

# FACTORS INFLUENCING CONSUMER BUYING BEHAVIOR TOWARDS GREEN PRODUCTS

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## ABSTRACT

**Purpose** – In recent times, research on green consumer attitudes and purchasing behaviors has shifted its attention towards Asian markets. While some studies have noted a growing level of environmental awareness among Indian consumers, there remains a lack of clarity when it comes to their actual buying behavior in relation to eco-friendly products. Consequently, this paper aims to explore the various factors that contribute to persuading Indian consumers to gravitate towards purchasing green products.

By investigating these factors, the intention is to obtain a clearer understanding of how and why Indian consumers make environmentally-conscious buying decisions. Furthermore, this examination will provide valuable insights into the underlying motivations that drive the adoption and preference for green products within the Indian market. This knowledge can prove instrumental in developing effective marketing strategies and identifying potential areas for growth in the eco-friendly product sector in India.

Ultimately, this research will shed light on the intricate dynamics shaping green consumerism in India, allowing businesses and policymakers to make well-informed decisions when promoting sustainable consumption practices and catering to environmentally-aware customers.

**Design/methodology/approach** – The research employs a survey-based method to test a theoretically grounded set of hypotheses. Using a structured questionnaire and stratified sampling method, the data were collected from 1140 Indian respondents in Uttarakhand. The data were analyzed and test the hypothesis by using chi-square test.

**Findings** – The research showed that participants were open to supporting environmental preservation, aware of their eco-responsibilities, and inclined to gather information on eco-friendly products to expand their knowledge. Encouraging ecological conservation, cultivating an environmentally-conscious mentality, understanding green product attributes, and considering respondents' income levels and education backgrounds contribute significantly to consumers' choices when purchasing eco-friendly items. This analysis highlights the importance of these factors in the environmentally-conscious decision-making process. By grasping these essential aspects, marketers and companies can more effectively engage and educate potential clients, thereby encouraging the use of sustainable alternatives throughout various sectors.

**Research limitations/implications** – Results of the research are useful for marketing professionals for green products to develop effective green marketing strategies emphasizing personal relevance, and environmental significance of purchasing, using and disposing green products that produce increased levels of satisfaction for customers and influencing the consumer's persuasion.

**Originality/value** – This research provides valuable insights into green consumer behavior in Indian context by examining the factors that influence their purchase decisions towards green products.

**Keywords-** *India, Consumer buying behavior, Green products, Green marketing, Market research*

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## 1. INTRODUCTION

Governments, manufacturers, and consumers all have a role in fostering sustainability. The concepts of global ecological awareness, sustainable development, environmental protection, and recycling contribute to achieving a balanced way of life. Numerous industries, particularly key players in India, are transitioning from the introductory phase of environmental awareness to active engagement and execution akin to a product life cycle.

As people become increasingly concerned about the natural world in response to emerging societal issues, companies adapt their practices accordingly. Several organizations have rapidly embraced principles like environmental management systems and waste reduction while integrating environmental considerations into all aspects of their business operations.

Consumers may incorporate sustainability practices into their daily lives by favoring environmentally friendly products. Consumers' complicated and chaotic behavior makes it difficult for governments and manufacturers to address their concerns and provide their requirements.

Green products are a sustainable product design to minimize the environmental impacts during its whole life cycle and even after it's of no use. Green products are usually identified by having two basic goals reducing waste and maximizing resource efficiency. They are manufactured using toxic free ingredients and environmentally friendly procedures and are certified by recognize organizations like energy star etc.

When used, some of these environmentally friendly items reduce greenhouse gas emissions, help with energy conservation, and do not significantly contaminate or pollute the environment. Biodegradable, recyclable, or compostable goods are considered green.

