

**A STUDY ON GREEN PURCHASING BEHAVIOUR OF CONSUMERS  
WITH RESPECT TO ELECTRONIC GOODS IN ERNAKULAM**

**Project Report**

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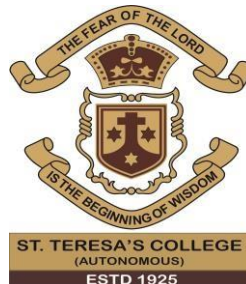
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*In partial fulfilment of requirements for award of the degree of  
Bachelor of Commerce*



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

COLLEGE WITH POTENTIAL FOR EXCELLENCE

Nationally Re-Accredited At 'A ++' Level

Affiliated to

**MAHATMA GANDHI UNIVERSITY**

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**March 2023**

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**CERTIFICATE**

This is to certify that the project report titled **“A STUDY ON GREEN PURCHASING BEHAVIOR OF CONSUMERS WITH RESPECT TO ELECTRONIC GOODS IN ERNAKULAM ”** submitted by **Archana O S, Arya Anil and Athira Suresh** towards partial fulfillment of the requirements for the award of the degree of **Bachelor of Commerce** is a record of bonafide work carried out by them during the academic year 2022-2023.

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# DECLARATION

We, **ARCHANA O S, ARYA ANIL** and **ATHIRA SURESH** do hereby declare that this dissertation entitled, “**A STUDY ON GREEN PURCHASING BEHAVIOR OF CONSUMERS WITH RESPECT TO ELECTRONIC GOODS IN ERNAKULAM** ” has been prepared by us under the guidance of **MS. ANN THOMAS KIRIYANTHAN**, Assistant Professor, Department of Commerce, St Teresa’s College, Ernakulam.

We also declare that this dissertation has not been submitted by us fully or partly for the award of any Degree, Diploma, Title or Recognition before.

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**Date:** **ARYA ANIL**

**ATHIRA SURESH**

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**ARCHANA O S**

**ARYA ANIL**

**ATHIRA SURESH**

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**CHAPTER-1**  
**INTRODUCTION**



## **1.1 Introduction.**

Since the 1970s, concern over the worldwide environmental situation has increased. The late 1980s saw a number of environmental catastrophes and incidents, which brought environmentalism back into the public eye. We were now directly affected by problems like ozone depletion, air pollution, overpopulation, the degradation of rain forests, and hazardous waste. The majority of scientists concur that the issue requiring our immediate attention, caused by the use of fossil fuels, is global warming. It is crucial to raise public awareness of environmental issues and act swiftly to address them if we are to effectively address the worldwide issue. Government or business are neither to blame for environmental difficulties, but every one of us may help by accepting personal accountability for our own sustainability-related challenges.

The market is more environmentally conscious than ever and will continue to be receptive to goods and services that pledge environmental responsibility well into the twenty-first century. In addition, people are taking action at the supermarket shelves, skewing purchases to products viewed as environmentally sound and rejecting those that are not, since they are concerned about protecting their lives and their livelihoods.

Green marketing originally appeared between 1975 and 1980, when the American Marketing Association (AMA) hosted the first workshop on the topic. According to the American Marketing Association (AMA), green marketing refers to the promotion of products that are thought to be environmentally safe; it includes a number of activities such as product modification, changes to the production process, packaging, advertising strategies, and also raises industry awareness of compliance marketing.

Green marketing is defined by the business lexicon as promotional actions intended to capitalize on shifting consumer perceptions of a brand. More and more, a company's policies and practices that have an impact on environmental quality and demonstrate how much it cares about the community are having an impact on these changes. It could also be interpreted as the advocacy of environmentally sound or advantageous products.

As a result of rising environmental consciousness, several authors contend that consumers are highly engaged in environmental concerns. Studies have demonstrated the importance of environmental awareness and knowledge in shaping consumer environmental attitudes. As a result, businesses who promote their "green product" through packaging, advertising, or production processes see an increase in customer satisfaction. Due to the green movement, businesses that don't "become green" won't fail in their sector. Customers desire to be associated with eco-friendly businesses and products.

The most talked-about environmental challenges today include global warming, resource depletion, and changing weather patterns. This might have a direct or indirect impact on how someone acts, particularly when choosing what to buy. Industrial products have significantly harmed the environment today, and as a result, society is paying more attention to them. Because of this, we have identified the production of electronic goods as a sector that significantly contributes to environmental pollution. In addition, these goods are under intense pressure from both governmental policies and consumer demands for environmentally friendly manufacturing. A few industries have also implemented policies and done the necessary actions to reduce environmental pollution.

The most talked-about environmental challenges today include global warming, resource depletion, and changing weather patterns. This might have a direct or indirect impact on how someone acts, particularly when choosing what to buy. Industrial products have significantly harmed the environment today, so society is paying more attention to them. Because of this, we have identified the production of electronic goods as a sector that significantly contributes to environmental pollution. In addition, these goods are under intense pressure from both governmental policies and consumer demands for environmentally friendly manufacturing. A few industries have also implemented policies and done the necessary actions to reduce environmental pollution.

Green purchasing refers to the practice of using environmental considerations with other factors like price and quality when making all purchasing decisions and contract allocations. In addition to making a significant market demand for greener production, green purchasing helps to conserve the environment locally and acts as a role model for businesses, homes, and other private institutions.

Due to customers' increased "knowledge of contemporary environmental issues, purchase decisions today are shifting toward products that are greener, more suitable, and more ecologically friendly. The green consumption movement has long existed in industrialized nations and is currently gaining popularity. In developing nations, green consumption has improved due to rising incomes and consumer knowledge.

Green growth, a strategy for development that many nations are pursuing, is a pillar of sustainable consumption and includes green consumption as an important component. Experts are still lacking in their ability to appropriately address research activities in this subject. In-depth empirical research is lacking, particularly on green consumer behavior. As a result, governments and businesses will be better able to comprehend and respond to customers' requirements for "green" products as well as the evolution of consumption trends in our nation. Green consumption is a component of the supply-demand connection.

Due to this reality, it will be difficult to create a survey instrument that both enterprises and governments can use to actively investigate and identify the current state of green consumer electronics and the influencing variables within.

## **1.2 Statement of Problem**

The global consumer demand for high-tech goods has made the electronic industry particularly dynamic, with new products being introduced daily in the consumer electronics market. Due to the rapid advancement of technology, consumers frequently replace their outdated equipment with newer models. Consumers are aware of the value of green products to satisfy their needs in today's competitive market. A consumer must decide whether to purchase electronic devices free of lead or non-lead-free electronic products when faced with this decision. Many customers are unaware of the advantages of using eco-friendly technological devices (electronic products without lead). Additionally, because lead-free electronics are more expensive than regular electronics, not all consumers can afford to purchase them.

This study is being done to see whether knowledgeable people are aware about environmentally friendly electronic products. This study was conducted to determine the level of consumer awareness and knowledge on the availability of various green electronics items in the market. It also attempts to determine whether or not customers have access to sufficient information regarding green products. The overall goal of this study is to comprehend the variables that affect consumers' decisions regarding green electronic products. More specifically, it aims to assess the consumer decision-making regarding green electronics, as well as to pinpoint the variables that affect consumers' decisions regarding the selection of green electronics.

## **1.3 Significance of study**

Global consumer demand is rising as a result of rapid economic expansion. This leads to an increase in product use, which weakens the environment. The usage of dangerous electronic items is the main factor contributing to environmental damage. The environmental issues and in turn environmental consciousness has gained importance in all the spheres worldwide. The green movement for environmental preservation has been rekindled as a result. This study is important because customers nowadays are looking for newer versions of green items, and we need to understand their shopping habits and the effects of green electronic devices.

It is need of the hour to outline and highlight the motivational factors of "ecologically conscious" consumers towards buying green electronics. The responsibility of marketers has become more multifaceted because as per the prevailing market scenario, there is a need to target the "greener" and

"younger" segments in a different way. This study focuses on electronic products as there is huge demand of these product items and in turn they have a shorter life span. An intense impact on consumer behaviour can be seen because of high environmental consciousness and the fact that the market of electronics items escalating at a significant rate.

The outcomes of the study highlight the key factors which trigger the motivation of consumers to go for green marketing practices.

## **1.4 Objectives**

1. To investigate consumer knowledge about eco-friendly electronic products.
2. To examine consumers 'purchase intention for green electronic products as well as the reasons for such behavior.
3. To determine the factors influencing consumers' purchasing decisions for green electronic products.

## **1.5 Research Methodology**

The study was descriptive in nature. In descriptive research, the data collected are organized, tabulated, depicted, and described after they have been collected. The study used the percentage for analyzing the data.

The study also makes use of a variety of tools for the presentation of analyzed data such as graphs and charts, to help in understanding the data distribution and to provide a better knowledge of how customers behave when making green purchases of electronic devices.

Both primary and secondary data are used for the study. With the aid of a structured questionnaire, data were gathered from samples taken for the study. The necessary broad information has been gathered from secondary sources, including books, magazines, newspapers, and websites.

### **1.5.1 Sample of Study**

#### **Sample size**

100 respondents were selected as a sample from Ernakulam.

The sampling technique used for this study is non-probability sampling specifically convenience sampling. Non-probability sampling involves non-random selection based on convenience or other criteria, allowing you to easily collect data. A convenience sample is made up of people who are most

easily accessible to the researcher. It is a quick and low-cost technique to collect preliminary data, but it comes with a larger risk of sample bias. We sought to keep this to a minimum in this research.

Convenience sampling (also known as Haphazard Sampling or Accidental Sampling) is a non-probability or non-random sampling technique in which members of the target population meet certain practical criteria, such as easy accessibility, geographical proximity, availability at a specific time, or willingness to participate, are included in the study. Convenience samples are frequently referred to as 'accidental samples,' because items may be chosen in the sample merely because they are located near where the researcher is collecting data, either physically or administratively

The study mostly relies on primary data that was gathered from a sample of 100 consumers from different parts in the Ernakulam district.

Sources of data	Primary data
Sample size	100 respondents
Universe	The residents of Kochi
Sampling technique	Convenience sampling
Source of primary data	Structured questionnaire
Tools of analysis	Tabular and graphical presentations are used
Data collection procedure	Google forms are used to collect the primary data.

## **1.6 Scope of the study**

The survey was conducted to determine the level of consumer awareness and "knowledge about the presence of diverse Green electronic items in the market" and to determine whether or not consumers have access to enough information about Green Products. The study is limited to the consumers in the Ernakulam district. Consumers in the study consist of different ranges of demographic profiles.

## **1.7 Limitations of the Study**

1. The study is restricted to Ernakulam because of time constraints.
2. Since the information was gathered through a questionnaire that was given to a population of 100 people , its accuracy may be questionable.

3. Since this research study was conducted related to electronic goods, it is not possible to generalize about green purchasing behavior towards all products in the market. Future researchers can take up study in other directions.

## **1.8 Chapterisation**

### **Chapter 1-Introduction**

Chapter one would be an introduction that would cover the brief aspects of consumers' green purchasing intention in Ernakulam district. The main theme of this chapter would include the aims and objectives of the research, the purpose of the research, and the future area of the research.

### **Chapter 2-Literature Review**

This chapter deals with a review of the literature which includes previous studies conducted on the topic of green products of various industries and consumer behavior.

### **Chapter 3-Theoretical Framework**

This chapter deals with the theoretical framework. It collects and compiles information relating to the topic.

### **Chapter 4 - Findings, conclusion and suggestions**

Data analysis and interpretations, In the chapter data is analyzed and interpreted based on various information collected from primary sources.

### **Chapter 5-Summary, Findings and Recommendations**

It is the summary of the findings and recommendations. It contains the final

Conclusion of the study.

### **KEYWORDS**

When compared to rival products that serve the same purpose, environmentally preferable purchasing (EPP) or green purchasing is usually defined as making a purchase of a product that has a lesser or reduced negative impact or increased positive impact on human health and the environment. The acquisition of raw materials, production, fabrication, manufacturing, packing, distribution, reusing, operation, upkeep, and disposal of the product are all taken into account when incorporating EPP into the procurement process. This phrase covers the procurement of goods that are recyclable, recycled, reusable, or that conserve energy or natural resources.

EPP can apply to either an environmentally friendly product or an environmentally friendly purchase.

