

# “Green Products a Myth or Worth: An Indian Consumer Perspective”

<sup>1</sup>Ms. Neelam Dhanwani, <sup>2</sup>Dr. Kirti Jainani, <sup>3</sup>Dr. Nupur Ojha

**ABSTRACT**--According to sustainability goals of the United nation's everyone on the globe is concerned about environmental friendly practices in the Retail industry, especially for products designing, packaging, consumption, mode of advertising and so on. This study is an attempt to focus on these research questions: Firstly, How Indian Consumers are influenced to use green products? Secondly, Suggesting the suitable policy measures to increase green purchase in India. This is a conceptual paper to review various researchers findings on consumers perception or understanding the buying behaviour of Indian consumers and also with this article author(s) emphasized on finding critical factors that lead to purchase decisions by referring to existing literature review from year (2005 to 2019) . Secondary data is used in this study from various authentic sources like scopus indexed journals, UGC care listed journals, central government data and published news reports of UN conferences and Global seminars. Significance of this study is to determine the Indian mindset towards green consumption and also finding the critical factors influencing the purchase decision. To achieve sustainable growth, it is very important for the citizens of every country to follow the green practices.

**Keywords**--Green Products, Consumer Behaviour, Purchase Decisions, Sustainability.

## I. INTRODUCTION

Nowadays sustainability plays a more significant role in today's competitive environment. Since the 1980s a lot of ecological issues have occurred in such a way global warming, the greenhouse effect, pollution, and climate changes which are directly related to industrial manufacturing and this will affect the human's activities. That's why there is a paradigm shift in buying behavior of the consumers. Due to an increase in conservationists, it has been seen that consumers are concerned for environment protection. Due to this most of the firm began to use green marketing and green product development to make long term profit and sustain in this competitive environment.

According to economic time's survey conducted in September 2014, results that "63% Indians are aware of green products out of which 85% Indians are confident enough that green products are beneficial for health and environment" which is a good sign of awareness in Indian consumers and sustainability of our environment. This survey shows that globally Canada people are 78%, US people 76%, India 63% and China only 43%, familiar with using green products. India's confidence on the positive aspect while using green products is bigger than other countries (85%) a good sign for sustainability the DuPont survey said.

---

<sup>1</sup>Research scholar, Manipal University Jaipur

<sup>2</sup>Assistant professor, JK Lakshmi Pat University Jaipur

<sup>3</sup>Assistant professor, Manipal University, Jaipur

## II. LITERATURE REVIEW

N. Divya Priyadarshini, S. V. (2019), discussed on "Consumer Awareness towards Green Products and Its Impact", evaluated the buying behaviour and awareness level of eco friendly products in Chennai district. The primary data was collected by 30 respondents by using a convenience sampling technique. The researcher analysed that the majority of health conscious consumers are buying green products in Chennai district.

Rachita Kapoor, Anurupa B Singh, Richa Misra (2019) analysed in her research entitled "Green Cosmetics - Changing Young Consumer Preference and Reforming Cosmetic Industry" evaluated Environment Concern, Health Consciousness, Information and Certification, Online Availability and Satisfaction are the major factors affecting consumer's perception towards green cosmetics. The researcher concluded that consumers are more inclined towards eco labeled products.

Chaudhry Richa and Bisai Samarath (2018) studied on "Factors influencing green purchase behavior of Millennials in India", included two additional variables in Theory of planned behavior (TPB) such as environmental concern (EC), willingness to pay premium (WP) in the conceptual framework. The study reveals that attitude, purchase intention, subjective norms, environmental concerns and perceived behavior control are the variables directly associated and positively linked with green purchase behavior of consumers.

Mayank Bhatia, (2017) identified the factors affecting green purchase behaviour of different parts in India. He collected the data from six major cities in India and incorporated cultural, economic and demographic differences among consumers affecting green purchase behavior.

Samala. A. and Patel M.. K (2018) analysed in her research entitled "Effect of green marketing", says that retailers require more capital to maintain a product variety of green market as per customer needs but in long term definitely green market investment gives return in terms of customer trust towards brand and loyalty. Data explains that 81% consumers are aware of green products benefit out of which 72% people are ready to pay premium prices to earn health benefits. Moreover, 54% consumers are influenced by environmental concerns followed by product features (34%) and promotion campaigns have no great impact in buying decisions.

Shamsi, M. S. and Siddiqui, Z. S. (2017) attempted to investigate the relationship of green consumption behavior with consumer demographics. The data was collected from 125 respondents through convenience sampling method in Aligarh and Bareilly districts of UP (West). The researcher concluded that the educational level has direct relation on green product usage whereas consumers use green products irrespective of their income, age and gender.

