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Facets Impacting Consumer Behaviour to Purchase Green Products: A Move towards Sustainability

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Environmental conditions of the globe are getting adverse. As an initiative for improving this situation green marketing is adapted by business entities and their customers. Indian market is characterized by mass consumerism. Gradually due to increased awareness attitude of consumer towards green products have substantially elevated. Motive of the study is to identify factors that affect their purchase behaviour. Survey was conducted with 43 item structured questionnaires using 5 point Likert Scale. Out of 525, 472 validated responses were obtained from Delhi. Data was analysed using Confirmatory Factor Analysis and Regression. Factors are identified that persuade customers to purchase green products. This research is competent for entire supply-chain specially retailers. They should strategically work on these factors giving emphasis to the values of customers and environment before producing and launching product into the market. This will create satisfaction of consumers, save environment and give competitive advantage to producers and sellers.

Keywords: environment; green marketing; business; customer; green product; awareness; supply chain; strategically; satisfaction; competitive advantage.

INTRODUCTION

Industrial revolution created a paradigm shift; repercussions were advancement in technology, giving rise to economy, simultaneously population surged, their demands increased. To fulfil these demands and to have strong market position manufacturers used natural resources continuously without planning any strategies to sustain these resources for future generation. This resulted in dearth of resources. Green house gas emission, imbalance in the biodiversity, drastic alteration in climatic conditions is some of the few conditions prevailing in the environment turning into a dangerous situation for all living on the planet. To recover from these circumstances green marketing was introduced. Supply chain took initiatives to create awareness regarding environmental and societal problems, motivate consumers to purchase green products. Green marketing

is a panacea to acclimatise situations back to normal (Grimmer and Woolley, 2014). Indian market, a growing market characterized by mass consumerism faces problems on consumption of brown products which directly affects the environment. Retailers are highly aware of the impact of using non green products by consumers; they are taking actions to resolve these issues (Field, 2006). Established retailers have retaliated by introducing green products in their product line for consumers. They pressurize intermediaries and manufacturers to upgrade their upstream performance of green marketing. Their role as an agency between manufacturers and consumers has created a positive response (Peattie and Crane, 2005). Green products are long lasting, non poisonous, made from reusable materials. Even though these products consume energy and materials will aid to save the environment. Green products are stored, used and finally disposed without affecting the environment (Ottman and Reilly, 1998). Media plays a very crucial role; ittakes actions by alerting and informing public about shortage of energy and natural resources; confers people to purchase green products. Purchase decision of buying sustainable goods will improve prevailing conditions and save resources for future (Tanner and Kast, 2002). Consumer behaviour is influenced by external and internal forces, internal forces are needs, wants and liking towards product whereas external factors consist of social, psychological elements which leave a significant impression on minds of consumers. In sustainable consumption goods and products meet needs of consumers without disturbing the eco system, conserving resources for future use. Green marketing connects consumers with retailers and suppliers turning it into long term relationship. Consumers buy green products due to trust they build upon retailers. Continuous consumption of green products benefits consumers, producers, society and at large the whole eco system. Green marketing is acknowledged by a lot of people as consumers themselves have become co marketers influencing others to purchase green products through their word of mouth and mouse (Scott, 2008). Maslow's hierarchy can explain green marketing in a better approach. Consumers' preference has shifted from traditional to organic foods which foster benefit to social and environmental systems. These products are safe to use and consume. Green products conserve water, energy resources; produce limited waste, increases renewable resources for future sustenance. As a responsible human being consumers want to associate themselves with green products. Turning towards greenthe entire supply chain will get competitive advantage (Polonsky and Rosenberger, 2001), for customers it will be an effort to save the environment (Siegenthaler, 2010).

To understand consumer behaviour towards green product is critical as there is insufficient study done with reference to India. The present study identifies factors that impact consumer behaviour towards green products. These factors increase intension of consumer to purchase green products. Since consumers are aware of environmental devastations, to cope with existing problem they have to actuate by purchasing green products.