**Green purchasing:-** An economic indicator of a group's wish for a good or service based on supply is called consumer demand. It serves as a representation of consumer purchasing behavior and aids in identifying population-specific purchasing patterns. Businesses analyze their pricing, revenues, and sales strategies when selling goods or services using projections and data about customer demand.

**Consumer demand:** - Green Electronics manufacture their products using eco-friendly, biodegradable, recyclable, and sustainable materials that don't worsen or add to the world's e-waste issue. They include a wide range of electronic devices, including headphones, smartphones, computers, monitors, and TVs.

**Green electronic:** -In order to protect nature and its resources, mitigate the effects of pollution and global warming, and create new or alternative techniques, strategies, and technologies to repair an already damaged ecosystem, green technology draws from a variety of science and technology disciplines.

The steps involved in developing green technology take into account both the immediate and long-term effects on the ecosystem. There are numerous other names for it, such as Clean Technology and Environmental Technology.

Whatever name you give it, its primary objective is to be environmentally friendly in order to produce "Green" technology goods, procedures, or services that do not further deplete our natural resources but instead promote sustainability.

**Green technology:** - The promotion of ecologically friendly goods, services, and projects is known as green marketing or environmental marketing. More specifically, green marketing refers a wide variety of environmentally friendly practices and strategies. Examples of ecological marketing includemaking environmentally safe goods

Utilizing environmentally beneficial, recycled-materials-based packaging for goods the a implementing sustainable company methods marketing initiatives describing a product's environmental advantages putting the money earned into carbon-offset projects or green energy

:

**CHAPTER -2**  
**REVIEW OF LITERATURE**



Under this study the researcher reviewed research papers for the purpose of providing an insight to the work related to consumers green purchasing intention. After going Different research that were directly or indirectly relevant to the major theme of the present study were examined in order to gain a thorough conceptual grasp of green products, green customers, and a variety of concerns relating to consumer behavior towards green electronic items.

To gather the necessary information, a number of publications, statistics reports, books, and websites were consulted-

### **Studies Related to Green Products, Green Consumers and Green Purchasing Behavior.**

**Tahir Albayrak, ŞafakAksoy, Meltem Caber(2013)**-The studys' objectives are to compare participants' levels of environmental concern and skepticism with their propensity for making green purchases, as well as to examine how these factors may affect this behavior using the Theory of Planned Behavior. Customers of Turk Telecom's e-invoicing service, both participants and non-participants, provided the data. Customers were divided into four groups based on how skeptical and concerned they were about the environment. According to research findings, customers who are more environmentally conscious and less skeptical exhibit a good outlook, have a high positive subjective norm, and sense more behavioral control, which drives them to express stronger intentions to subscribe to e-invoice services soon.

**2.T S Sujith (2017)** The global green movement has been growing quickly. Consumers are accepting responsibility and acting ethically in this regard. Market transformation is still being driven by consumer motivation and awareness, particularly with the development of more environmentally friendly products. The Indian customer is significantly less conscious of environmental issues like global warming than consumers in wealthy nations. Recognizing trends and presenting products, services, and brands in a way that supports customer intentions have long been key components of effective marketing. Many businesses today accept their duty to save the environment. Products and the manufacturing process thus become cleaner. Green products are being introduced by more businesses, which helps to change the world's pollution. "Go green," as they understand that they may decrease pollution and profits concurrently. Green marketing offers a unique chance to innovate in ways that matter and grow your organization at the same time. The view and attitude of consumers toward buying environmentally friendly items are examined in this essay.

**3. Shih-Tse Wang (2014).** Academic scholars have increasingly become interested in green consumer behavior. In order to fill a gap in the literature, this study examines the influences of consumer traits (such as external locus of control and collectivism) and social influence factors (such as environmental

visibility and subjective norms) on green purchasing intentions. These topics will be covered in the paper. A quantitative online survey with 1,866 participants was employed to gather data, and structural equation modeling (SEM) was used to analyze the results. The findings indicate that while collectivism values had a favorable impact on customers' willingness to make green purchases, an external locus of control had a negative impact. In addition, both subjective norms and environmental visibility had a big impact on people's intentions to make green purchases.

**4. Wencan Zhuang, Xiaoguang Luo, Muhammad Usman Riaz (2021),** The elements that influence customers' intentions to make green purchases are systematically analyzed in this study. The influencing variables of consumers' green buying intentions are categorized into three groups based on a thorough literature review: cognitive factors, consumer individual traits, and societal factors. Then, in order to quantify these connections, a meta-analysis of 54 empirical publications was carried out using Comprehensive Meta-Analysis 3.0 software. The findings showed that green perceived value, attitude, and trust significantly positively influence consumers' intentions to make green purchases. The perception of consumer efficacy, perceived behavior control, and subjective norm all have a significant beneficial effect on the desire to make green purchases. The collective good influences the intention to make green purchases. Green buying intent is significantly impacted negatively by green perceived risk. The study's findings offer tips for businesses engaged in the distribution of green products and environmental protection organizations.

**5. Binil V Rajan (2019)** This essay aims to investigate Kozhikode district customers' awareness of environmental issues. This essay discusses consumer purchasing habits, awareness of green products, and knowledge of the terms used to describe a product's "greenness." The main issues are the effects on climate change, a rapid loss of biological variety, global warming, etc. The planet will eventually be submerged if environmental pollution and global warming continue to rise. Alternative solutions must be developed to stop these issues. In the current environment, green products and environmental awareness are inescapable marketing aspects. The slogan "Go green, grow green" is becoming more popular throughout the world as a response to the issue of environmental degradation. Even yet, some customers still haven't heard of or comprehended the green products. As a result, an effort is being made to acquaint people with the term "green" and to examine consumer green consciousness.

**6. Sanjay K Jain, Gurmeet Kaur (2004)** Companies have been utilizing green marketing strategies and tactics as a result of rising green consumption and corporate environmentalism that is quickly catching up globally. Environmentalism has begun to gain momentum in India as well. To stop environmental deterioration, the nation has passed a number of environmental legislation. Governmental and non-governmental organizations have started green initiatives to tackle the pollution and quick depletion of natural resources issues that are becoming more and more of a

problem. The current study gives a general review of the idea of green marketing and analyses how it might be used in the Indian context. In order to increase Indian consumers' and organizations' awareness of environmental issues, a number of issues that are impeding the actual implementation of the green marketing idea have been identified.

**7.Gann, C., Wee, H. Y., Ozanne, L.& Kao, T.H. (2010)** have empirically examined the factors impacting consumers "purchasing behavior towards green products in New Zealand. The research has also tried to identify the factors that discriminate between those who purchase green products and those who do not . According to the research, customers still give priority to traditional product criteria like brand, price, and quality when making selections about which products to buy. According to the survey, in order to modify consumers' "negative image towards green products," marketers must ensure that their products are of high quality, reasonably priced, and use a better marketing mix. Successful green marketing involves much more than just giving a product an environmental feature. Marketers must carefully include green marketing techniques into the corporate strategic plan.

**8.Ahmad, H., Shah, I.A., & Ahmad, K. (2012)** have examined Pakistani consumers' green purchasing patterns and identified the crucial elements that marketers must take into account when creating green advertising strategies. The study was based on a field investigation in several Pakistani cities. To test the, a construct was constructed. Purchase intent is influenced by attitudes toward advertisements, the veracity of environmental advertising claims, the relevance of advertisements to respondents' daily lives, the information in the advertisements, and the media that will be used for advertising. It was decided to use the perceived consumer efficacy of environmental behavior as the relationship's moderator. There was a two-step decline. One of them contains the other five parameters as independent variables and the buying intention as the dependent variable. The second phase involved regressing each independent variable's product with purchasing intention. According to research, Pakistani consumers have a favorable view toward advertising. Although they have not yet been translated into actual buying behavior, Pakistani consumers care deeply about the environment and have a strong desire to acquire green items.

**9. Nittala, R. (2015)** In her study, the author made an effort to comprehend the green consumer behavior of university professors, one of the most educated demographic groups, as education level is a crucial demographic component that many have connected to environmental attitudes and behavior. Understanding the green consumer behavior of the highly educated consumer segment, determining the variables that affect their green behavior, and determining if professors from humanities and science disciplines exhibit different green consumer behaviors were the study's main goals. In her study, the author made an effort to comprehend the green consumer behavior of university professors, one of the most educated demographic groups, as education level is a crucial demographic component

that many have connected to environmental attitudes and behavior. Understanding the green consumer behavior of the highly educated consumer segment, determining the variables that affect their green behavior, and determining if professors from humanities and science disciplines exhibit different green consumer behaviors were the study's main goals. Even while their understanding does not always convert into environmentally friendly purchasing behavior, they are aware of how their consumption affects the environment. As a result, even the highly educated section needs to be made aware of the availability, reusability, and environmental effects of green products.

**10. Sharma, Y. (2017)** has concentrated on how consumer preferences are shifting toward the use of green products. The four stages of a green product's lifecycle—development, manufacture, use, and disposal—have been described in the article. After describing the green marketing mix, the article made the suggestion that businesses looking to include sustainability should redefine their approaches. The CR team must collaborate with other departments of the company, such as brand, marketing, and R & D, in order to connect sustainability with the core business operations and consumers.

**11. Sirangi (2019)** the post-graduate professors of arts, commerce, science and technology, and pharmaceutical sciences at Andhra Pradesh University in Andhra Pradesh, India, were asked about their green purchasing habits. According to the study, magazines and television were favored by university professors as the most significant sources of product environmental information. Additionally, it was discovered that 82.5% of respondents were aware of all green items. Price was the second most important element in determining a purchase after quality. While 34% of respondents were found to buy the cheapest products without considering their influence on the environment, 67.5% of respondents claimed to buy green products. In addition, the study examined eight aspects that affect consumer behavior, including energy conservation, the need for environmental information, shopping patterns, buying habits, and preferences for green retailers.

**12. Xiaoyun Zhang. FengDong (2020)** , more academics have studied green marketing and green buying in-depth in order to achieve sustainable development to save the environment and society. Despite the significant advancements made in this area, more work has to be done. This study examines 97 papers published between 2015 and 2020 that offer empirical evidence on consumers' green buying patterns. The widely utilized consumer theory and its expanded application in recent years are reviewed first. We then break down the determining aspects of green purchasing behavior into the three categories of individual characteristics, product qualities and marketing, and social issues, and we go into great length on each of them. Finally, we suggest the following potential study directions. (1) To lessen the subjectivity of the data, the writers can think about adjusting the survey objects. (2) Longitudinal studies can be utilized to evaluate the effects of consumer education and policies that have a lagging effect. (3) The authors can widen the scope of their research to include a

multicultural perspective. (4) To enhance the research's findings, it could be interesting to investigate how different green items behave (such as recyclable types, recycled glass containers, and recycled paper). (5) It will be useful to mix a number of consumer theories to investigate consumers' green purchasing tendencies and to stray from the established linear hypothesis path to investigate novel research techniques.

**13.HansRuediger Kaufmann, Mohammad Fateh Ali Khan Panni. Yianna Orphanidou (2012) ,** Business ethics and social responsibility are increasingly serving as the guiding principles for marketing strategies and tactics in the current era of societal marketing. Environmental and green marketing issues, which are strongly tied to biodiversity and sustainability, are the main subjects within the realm of ethics and social responsibility. In order to evaluate the factors influencing customers' green purchasing behavior, this study presents an alternative methodology. This conceptual article proposes a framework that integrates the up to this point incoherent frameworks as suggested by earlier writers, based on well investigated secondary data. emanating from this interdisciplinary and time-based literature review. The study will also suggest other gaps that the suggested integrated framework needs to fill. The authors will explain a sustainability index of green consumer behavior based on this comprehensive framework and test it empirically in a later study. In reality, eight important components or facets of green/environmental challenges are expected to have an impact on consumer green purchasing behavior, according to the proposed integrated framework. In the framework, demographic variables will intervene or mediate.

**14. Rameshwar Dubey, Surajit Bag. Sadia Samar Ali. VG Venkatesh(2013),** Organizations are now focusing on sustainable development and environmentally conscious practices as a result of growing environmental awareness worldwide. In order to strengthen the connection between an organization's performance and the adoption of green procurement, this paper analyses the current trend in "green procurement practices" and conceptualizes a strategic framework. After putting the theoretical framework to the test, the researcher (s) came to the conclusion that leadership, regulatory framework, market pressure, and quality management are key factors that improve customer happiness.

