



Investigating Factors Influencing Consumer Green Behavior towards Green Products and Green Purchase Decision

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Abstract. The primary objective is to delve into the intricacies of green products, comprehending the multifaceted nature surrounding this concept. The study scrutinizes discernible patterns within consumer behavior towards eco-friendly products. It aspires to unravel the intricate interplay between the usage of green products, consumer preferences and demographic variables such as age, gender, income and educational attainment. Ultimately, the overarching aim is to furnish valuable insights into the dynamics of environmentally conscious consumption, thereby enhancing the knowledge repository in this domain. The secondary data is assiduously amassed through the implementation of a meticulously crafted questionnaire, guaranteeing a sturdy underpinning for analysis. Meanwhile, secondary data is curated from authoritative academic journals and reputable web-sites, enhancing the depth of insights. The findings reveal crucial insights into the factors that exert a substantial influence on consumer behavior, serving as either catalysts or barriers to the embrace of green products. Key motivators include a commitment to environmental sustainability and individual conscientiousness. The research foundation for crafting effective green marketing strategies that highlight the personal relevance, social importance, and environmental significance of purchasing, using, and disposing of green products. By emphasizing these aspects, marketers can enhance customer satisfaction and influence purchasing decisions in favor of green products. This research yields valuable insights into green consumer behavior in the Indian context by scrutinizing the factors that shape their purchasing decisions regarding green products.

Keywords: Green Product, Eco-friendly, Consumer perception, Attitude, Environment

1 Introduction

The prevailing surge in economic expansion and the global trends in consumption and conduct stand as primary catalysts for the ongoing deterioration of our environment. In the contemporary landscape, consumers are markedly more cognizant and well-versed in product knowledge. The omnipresence of social media has facilitated unprecedented

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N. Pathak et al. (eds.), *Proceedings of the 2nd International Conference on Emerging Technologies and Sustainable Business Practices-2024 (ICETSBP 2024)*, Advances in Economics,

Business and Management Research 296,

https://doi.org/10.2991/978-94-6463-544-7_43

access to information, rendering competition a mere click away. This heightened consumption and production have, regrettably, imposed a substantial burden on the environment, laden with deleterious and adverse constituents. In consonance with Grunert's insights from 1993, the consumptive tendencies of private households wield a substantial influence, contributing a consequential 40% to the deterioration of our ecological fabric. This preoccupation hasn't eluded the cognizance of domiciles, manufacturers, market orchestrators, or governmental entities. A concerted effort is underway to address this issue comprehensively. Research and development initiatives are actively shaping novel products and processes aimed at mitigating the detrimental effects on the environment, with a vision towards fostering sustainability.

The objective of this study is to analyze consumers' purchasing intentions towards green products, examine the correlation between green consumption behavior and consumer demographics, identify the motivating and inhibiting factors influencing the usage and acquisition of green products, and propose measures for enhancing consumer awareness of green products.

The need for and importance of this study lie in understanding the intricate dynamics of green consumer behavior, particularly in the context of Mumbai, India. As environmental sustainability becomes increasingly crucial, comprehending the factors influencing eco-friendly purchasing decisions is vital. This research identifies key motivators and barriers, providing insights into how demographic variables such as age, gender, income, and education affect green product usage. By highlighting the personal, social, and environmental significance of green products, this study equips marketers with the knowledge to craft effective strategies, thereby enhancing consumer satisfaction and promoting environmentally conscious consumption.

Research endeavors spanning the last decade (Kiran, 2012; Maheshwari & Malhotra, 2011; ; Rahbar & Abdul Wahid, 2011; Lee, 2009; Chamorro, Rubio & Miranda, 2009; Lee, 2008; Manaktola & Jauhari, 2007; D'souza, 2004, Boztepe,) accentuate the heightened consumer consciousness and eagerness to adopt ecologically conscious behaviors, commonly referred to as 'Embracing the Green.' A green product, as delineated, incorporates recycling methodologies, employs recycled or recyclable constituents, and deploys reduced quantities of noxious elements to mitigate its ecological impact. Dr. Prasad Modak, at the helm of GNPI, succinctly characterizes green products as those with marginal or absent deleterious environmental ramifications across their lifecycle, in stark contrast to counterparts fulfilling a comparable role. This conscientious consumer behavior aligns with the concept of green consumerism, wherein individuals aspire to procure products crafted in a manner that safeguards the natural environment. Illustrative instances of green products and services in India, encompass diverse offerings such as Tata Power Solar providing eco-friendly solar panels and installations across India, ITC's e-Choupal facilitating sustainable agricultural practices by connecting farmers with information and markets through an online platform, Hero Electric producing electric scooters, offering environment friendly options to customers. Zero Waste and Clean India Ventures are working on innovative waste management solutions, Eureka Forbes and Kent RO Systems offer water purifiers with advanced technologies, reducing the reliance on single-use plastic bottles, The Indian Green Building