Green consumer in India

India is massive in area and population with colossal market segment comprising of both organized and unorganized sector. To enter into a market retailers have to face challenges, to establish themselves is a very tedious task for them. India has 29 states with several market segments consisting of stern rules and regulations. Still in spite of these difficulties retailers are able to make profits from this sector (Kearney Report, 2016.) Indian retail market has a prospective growth. It is a component which rises GDP, income and purchasing power of consumer (Kearney Report, 2012). The shopping practice of consumers has changed since the entry of retail formats (SenGupta, 2008). Indian consumers do not want to compromise with their health, quality and value of the product. This will give an opportunity to green retailers to rule the market with green products.

Green consumers have an impact of 4A's model of critical drivers. The model refers to affordability, acceptability, availability and awareness. Green products have to be affordable for every customer living in any place within the country. Products have to be accepted by consumer on basis of additional features associated with products. They should be available in retail stores, making it convenient for consumers to buy these goods. To create awareness retailers must communicate benefits of green products to consumers. Consumers in India are conscious about green products. Green consumerism is in its growing stage. A lot of problems relating to poverty, unemployment, population will descend when people would ascend towards green products. Government persuades consumers to buy eco friendly products to bring balance in the environmental conditions (Jain and Kaur, 2004).

In early nineties, it was difficult for MNC's to focus on Indian consumers as their attitudes; choices were heterogeneous in nature, creating difficulty in producing goods for them. To sell products seemed to be a tough job. Gradually with entry of several companies into the market, their product lines led Indian consumers to purchase goods and services. Paramount factor is stability of economic conditions among consumers. Consumption rate of Indian consumers is 12% will make Indian consumer market to be third largest in the world by 2025. Consumers under elite and affluent classes of income categories are increasing, decreasing consumers in next billion and strugglers' income category increasing

spending structure of Indian consumer. Rise in purchase capacity is expected to be 40% in 2025 as compared to 27% in 2016 for elite categories. Urbanization is taking place in India raising consumption of goods and services. They focus on conserving money and expect high benefits from products they have purchased. Expansion of consumption pattern is due to reposition of family structure; joint family structure is converted to nuclear families, making a significant upsurge in spending and consumption of products (Singhi et al., 2017). Goods are classified into high, medium and low frequency items, consumers purchase them on basis of their spending capacity. Indian consumers are ready to pay more for products which provide additional benefits to them. Focusing on health and situations prevailing in the environment, consumers purchase green products even at high prices. They have trust on eco friendly goods produced by Indian producers (Gopal and Srinivasan, 2006). Indian consumers are aware of degenerating environment conditions, are ready to consume green products by paying more as an initiative to improve state of environment thereby increasing demand of green products. Indian consumers are also attached to their roots. From ancient times products are manufactured using natural ingredients. At this alarming state, consumers are keen to purchase products which are organic and eco friendly. They rely on eco labels on packaged goods. This builds trust on products they purchase. One of the important factors of Indian consumers is they are value oriented. To retain green consumers producers have to inculcate new technologies in green products. It has been observed consumer alone in India is not a major cause for emission of green house gases. Successively as income, lifestyle of consumers had improved choices of consumption had also multiplied leading to adverse impacts on the environment. Dynamism by government, green producers, green retailers and green consumers will make India a low carbon and high green economy (Bhatia, 2014).

Research Objective

1. To determine factors that influences consumer behaviour to purchase green products
2. To study the demographic factors that impacts consumer behaviour to purchase green products

Review of literature

To survive in the market organizations concentrate on customer's preference and strategise to provide value to them. Consumers consider several factors like personal, psychological, cultural and social issues while purchasing a product (Hooley et al., 2008).Consumers demand is increasing drastically, to meet these needs firms have

