majority of the respondents feels that green products are over priced, and about 58.13% respondents Agree that green products are over priced and about 5.00% of respondents strongly disagrees.

3.1.12 COMPARING THE PRICE OF GREEN PRODUCTS WITH OTHER PRODUCTS

| Attributes | Frequency | Percent | Valid Percent | Cumulative Percent |
|------------|-----------|---------|---------------|--------------------|
| Always | 68 | 42.5 | 42.5 | 42.5 |
| Never | 14 | 8.8 | 8.8 | 51.3 |
| Often | 21 | 13.1 | 13.1 | 64.4 |
| Rarely | 28 | 17.5 | 17.5 | 81.9 |
| Sometimes | 29 | 18.1 | 18.1 | 100.0 |
| Total | 160 | 100.0 | 100.0 | |

Table 3.11

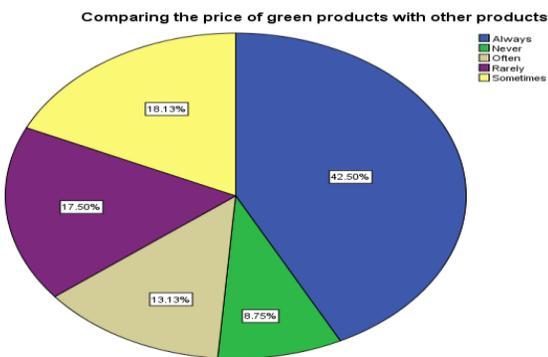


Fig 3.12

INTERPRETATION

The table 3.11 shows that while purchasing green products the majority of the respondents do compare the price of green products with other known products, about 42.50% of respondents compare the price of green products with other normal products .And the least majority of respondents with 8.75% never compare the price of green products with other normal products.

3.1.13 MARKETTING ELEMENT WHICH STRONGLY AFFECTS YOUR BUYING BEHAVIOUR OF GREEN PRODUCT

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|------------------|-----------|---------|---------------|--------------------|
| All of the above | 29 | 18.1 | 18.1 | 18.1 |
| Place | 8 | 5.0 | 5.0 | 23.1 |
| Price | 54 | 33.8 | 33.8 | 56.9 |
| Product | 53 | 33.1 | 33.1 | 90.0 |
| Promotion | 16 | 10.0 | 10.0 | 100.0 |
| Total | 160 | 100.0 | 100.0 | |

Table 3.12

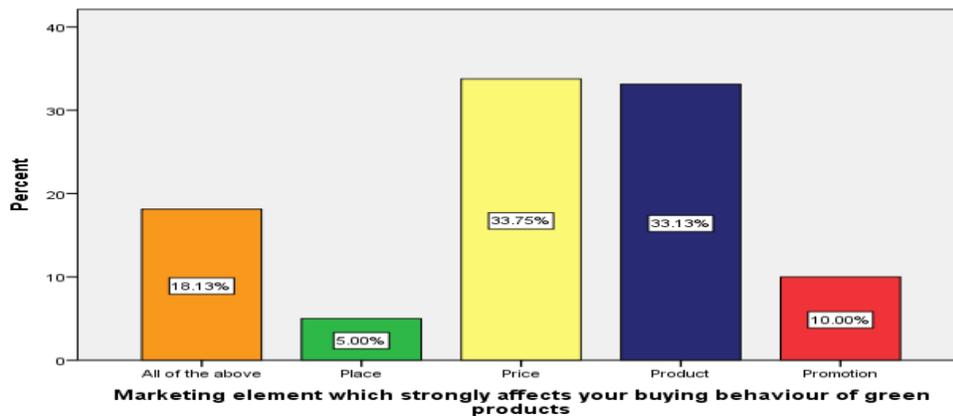


Fig 3.13

INTERPRETATION

From the above table, 3. 12 about 33.75% of the respondents answer that the marketing element that strongly affects their buying behaviour of green products is price and, the least majority of the respondents with 5.00% answers that, place is the marketing element that strongly affects their buying behaviour.

3.1.14 PREFER TO USE GREEN PRODUCTS OVER NON GREEN PRODUCTS

preference to use green products over non green products.