P Asha, R Rathiha (2016), studied on "Consumer Awareness towards Green Products" studied about consumer's ways to identify the green products and gender based perception on attributes of green products. The research was done on 123 respondents of Kanyakumari district. The result shows three main consequences for environment degradation are- global warming, climate change and ozone layer destruction. This study also reveals a significant relationship between gender and ways to identify green products' maximum respondents influenced by user experience 80%, seeing label only 53% see energy star logo while making purchase decisions.

Joshi, Yatish, R., Z. (2015) reviewed 53 articles on the green purchase attitude of the consumers. He examined the majority of previous studies shows that there is an inconsistent buying behavior of consumers towards

purchasing green products. Further he concluded that the consumer willingness to purchase green products is increasing day by day.

Rajyalakshmi Nittala(2014), studied on “Green Consumer Behavior of the Educated Segment in India” identified the factors affecting green consumption behavior of educated consumers. The researcher concluded that the university teachers are aware of sustainability and green products. Further, the study reveals that quality is the foremost and price is the subsequent factor in their consumer decisions. Education has no direct relation with the green buying behavior of consumers.

Faizan Zafar Sheikh & Bilal (2014), explained in his study on “Consumer Green Behavior Towards Green Products and Green Purchase Decision” stated the factors affecting the purchasing decision of consumers towards green products. The researcher attempts to analyze the relationship between consumer green behavior in accordance with brand, gender, quality, marketing and price. The study reveals that brand and gender has no positive relation with consumer green behavior whereas price, green marketing and quality shows a significant role in consumer purchasing.

Bhatia, M., & Jain, A. (2013), found that the Indian consumers are aware about the green products but at the same time they are not aware about various green initiatives taken by government and non-government agencies. The substantial source of awareness is still newspaper.

According to Kataria Arti, Kataria Akansha et al. (2013), identified the most influential factors of green purchase are health of children/family members and knowledge about ecofriendly products benefits, are the basis of purchase decisions. Challenges while green purchase decisions are price, risk of using new brands and lack of availability.

Vishnu Nath, R. K. (2012) investigates that environmental awareness in undeveloped areas is appreciable. This study suggested that the industry and government must propagate environmental awareness through various channels like T.V, radio and Magazine. The barrier of high pricing can be abstained when Indian consumers adopt green products in large numbers.

### **III. OBJECTIVES**

1. To Study the existing literature review related to green consumers purchase decisions.
2. To identify the critical factors influencing green consumption in Indian consumers.

### **IV. METHODOLOGY**

This research study is based on Secondary data and existing literature available on various authentic sources as Ebsco host, Research Gate, ProQuest, Scopus publications from 2005 to 2019. Also some information has been taken from economic times survey and central government surveys, news reports etc. Online research papers found by typing search words as green products consumption, green marketing, use of organic products in India, factors affecting green consumption by Indian consumers etc. Through this search more than 100 researches came on first search. After reading all the published articles, author(s) included those studies, which were talking about only "factors influencing green purchase", sorting was done by reading the abstracts and objectives of existing literature.

Tabulation was done to identify and compile the factors. AHP has been used to rank the most critical factors influencing the green purchase by Indian consumers.

**Summary of Review of Literature**

<b>Researcher Names</b>	<b>Year</b>	<b>Existing Literature discussed factors</b>	<b>Factors used in this study for data analysis</b>
N. Divya Priyadarshini, S. V.	2019	Health Consciousness	<b>Health Consciousness (F1)</b>
Samala. A. and Patel M..K	2018	Environmental Concern Product features	<b>(F2) (F7)</b>
Shamsi, M. S. and Siddiqui, Z. S	2017	Income Age Gender has no effect on purchase but Educational level has great impact on green purchase decision of consumers	<b>Educational level (F3) Income(F4) Age(F5) Gender(F6)</b>
P Asha, R Rathiha	2016	Gender Environment Concern Product attributes	<b>Product attributes (F7)</b>
Faizan Zafar Sheikh & Bilal	2014	Price Marketing and Quality has positive effect, whereas Brand and Gender no role in purchase decision	<b>Price (F8) Marketing (F9) Brand (F10)</b>
Bhatia, M., & Jain, A.	2013	Lack of knowledge about government initiatives leads to less consumption	<b>Knowledge (F11)</b>

Kataria Arti, Kataria A. et.al	2013	Knowledge about Eco friendly Products leads to purchase intention	<b>Already taken(F8)</b>
Vishnu Nath, R. K.	2012	Price effect leads to purchase decision	<b>Already taken(F8)</b>
Chaudhry R. , Bisai S	2018	Theory of planned behaviour and Willingness to pay premium Environmental Concern	<b>Environmental Concern (F2)</b>