Council (IGBC) promotes sustainable-eco-friendly construction etc. The empirical investigation presented herein employs a questionnaire to discern patterns that reveal customers' occasional willingness to pay a premium for green products. Preferences manifest diversely, with some prioritizing quality over price, while others consider brand reputation and the green marketing strategies employed for eco-friendly products.

2 Literature Review

The series in which psychological elements impact pro-environmental consumer activities is examined in the paper "The cognitive and emotional factors contributing to green customer citizenship behaviors: a moderated mediation model." It presents a moderated mediation model that looks at the emotional and cognitive processes influencing actions related to green citizenship. The study combines principles from psychology and the environment to offer a thorough grasp of the variables affecting people's decisions and actions related to eco-friendly purchases. The results provide light on the intricate interactions that exist between emotional reactions, cognitive processes, and environmental concerns. These interactions can be useful for politicians and marketers who want to encourage environmentally friendly consumer behavior.[1-2]

There was an exploration of consumer purchasing behavior towards green products, the analysis delved into personal factors influencing green purchases and the green marketing mix. The study identified significant influences of green consumer behavior, including concerns related to the green environment, green labeling, and usefulness. Additionally, the research uncovered barriers such as a lack of environmental knowledge, pricing issues, perceived risks, organizational image, trust, and willingness to pay. These factors contribute to a discernible gap between consumer attitudes and their actual purchasing behavior concerning green products. [2-3].

Consumers in the Delhi/NCR region, the study underscores that heightened awareness of green products correlates with increased green consumption. Despite consumer interest in environmental protection, there is a notable lack of awareness regarding green products in the city. The researchers emphasize customer's priorities regarding green products when they are perceived as environmentally friendly, recyclable, biodegradable, reusable, and energy efficient. The paper advocates for concerted efforts to raise awareness about green products and their benefits, suggesting that online platforms can be leveraged for effective advertising and campaigns [4-5] The study concludes that demographic variables like age and education level significantly influence consumer awareness of eco-friendly products. It further identifies environmental sustainability and health consciousness as pivotal factors driving green purchase behavior. Conversely, barriers to green purchase include product unavailability and high prices.[6]Use the "Insert Citation" button to add citations to this document.

Consumers' intentions to purchase green products, focusing on 120 interviewees from Feng Chia University. The research revealed that customers' intentions to buy green products are shaped by a decision-making model that incorporates cognitive attributes, influential attributes, and behavioral intentions within specific areas. Notably, environmental awareness emerged as a key factor, indicating that environmental considerations

impact consumer cognition during the purchase of eco-products. The study concluded with recommendations for government organizations to actively promote environmental education programs in schools and advocate for green policies. Additionally, social influences and perceived monetary values were identified as significant factors influencing consumers' intentions to purchase green appliances.[7-8] Capacities of green marketing and its sway on consumer purchasing proclivities concerning environmentally conscious products. The study, encompassing a participant pool of 450 individuals in Tamil Nadu, divulged that consumer not only manifest cognizance of diverse brands and their perceived excellence but are progressively channeling their focus towards ecological considerations, indicative of an expanding eccentric mindset [9]. The study highlighted that consumer displayed high awareness regarding the labels and brands associated with eco-friendly products. The findings suggested that effective advertising strategies, particularly those employing attractive methods and celebrity endorsements, can play a pivotal role in ingraining the concept of green products in consumers' minds. This approach is seen as instrumental in elevating awareness about green products among consumers and subsequently influencing their purchasing behavior.[10]

A notable gap in the literature concerning Indian consumers. While there's recognition of knowledge about environmental degradation and ozone layer depletion, there remains a lack of clarity regarding their awareness and behavior regarding green products, green marketing, and subsequent purchasing attitude in direction of green commodities. The study suggests a need for a deeper exploration of these aspects to gain a more comprehensive understanding of how Indian consumers engage with environmental concerns and green initiatives in the market.[11-12]