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------------------|-----------|---------|---------------|--------------------|
| Strongly Disagree | 6 | 3.8 | 3.8 | 3.8 |
| Disagree | 12 | 7.5 | 7.5 | 11.3 |
| Neutral | 27 | 16.9 | 16.9 | 28.1 |
| Agree | 67 | 41.9 | 41.9 | 70.0 |
| Strongly Agree | 48 | 30.0 | 30.0 | 100.0 |
| Total | 160 | 100.0 | 100.0 | |

Table 3.13

preference to use Green products over Non Green products.

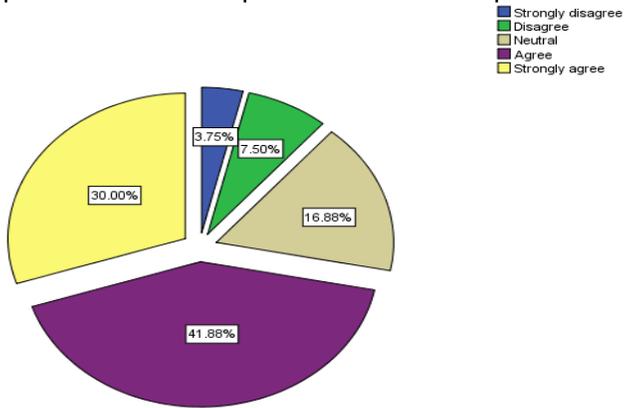


Fig 3.14

INTERPRETATION

From the above table 3.13 it shows that about 41.88% of respondents prefer to use green products over non green products and about 3.75% of respondent strongly disagree with this opinion.

3.1.15 OPINION THAT GREEN PRODUCTS LAST LONG COMPARED TO OTHER COMMON PRODUCTS

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------------------|-----------|---------|---------------|--------------------|
| Strongly disagree | 4 | 2.5 | 2.5 | 2.5 |
| Disagree | 17 | 10.6 | 10.6 | 13.1 |
| Neutral | 35 | 21.9 | 21.9 | 35.0 |
| Agree | 77 | 48.1 | 48.1 | 83.1 |
| Strongly agree | 27 | 16.9 | 16.9 | 100.0 |
| Total | 160 | 100.0 | 100.0 | |

Table 3.14

Opinion green products last long compared to other common products

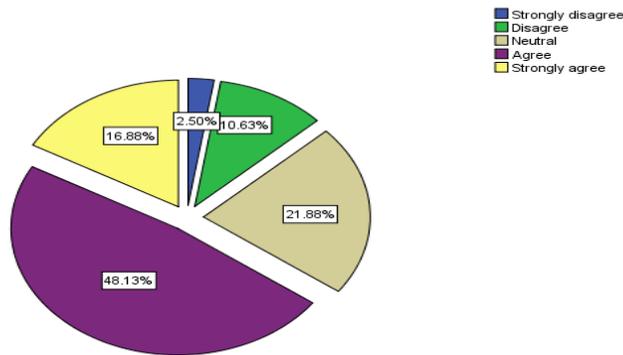


Fig 3.15

INTERPRETATION

From the above table 3.14 it shows that about 48.13% of respondents Agree on the opinion that Green products last long compared to other common products and about 2.50% of respondents strongly disagree with this opinion.

3.1.16 WILLINGNESS TO PAY HIGHER PRICE TO GREEN PRODUCTS FOR AN ECO FRIENDLY ENVIRONMENT

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------|---------|---------------|--------------------|
| Maybe | 30 | 18.8 | 18.8 | 18.8 |
| No | 25 | 15.6 | 15.6 | 34.4 |
| Yes | 105 | 65.6 | 65.6 | 100.0 |
| Total | 160 | 100.0 | 100.0 | |

Table 3.15

willingness to pay higher price to Green Products for an Eco friendly environment

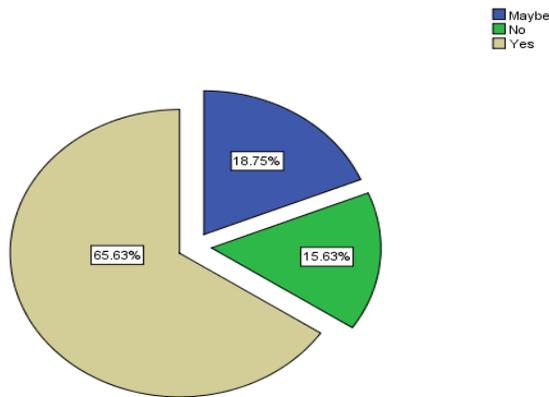


Fig 3.16

INTERPRETATION

From the above table 3.15 it shows that about 65.63% of the respondents are willing to pay higher price to green products for an eco friendly environment and about 15.63% of respondents are not willing to pay green products for an eco friendly environment.