**Table 1:** Factors identified through existing literature review

<b>F1</b>	Health Consciousness	<b>F8</b>	Price
<b>F2</b>	Environmental Concern	<b>F9</b>	Marketing & Promotion
<b>F3</b>	Educational level	<b>F4</b>	Brand
<b>F4</b>	Income	<b>F11</b>	Knowledge
<b>F5</b>	Age	<b>F12</b>	Social Influence(Peer Group)
<b>F6</b>	Gender	<b>F13</b>	Trust in green product
<b>F7</b>	Product Attributes	<b>F14</b>	Convenience

## V. DATA ANALYSIS

**Table 2:** Pairwise Comparison Matrix

	F1	F2	F3	F4	F5	F6	F7	F8	F9	F10	F11	F12	F13	F14
F1	1	3	5	1/5	9	9	1	5	1/3	9	3	1/5	1/7	9
F2	1/3	1	7	1/7	7	9	1/7	3	1/5	7	1	1/7	5	7
F3	1/5	1/7	1	1/9	5	9	1/7	1/3	1/5	1/3	1/5	1/7	1/5	3
F4	5	7	9	1	9	9	1	3	3	7	1/5	3	1/3	9
F5	1/9	1/7	1/5	1/9	1	2	1/9	1/9	1/9	2	1/9	1/7	1/7	1/5
F6	1/9	1/9	1/9	1/9	1/2	1	1/9	1/9	1/7	1/7	1/9	1/7	1/9	1
F7	1	7	7	1	9	9	1	1	3	1/3	1/5	1/7	1	9
F8	1/5	1/3	3	1/3	9	9	1	1	5	3	5	1/5	3	1/3
F9	3	5	5	1/3	9	7	1/3	1/5	1	5	7	1	3	7
F10	1/9	1/7	3	1/7	1/2	7	3	1/3	1/5	1	3	1/3	1/5	5

<b>F1</b> <b>1</b>	1/3	1	5	5	9	9	5	1/5	1/7	1/3	1	1/7	3	7
<b>F1</b> <b>2</b>	5	7	7	1/3	7	7	7	5	1	3	7	1	5	7
<b>F1</b> <b>3</b>	7	1/5	5	3	7	9	1	1/3	1/3	5	1/3	1/5	1	9
<b>F1</b> <b>4</b>	1/9	1/7	1/3	1/9	5	1	1/9	3	1/7	1/5	1/7	1/7	1/9	1

Source: Primary data calculated manually by author

**Table 3: AHP Ranking**

	Nth root	Eigenvalue	Lambda	Ranking
<b>F1</b>	0	0.08835358	1.593608	8
<b>F2</b>	1.412359	0.064380314	1.339429	1 0
<b>F3</b>	0.375165	0.017101371	0.316265	1 3
<b>F4</b>	3.455021	0.157492097	2.941079	2
<b>F5</b>	0.175906	0.008018423	0.198649	1 4
<b>F6</b>	0.134115	0.006113445	0.141203	9
<b>F7</b>	1.781304	0.081198127	1.67185	7
<b>F8</b>	1.44225	0.065742841	1.69374	6
<b>F9</b>	2.554405	0.116438812	2.12891	3
<b>F10</b>	0.640445	0.029193743	0.800845	1 1
<b>F11</b>	1.463358	0.066705021	1.943828	4
<b>F12</b>	4.652821	0.212092058	3.402471	1
<b>F13</b>	1.661001	0.075714303	1.831849	5
<b>F14</b>	0.251316	0.011455864	0.37684	1 2

Source: Primary data computed by author

Contingency Index (CI) =  $[\lambda_{avg}-1]/(n-1) = 0.035058$

Contingency Ratio (CR) = 0.240823

Average Lambda =  $20.38056/14 = 1.455755$

**Data Interpretation:** According to Table 3 lambda average 1.455755 has been considered as a threshold value for all the 14 factors, factor that has above value of lambda average, were treated



as most critical factors and below lambda average value factors, are called least important factors. Hence, the highest value of Lambda is 3.402471 in table 3, which is the most critical factor. Contingency ratio through AHP technique is 0.240823, which considers acceptance of the above matrix.

## **VI. FINDINGS**

3. According to AHP technique, out of 14 factors, stated above in Table 1, major eight critical factors have been identified and rank wise importance in green purchase decision is being analysed in this review article namely, Social Influence (R1), Income(R2), Marketing and Promotion techniques (R3), Innovation (R4) Knowledge, Consumer trust (R5), Price (R6), Product Attributes (R7) and Health Consciousness (R8).