Service determinants into green products and pro-environmental activities and services, mostly from hospitality and tourism play a vital role in covering the consumer's interest regarding green purchases for security reasons. the sustainable consumption field attracts considerable attention with contributions from 160 nations, 2,508 organizations, and 3,334 authors regarding buying behaviors as the dependent variable, moving beyond the current focus on purchasing intentions, willingness to buy/pay, and attitudinal outcomes.[13-14]

The trait activation perspective investigated how green knowledge influences green behavior. It found that green knowledge can increase environmental concern and subsequently encourage green purchase behaviors. [15-16]

2.1 Statement of the Problem

The contemporary challenges posed by harmful products have sparked a global awareness of environmental issues, prompting governments to prioritize environmental protection. Companies, whether voluntarily or under legal mandates, are adopting policies to safeguard the environment and contribute to society. This has led to a growing emphasis on green marketing—an area of significant interest for marketers, offering potential competitive advantages [17]

Green marketing is a key competitive strategy employed by many companies. Marketers, in designing products or services [18] now consider not only consumer needs,

tastes, and preferences but also factors influencing purchase decisions such as environmental knowledge, concerns, and the credibility of environmental advertising [19] Consumers are increasingly inclined towards contributing to an environmentally sustainable world, making it crucial for marketers to understand consumer behavior for the success of green marketing initiatives [20]

This study focuses on exploring consumer awareness of green products, understanding consumer opinions about such products, and analyzing consumer buying behavior in the context of environmentally friendly choices. By delving into these aspects, we aim to uncover the factors that shape consumer behavior towards green products, providing valuable insights for effective green marketing strategies.

3 Research Methodology

This study is anchored in a comprehensive research approach, encompassing both descriptive and causal methods. It taps into a dual wellspring of primary and secondary data reservoirs to furnish a nuanced comprehension of the subject at hand. The primary data is assiduously amassed through the implementation of a meticulously crafted questionnaire, guaranteeing a sturdy underpinning for analysis. Meanwhile, secondary data is curated from authoritative academic journals and reputable websites, enhancing the depth of insights. The research narrows its focus to the East Godavari District, selecting a sample size of 150 respondents via the rigorous application of simple random sampling techniques. This deliberate sampling strategy ensures a representative and unbiased cross-section of the population. In the realm of data analysis, the study leverages statistical tools such as percentage and ranking to extract meaningful patterns and insights. This meticulous methodology is designed to uncover a comprehensive and nuanced understanding of the research objectives, contributing to the robustness of the study's findings.

4 Data Analysis

Table 1 The socio-economic factors of the answerer indicate that the sample had a higher response rate from males (56%) compared to females (44%). Additionally, the age distribution of respondents reveals that the majority (42%) are between 20 and 30 years old.

Table 1. Economic and social factors of the participants

Sr. No	Factors		No. of respondents	Percentage
1.	Gender	Male	84	56%
		Female	66	44%
		Sum	150	100%
2.	Age	20-30	63	42%

		30-40	42	28%
		40-50	30	20%
		Above 50	15	10%
		Sum	150	100%
3.	Educational Qualifications	Educated	12	8%
		Matriculation	15	10%
		SSC	21	14%
		Above SSC	18	12%
		Graduation	63	42%
		Masters	21	14%
		Sum	150	100%
4.	Relationship standing	Wedded	99	64%
		Un-wedded	51	36%
		Sum	150	100%
5.	Count of family Members	Less than 3	24	16%
		3 - 5	63	42%
		5 - 7	39	26%
		7 - 10	18	12%
		More than 10	6	4%
		Sum	150	100%
6.	Occupation standing	Service	60	40%
		Capitalist	36	24%
		Housewife	36	23%
		More categories	18	13%
		Sum	150	100%
7.	Income in a Month	Below 20,000	27	18%
		20,000 –30,000	51	34%
		30,000 –40,000	42	28%
		40,000 –50,000	24	16%
		Above 50,000	6	4%
		Sum	150	100%