3.1.17 LACK OF AWARENESS ON GREEN PRODUCTS AFFECT PURCHASE

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------------------|-----------|---------|---------------|--------------------|
| Strongly disagree | 7 | 4.4 | 4.4 | 4.4 |
| Disagree | 9 | 5.6 | 5.6 | 10.0 |
| Neutral | 46 | 28.8 | 28.8 | 38.8 |
| Agree | 35 | 21.9 | 21.9 | 60.6 |
| Strongly agree | 63 | 39.4 | 39.4 | 100.0 |
| Total | 160 | 100.0 | 100.0 | |

Table 3.16

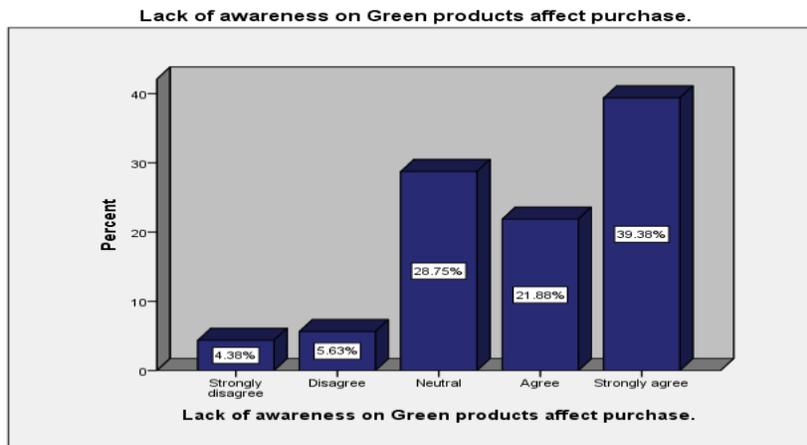


Fig 3.17

INTERPRETATION

From the above table 3.16 it shows that about 39.4% respondents Strongly agree's that lack of awareness on green products after their purchasing pattern and, 4.4% respondents oppose this opinion

3.1.18 CONSUMERS RECOMMENDING GREEN PRODUCTS TO THEIR FRIENDS

| | Frequency | Percentage | Valid Percent | Cumulative Percent |
|-------|-----------|------------|---------------|--------------------|
| Maybe | 35 | 21.9 | 21.9 | 21.9 |
| No | 6 | 3.8 | 3.8 | 25.6 |
| Yes | 119 | 74.4 | 74.4 | 100.0 |
| Total | 160 | 100.0 | 100.0 | |

Table 3.17

Consumers recommending green products to their friends

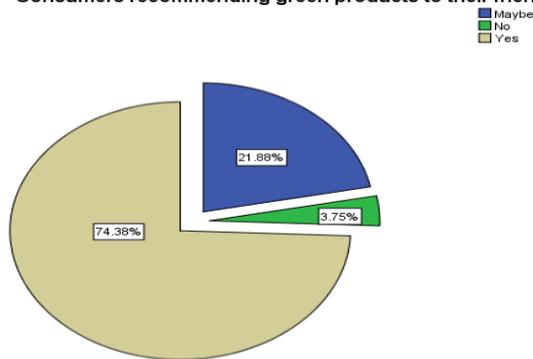


Fig 3.18

INTERPRETATION

The above table 3.17 shows that about 74.38% of respondents will recommend green products to their friends, and about 3.75% will not recommend green products to their friends.