produced and supplied products using resources; consequence is, ecological balance of the habitat is disturbed (Gan et al., 2008). Downturn of resources created a situation which required immediate response from consumers, producers, government and media (Carrette et al., 2012). Conditions of the environment are pushing consumers to buy and consume green products. Value within green products is gaining edge over other non green products. This would bring in sustainability for future (Rahman et al., 2017). Consumers understand purchase of green products is closely related to their values and lifestyles; this leads them to continuously buy green products to maintain their self image (Kang et al., 2013). Green marketing has strong associations with environment and industrial processes. Information has to be clearly given to consumers about green products. Greater the awareness on how environment can be protected will increase purchase of green products. Cost of green product is phrased as 'cost with positive results'; consumption of green products will result in positive environmental conditions (Oyewole, 2001). Consumers purchase environment friendly products as they are aware of ill effects of consuming non green products and services. Producers have to integrate green aspects, bring change in features and quality of product for improving environmental conditions; resulting in customer loyalty (Kotler et al. 2008).A strong connection between perpetual and contextual factors has been established betwixt consumers. They buy green products understanding cause and effect along with quality, standard and performance of the product. Additional utility of green products will mould consumers to pay premium for these products (Biswas, 2016, Alshura and Zabadi, 2016).Consumers buying decision depends on present environmental conditions, influence from family and society, income to spend and marketing mix characteristics (Jain and Kaur, 2006, Kirmani and Khan, 2016). Organizations must strategize constructive communication tool to influence consumers to buy green products (Chang, 2015).There is a sudden rise in purchase of green products even though green products are priced high. Benefits of green products will mask the clause of high price of the products. Consumption rate when increased will result in higher sales and gradually decrease price of the green products. Consumers greatly rely on eco labels on packages of the product. Consumers depend on retailers to buy green products. Retailers who are responsible towards society would be able to bring differentiation in society by selling green products (Govender and Govender, 2016, Liu, et al. 2017). Green space predominantly affects health of consumer. There is a symbiotic relationship between health of human being and environment (Jennings et al., 2016). Since prices of green products is high, consumer's willingness to purchase them decreases. This could be stabilized if government takes initiatives to bear a percentage of the price of green products. A positive

perception will inflate sales of green products (Chhay et al., 2015). Consumers have strong bond towards green products. The rationale is dreadful circumstances of environment. Companies that are not a big shot even they can outshine all competition by producing green products (Shiekh et al., 2014). Present scenario of the nation is rise in GDP with increased development and depleted natural resources. Consumers have to be educated in advance with reference to green products; affirmative perception towards green products will reduce value action gap. Green product execution must be as claimed by producers to meet expectations of consumers. Threatening state can be controlled by indulging green activities from both ends as consumers and producers (Maheshwari, 2014).

Once a consumer understands conditions of the environment, they inherit pro environmental behaviour to make right decisions in purchasing green products (Mostafa, 2009).Environmental awareness plays a very important role in consumption of green products. Green consumers are concerned for welfare of the civilization and environment; they not only purchase green products which cause less damaging effects also motivate other consumers to buy green products (Grant and Berry, 2011). Reference groups can influence a consumer with features, vulnerability of the product and finally forceful capacity to buy the product (Hoyer and MacInnis, 2007).Attitude is the feeling which converts beliefs into action. This goes with environmental concerns; consumers interested in saving the environment take effort to overcome prevailing deteriorating situations (Fisher et al., 2012). Environmental problems have been raised in recent years, governments and authorities have become more concerned about environment. Hence they have ratified rules and regulation for protecting environmental as well as health and human safety. These rules and regulations can influence consumers to use environmentally friendly products and companies to produce green products and service (Driesen, 2007). Promotion gives chance to consumers to choose between green and non green products. Highly environment sensitive consumers will purchase goods those are good in quality, safe for their health and environment (Phau and Ong, 2007).Purchasing green products involves concern, attitude and behaviour of an individual. These factors have a direct role in creating perceived consumer effectiveness (Kang et al., 2013).To stimulate environmental behavior of consumer, there should not be any shortfall in availability of products at the retail store. In certain circumstances consumers are aware of green products and purchase them. Other consumers who have less knowledge of eco friendly products; when see these products on the shelf while shopping becomes inquisitive to purchase them. Promotion of these products should be done at a large scale to elucidate advantages of using green products (Ismail and Panni, 2008). Retail stores

strive to be green using energy saving lighting, reduce toxic materials for cleaning the store, use recycled material for fixtures, proper ducts for flow of air, use biodegradable materials for packaging materials, use energy star ratings electrical appliances.