In unraveling the academic credentials, it surfaces that a substantial 56% (42%+14%) of the preeminent participants boast a collegiate background. Scrutiny discloses that the preponderance of respondents is erudite. The conjugal standing of these participants stands as a pivotal facet, embedded as one of the profile variables. The nuptial standing could potentially sway financial and familial obligations. The marital status portrayal illuminates that a commanding 62% of the principal respondents have entered into matrimony. An inspection of the familial composition indicates that a noteworthy 42% of respondents preside over households numbering 3-5 members. Turning

the lens to the occupational spectrum of the respondents, the tableau manifests that a predominant 40% belong to the workforce, with an additional 24% as proprietors of enterprises, 19% dedicated to domestic duties, and a scant 15% categorized under various vocations. The monthly remuneration landscape unveils that the majority, constituting 34%, receive an income within the bracket of 20,000-30,000 units, followed by 28% in the 30,000-40,000 echelon, and a modest 4% affiliated with the cohort earning in excess of 50,000 on a monthly basis.

Table 2. Consumer Purchasing Patterns for Green Products.

Sr. No	Questions	Yes		No	
		Freq	Per	Freq	Per
1.	Are you familiar with "green products"?	127	85%	23	15%
2.	If the incorporation of environmentally friendly attributes elevates the product's cost, would you be inclined to invest More ?	40	27%	110	73%
3.	Do you believe there is sufficient information available regarding "green features" when making a purchasing decision for a product?	80	53%	70	47%
4.	Do you consider environmental friendliness to be significant?	117	78%	33	22%
5.	Have you ever bought any green product?	111	74%	39	26%
6.	Do you prioritize the consideration of eco-friendly products when making a purchase decision?	48	32%	102	68%
7.	Do you consistently opt for eco-friendly products when making purchases?	21	14%	129	86%

In Table 2, the sentiments of respondents regarding green products are outlined. The data reveals that among the 150 participants, a noteworthy 84% are cognizant of green/eco-friendly products. However, when faced with the prospect of an increase in the price of products due to green features, only 26% express a willingness to pay, while a significant 74% remain disinclined. Moreover, the survey suggests that 54% opine that there is sufficient information accessible regarding "green features" when acquiring

such products. A substantial 78% emphasize the importance of being environmentally friendly. In terms of actual purchasing behavior, around 78% of respondents have bought green products, leaving 30% yet to make such purchases. Notably, only 22% consistently opt for eco-friendly products, and in the broader context of any purchase, 32% prioritize the consideration of eco-friendly options.

Table 3. Information Base regarding Eco friendly Products.

Source of Information about green products	Freq	Per
Television	82	55%
Newspaper	16	11%
Magazines	06	04%
colleagues	34	22%
Others	12	8%
Sum	150	100%

Table 3 illustrates the distribution of consumers based on their sources of information about green products. The results indicate that the predominant source, constituting 55% of respondents, is television, followed by friends at 22%, newspapers at 11%, other channels at 8%, and magazines at 4%. Consequently, television and friends emerge as pivotal channels for fostering awareness regarding green eco-friendly products.

Table 4. Awareness stages Regarding Green Product.

Stage of awareness regarding Green Products	Freq	Per
Sumly aware	69	46%
Semi aware	39	26%
Unaware	42	28%
Sum	150	100%

Among the entire pool of 150 respondents, 46% demonstrated awareness of Eco-friendly products, 26% displayed partial awareness, and 42% remained entirely unaware of such products shown in Table 4.

Table 5. Consumer view about the prices of Green commodities.

Perceptions regarding the prices of green commodities	Freq	Per
Highest	102	68%

Substitutes products	21	14%
Less preference	10	07%
Not interested	17	11%
Sum	150	100%

In accordance with Table 5, the most answered (68%) believe that environment conscious products are more expensive than non environment conscious products, while 14% believe that prices for eco-friendly products are the same. While a minority of 7% of participants believed that environmentally conscious products presented a more economically advantageous allure compared to their non-green equivalents, an additional 11% of respondents conveyed indifference towards the associated costs.

Table 6. Consumer inclination towards allocating additional funds for environmentally friendly products.