**15.Bodo B Schlegelmilch. Greg M Bohlen. Adamantios Diamantopoulos,-** According to a review of the research, it is difficult to define the green consumer using typical segmentation characteristics (sociodemographic) and personality indicators. examines the degree to which environmental consciousness-related factors can more effectively account for customers' pro-environmental purchasing behavior. There are two different conceptualizations of the purchasing domain that are discussed: general green purchasing behavior and particular green product category-related purchasing habits. Students studying marketing and members of the general population in the United

Kingdom make up the two data sets used in the analysis. suggests that environmental consciousness assessments and ecologically responsible purchasing behavior are closely related, while the strength of the associations vary depending on the sample type, how the purchasing domain through the available relevant literature on consumers green purchasing intention and it comes to know that most of the work done highlights the importance of green purchasing on different aspects of company.

Green purchasing is intelligent purchasing, which increases the efficiency of procurement of goods and services with the lowest possible negative impact on the environment and thus replaces goods or services that would be purchased by default to perform the same function but with a worse impact on the environment.

**CHAPTER-3**  
**THEORETICAL FRAME WORK**

### **3.1. Green Marketing**

The production and consumption processes form the foundation of modern society's logic. Based on the consumption of surplus and frequently unnecessary goods, a person determines the purpose of their life and how they will live it (Arnatt et al., 2004). In general, consumers find it challenging to factor Fu This could result in outright devastation, raising a number of social, environmental, and economic issues (Baudrillard, 2008). A wider spectrum of players are now involved in addressing these issues than was originally thought, and many people instead of asking "what can the government do for the environment," ask "what can I do for the environment?" (Peattie, 1995). Additionally, there has been a paradigm change recently away from the "consuming more" approach that was prevalent after World War II and toward the "consume less and better" approach (Gonçalves Dias Moura, 2007). true outcomes and effects into their decision-making (Polonsky, 2011).

Government, organizations, and individuals make up the fundamental triangle for this transition (Portello, 1995). From these elements, it is able to state with confidence that social marketing is a tool utilized democratically to marry marketing ideas and tactics to a sound social offering (Schiavo, 2004). According to Kotler and Zalcman (1971), social marketing is the theory and application of marketing an idea, cause, or/and conduct that calls for segmentation, targeting, positioning, and the use of a marketing mix (Kotler, 2011). Beyond health issues, social marketing now addresses issues related to crime, insurance, consumer insolvency, animal welfare, and the environment (Andreasen, 2002).

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Social and environmental issues amongst consumers grew as did its influence in consumer behavior (Peattie & Peattie, 2009; Vandermerwe & Oliff, 1990; Worcester, 1993). Although the concept did not become prominent until the late 1980s and early 1990s, it was discussed as early as 1975 during a workshop on Ecological Marketing sponsored by the American Marketing Association (Polonsky, 1994). The workshop triggered the first book on the subject titled Ecological Marketing (1976), and other publications followed (Ottman, 1993; Polonsky, 1994).

The literature on the topic serves as an example of how challenging it is to identify the marketing sector for environmental management. Green marketing, ecological marketing, environmental



marketing, and eco marketing are terms used to define it by Ottoman (1993), Peattie (1995), and Polonsky (1994). (Fuller& Butler, 1994). Given that this is a cross-cultural study, we selected the term "green marketing," which is defined as "a holistic 24 management process responsible for identifying, anticipating, and satisfying the needs of customers and society," as it is frequently used in both of the cultures we are examining and in bibliographies in general (Peattie& Charter, 2005, p. 527).

Green marketing began when consumers started to judge businesses not only on the quality of their products but also on their use of green products. This was done through a cross-cultural study of consumer attitudes, intentions, and purchasing patterns as well as the organizations' social and environmental impact (Ottman,1993). Additionally, shoppers started to take action by purchasing items from store shelves that were considered to be environmentally friendly (Ottoman, 1993). Green marketing relates to meeting demands with as little negative environmental impact as possible (Polonsky, 1994).

## **3.2. The Green Consumer**

Environmental concerns have caused a market restructuring that has led to the creation of a new market segment that is governed by environmentally friendly rules (Donaire, 1999). Consumers in this market sector aim to promote eco-friendly behaviors such as cutting back on consumption, recycling, using renewable and clean technologies, decreasing waste, and promoting the purchasing of eco-friendly goods. Moreover, because production-based regulation is ineffective at reducing environmental concerns, national and international organizations have moved their attention from production to consumption (Paavola, 2001).

It is undeniable that consumerism is a major element in how society affects the environment. Consumers are crucial allies in the fight against the current ecological disaster (Dias, 2007). People's choices to buy certain things and leave others on the shelf have an indirect and direct impact on the environment and social welfare (Jackson, 2005).

## **3.3. Attitudes**

"Activities directly engaged in obtaining, consuming, and disposing of items, including the decision processes that precede and follow these actions" is how consumer behavior is defined (Blackwell, Minard, &Engel, 2005, p. 4). According to Modwen& Minor (2003), research on customer behavior is extremely important for international marketing. It is crucial to understand how people from various cultural backgrounds and with various values and beliefs react to marketing initiatives.

The knowledge fields of psychology and marketing share a number of fundamental ideas that are crucial for comprehending consumer behavior. They include group dynamics, affect and emotion,

judgement and decision-making, memory and cognitions, affect and emotion, affect, and, most significantly for this study, attitudes (Ajzen, 2008). When they stated that "the attitude associated to a product or brand is the pillar that sustains the sales and profits of huge corporations," Aaker and Myers (1987, p. 160) emphasized the significance of attitudes.

According to Rodrigues (1976), attitudes can be defined as ideas and sentiments about an item that predispose a person to act consistently in a certain way toward that thing (Fishbein & Ajzen, 1975). A person's attitude is a long-term assessment of the things and environment around them (Solomon, 2011). According to Rodrigues, Assar, and Jablonski (2003), attitudes are "a body of enduring beliefs and cognitions in general, endowed with emotional charge for or against a social object, which predisposes to an action congruent with the cognitions and emotions associated to that object."

The "total of an individual's tendencies and feelings, prejudice or bias, conceptions pre-designed, thoughts, fears, threats, and beliefs regarding any particular issue" is what is referred to as an attitude (Thurstone, 1976, p. 158). People have propensities to react favorably or unfavorably to a specific stimuli or object, which could be a concept, a person, a group, or a circumstance. The ability to forecast behavior connected to consumption or any other aspect of life is thus made possible by a person's predisposition to think in a particular way. Therefore, it is evident that specific beliefs about an item influence the development of an attitude, which in turn influences the construction of a number of intentions for conduct related to the object (Fishbein & Ajzen, 1975).

### **3.4. Purchase Intentions**

One of the most crucial abilities a company may possess is the ability to predict client behavior (Blackwell et al., 2005). According to Malhotra and McCourt (2001), intentions can be established as conscious plans for someone to carry out a specific activity or even as predictions of future conduct regarding the acquisition, disposal, and use of goods and services (Blackwell et al., 2005; Modwen & Minor, 2003). According to Ko, Hwang, and Kim (2013), behavioral intentions have a significant role in forecasting actual purchasing behavior, yet people frequently mix attitudes with behavior intentions. Such apprehension may be caused by the idea that one's intention to engage in a particular activity in relation to an object would increase in proportion to how strongly they feel about it.

Because higher buy intentions increase the possibility that someone would actually make a purchase, measuring purchase intentions is frequently used to find markets and possibilities for items (Berkman & Gilson, 1978). There are some aspects we can manage or at least have awareness of that will influence the predictive accuracy of intentions, even though we cannot ensure that consumers will act on their intentions. Measures of intention are important since they should completely match the projected behavior (Blackwell et al., 2005, p. 295). In this study's attempt to mediate between attitudes

and behavior, intents were introduced (i.e., attitudes serve to guide intentions which in turn influence behavior). Intentions serve as a gauge for how much a person would be willing to spend on a product.

According to Fishbein and Ajzen (1975), intention actually serves as the most reliable predictor of behavior. Numerous studies have discovered that there is a strong link between intentions and conduct, notwithstanding any potential discrepancies. On the other hand, cultural differences significantly affect how well intentions predict behavior (DeMaio, 2004). It should be remembered that research on behavior and intentions rarely yields precise results. Intentions change as attitudes do. Marketing strategies can be efficiently developed by keeping track of customer and sales prospect intentions (Blackwell et al., 2005).

### **3.5. Buying Behavior**

According to studies, a consumer's purchasing behavior typically follows the development of attitudes and beliefs (Fishbein & Ajzen, 1975). People who have strong convictions that their actions will advance a social purpose are more likely to act in ways that benefit the environment. Consumers' worries about environmental issues, however, may not necessarily transfer into environmentally responsible behavior, which entails taking steps to meet societal and personal needs and protect the environment (Jackson, 2005). The most typical class of models, according to Fishbein and Ajzen (1975), links intentions with behavior. It is assumed that actions are motivated by the desire to carry them out (Malhotra & McCourt, 2001).

The consumption of items that are kind to the environment, recyclable, considerate of other people's feelings, and responsive to environmental concerns is defined as purchase behavior connected to green products (Mostafa, 2006). Additionally, the author distinguishes between the notions of attitudes and behavior. It is important to note that in a conscious consuming scenario, the consumer forms attitudes and behaviors. However, attitudes by themselves have no impact on consumption. The same thing happens when a behavior lacks integrated attitudes: it has a time limit and will end if there is any intervention.

### **3.6. Situational factors: availability, price and perceived quality**

The facts do not reflect the same intensity of PR environmental activity despite the high levels of intentions and attitudes towards environmental wellbeing that have been observed (Dunlap & Scarce, 1991). The attitudes and behavior of people in the environment differ. Environmentally conscious action is not always the result of having a positive attitude toward the environment (Goksen, Andaman, & Zenginobuz, 2002; Laroche, Bergeron, & Barbaro-Forleo-Tomiul, 1996). Companies create items

with varying levels of environmental friendliness and set their prices accordingly, assuming that consumers who care about the environment will be prepared to pay more for it.

Concerning the increased usage of production and distribution facilities for sustainable practices, there is a need of more locally based production that necessitates more decentralized manufacturing (Kotler, 2011). Price, quality, performance, availability, and convenience are just a few of the perceived drawbacks that some authors have noted prevent consumers from buying green products (D'Souza et al., 2007; Wagner, 1997). The correlations between the variables in a model may also be significantly mediated or moderated by these factors (Abbad& Torres, 2002; Shrout& Bolger, 2002; Vieira, 2009). This could help to explain why having environmental goals could not translate into buying green products.

### **3.7. Company selling green electronic product**

Concerns about the effects on the environment have been raised by various groups of environmentalists as a result of India's quick industrialization advancement. The businesses have chosen a more environmentally friendly route to success as they are now more cognizant of how frequently their factories impact the ecology. Here are the top 10 green businesses in India, according to innovations, that are leading the way in sustainability.

- LG
- Samsung
- Haier
- Tata consultancy services
- ONGC
- ITC

Are the famous green electronic manufacturers in the country

**Figure3.8.1. LG**



In terms of producing environmentally friendly electrical devices, LG India has been a pioneer. For the Indian market, it has introduced LED E60 and E90 series monitors. Its unique selling point is that it uses 40% less energy than standard LED monitors. Additionally, in an effort to reduce the usage of dangerous elements in their goods, they hardly ever used mercury or halogen.

**Figure 3.8.2.HCL**



Another company, HCL, has just introduced the HCL ME 40 notebooks in an effort to sell environmentally friendly products. These notebooks have already received a five star rating from the Bureau of Energy Efficiency since they don't contain any polyvinyl chloride (PVC) or other dangerous substances.

**Figure 3.8.3.Haier**

# Haier

The Eco Life Series has been introduced as part of Haier's new green effort. They feature a variety of appliances, including split and window air conditioners, automatic and semi-automatic refrigerators, and washing machines. As part of its global rebranding initiative, home appliance and consumer electronics manufacturer Haier Appliances has announced the launch of its green initiative "Eco Life" in India. This initiative aims to create smart products that not only satisfy customer needs but also follow environmental standards. The business also unveiled its newest eco-friendly products, which include refrigerators, washing machines that are semi- and fully autonomous, split air conditioners, windows air conditioners, a variety of LED and LCD TVs, and the Spa line of water heaters.