3.1.19 SATISFACTION LEVEL OF THE CONSUMERS TOWARDS GREEN PRODUCTS

| | Frequency | Percentage | Valid Percent | Cumulative Percent |
|---------------------|-----------|------------|---------------|--------------------|
| Highly dissatisfied | 1 | .6 | .6 | .6 |
| Dissatisfied | 6 | 3.8 | 3.8 | 4.4 |
| Neutral | 37 | 23.1 | 23.1 | 27.5 |
| Satisfied | 64 | 40.0 | 40.0 | 67.5 |
| Highly satisfied | 52 | 32.5 | 32.5 | 100.0 |
| Total | 160 | 100.0 | 100.0 | |

Table 3.18

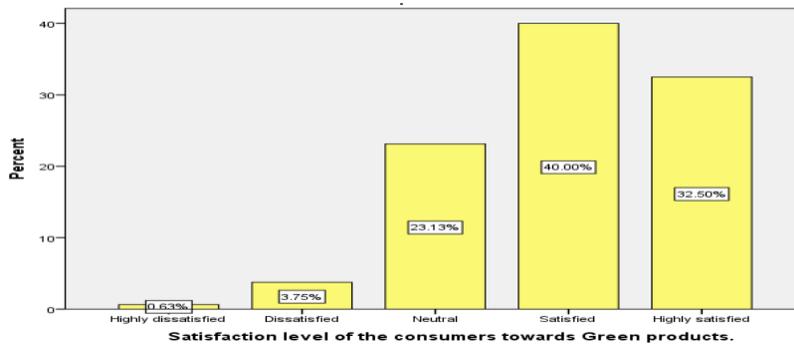


Fig 3.19

INTERPRETATION

From the above table 3.18 it shows that about 40.00% of respondents are satisfied with green products and about 0.6% of respondents are highly dissatisfied with green products.

3.1.20 CREATES A POSITIVE IMPACT ON SOCIETY BY SWITCHING INTO GREEN PRODUCTS

| Creates a positive impact on society by switching into green products | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|-----------|---------|---------------|--------------------|
| Strongly disagree | 2 | 1.3 | 1.3 | 1.3 |
| disagree | 6 | 3.8 | 3.8 | 5.0 |
| Neutral | 14 | 8.8 | 8.8 | 13.8 |
| Agree | 47 | 29.4 | 29.4 | 43.1 |
| Strongly agree | 91 | 56.9 | 56.9 | 100.0 |
| Total | 160 | 100.0 | 100.0 | |

Table 3.19

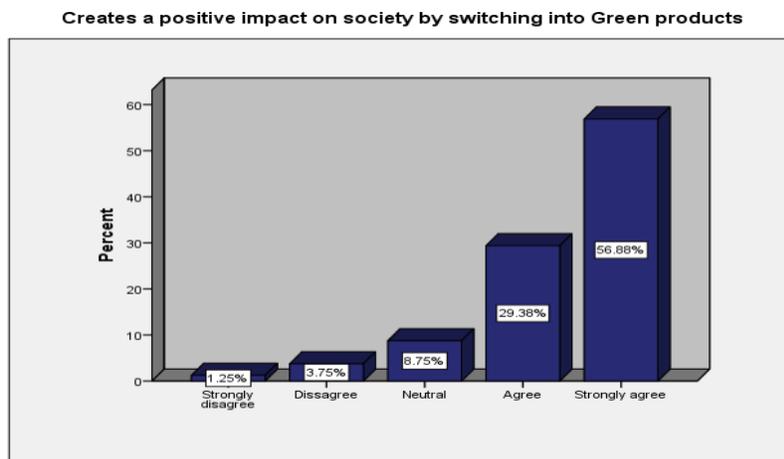


Fig 3.20

INTERPRETATION

From the above table it shows that about 56.9% of the respondents have the opinion that , switching into green products creates a positive impact on society and about 1.25% of respondents Strongly disagree to this opinion.

3.2 HYPOTHESIS TESTING

3.2.1 CHI SQUARE TEST : ANNUAL INCOME AND WILLINGNESS TO PAY HIGHER PRICE FOR GREEN PRODUCTS FOR AN ECO FRIENDLY ENVIRONMENT

H0 :There is no relationship between Annual income and willingness to pay higher price for green products for an Eco friendly environment.