MATERIALS AND METHODS

To achieve the research objective of the study, quantitative survey was conducted. A structured questionnaire was used with closed ended questions to collect responses from the respondents. Prior to collecting data from a large sample, pilot study was performed with specific consumers. Based on data collected from these consumers certain changes were conferred in the questions for further survey to be conducted on the target population. A total of 525 questionnaires were distributed among customers within regions of Delhi. First question posed for customers after demographics were whether they purchase green products or not, 472 complete responses were obtained depicting a response rate of 89.9%. It was observed consumers purchase green products. An analysis was further done using descriptive statistics on the obtained data. The questionnaire consists of three sections. First section constituted of questions relating to demographic profile. Second section consists of 43 items, which were undertaken to understand the factors that influence consumer to purchase green products. Third section had questions related to purchase of green products. These 43 items were computed applying Likert Scale (5 point) where 1 denoted strongly disagree, 2 disagree, 3 neutral, 4 agree and 5 strongly disagree. Respondents were requested to fill in appropriate option for each variable in the questionnaire.Data was collected through face to face interaction with customer purchasing green product.

METHOD OF STUDY AND ANALYSIS OF DATA

Data collected related to demographics of customers was analysed using descriptive statistics. Mean and standard deviation of each variable is studied to understand distribution of the sample data for identifying factors which influence consumers to purchase green products. Confirmatory factor analysis was conducted to determine the constructs and how the variables fitted in these constructs. Principal component analysis with Varimax rotation was used to factorise items to build constructs. Factor loading of items were studied, loadings of items less than 0.4 were discarded. To check robustness of data Kaiser Meyer Olkin and Bartlett's Test were used. Value for KMO should be more than 0.5 and Bartlett's test of Sphericity should

Table I. Total Variance Explained

Rotation Sum of Squared Loadings			
Factor	Total	% of Variance	Cumulative %
1	3.346	7.782	7.782
2	3.309	7.696	15.478
3	3.026	7.036	22.515
4	2.709	6.299	28.814
5	2.515	5.850	34.664
6	2.447	5.692	40.355
7	2.441	5.678	46.033
8	2.302	5.353	51.386
9	2.202	5.122	56.508
10	1.650	3.837	60.344
11	1.520	3.534	63.878
12	1.384	3.218	67.097
13	1.214	2.823	69.919
14	1.137	2.643	72.563

have significant value 0.00 for further analysis. Factors are extracted whose Eigen values are more than 1 rest of the components are removed from analysis as they are insignificant for the study. Moreover the factors which were identified were regressed with purchase of green product. Individual factor was taken as independent factor and purchase of green product as dependent factor.

ANALYSIS OF DATA

Descriptive Statistics

Descriptive Statistics of the profile of respondents was studied to know their frequency and percentage as per their responses. Demographic profile of respondents as per gender, age, education qualification, employment status and monthly income was observed. In case of gender 56.8% were female respondents and remaining 43.2% were male respondents. This clearly shows females are more involved in purchasing green products. According to age it was observed 30.5% of the study group were aged between 25 to 34 years, consumers under this age group are more concerned to purchase green product, 25.8% were aged between 35 to 44 years, 18.9% between 45 to 54 years, 14.6% for age more than 55. The lowest percentage is 10.2% which is for the age group l5 to 24 years. As per another variable education qualification it was found 61.2% respondents were holding graduation degree, 37.1 post graduations and remaining 1.7% were under graduates. It implied consumers were educated who purchased green products. As per employment status it was found 81.6% were employed, 15.6% were retired and remaining 3% were unemployed. According to monthly income variable 58.7% respondents' fall under income group from Rs 40001 and above, 27.1% between Rs 30001 to Rs

40000, 10.4% with a monthly income between Rs 20001 to Rs 30000, 3.8% with least 10001 to 20000 monthly income. Consumers with high income purchase green products.

Reliability Analysis

In the present study, fundamental emphasis is to know the factors which influence consumer's behaviour towards green products. Analysis for reliability is measured using Cronbach's Alpha. The value for Cronbach's Alpha is .819 for 43 variables used in the study. This was developed to estimate internal consistency among items under study in the fixed scale (Cronbach, 1951). It has also been observed value of internal consistency is acceptable for further analysis when it more than 0.6 (Kroz et al., 2008). Since reliability analysis value is more than 0.6 it is seen there is strong internal consistency of the items.