**Figure 3.8.4.Samsung**



Samsung India has always offered a wide selection of LED TVs, and they have now developed an eco-friendly LED backlight. They consume 40% less electricity and don't contain any dangerous substances like lead and mercury.

Samsung Electronics will invest approximately KRW 7 trillion in its environmental activities by 2030, including decreasing process gases, conserving water, extending electronic waste collection, and reducing pollutants, in acknowledgment of the need for novel ways to environmental sustainability.

**Figure 3.8.5. Tata Consultancy Services**



Tata Consultancy Services is now offering its suite of sustainability solutions, which includes TCS Clever Energy TM , Intelligent Power Plant (IP2TM), and TCS Envi ozone TM, to assist businesses in understanding their energy usage, cutting waste and emissions, and moving closer to their net-zero goals.

The prestigious TCS Clever Energy platform uses lot, machine learning, and the cloud to assist enterprises in understanding complex energy performance variables, empowering them to become more sustainable, and equipping executives to make wise decisions without compromising business demands.

**Figure 3.8.6. IndusInd Bank**



Being one of the first banks in India to discourage the use of paper for the ATM counterfoils and to deliver electronic communications, it significantly aided in the reduction of deforestation and paper consumption.

**Figure 3.8.7.ITC**



The International Trading Corporation (ITC) has chosen a low-carbon growth path and a cleaner environment approach, and it has already introduced ozone-treated elemental chlorine-free bleaching technology that has enhanced millions of people's lives all over the world.

**Figure 3.8.8.Wipro**



For the first time in India, Wipro Infotech, a leading provider of IT and business transformation services, and the India and Middle East IT Business of Wipro Ltd, today announced the launch of its new environmentally friendly Wipro Greenware desktops. These computers are made with materials that are entirely free of harmful chemicals like polyvinyl chloride (PVC) and brominated flame retardants (BFRs).



## Factors affecting green purchasing intension of consumers

- i. Customers are becoming more and more aware of the severity of environmental degradation, which has increased their ecological awareness and desire to buy eco-friendly goods and services, favoring companies that prioritize environmental practice. This is known as pro-environmental consumer behavior.
- ii. Environmental knowledge, or "knowledge of the environment," refers to what people know about the environment, important relationships that have an effect on the environment, an understanding of "whole systems," and collective responsibilities required for sustainable development.
- iii. "Knowing the impact of human behavior on the environment" is the definition of environmental awareness. There are cognitive, knowledge-based and affective, perception-based aspects of environmental consciousness.
- iv. i. Environmental concern and attitude: An attitude of strong preservation of the ecosystem is characterized by environmental concern. The enduring positive or negative feeling about a particular person, object, or problem is referred to as an attitude. Consumers' green purchasing behavior is favorably influenced by environmental concern and attitude.
- v. The availability of product information, the availability of the product, and consumer perceptions of the product's usability
- vi. i. Transparency/Fairness on Trade Practices: There are many types of unfairness, including deceptive packaging, unjust pricing, poor customer service, adulterated products, black marketing, etc.

**CHAPTER 4**  
**DATA ANALYSIS AND**  
**INTERPRETATION**

Humans have used more resources in the last 50 years than at any other time in history.

This and other environmental information, such as

- 9 out of 10 people globally breathe polluted air,
- 500 Billion to 1 Trillion plastic bags end up in landfills each year worldwide, and
- A plastic bag can take up to 1,000 years to decompose, etc.

...has drawn considerable focus of the end consumer towards green products and their benefits. These consumers, also known as the "green generation," are more likely to "go green"; they support making ecologically responsible decisions and using sustainable products that emit little to no pollution.

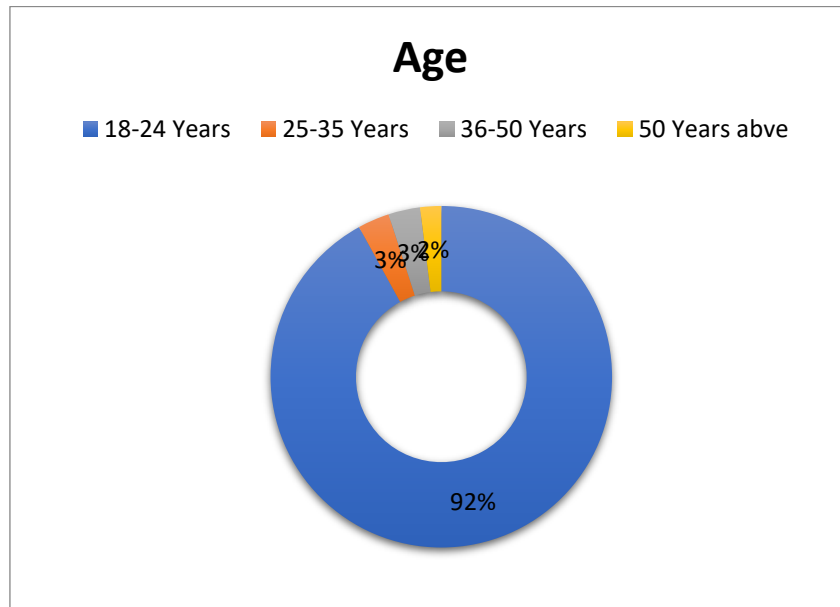
A green product is one that is environmentally friendly and made to have as little of an effect as possible throughout its entire life cycle and even after it has served its purpose. Typically, green goods can be distinguished by their focus on minimizing waste and maximizing resource efficiency. They are produced with non-toxic materials and with consideration for the earth. A green product, for example, is one that was grown in sanitary circumstances and without the use of toxic chemicals. Recyclable, reusable, and naturally compostable eco-friendly packaging is included, conserves resources and is environmentally friendly. Green marketing is typically used by companies that make green products to convey their value proposition to the market.

**Table 4.1: Age**

<b>OPTIONS</b>	<b>COUNT</b>	<b>PERCENTAGE</b>
18-24 Years	92	92%
25-35 Years	3	3%
36-50Years	3	3%
50 Years above	2	2%
<b>Total</b>	<b>100</b>	<b>100%</b>

Source: primary data

**Figure 4.1**



Interpretation

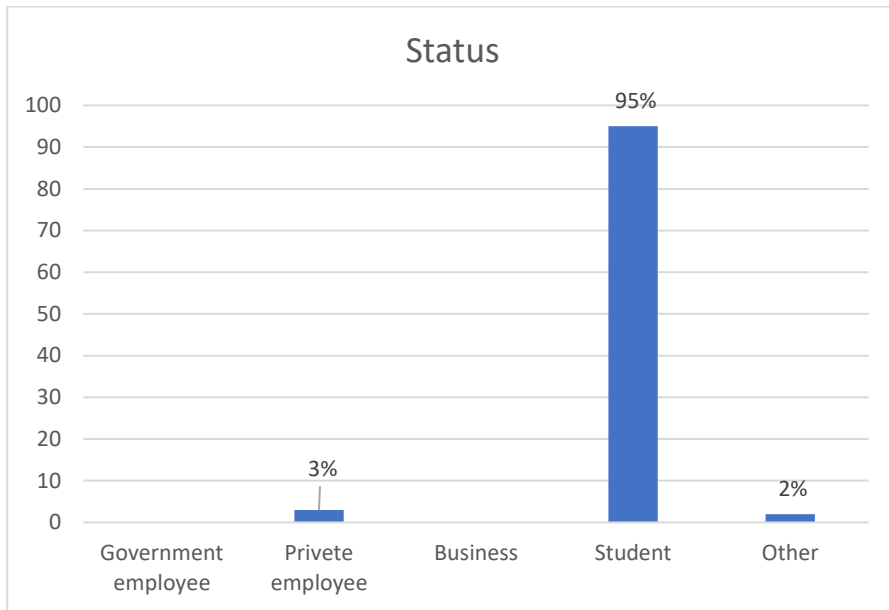
Table 4.1 most of the respondents (92%) are of the age group 18-22. 3% of the respondents are of the age group 25-35. 3% of the respondents are of the age group 36-50. 2% of them belong to the age group 50 Years above .

**Table 4.2: Status**

<b>OPTIONS</b>	<b>COUNT</b>	<b>PERCENTAGE</b>
Government employee	0	0%
Private employee	3	35%
Business	0	0%
Student	95	95%
Other	2	2%
<b>TOTAL</b>	<b>100</b>	<b>100%</b>

Source: primary data

**Figure 4.2**



Interpretation

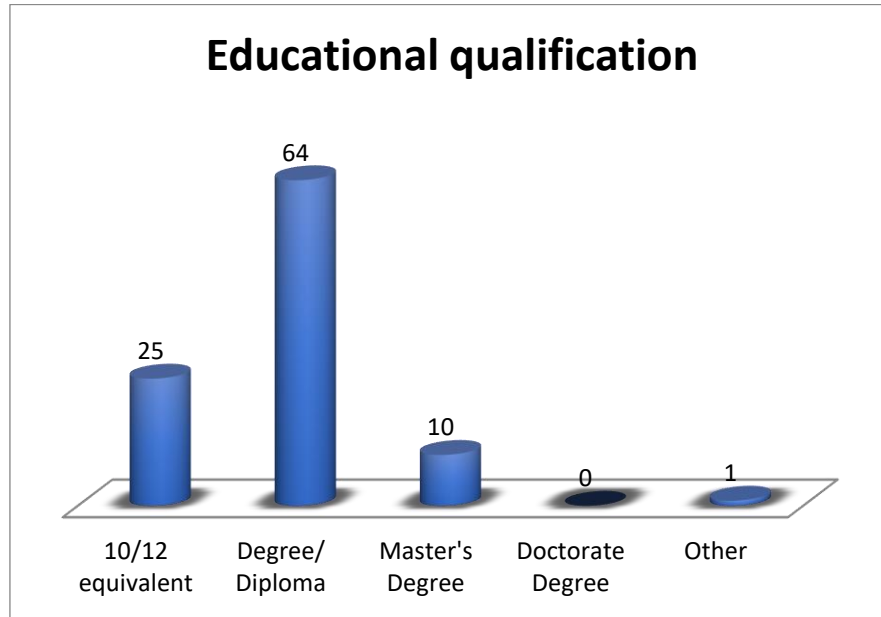
Table 4.2 shows the status of the respondents. Majority of the respondents are students (95%). 3% of the respondents are private employees and 2% of the respondents are others.

**Table 4.3: Educational qualification**

<b>OPTION</b>	<b>COUNT</b>	<b>PERCENTAGE</b>
10/12 equivalent	25	25%
Degree/Diploma	64	64%
Master's Degree	10	10%
Doctorate Degree	0	0%
Other	1	1%
<b>TOTAL</b>	<b>100</b>	<b>100%</b>

Source: primary data

Figure4.3



Interpretation

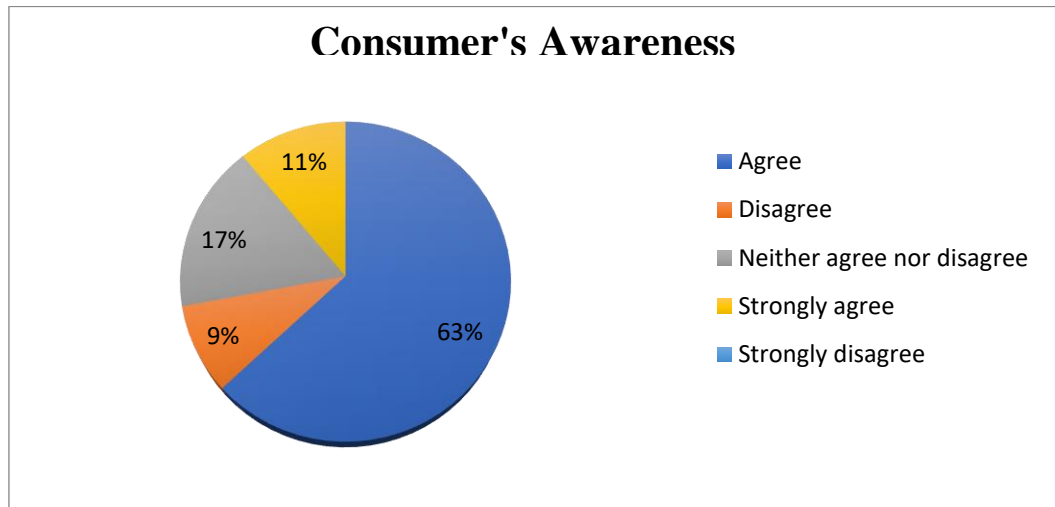
Table 4.3 shows the educational qualification of respondents. 64% of the respondents are Degree/Diploma and 25% belongs to 10/12th equivalent. 10% belongs to master's degrees and the remaining 1% belongs to others.