H1 :There is a relationship between Annual income and willingness to pay higher price for green products for an Eco friendly environment

Annual Income * Are you willing to pay higher price to Green Products for an Eco friendly environment? Crosstabulation

Count

| | Are you willing to pay higher price to Green Products for an Eco-friendly environment? | | | Total |
|--------------------------------|--|----|-----|-------|
| | Maybe | No | Yes | |
| Annual Income 100000 to 400000 | 13 | 4 | 25 | 42 |
| 400000 to 700000 | 0 | 4 | 6 | 10 |
| 700000 to 1000000 | 2 | 0 | 3 | 5 |
| Above 1000000 | 0 | 2 | 7 | 9 |
| Below 100000 | 15 | 15 | 64 | 94 |
| Total | 30 | 25 | 105 | 160 |

Table 3.20

Chi-Square Tests

| | Value | df | Asymptotic Significance (2-sided) |
|--------------------|---------------------|----|-----------------------------------|
| Pearson Chi-Square | 14.934 ^a | 8 | .060 |
| Likelihood Ratio | 17.422 | 8 | .026 |
| N of Valid Cases | 160 | | |

a. 7 cells (46.7%) have expected count less than 5. The minimum expected count is .78.

Table 3.21

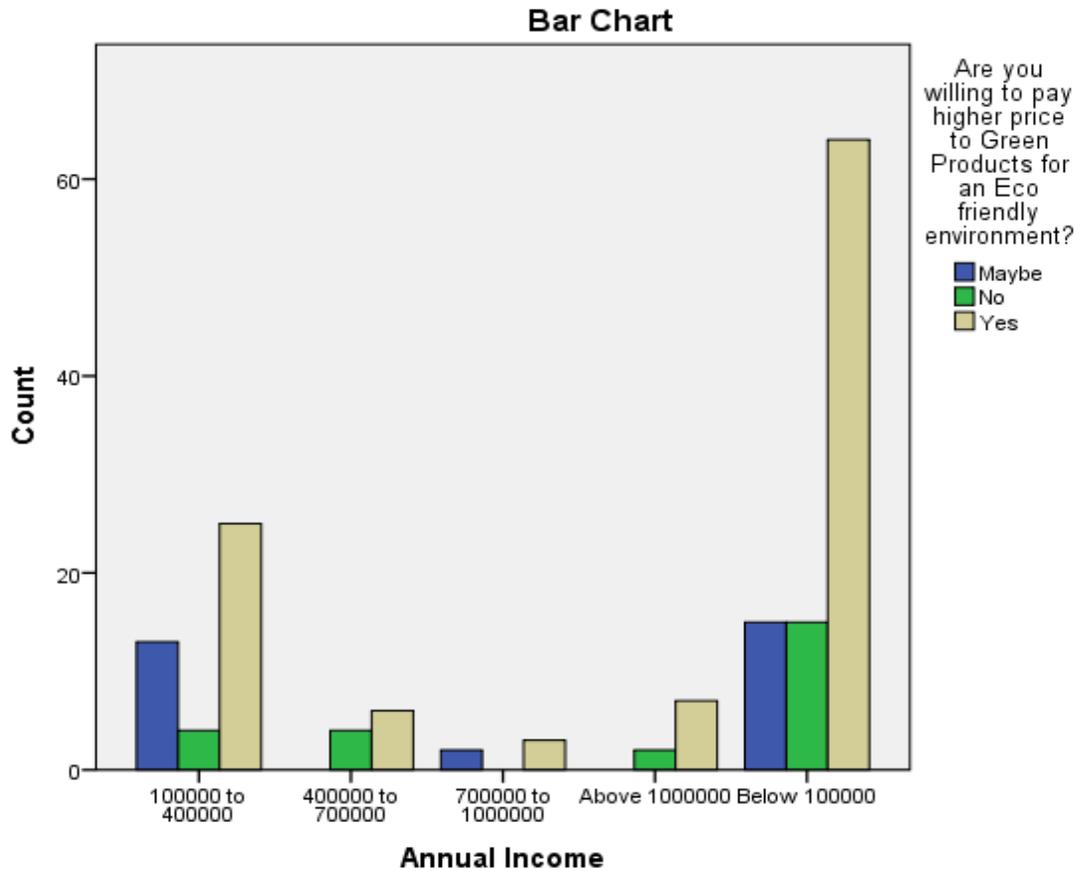


Fig 3.21

INTERPRETATION

Here the p value is .060 which is greater than alpha value 0.05, so there is no evidence to reject the null hypothesis. So, we can conclude that there is no relationship between Annual income and willingness to pay higher price to the green products for an eco-friendly environment.

3.2.2 CHI-SQUARE TEST : RELATION BETWEEN GREEN PRODUCTS PREFERENCE OF CONSUMERS AND AWARENESS OF THE IMPORTANCE OF GREEN PRODUCTS.