4. This study suggests that Age, Income and Gender has no relation with the green purchase decision.

5. There are very few factors that are having least consideration in green purchase such as Convenience, Education Level and Brand Association.

6. Most critical factor is identified as Social Influence, Moreover it reveals that Indian people are very much socially active and motivated in making green purchase decisions.

## **VII. RECOMMENDATIONS**

7. Companies that manufactures or sell green products, must focus on their product attributes rather than focusing on brand equity in case of green products.

8. In the segment of green market Age, Education level and Gender has no significant difference in green purchase intention.

9. Indian Green market is very small as compared to other countries globally, according to a report of India today 2018, India's global ranking in green consumption is 177 out of 180 countries, which is a crucial and worrying point, especially at the time when all countries are emphasizing upon achieving sustainability goals.

10. Indian government must focus on pull/push strategies to promote the green market in indian consumers to achieve sustainability goals for the betterment of environment and health.

## **VIII. CONCLUSION**

The study highlighted that age, education level, convenience and brand have no significant positive relationship with consumer green behavior whereas social influence, income, marketing and promotion have remarkable influence on green buying behavior of consumers. While on the other hand green consumer will not sacrifice on quality of a product at a reasonable price. Nowadays, sustainability is the major concern of the government and industrialist as well. Companies should focus on manufacturing green products at reasonable price so that price sensitive consumer can also bend towards green products. Government should educate people about the features and awareness of green products, so that large number of consumers can pool their interest towards green buying as awareness level of people on usage of green products is limited.

## REFERENCES

1. <https://m.economictimes.com/news/company/corporate-trends/>
2. Chaudhry R. and Bisai S. (2018). "Factors influencing green purchase behavior of Millennials in India", *Management of Environmental Quality: An International Journal*, Vol. 29 (5) pp. 798-812.
3. Emerald Publishing Limited  
<https://doi.org/10.1108/MEQ-02-2018-0023>
4. Samla Aarthi and Patel M.K (2018). "Green Marketing in India", *International Journal of Engineering Technology Science and Research (IJETSR)*, Vol 5 (1), pp 739-748. ISSN. 2394-3386
5. Kataria Arti , Kataria Akansha et al (2013). "Factors affecting green purchase behavior: An in depth study on Indian consumers" *Journal of Management Research*, Vol. pp. 15–41.
6. N. Divya Priyadarshini, S. V. (2019). Consumer Awareness towards Green Products and Its Impact. *International Journal of Research and Innovation in Social Science(IJRISS)* , |Volume III, Issue X, October 2019|ISSN 2454-6186.
7. Faizan Zafar Sheikh, A. A., & Bilal, A. a. (2014). "Consumer Green Behaviour Toward Green Products and Green Purchase Decision" *INTERNATIONAL JOURNAL OF MULTIDISCIPLINARY SCIENCES AND ENGINEERING*, VOL. 5(9).
8. Shamsi, M. S., & Siddiqui, Z. S. (2017). Green product and consumer behavior: An analytical study. *Pertanika Journal of Social Sciences and Humanities*, 25(4), 1545–1554.
9. Vishnu Nath, R. K. (2012). Green behaviors of Indian consumers. *IJRMEC Volume2, Issue 11 (November- 2012) ISSN: 2250-057X* .
10. Bhatia, M., & Jain, A. (2013). Green Marketing: A Study of Consumer Perception and Preferences in India. *Electronic Green Journal*, 1(36). Retrieved from <https://escholarship.org/uc/item/5mc39217>
11. Rajyalakshmi Nittala(2014). "Green Consumer Behavior of the Educated Segment in India". *Journal of International Consumer Marketing*, 26:138–152, 2014 |ISSN: 0896-1530.
12. Bhatia, M., & Jain, A. (2017). Development of multi-item measurement scale for green consumer behaviour. *International Journal of Society Systems Science*, 9(3), 199. <https://doi.org/10.1504/ijsss.2017.087434>
13. Joshi, Y., & Rahman, Z. (2015). Factors Affecting Green Purchase Behaviour and Future Research Directions. In *International Strategic Management Review* (Vol. 3, Issues 1–2). Holy Spirit University of Kaslik. <https://doi.org/10.1016/j.ism.2015.04.001>
14. Kapoor, R., Singh, A. B., & Misra, R. (2019). Green Cosmetics - Changing Young Consumer Preference and Reforming Cosmetic Industry. *International Journal of Recent Technology and Engineering*, 8(4), 12932–12939. <https://doi.org/10.35940/ijrte.d6927.118419>