**Table 4.4:**  
**Awareness of the environment-friendly electronic products in the markets**

OPTIONS	COUNT	PERCENTAGE
Strongly disagree	0	0%
Disagree	9	9%
Neither agree nor disagree	17	17%
Agree	63	63%
Strongly agree	11	11%
<b>TOTAL</b>	<b>100</b>	<b>100%</b>

Source: primary data

**Figure 4.4**



Source: primary data

**Interpretation**

Table 4.4 explains the awareness of the environment-friendly products that are available in the market. According to the survey, 74% (63%+11%) of the respondents agreed that they are aware of the environmentally friendly electronic products that are available in the market. 17% of the responders state in a neutral approach about the awareness about the availability of environment-friendly products that are available in the market, and the rest 9% are not aware of the eco-friendly products that are available in the market. The general observation revealed that more people are aware of environment-friendly products that are available in the market.

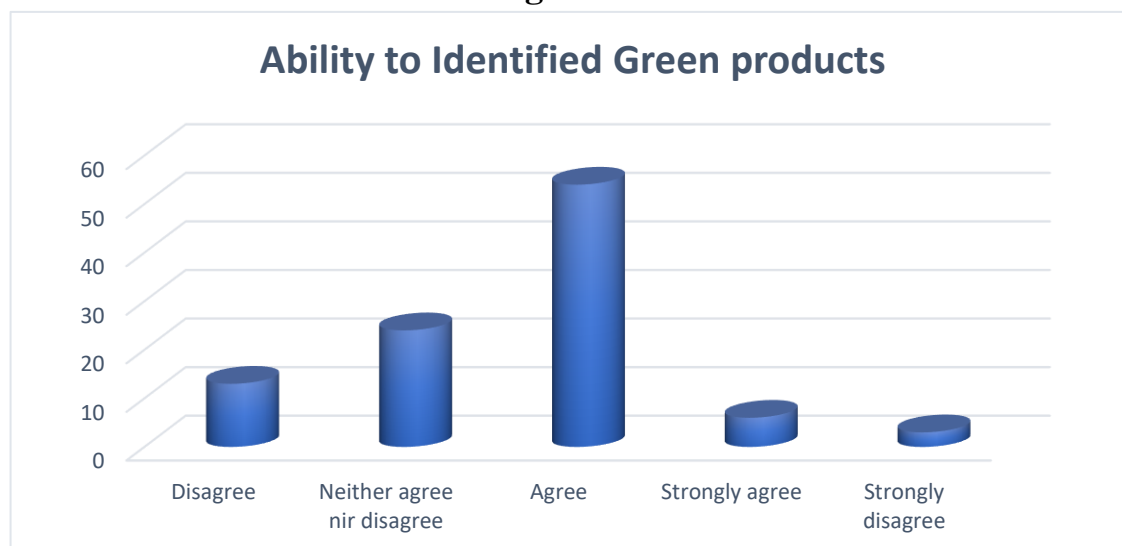
**Table 4.5:**

**Ability to Identify green electronic products from other products**

<b>OPTIONS</b>	<b>COUNT</b>	<b>PERCENTAGE</b>
Strongly disagree	3	3%
Disagree	13	13%
Neither Agree nor Disagree	24	24%
Agree	54	54%
Strongly agree	6	6%
<b>TOTAL</b>	<b>100</b>	<b>100%</b>

Source: primary data

**Figure 4.5**



Source: primary data

**Interpretation**

Table 4.5 explains that almost 60% (54%+6%) of the responders can distinguish between environment-friendly products and other products that are available in the market and 24% of the responders are slightly confused in distinguishing them and the rest 16% (13%+3%) are not been able to identify the environment-friendly products that are available in the market. It is clear that majority of the people can identify environment-friendly products.

**Table 4.6:**

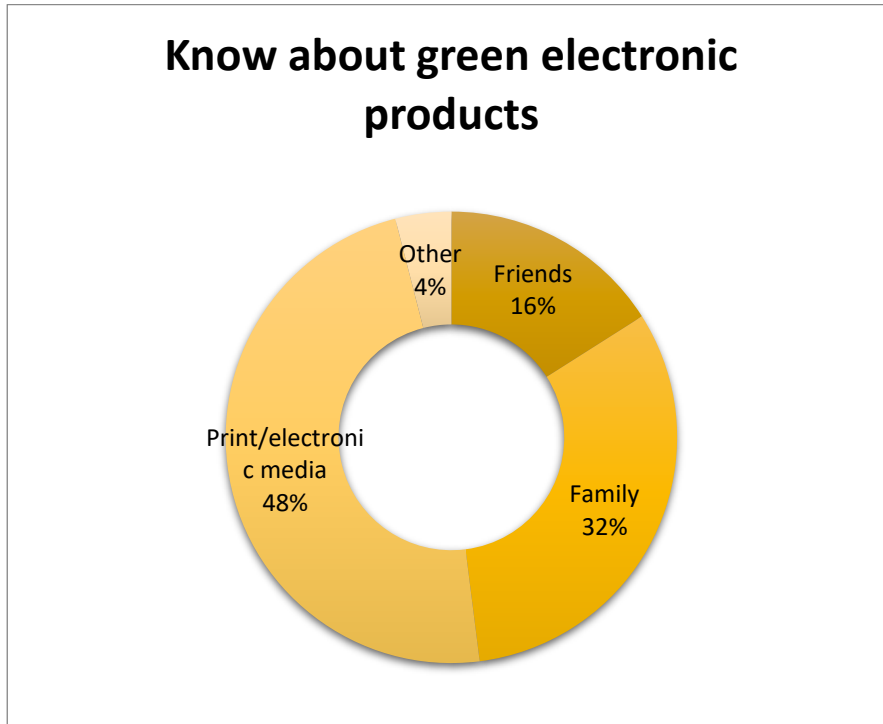
**Customers know about green electronic products from**

OPTION	COUNT	PERCENTAGE
Friends	16	16%
Family	32	32%
Print / electronic media	48	48%
Other	4	4%
<b>TOTAL</b>	<b>100</b>	<b>100%</b>

Source: primary data



**Figure4.6**



**Interpretation**

From the table 4.6 it is clear that 48% of the responders are aware about the environment friendly products by the mean of print media, and 32 % by the family member, 16 % by the friends and 4% by other mean. It is clear that majority of the responders are aware about the products by print or electronic media like TV adds, posters, newspaper add, notice etc.

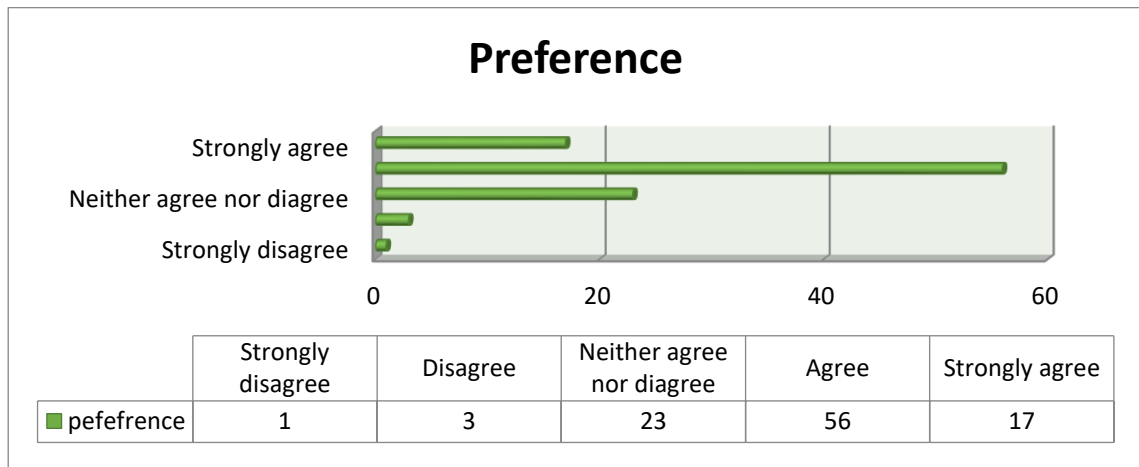
**Table 4.7:**

**Customers who choose green electronic products over other electronic products**

<b>OPTIONS</b>	<b>COUNT</b>	<b>PERCENTAGE</b>
Strongly disagree	1	1%
Disagree	3	3%
Neither Agree nor Disagree	23	23%
Agree	56	56%
Strongly agree	17	17%
<b>TOTAL</b>	<b>100</b>	<b>100%</b>

Source: primary data

**Figure 4.7**



**Interpretation**

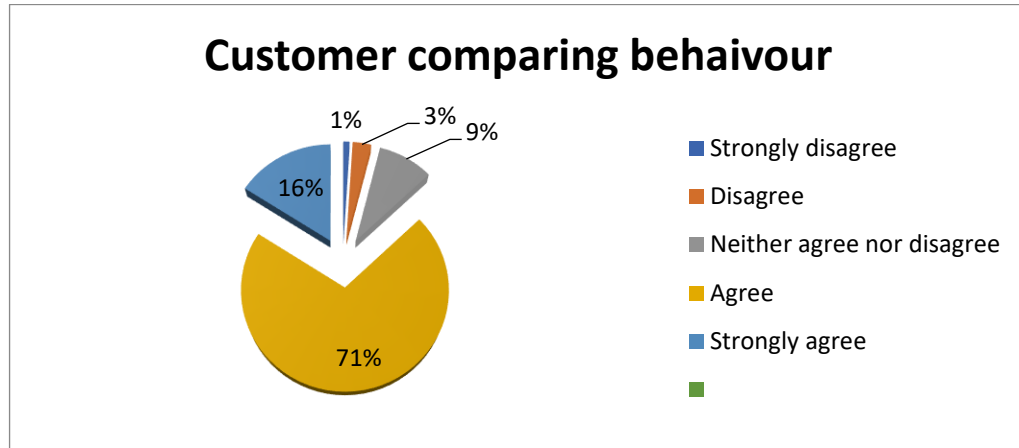
Table 4.7 73% (56%+17%) of the respondents prefer environment-friendly electronic products rather than other products that are available in the market, 23% of the responders choose both the product without any preferences and the rest 4% (1%+3%) choose other non-ecofriendly products. And it is clear from the data that customer prefer eco-friendly products rather than other non-ecofriendly products that are available in the market.

**Table 4.8:**  
**Customers compare the quality of the product before buying the green electronic product with other electronic products**

<b>OPTIONS</b>	<b>COUNT</b>	<b>PERCENTAGE</b>
Strongly disagree	1	1%
Disagree	3	3%
Neither Agree nor Disagree	9	9%
Agree	71	71%
Strongly agree	16	16%
<b>TOTAL</b>	<b>100</b>	<b>100%</b>

Source: primary data

**Figure 4.8**



**Interpretation**

The table 4.8 clearly shows that the majority of the responders who are willing to buy the green electronic products compare the qualities and other features with non-ecofriendly products. The 87% (71%+16%) of the responders compare the green electronic products with other products, and 9% of the responders are in a neutral approach in comparing the products and the rest 4%(3%+1%) of the responders doesn't compare the green electronic product with other substitutes available in the market.