Consumers' views on spending more for environmentally friendly goods.	Freq	Per
Improve stander of living	24	16%
Responsibility for environmental protection	60	40%
Possible rise in product value	30	20%
Achieving a high level of satisfaction	36	24%
Sum	150	100%

Table 6 displays the percentage of customer's attitudes regarding spending more on environmentally friendly products. It is evident that the majority of respondents—40% of whom are willing to pay more—feel that they have a responsibility to protect the environment, while 20% of respondents cite this as a factor in their high level of satisfaction. Furthermore, it was observed that 24% of respondents indicated a willingness to buy the product because of the possibility of a value increase, while 16% said it would improve their quality of life. Therefore, it can be concluded that consumers' sense of obligation to protect the environment is the primary driver behind their willingness to pay extra for green products.

Table 7. Causes for green marketing in highlights.

Green marketing in headlines to make-	Freq	Per
Consumers awareness regarding of Eco-friendly products	60	40%
Company enhancing its competitive edge	54	37%
Company's effort to address society's new concern.	36	23%
Sum	150	100%

According to the research, 37% of the participants believe that a company's competitive advantage is gained by such headlines. Conversely, 40% of the participants believe that businesses are promoting environmentally friendly goods. Roughly 23 percent of the participants believe it's an effort by the company to tackle the latest issue facing society as shown in Table 7.

Table 8. Causes for green marketing in front-line.

Influencing Factors of consumer behavior regarding of green buying	Freq	Per
Utilities	63	43%
Wrapping	39	25%
Place	18	13%
Advertisements	30	19%
Sum	150	100%

Factors influencing consumer behavior with regard to purchasing green products are shown in Table 8. The results indicate that products have an influence on 43% of respondents' purchasing decisions, and product packaging has an influence on 25% of respondents. Furthermore, it is evident that 19% of the participants are impacted by the promotion of environmentally friendly products, whereas only 13% of customers are affected by this. It can be concluded, then, that of the four Ps, product has the greatest influence on consumers' purchasing decisions, with packaging coming in second.

Table 9. Type of eco-friendly product that consumers have purchased.

Type of eco-friendly product that consumers have purchased.	Freq	Per
Cloths	30	20%
Organic food	75	50%
Electrical appliance	30	20%
Furniture	9	06%
Others	06	04%
Sum	150	100%

Detailed data about the environmentally usable items that consumers are purchasing is shown in Table 9. this is evident that the most of answerer —50 percent—purchased naturally processed food, followed by clothing (20%), electrical appliances (20%), furniture, and other items (4%). So, it can be concluded that there is a greater demand for organic food than for clothing.

Table 10. Causes restricting purchase of green products.

Causes restricting purchase of green products	Freq	Per
Environmental sustainability guarantee	15	11%
Difficult to locate	72	47%
Comparatively costly	39	27%
Others	21	14%
Sum	150	100%

Collection of answers on the factors deterring customer by buying eco products was displayed in Table 10. According to the findings, the majority of respondents —47%— said that it is difficult to find the products, while 27% said that they are comparatively pricey. But 14% of customers are skeptical about the guarantee of environmentally friendly goods. Therefore, it can be concluded that the availability, cost, and assurance of eco-friendly products are the main deterrents for consumers to buy them.

Table 11. Requirement of Green Marketing.

Need for Green Marketing	Freq	Per
Environment safety	93	63%
Life factor	36	23%
Product attributes	18	11%
Word of mouth	03	03%
Sum	150	100%

Table 11 lists the 150 respondents who were taken into account for the "Need for Green Marketing" study. Of those surveyed, 63% expressed concern for environmental preservation, and 23% said they preferred green marketing due to its potential health benefits.

Table 12. Occurrence of buying green products.

Frequency of buying green products	Freq	Per
Daily	54	35%
Moderate	63	43%
Very few	33	22%
Sum	150	100%

According to Table 12, which asked consumers how Daily they buy green products, 43% of respondents said they buy them on Moderate, 35% said they buy them frequently, and 22% said they buy them Very few.

Table 13. kinds of green products purchased recently.

Types of green products bought recently	Freq	Per
Meals	75	50%
Washing Items	21	14%
Creams	15	10%
fabrics	28	18.7%
Others	11	7.3%
Sum	150	100%

Table 13 provides specifics regarding the kinds of green products that customers have recently purchased. It is evident that 52% of the respondents had bought organic Meals, 20% had bought fabrics, 12% had bought Washing Items supplies, and 8% had bought Creams and other items. So, it can be concluded that there is a greater demand for organic food than for clothing.

Table 14. Factors influencing the buyers before buying green products.