Factor Analysis

Factor Analysis was performed to establish new factors affecting consumer behaviour towards green products. Survey was conducted among customers purchasing green products within Delhi Region. Initial output is descriptive statistics which consists of mean, standard deviation for total variables in the questionnaire. This description is for all variables used during the study. Observing mean of variables it can be concluded that Environmental Degradation is a reason to purchase green products with mean value 4.46 is most significant.
   Following is Kaiser Meyer Olkin test which is performed to calculate adequacy of sample whether it is feasible or not to further run the analysis. It is used to establish factorability of the identified matrix. For this study result of

Table II. Factors with Varimax Rotation Method

Factor No	Factor	Variable	Loading
1	Consumer environment consciousness	I am aware of green products	0.824
		I purchase green product on a regular basis	0.820
		Health concern is a reason for purchasing green products	0.805
		Environment degradation a reason to purchase green product	0.730
		Consumption of green product will save the environment	0.796
2	Promotion for public awareness	Producers use proper communication tools for awareness of green products	0.904
		Promotion gives emphasis on sustainability factor of green products	0.895
		Clear idea of features of green products is provided by promotion	0.868
		Promotion gives view of several offers associated with green products	0.865
3	Retail store attributes	Retail store uses energy efficient lighting	0.869
		Retail store reduces use of toxic materials	0.862
		Retail stores are designed to save resources	0.838
		Retailers uses recycled materials for enhancing their ambience	0.831
4	Environmental outlook	I purchase green product which are biodegradable in nature	0.841
		I buy green product as it can be disposed easily	0.880
		I buy green products as they can be recycled	0.874
5	Compassion for green products	I am concerned with quality of green product	0.903
		Trust associated with a brand increases purchase of green product	0.881
		Using green products I am socially responsible.	0.899
6	Eco label	I look for an eco mark before purchasing a green product	0.899
		Ecolabel on the product increases trust factor	0.892
		Eco label is a government initiative to create awareness about green products to consumers	0.872
7	Recognition of customer advantage	I am pro environmentally active	0.845
		I consider self respect in purchasing green product	0.810
		I have a feeling of satisfaction on purchasing green product	0.845
8	Retailer as intermediary	Retailers commitment for green products are true	0.867
		Retailers provide information regarding green products	0.868
		Retailers are the link between manufacturers and consumers	0.839
9	Demographic variables	Education is a reason to purchase green product	0.855
		Gender affects purchasing of green product	0.832
		Age of a consumer influences buying decision of green products	0.791
10	Product accessibility	Green products are easily available in the stores	0.832
		Green products are easily noticeable on shelves of the store	0.823
11	Product differentiation	I can differentiate between green and non green product	0.847
		Features of green products are distinct from non green products.	0.840
12	Consulting group	I purchase green product due to positive word of mouth	0.628
		Family influences to purchase green product	0.624
		External agencies motivate to purchase green products	0.560
13	Energy saving	Green products are energy efficient	0.708
		Green products save money and resources.	0.643
14	Green price	Price of green products are high	0.698
		It is acceptable to pay more for green product when it provides benefits to health and environment.	0.599

KMO is 0.746, which is adequate to perform factor analysis, value of KMO should be between 0 and 1. Value nearing to 0 is irrelevant for factor analysis which reflects if summation of partial correlation is more than summation of correlations this will lead to scattered matrix. Values nearing to 1 indicate the matrix is concentrated, considered to be effective for analysis of the factors. Value more than 0.4 is acceptable for running factor analysis, greater the value more is the appropriateness (Coakes and Ong, 1974).Another test is Bartlett's test of sphericity which is done to validate robustness of association of variables. For the study

Table III: Regression analysis

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1	.172	.047	.168	3.699	.000
2	.323	.035	.389	9.163	.000
3	.175	.043	.184	4.061	.000
4	.297	.038	.336	7.724	.000
5	.123	.040	.142	3.106	.002
6	.149	.043	.158	3.471	.001
7	.154	.041	.172	3.783	.000
8	.164	.048	.155	3.393	.001
9	.172	.042	.185	4.119	.000
10	.135	.042	.143	3.174	.002
11	.094	.042	.102	2.229	.026
12	.140	.042	.147	3.311	.001
13	.090	.040	.101	2.249	.025
14	-.106	.046	-.104	-2.313	.021

Bartlett's test is 0.000; which is relevant, it evaluates null hypothesis and the matrix is treated as distinctive matrix. It is acceptable at significant level (p<0.001). This test is significant which proves factorability of matrix is confirmed. Furthermore it is suitable to continue with factor analysis to identify factors that affect customers to purchase green product.