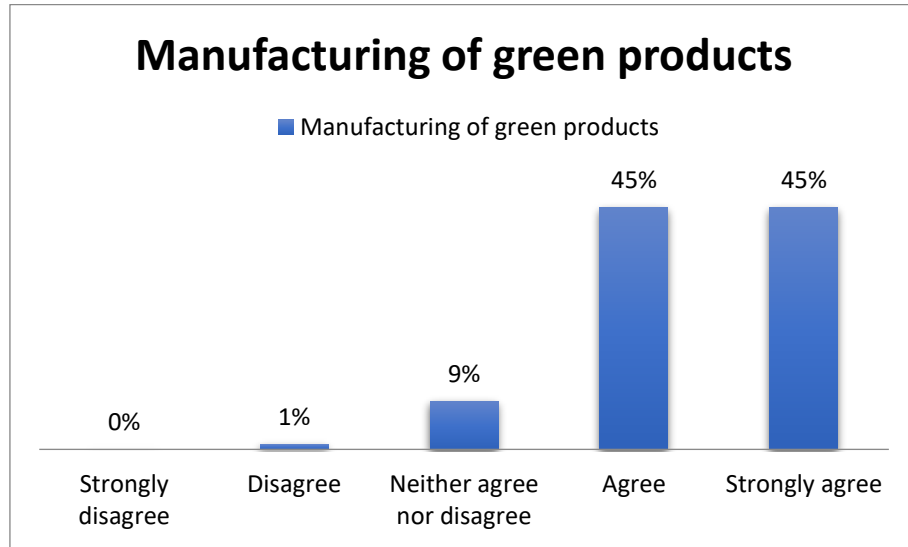
**Table 4.9:**

**Opinion about increasing the manufacturing of green products**

OPTIONS	COUNT	PERCENTAGE
Strongly disagree	0	0%
Disagree	1	1%
Neither Agree nor Disagree	9	9%
Agree	45	45%
Strongly agree	45	45%
<b>TOTAL</b>	<b>100</b>	<b>100%</b>

Source: primary data

**Figure4.9**



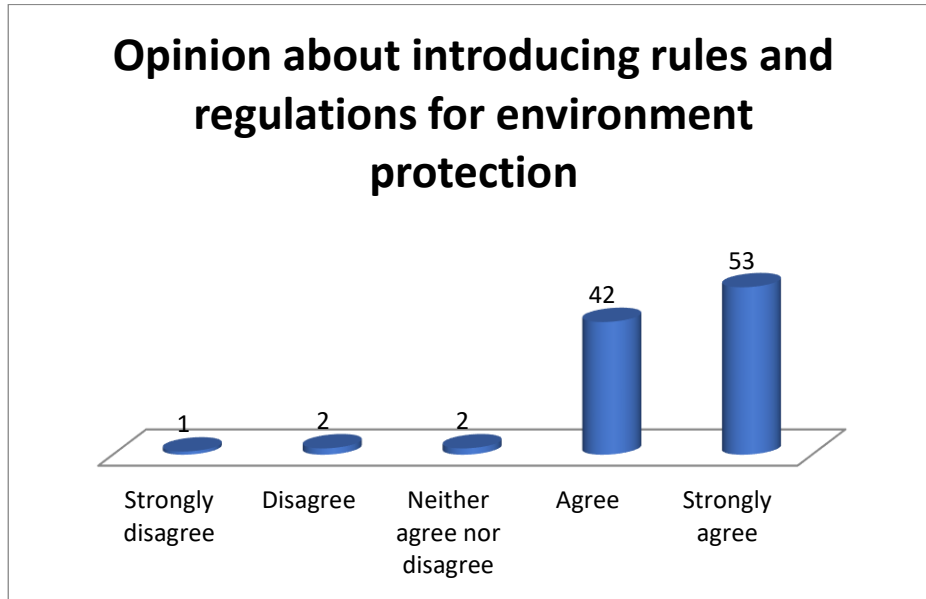
**Interpretation**

Table 4.9 clearly shows that about 90% (45%+45%) of the responders agree to the statement that the manufacturing and also the purchasing of green products must be increased compare to non-ecofriendly products, about 9% of the responders believes that there must be a growth in both ecofriendly and non-ecofriendly products, and the rest 1%(1%+0%) believes that there doesn't need an increase in the production of green electronic products.

**Table 4.10:**  
**Opinion about introducing new rules and regulations for environment protection**

<b>OPTIONS</b>	<b>COUNT</b>	<b>PERCENTAGE</b>
Strongly disagree	1	1%
Disagree	2	2%
Neither Agree nor Disagree	2	2%
Agree	42	42%
Strongly agree	53	53%
<b>TOTAL</b>	<b>100</b>	<b>100%</b>

**Figure 4.10**



**Interpretation**

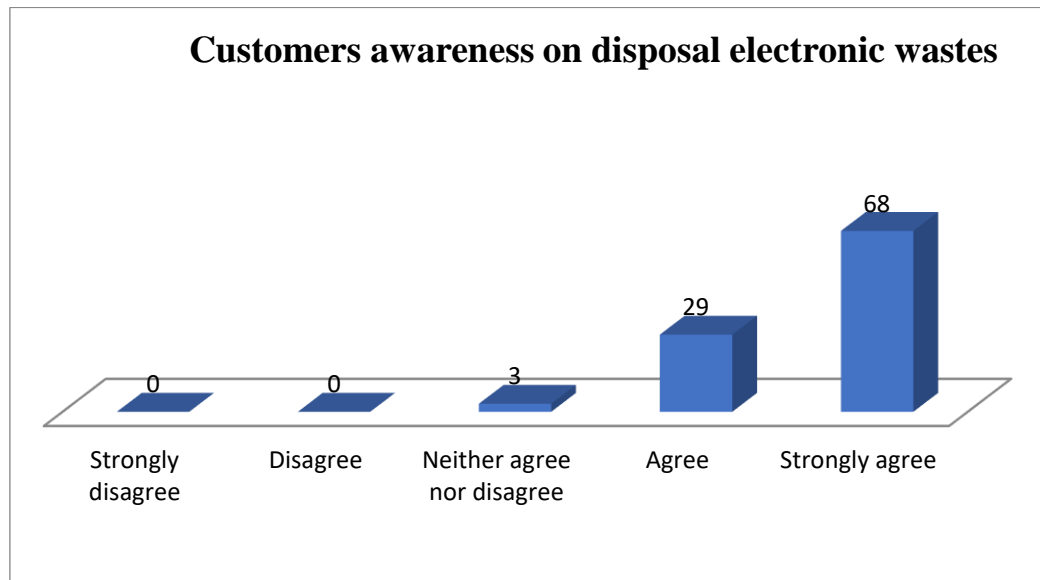
Table 4.10 clearly shows that 95% (42%+53%) of the responders supports to make or introduce new rules and regulations in our country for environment protection, where as 2% of the responders are in a neutral approach about this statement and the rest 3% (1%+2%) denies this opinion of introducing new laws as they are satisfied with the existing rules and regulations that are existing in our count

**Table 4.11:  
Customers awareness on proper disposal of electronic wastes**

<b>OPTIONS</b>	<b>COUNT</b>	<b>PERCENTAGE</b>
Strongly disagree	0	0%
Disagree	0	0%
Neither Agree nor Disagree	3	3%
Agree	29	29%
Strongly agree	68	68%
<b>TOTAL</b>	<b>100</b>	<b>100%</b>

Source: primary data

**Figure 4.11**



**Interpretation**

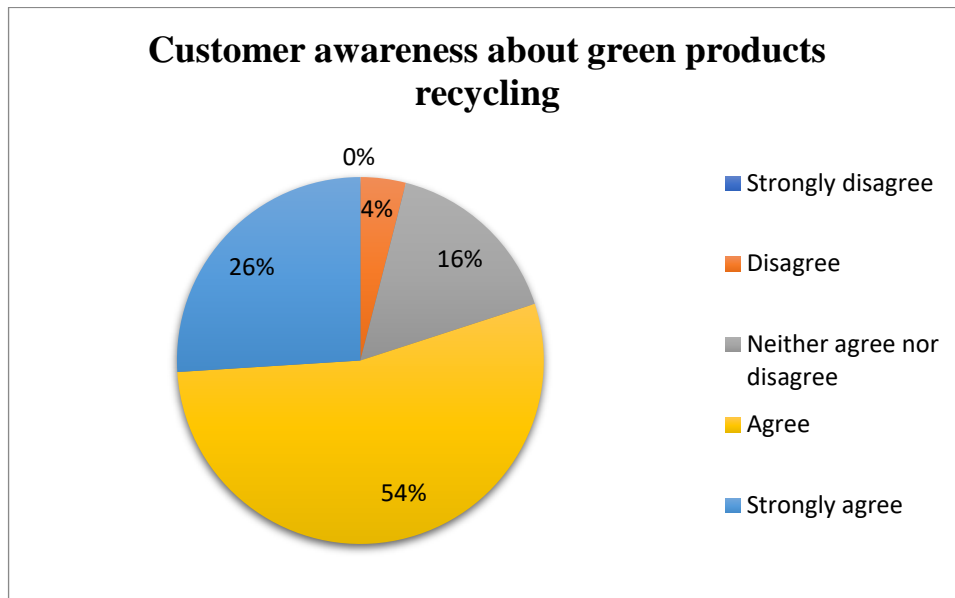
According to table 4.11, 97% (68%+29%) of the responders agrees that they want to be aware of proper waste disposal of the electronic products that are available in the market, where as 3% of the responders are in a neutral approach towards this statement, and only 0% of the responders are opposed to this statement. Majority of the people are interested to be aware of proper waste management for the electronic products that are available in the market.

**Table 4.12:**  
**Customer awareness about green products recycling**

<b>OPTIONS</b>	<b>COUNT</b>	<b>PERCENTAGE</b>
Strongly disagree	0	0%
Disagree	4	14%
Neither Agree nor Disagree	16	16%
Agree	54	54%
Strongly agree	26	26%
<b>TOTAL</b>	<b>100</b>	<b>100%</b>

Source: primary data

**Figure 4.12:**



**Interpretation**

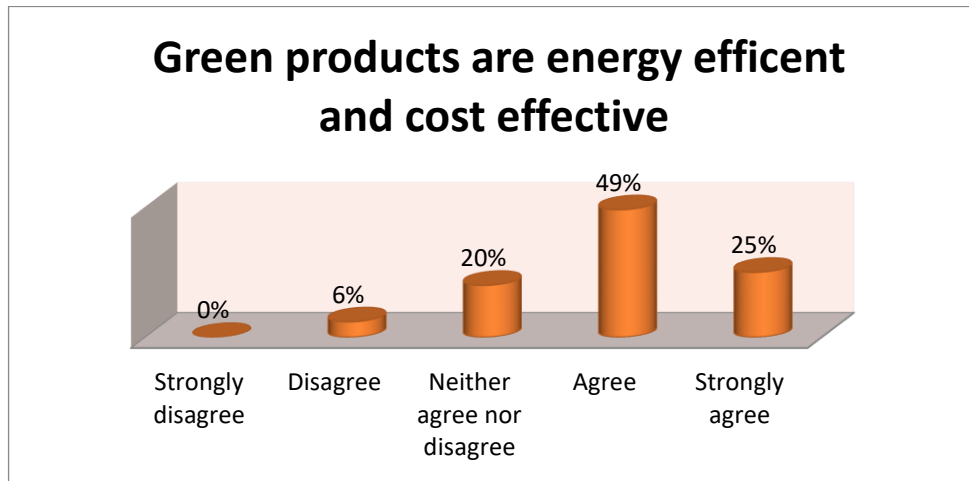
It is clear from the table 4.12 that majority of the (80%) agree that green electronic products can be easily re-used or recycled without any harmful impact on nature, where as 16% of the responders are in a moderate approach towards this statement and 4% strongly disagree to the statement. From this data we can understand that green electronic product reduces the harmful impacts on nature rather than other electronic products that are available in the market

**Table 4.13:  
Green products energy and cost effectiveness**

<b>OPTIONS</b>	<b>COUNT</b>	<b>PERCENTAGE</b>
Strongly disagree	0	0%
Disagree	6	6%
Neither Agree nor Disagree	20	20%
Agree	49	49%
Strongly agree	25	25%
<b>TOTAL</b>	<b>100</b>	<b>100%</b>

Source: primary data

**Figure 4.13:**



Source: primary data

**Interpretation**

Table 4.13 clearly shows that 74% (49%+25%) of the responders agrees to this statement that using of green electronic products are cost effective and reduces electricity bills, where as 20% of the responders are in a neutral approach towards this statement, and the rest 6% (6%+0%) are against the statement , they believes that the cost incurred by using ecofriendly products are equal to or above the cost incurred by using non-ecofriendly products. But it is clear from the data that majority agree to the statement that ecofriendly products reduces electricity bills compared to other no ecofriendly products available in the market.