Factors affecting the purchasers before purchasing green products	Freq	Per
improve standard of living	47	31.3%
Surroundings Security	62	41.4%
Uplift in Item Worth	21	14%
Self-delight	20	13.3%
Sum	150	100%

The factors that influence consumers' decisions to purchase green products are shown in Table 14. Of the respondents, 41.4% cited Surroundings Security, 31.3% cited improved standard of living, 14% cited potential Uplift in Item Worth, and 13.3% cited self-.

Table 15. Causes for organization’s reluctance.

Reasons for companies showing reluctant	Freq	Per
All organization problems	30	19%
More expensive	90	61%
Less Govt actions	27	17%

Other elements	03	03%
Sum	150	100%

The percentage response on the reasons why companies were reluctant was shown in Table 15. According to the findings, most respondents (19%) believe that our companies are not pursuing green marketing because it comes with more expensive that the numerous tiny and small-scale industries cannot afford.

Table 16. Integral elements affecting purchasing of green products.

Integral elements affecting purchasing of green products	Freq	Per
Self-religious beliefs	93	63%
Inspiration	57	37%
Sum	150	100%

The percentage response on Integral elements affecting purchasing of green products was displayed in Table 16. According to the results, the majority of respondents (63%) believe that internal factors such as Self religious beliefs have a greater influence when making green product purchases.

Table 17. Outer elements affecting purchasing of green products

Outer elements affecting purchasing of green products	Freq	Per
Packing	33	21%
Labelling	30	22%
Commune	53	34%
Facts and data	15	10%
Sources	19	13%
Sum	150	100%

Table 17 indicates that, of the 150 respondents, 34% said that the commune is the Outer elements affecting decision to purchase environmentally friendly products, 22% said that the label is the external factor influencing their decision to purchase environmentally friendly products, 21% said that packaging, 15% said that Facts and data, and 10% said that references are the external factor influencing their decision to purchase environmentally friendly products. Many respondents believe that buying green products is more influenced by their community as an external factor.

4.1 Environmental Beliefs of Consumer

The following sections address consumer beliefs about the environment based on study results:

Table 18. Response of consumers on environmental concern.

Sr.No	Questions	Yes		No	
		Frequency	Percentage	Frequency	Percentage
1.	I am of the conviction that our climate is undergoing alterations.	108	72%	42	28%
2.	I am deeply apprehensive about the worldwide shifts in climate.	123	82%	24	16%
3.	The repercussions of global climate change will have far-reaching effects on the well-being of generations to come.	102	68%	48	32%
4.	Global climate change will influence our environment over the next decade.	51	34%	99	66%
5.	The choices and behaviors of each person will contribute significantly to fostering a more favorable environmental outcome on a worldwide scale.	96	64%	54	36%
6.	I aim to play a role in creating a better world for future generations by adopting sustainable practice and choosing eco-friendly options.	108	72%	42	28%

The percentage values in Table 18 illustrate how consumers feel about environmental change. According to the findings, of the 150 respondents, 72% said they thought that our climate was changing, 82% said they were concerned about it, 68% said that it will affect future generations, 64% said that individual actions can significantly slow down the rate of global climate change, and 72% said that they could do their part to improve the world for coming generations. The statement that " Global climate change will influence our environment over the next decade " had the lowest percentage (34%). Therefore, it can be concluded that people are worried about how climate change will affect the environment and future generations.

Table 19. Showing the reasons behind the non-use of green marketing products.

Sr.No	Statements	Yes		No	
		Frequency	Percentage	Frequency	Percentage
1	Lack of awareness about green products.	117	78%	48	32%
2	Green products are very expensive.	108	72%	42	28%
3	Green products are not promoted properly.	129	86%	21	14%
4	Doubt Regarding the Efficacy of Green Products	123	82%	27	18%
5	Limited Availability of Green Products Across a Full Spectrum of Varieties	117	78%	33	22%
6	Limited Accessibility of Green Products in Shopping Outlets	120	80%	30	20%
7	Green Product Labels Lack Informative Content; They Fail to Adequately Convey Their Environmental Attributes.	78	52%	72	48%

Table 19 breaks down the percentage values into reasons for not using green marketing products. The results show that 78% of respondents believe there is a low demand for green products because they are not aware of them, 7% believe they are too expensive, 86% believe they are not properly promoted, 78% believe the range of green products is not available, 80% believe there are not enough green products in retail stores, and 52% believe the labels on green products are not informative.