H0 : There is no relationship between awareness of positive impact of green products on society and preference of green product of a respondent.

H1 : There is a relationship between awareness of positive impact of green products on society and preference of green product of a respondent.

I prefer to use Green products over Non Green products. * Switching into Green products create a positive impact on society. Crosstabulation

Count

| | | Switching into Green products create a positive impact on society. | | | | | Total |
|-------------------------------|-------------------|--|----------|-------|-------|----------------|-------|
| | | Strongly disagree | Disagree | Agree | Agree | Strongly agree | |
| Prefer to use Green products. | Strongly disagree | 0 | 1 | 1 | 1 | 3 | 6 |
| | Disagree | 1 | 1 | 1 | 4 | 5 | 12 |
| | Neutral | 0 | 1 | 3 | 3 | 20 | 27 |
| | Agree | 0 | 3 | 7 | 30 | 27 | 67 |
| | Strongly Agree | 1 | 0 | 2 | 9 | 36 | 48 |
| Total | | 2 | 6 | 14 | 47 | 91 | 160 |

Table 3.22

Chi-Square Tests

| | Value | df | Asymptotic Significance (2-sided) |
|------------------------------|---------------------|----|-----------------------------------|
| Pearson Chi-Square | 32.213 ^a | 16 | .009 |
| Likelihood Ratio | 31.826 | 16 | .011 |
| Linear-by-Linear Association | 4.829 | 1 | .028 |
| N of Valid Cases | 160 | | |