Total variance is based on Eigen values. It is described through factors that affect consumer behaviour towards green products. Fourteen factors are obtained as their Eigen value are more than 1. 72.56 % of variance is explained after extraction of these fourteen factors. 42 linear components have been identified from the data before extraction.

Further Varimax Rotation Method was performed to know which items were under the obtained factors. Item (30) having factor loading less than 0.4 was removed from the analysis. Table 3 explains factor 1 consists of five items (18, 31, 21, 40, 6) having factor loadings from 0.730 to 0.824. Factor 2 consists of four items (20, 17, 1, 5) having factor loadings from 0.904 to 0.868. Factor 3 consists of four items (7, 19, 32, 22) having factor loadings from 0.831 to 0.869. Factor 4 consists three items (3, 15, 28) having factor loadings from 0.841 to 0.880. Factor 5 consists of three items (11, 26, 36) having factor loadings from 0.881 to 0.904. Factor 6 consists of three items (34, 9, 24) having factor loadings from 0.872 to 0.899. Factor 7 consists of three items (29, 16, 4) having factor loadings from 0.801 to 0.845. Factor 8 consists of three items (23, 8, 33) having factor loadings from 0.839 to 0.868. Factor 9 consists of three items (35, 10, 25) having factor loadings from 0.791 to 0.855. Factor 10 consists of two items (37, 12) having factor loadings from 0.823 to 0.832. Factor 11 consists of two items (13, 38) having factor loadings from 0.840 to 0.847. Factor 12 consists of three items (2, 27, 43) having factor loadings from 0.560 to 0.628. Factor 13 consists of two items (14, 39) having factor loadings from 0.708 to 0.643. Factor 14 consists of two items (42, 41) having factor loadings from 0.599 to 0.698.

Factor analysis for the data under study, resulted in construction of fourteen factors. The factors identified were those factors which impacts consumer behavior towards green products. First factor consumer environment consciousness was identified with 13.188 percent of variance, second factor promotion of public awareness having 8.260 percent of variance, third factor retail store attributes having 6.543 percent of variance, fourth factor environmental outlook having 6.132 percent of variance, fifth factor compassion for green products having 5.815 percent of variance, sixth factor eco label having 5.508 percent of variance, seventh factor recognition of customer advantage having 4.636 percent of variance, eight factor as retailer as intermediary having 4.152 percent of variance, ninth factor demographic variables having 3.932 as percent of variance, tenth factor product accessibility having 3.336 percent of variance, eleventh factor product differentiation having 3.184 percent of variance, twelfth factor consulting group having 2.798 percent of variance, thirteenth factor energy saving having 2.730 percent of variance and fourteenth factor green price having 2.349 percent of variance.

Factors obtained were further regressed with purchase of green products. All these attained factors are taken as independent factor and purchase of green products as dependent factor. Beta value for each factor is obtained.

It is observed that all the factors are significant at 0.05 level. Beta value for consumer environment consciousness is 0.168, promotion for public awareness is 0.389 retail store attribute is 0.184, environment outlook is 0.336, compassion for green products is 0.142, eco label is 0.158, recognition of customer advantage is 0.172, retailer as intermediary is 0.155, demographic variables is 0.185, product accessibility is 0.143, product differentiation 0.102, consulting group is 0.147, energy saving is 0.101. They have positive impact on purchase of green product. The higher positive value depicts high purchase of green products. Green price has beta value -0.104 which signifies it is in the negative direction. It measures consumers do not wish to pay more for purchasing green product. It has negative impact on purchase of green product.

CONCLUSION

This study reveals factors which influences consumer behaviour towards green products. Consumers in India are aware of environmental degradations which is not only harming the habitat along with it is affecting health and depleting resources from the planet Earth. Consumers are taking efforts individually to stabilize the present situation. They are showing interest in purchasing green products and are focused to bring green products as a utility to be used in day to day lives. This gives an implication that consumers are becoming socially and environmentally responsible.