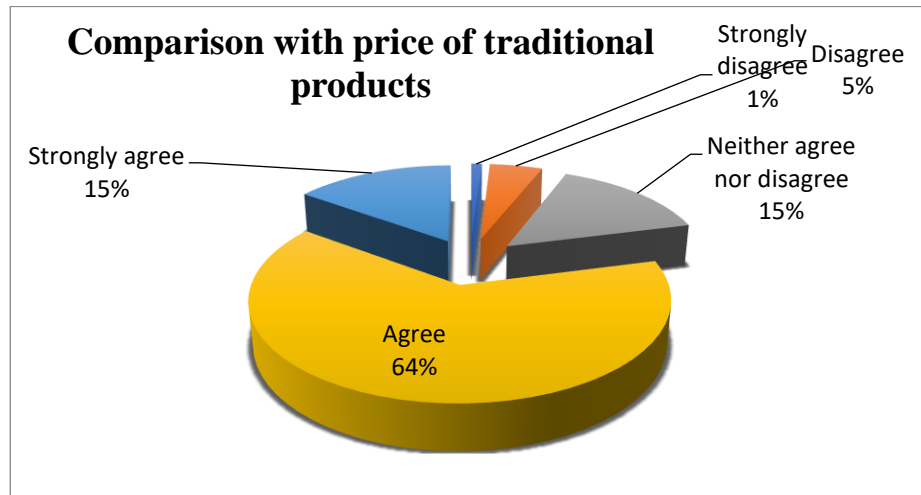
**Table 4.14:  
Comparison of price with traditional products**

OPTIONS	COUNT	PERCENTAGE
Strongly disagree	1	1%
Disagree	5	5%
Neither Agree nor Disagree	15	15%
Agree	64	64%
Strongly agree	15	15%
<b>TOTAL</b>	<b>100</b>	<b>100%</b>

Source: primary data



**Figure 4.14:**



**Interpretation**

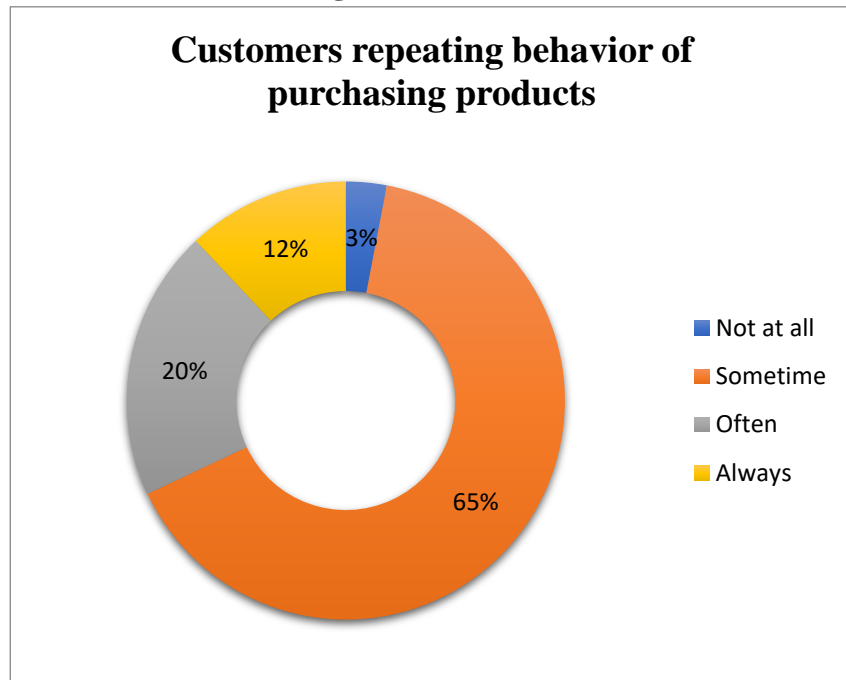
Table 4.14 shows that the majority of the respondents 79% compare the price of green products with traditional products, and only 21% of the responders are not comparing the price. From, this it's clear that it's not environmental protection rather price is the major reason that customers checks before buying a product. The environment is a secondary reason, not the primary one for buying a product from the market. So it's very essential to reduce the price of green electronic products to attract more customers and thereby reduce the chance of environmental problems. The manufacturing companies have to reduce their manufacturing expenses or the authorities have to help the companies by giving subsidies or exemptions in tax etc.

**Table 4.15:  
Customers repeating behavior of purchasing green products**

<b>OPTIONS</b>	<b>COUNT</b>	<b>PERCENTAGE</b>
Not at all	3	3%
Sometimes	65	65%
Often	20	20%
Always	12	12%
<b>TOTAL</b>	<b>100</b>	<b>100%</b>

Source: primary data

**Figure 4.15:**



**Interpretation**

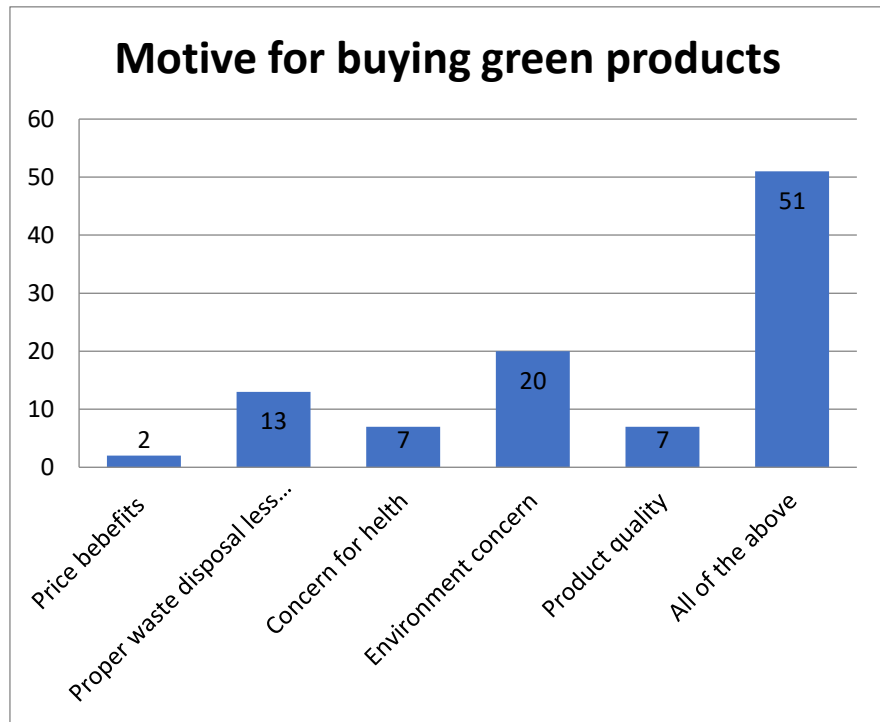
Table 4.15 clearly states that. The responders who buy often (20%) are comparatively higher than other options given. The responders are willing to buy green products often, and only 12% of the responders always buy the green products, and 65% for sometimes and 3% not at all. The main reason for this is that the green washing, high price, qualities, issues, etc. So it's clear that regular customers are less in the cause of green electronic products.

**Table 4.16:  
Customers preferred motive for buying green products**

OPTIONS	COUNT	PERCENTAGE
Price benefits	2	2%
Proper waste disposal less pollution	13	13%
Concern for health	7	7%
Environment concern	20	20%
Product Quality	7	7%
All of the above	51	51%
<b>TOTAL</b>	<b>100</b>	<b>100%</b>

Source: primary data

**Figure 4.16:**



**Interpretation**

Table 4.16 shows that 20% of the responders motive to buy green electronic products is environment concern, 7% of the responders motive is quality of the product, 7% of the responders is concerned for health, 2% is price benefit, 13% agree disposal of waste that is not that much harmful to nature, and only 51% of the responders agree All of the above .

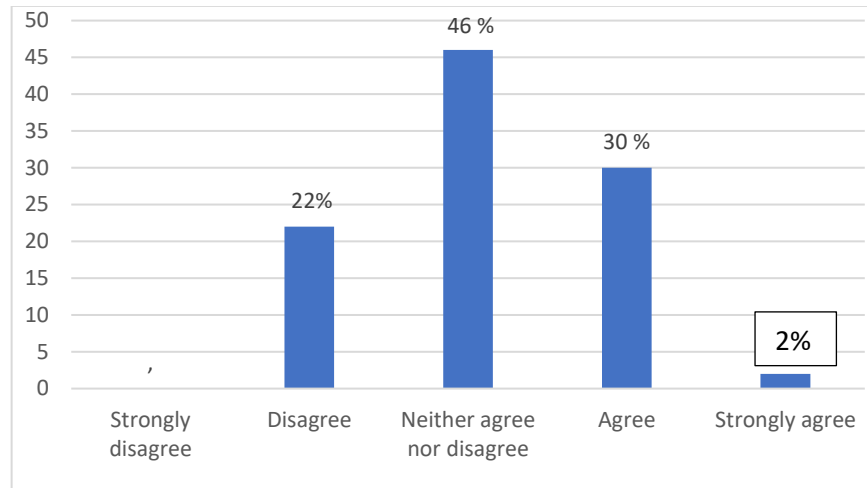
**Table 4.17:**

**Doubtful customers in performance of green electronic products**

OPTIONS	COUNT	PERCENTAGE
Strongly disagree	0	0%
Disagree	22	22%
Neither Agree nor Disagree	46	46%
Agree	30	30%
Strongly agree	2	2
<b>TOTAL</b>	<b>100</b>	<b>100%</b>

Source: primary data

**Figure 4.17:  
Doubtful in performance of Green products**



**Interpretation**

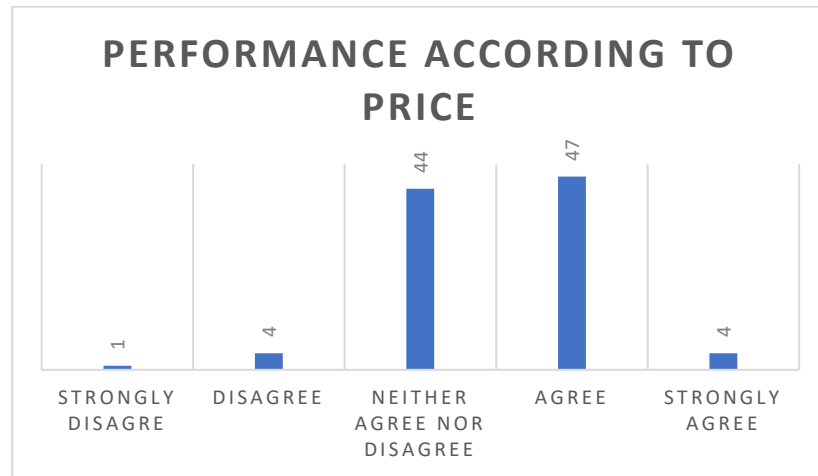
Table 4.17 shows that 46% of the responders are on a neutral approach to this statement. 32% (30%+2%) agree with the statement, that they agree with the performance of green electronic products. The rest, 22% (22%+0%) are the only responders who are not like the performance of the green electronic products.