Table 3.23

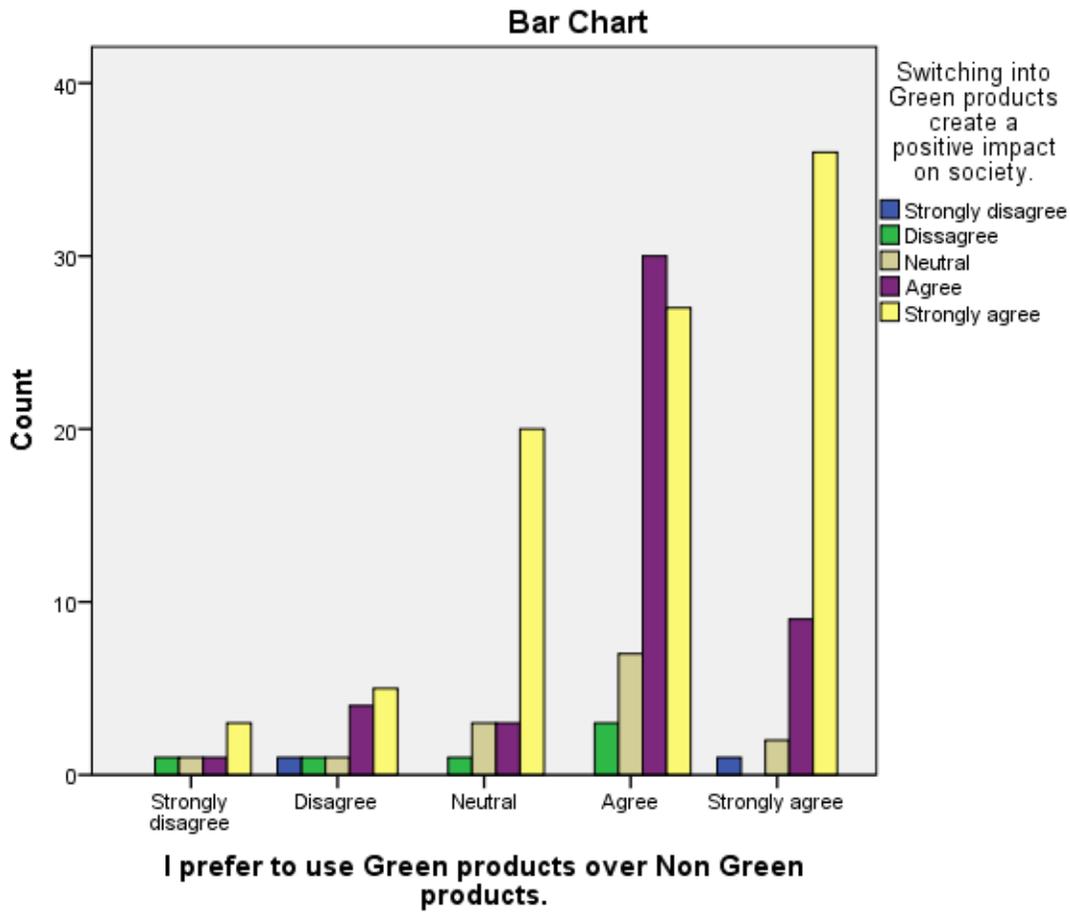


Fig 3.22

INTERPRETATION

Here the p value is .009 which is less than the significance value 0.05, so we reject the null hypothesis and accept the alternative hypothesis. So we can conclude that there is a relationship between the awareness of positive impact of green products on society and preference of green product of a respondent.

CHAPTER – 4
INFERENCES

4.1 SUMMARY OF FINDINGS

- Majority of the respondents of the study belongs to 15- 25 age group who were mainly students. About 79.38% of the respondents belonged to this group.
- Majority of the respondents are females, and about 59.4% are females and 40.6% of the respondents are males.
- Most of the respondents (45.6%) have a graduation qualification.
- The study shows that, majority of the respondents come with a total annual income below 1 lakh (58.75%).
- The study shows that, most of the respondents (75.6%) know more about sustainable shopping bags as a green product.
- The study shows that, most of the respondents (85.63%) have an awareness about the benefits of green products.
- The study shows that, majority of the respondents (60%) are aware of the existence of green products through social media.
- Majority of the respondents often use green products, about 55% of the respondents often use green products.
- The majority of the respondents (43.40%) are influenced by the environmental protection responsibility factor of green products before purchasing.
- A majority of 58.13% feels that green products are overpriced.
- It is clear that mostly a greater percentage of respondents (42.50%) of the study always makes price comparison of green products with common products.
- The study shows that, most of the respondents (33.75%) affect price element through marketing.
- Majority of the respondents (41.88%) prefer to use Green products over non green products.
- Majority of the respondents (48%) agree to the opinion that, green products last long compared to other common products.
- The study shows that, majority of the respondents (65.6%) are willing to pay higher price to Green products for an eco friendly environment.
- The study shows that, most of the respondents say that the lack of awareness of green products affects purchase.
- The study shows that, most of the respondents (74.4%) have recommended green products to their friends.
- The study shows that, majority of the respondents (40%) are satisfied with green products.
- The study shows that, majority of the respondents (57%) strongly agree that, there will create a positive impact on society by switching into green products.
- From the Chi – square test, we found that there is no relationship between annual income and willingness to pay higher price to the green products for an eco friendly environment.
- From the Chi – square test, we found that there is a relationship between the awareness of positive impact of green products on society and preference of green products offered by respondent.

4.2 SUGGESTIONS

- There must be more campaigns including larger section of the society towards green Lifestyle practices.
- Consumers have felt deceived by fake green products. So, it is the responsibility of the concerned authorities to monitor the green market.
- Proper monitoring of green product/services market by authorities will also help in avoiding a situation of exorbitant pricing for green products.
- The economically weaker section of the society shall come in the ambit of green products and services. This can pave the way for new job opportunities for them.
- Consumers should be given more incentives by the concerned towards the promotion of green products.

4.3 CONCLUSION

The topic of the study is —The Study of the Buying Behaviour of Consumers towards Green Products. This study has high relevance in the modern economy due to the Impact of environment degrading products. Sampling technique used was purposive sampling from 160 individuals. The objectives were to study the awareness about green products, Purchase behaviour of consumer with respect to green products, to analyses the impact of premium pricing, and to measure the satisfaction level of consumers towards green products.

The major findings of the study is that majority of people are aware of the existence of green products and its benefits in the consumer market. Consumers prefer green products as a result of its benefits and features but still, they are concerned about the price of green products. Even then, consumers were ready to pay more for green products considering its features and also for an Eco-friendly environment. The effective utilization of marketing mix has contributed to the improved awareness towards the green products in the market.

The shift in purchase behaviour towards the green products surmises that the society is ready to lead a green lifestyle. Even so, lack of monitoring and high cost deters the shift to this segment . From traditional product line. All that we need is a change in the mindset of people. To see for them and accept what is important.

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