Marketers have a strong hold in influencing consumers to purchase green products. Manufacturers, retailers spread awareness, knowledge and outcome of purchasing green products. They promote these products to increase sales, bring stability, sustainability and competitive advantage. Consumers when take green aspects into account purchase these products, share their experiences, give positive word of mouth to others so that they can without any doubts purchase green products. Store attributes also strikes minds of consumers. Efforts of retailers to be energy efficient, use for recycled material for store ambience save resources convince consumers' to purchase green products. Retailers are a strong link to sell green products to consumers. Consumers initially had no clue how environment is affected while disposing a non green product. With rising environmental consciousness they prefer to purchase green product which can be easily degraded causing less ill impacts on the surroundings. Consumers associate themselves with brands which claim to be responsible towards environment. Brands when deliver green products with specified quality and standards gain trust of consumers. Eco labels on packages have a strong positive impact on consumers. These symbols are certified by government and external agencies, increases confidence of consumers while

purchasing green products. Existing environmental conditions make consumers to be pro environmentally active. Purchasing green products at a regular basis increases self respect within consumers. Educated consumers with moderate to high income take efforts to purchase green products. Though both males and females are aware and purchase green products, percentage of females is comparatively higher. Retailers have to place green product on shelves to make products easily available, accessible for consumers. Promotion, knowledge, placing of green products makes it easier for consumers to differentiate between green and non green products. Consumers purchase green products on the basis of their personal experiences, persuasion by family members, nongovernmental organizations, corporate and leaders. Green product on consumption saves energy, resources and ultimately money of consumers. Green products are in the inception stage, are priced high which affects wallet of consumers. Continuous purchase and production will reduce the additional prices of green products.

Managerial Implications

Analysis of demographic profile gives evidence to marketers whom to target as their consumers for selling green products. Consumers while purchasing a product concentrates on quality, standards and easy availability of products. All these factors impact decision of consumers. Consumers ultimately want to satisfy their needs after purchasing products. To increase selling of green product marketers have to focus on improvising marketing mix to provide better features for green products. Consumption of green products will benefit health and environment. Green product attributes starts from procurement, design, packaging, communication and finally disposal. The whole supply chain has to work strategically to bring green product to the market.

Green marketing is a step ahead of traditional marketing involves aspects of environment and society. With disastrous conditions of global warming existing in the environment green products should be the first change to be opted by producers, retailers and consumers. Production process should be more standardized for a systematic approach for all manufacturers.

Marketers should explain cost benefit analysis to consumers for purchasing green products. Perception of consumers can be made positive by counting on benefits which they would receive after consuming green products. To increase sales and purchase of green products consumers can be offered with free samples, discounts, one plus one offer and coupons. This type of offers attracts consumers even if they have not planned to purchase these products. Consumers carrying substantial amount and are environment friendly will

easily purchase these products without much thinking. Manufacturers and retailers should use simple ways of communicating to consumers. Simple ideas click very promptly to consumers. Consumers highly value the claims made by brands which they are associated with. These brands when associate with preserving environmental resources, perform environmental activities pull consumers to purchase green products. These consumers will be satisfied by their own experience of using and consuming green products.

The government can make rules and regulations stricter for manufacturers, retailers and consumers for selling and purchasing green products. They can emphasize on labelling on products. Environmental conditions are becoming drastic in nature, to overcome these ill effects government collectively with companies have to promote green products. Another important aspect government can take is to provide tax benefits, incentives to consumers on purchase of green products. For companies tax benefits, subsidies and grants can be provided to supply chain for selling green products to consumers.

Price of green product is high. Producers and retailers can find suitable pricing strategy which could be affordable by all consumers. This way consumption of green products will increase, marketers will get profits; earn high market share and competitive advantage. Transparency from procurement to production to placing of goods on shelves must be done in an appropriate manner that would attract consumers to purchase green products. Consumers should never feel that they are in a false position while consuming green products. Companies should avoid green washing.

To educate and make consumers aware, personal points have to be touched and reflected. Issues could be reframed, explained to them in a simple manner, like concerns relating to their health. Since everyday purchasing does not include high involvement consumer behaviour, consumers must be so evident with features of green products that they purchase these products instantly.

Pro environmental behaviour of consumers can be increased by incorporating right communication mix to convince consumers to purchase green products. This behaviour will create a tremendous impact on well being of environment. Manufacturers along with supply chain should stick to their promise associated with features of green products. Performance of green products should never decline; they should be competitive as compared to traditional products available in the market.

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