5 Result Analysis

The study reveals a strong awareness among respondents about green products, with a notable, yet small, segment willing to pay a premium for these environmentally friendly options. This willingness is influenced by a sense of environmental responsibility and high levels of satisfaction from using such products. Despite this, the majority of respondents consider environmental friendliness an important factor in their purchasing decisions, and many have already purchased eco-friendly products, though fewer prioritize them as their first choice.

The research indicates that all four marketing P's—product, price, place, and promotion equally impact consumers' decisions to buy green products. Television, maga-

zines, newspapers, and class lectures were found to be significant sources of information raising public awareness about green products. Food products, particularly organic food, were preferred by most respondents. A significant observation is that green marketing headlines are perceived primarily as strategies for companies to gain a competitive edge, although some respondents believe these headlines help raise awareness about green products. The study highlights that product attributes, packaging, promotional efforts, and point of purchase are critical factors influencing consumers' buying behavior towards green products.

Internal factors like personal values significantly impact the purchase of green products for 64% of respondents, while 32% cite community influence as an external factor. However, the primary barriers to purchasing green products are their perceived unavailability, high cost, and lack of assurance about their eco-friendliness. The findings also underscore substantial concern among respondents about the effects of global climate change and environmental sustainability for future generations. Regarding the low demand for green products, the study identifies several reasons: 78% of respondents believe it's due to a lack of consumer awareness, 72% point to high prices, 86% cite improper promotion, 78% note the unavailability of a full range of green products, 80% mention insufficient availability in retail establishments, and 52% find the labels on green products unhelpful.

To address the identified issues, it is recommended that the government ensure convenient access to eco-friendly products in local markets and intensify efforts to raise public awareness about their benefits. Green product prices should be made affordable, and businesses should employ diverse promotional strategies to enhance awareness. Given consumers' willingness to pay a slight premium, businesses can adjust prices accordingly while educating consumers about the negative impacts of non-green products. Additionally, a wider variety of eco-friendly products should be offered to provide more options for consumers, and initiatives to promote environmental responsibility should be increased. Authorities should conduct seminars and awareness campaigns, and educational curricula should include the value and benefits of eco-friendly products to promote environmental sustainability. However, the study faced several limitations, including time constraints, limited funds restricting the sample size, and reliance on the honesty of respondents' answers. The research was also geographically limited to Rajahmundry city in the East Godavari District, suggesting the need for further studies with a broader scope and diverse demographic to validate and expand these findings.

6 Conclusion

Consumers these days are cognizant of their social, economic, and environmental obligations. Modern consumers seek high-quality, safe products for themselves and their families to use. Additionally, businesses hope to boost revenue and acquire fresh, cutting-edge products that will improve the lives of their clients. Green products are those that are safe for consumers to use and kind to the environment. The fact that current consumption levels are unsustainable and excessively high is one point that is being emphasized. Green marketing is therefore necessary to encourage a change in consumer

behavior and attitude towards more environmentally friendly lifestyles. People are starting to understand their part in protecting the environment and their responsibilities. The study demonstrates that lack of access to green products is the primary barrier preventing people from buying eco-friendly products, and that educational background has no discernible impact on decisions about what to buy. Therefore, the marketer ought to provide these products in the surrounding area. There will undoubtedly be more demand for the products as a result. Additionally, the government ought to take action to promote environmentally friendly goods. Consumers exhibit a propensity to willingly shell out an additional premium for environmentally friendly products, and businesses are diligently scrutinizing customer demand, behavior, and attitudes.

Acknowledgments. A third level heading in 9-point font size at the end of the paper is used for general acknowledgments, for example: This study was funded by X (grant number Y).

Disclosure of Interests. It is now necessary to declare any competing interests or to specifically state that the authors have no competing interests. Please place the statement with a third level heading in 9-point font size beneath the (optional) acknowledgments¹, for example: The authors have no competing interests to declare that are relevant to the content of this article. Or: Author A has received research grants from Company W. Author B has received a speaker honorarium from Company X and owns stock in Company Y. Author C is a member of committee Z.

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¹ If EquinOCS, our proceedings submission system, is used, then the disclaimer can be provided directly in the system.

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