**Table 4.18:  
Does green electronic products performance satisfies according to its price**

<b>OPTIONS</b>	<b>COUNT</b>	<b>PERCENTAGE</b>
Strongly disagree	1	1%
Disagree	4	4%
Neither agree nor disagree	44	44%
Agree	47	47%
Strongly agree	4	4%
<b>TOTAL</b>	<b>100</b>	<b>100%</b>

Source: primary data

**Figure 4.18:**



**Interpretation**

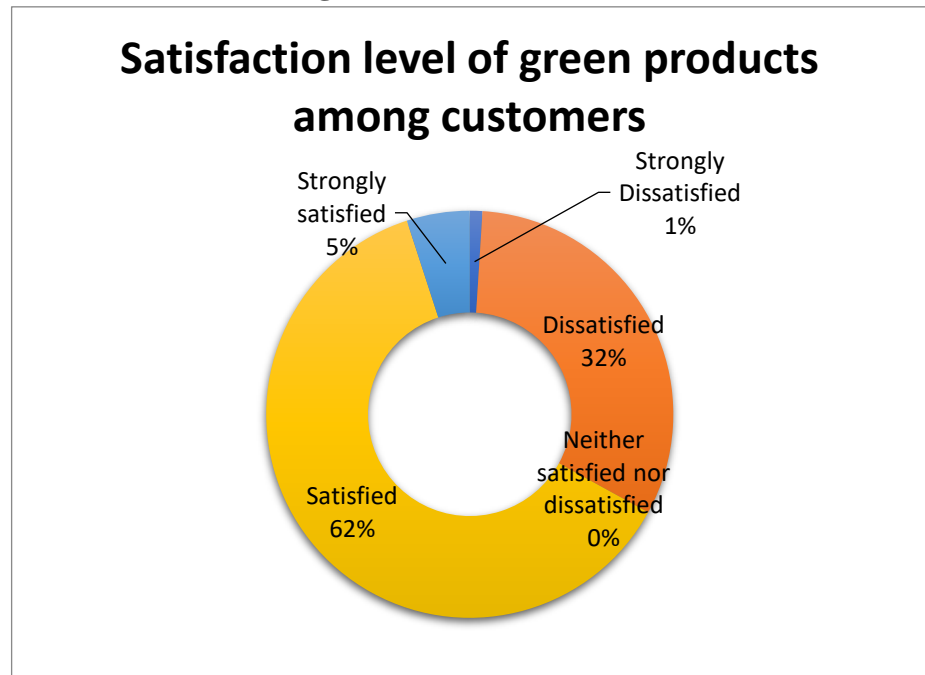
Table 4.18 shows that about 95% of the responders are agreeing to the statement that the performance of green electronic products justifies its price and the balance 5% of the responders are not agreed with this statement. This is a good sign that the customers believe in green electronic products rather than other products. But there is a bad side to this. It is that companies can use this trust and can sell non-ecofriendly products in the form of eco-friendly products. The authorities have to take remedial measures to avoid this greenwashing and protect the interest of consumers and change the rest of the consumer’s approach who are opposing the green electronic products

**Table 4.19:  
Satisfaction level of green products**

OPTIONS	COUNT	PERCENTAGE
Strongly Dissatisfied	1	1%
Dissatisfied	32	32%
Neither satisfied nor dissatisfied	0	0%
Satisfied	62	62%
Strongly Satisfied	5	5%
<b>TOTAL</b>	<b>100</b>	<b>100%</b>

Source: primary data

**Figure 4.19:**



**Interpretation**

Table 4.19 shows that the majority of the responders (62%) are satisfied approach towards the statement, only 5% of the responders are strongly satisfied with this statement, and the rest 33%(1%+32%) of the responders are dissatisfied with the statement. Usually, green products have been giving a better satisfaction level in the quality of the product but the price will be comparatively higher than other non-ecofriendly products available in the market.

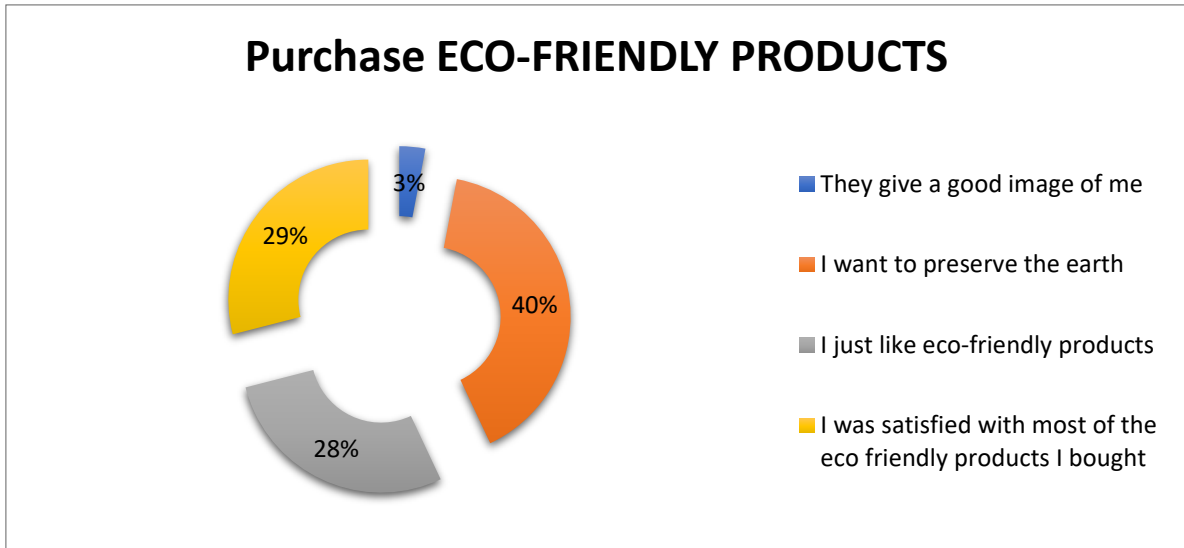
**Table 4.20:**

**Most influencing factor for the purchase of eco-friendly products**

OPTIONS	COUNT	PERCENTAGE
They give a good image of me	3	3%
I want to preserve the earth	40	40%
I just like eco-friendly products	28	28%
I was satisfied with most of the ecofriendly products I bought	29	29%
<b>TOTAL</b>	<b>100</b>	<b>100%</b>

Source: primary data

**Figure 4.20:**



#### **Interpretation**

Table 4.20 Shows that 40% of the respondents purchase eco-friendly products to preserve the earth and 30% of the consumers say that eco- friendly products give a good image and 29% are satisfied with eco-friendly products and the remaining 28% just like eco-friendly products.

**CHAPTER 5**  
**FINDINGS, SUGGESTIONS AND**  
**CONCLUSION**



This research is conducted with the aim of investigating consumers knowledge about green electronic products and their willingness to pay. For such products also to identify the elements influence their purchasing decisions. In this research study it is identified that quality, price difference and the environmental concern are some influencing factors for purchase of green electronic products. The remaining things discussed in theoretical framework are availability, price and perceived quality and buying behavior.

Questionnaire method is used to collect the relevant details for the study which is distributed and collected through Google forms from a sample group of 100 people from the Ernakulam district. The analysis part of the study reveals the consumer's awareness of green electronic products, purchasing patterns, justification for their price and quality, and concern for the environment.

## **FINDINGS**

- The general observation revealed that more people are aware of environment-friendly electronic products that are available in the market.
- 60% of the responders can identify the environment-friendly electronic products that are available in the market.
- 48% of the responders are aware of the products through print or electronic media like TV ads, posters, newspaper ads, notices, etc. compared to other means of advertisement.
- It is clear from the analysis that customers prefer eco-friendly electronic products rather than other non-ecofriendly products that are available in the market. So that eco-friendly products will have a bright future.
- 87% of the customers compare the green electronic product with other substitute products that are available in the market in terms of price quality etc.
- 90% of the responders believe that manufacturing and the purchasing of green products must be increased compared to non-eco-friendly products.
- 95% of the responders support making or introducing new rules and regulations in our country for environmental protection.
- 97% of the people are interested to be aware of proper waste management for the electronic products that are available in the market.
- 80% of Consumers agree that green electronic products can be easily reused or recycled without any harmful impact on nature.
- 74% of the respondents agree that using green electronic products is cost-effective and reduces electricity bills

- 79% of the responders compare the price of green products with traditional products when they make a choice in buying electronic goods. The manufacturing companies have to reduce their manufacturing expenses or the authorities have to help the companies by giving subsidies or exemptions in tax etc.
- 65% of consumers sometimes repeat the behavior of purchasing products.
- 20% of the respondents' motive to buy green electronic products are environment concerns and conservation of resources.
- 46% of the respondents are in a neutral approach to the performance of green electronic products.
- 95% of the respondents are agreeing to the statement that the performance of green electronic products justifies to their price.
- 40% of consumers purchase eco-friendly products to preserve the earth.
- 29% of the responders satisfied with the most of the eco-friendly products **And**
- 

## **SUGGESTIONS**

1. It is necessary to make an effort to educate consumers about environmentally friendly items and its benefits.
2. As opposed to other non-ecofriendly products, businesses should concentrate more on producing green electrical devices.
3. Businesses should take action to recycle or repurpose electronic waste.
4. The complete lifecycle of the product should be taken into account because a more environmentally friendly product might cost more up front.
5. To avoid green washing or marketing designed to make a product appear more ecologically sustainable than it actually is, it is crucial to do some research about the product and ensure its green nature .
6. Many of the goods in the market are single-use, heavily packaged, or meant to be thrown away right away. Avoiding these products is usually a good idea if you want to cut down on the waste that comes from your procurement decisions.
7. Create a policy for green purchasing. Start keeping track of which businesses and products satisfy all of your requirements, including those related to product quality, accessibility, cost, and environmental effect.

## **CONCLUSION**

The study clearly shows that most of consumers favor environmentally friendly electronic devices over other electronic products. Pricing versus environmental protection is a major topic of discussion among those who buy. Environmentally friendly electronic products are priced high compared to non-ecofriendly products.

Some consumers continue to use non-ecofriendly products because they were thrifty when they bought them but failed to consider the costs. When compared to non-green alternatives, green electronics are more durable and energy-efficient.

The study shows that green product awareness has an impact on the green purchase intention of consumers. It is necessary for consumers to be educated on the benefits that will accrue if they invest in green products. In so doing, they will be tempted to pay more for green products. Again, to resolve the issue of pricing, consumers could be offered discounts so as to motivate them to purchase green products.

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# **APPENDIX**

# QUESTIONNAIRE

We are B.Com final-year students of St. Teresa's College (Autonomous) Ernakulam. This survey is a part of our project which is centered on the idea of "Consumers Green Purchasing Intention." It aims to investigate many facets of customers' green purchasing habits when it comes to electronic goods. Only research purposes are intended for this questionnaire. The data gathered will remain anonymous. We would greatly appreciate it if you could take a few minutes to complete this survey.

Note: Please tick or fill the space provided.

Email:

1. Age:

- 18-24 years
- 25-35 years
- 36-50 years
- 50 years above

2. Status:

- Government employee
- Private employee
- Business
- Student
- Other

3. Educational qualification

- 10/12 equivalent
- Degree/Diploma
- Master's Degree
- Doctorate Degree



- Other

4. I am aware of the environment friendly electronic products in the market.

- Strongly disagree
- Disagree
- Neither agree nor Disagree
- Agree
- Strongly agree

5. I can identify Green electronic products

- Strongly disagree
- Disagree
- Neither agree nor Disagree
- Agree
- Strongly agree

6. I come to know about green electronic products from

- Friends
- Family
- Print / electronic media
- Other:

7. I will choose Green electronic products over Ordinary electronic product.

- Strongly disagree
- Disagree
- Neither agree nor Disagree
- Agree

- Strongly agree

8. I will buy green electronic products only if the product qualities are similar or better than the normal products.

- Strongly disagree
- Disagree
- Neither agree nor Disagree
- Agree
- Strongly agree

9. It is very essential to increase the manufacturing and purchasing of green electronic products.

- Strongly disagree
- Disagree
- Neither agree nor Disagree
- Agree
- Strongly agree

10. More environment protection rules and regulations are needed in our country.

- Strongly disagree
- Disagree
- Neither agree nor Disagree
- Agree
- Strongly agree

11. It is essential to increase the awareness about proper disposal of electronic wastes.

- Strongly disagree
- Disagree Neither agree nor Disagree

- Neither agree nor Disagree
- Agree
- Strongly agree

12. Green electronic products can be easily re used or recycled without any harmful impact nature.

- Strongly disagree
- Disagree
- Neither agree nor Disagree
- Agree
- Strongly agree

13. Green electronic products are cost effective, as the use of such products reduces Electricity bill

- Strongly disagree
- Disagree
- Neither agree nor Disagree
- Agree
- Strongly agree

14. Before buying green electronic products I compare its price with traditional products.

- Strongly disagree
- Disagree
- Neither agree nor Disagree
- Agree
- Strongly agree

15. Do you repeat your purchase of green electronic products.

- Not at all

- Sometimes
- Often
- Always

16. If you use green products, which is your preferred motive?

- Price benefits
- Proper waste disposal less pollution
- Concern for health
- Environment concern
- Product quality
- All of above

17. I am doubtful about the working performance of Green electronic products.

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

18. Performance of green electronic products justifies its price.

- Strongly disagree
- Disagree
- Neither agree nor Disagree
- Agree
- Strongly agree

19. How will you describe your level of satisfaction regarding green electronic products.

- Strongly disagree
- Disagree
- Neither Agree nor Disagree
- Strongly agree

20. Which is your most influencing factor for the purchase ECO-FRIENDLY PRODUCTS?

- They give a good image to me
- I want to preserve the earth
- I just like preserve the earth
- I was satisfied with most of eco-friendly products I bought