## 2. GREEN PRODUCT PURCHASE DECISION

Using rice as a research subject, comparing the differences in consumers' perceptions and emotions between green-labeled rice and conventional rice will help us understand the components and psychological characteristics of consumers' perceptions of green food. As a result, (1) consumer concerns about green label rice are growing rapidly, with mostly positive attitudes; (2) Consumers of green label rice are more interested in the origin, aroma and taste than regular rice. (3) Consumers of traditional rice value for money, while green label rice consumers are also price sensitive. (4) Mistrust of green labels and package breakage during distribution are the main causes of negative consumer sentiment for green label rice. This study provides a comparative analysis of consumer perceptions and sentiments between two types of rice, thereby revealing the main factors in the intention-behavior gap, promoting green consumption and sustaining the green food industry. provide valuable consumer insights for smart development. HAO, HUIHUI. (2022). Factors affecting the intention to buy green fashion products from the perspective of Vietnam, a country in transition. This study used an integrated research design by combining the personal value normative model and the theory of planned behavior. This model is used to determine how Vietnamese consumers intend to purchase green products in the fashion industry. Notably, personal norms and consumer attitudes are two mediating factors in the research model. The results indicate that the environment self-identification and personal standards have a significant influence on attitude towards green fashion purchase intention. In turn, the strongest predictor of green purchase intention was attitude, followed by subjective norm and perceived behavioral control. Therefore, solutions are offered for merchants and government agencies to change their approach to promote green purchasing behavior in the Vietnamese garment industry, NGUYEN-NHU-Y. (2022)

## 3. METHODOLOGY

All measurements in the study were subjective assessments by the respondents using a five-point Likert-type scale (with end-points 1 strongly disagree and 5 strongly agree) and ranking based questions. The second part collected data about the demographic characteristics of respondents. Demographic measures such as age, gender, educational qualification, income level of respondents and sector of employment were included. The sample in the study was selected mainly by using a snowball sampling technique which relied on chain referrals to recruit eligible participants. The candidates were contacted by telephone or personally and they were asked if they were willing to participate in the study. The study was conducted in Uttarakhand state, India. The respondents were selected irrespective of their education, profession, income, origin and other demographic characteristics. Data collection took place from March 2022 to December 2022. Consumers were approached in different parts of the state. The selection of respondents was carried out in two stages. First, seed informants were identified in which personal, family and professional networks were accessed. This stage can be seen as using convenient sampling.

The second stage used snowball sampling technique to recruit the rest of the respondents. Once the data were collected from the seed informants; they were asked to provide the names of individuals who may be willing to participate in the study. Through personal and/or telephonic conversation, they were persuaded to participate in the study. Those who agreed to participate, a suitable time and place was decided with an appointment (where appropriate) for data collection.

Out of 1,800 consumers contacted, a total of 1140 valid responses were obtained. The demographic characteristics are mentioned in Table I. The data were analyzed using chi-square test. A total of 1140 valid responses were collected. Out of these, 202 (50.1 per cent) were male and 201 (49.9 per cent) were female.

#### 4. RESULTS AND DISCUSSION

**TABLE 1: DEMOGRAPHIC INFORMATION**

SR.NO	TABLE 1:	RESPONDENT PROFILE	FREQUENCY	PERCENT
1.	GENDER	MALE	711	62.4
		FEMALE	429	37.6
		TOTAL	1140	100.0
2.	AGE	BELOW 20	587	51.5
		21-40 YEARS	390	34.2
		41-60 YEARS	129	11.3
		ABOVE 60	34	3.0
		TOTAL	1140	100.0
3.	EDUCATION LEVEL	SCHOOLING	439	38.5
		GRADUATION	407	35.7
		POST GRADUATION OR HIGHER	294	25.8
		TOTAL	1140	100.0
4.	FAMILY SIZE	SINGLE MEMBER	206	18.1
		2-4 MEMBERS	590	51.8
		ABOVE 4 MEMBERS	344	30.2
		TOTAL	1140	100.0
5.	OCCUPATION	SELF EMPLOYED	138	12.1
		EMPLOYEE	314	27.5
		STUDENT	621	54.5
		HOMEMAKER	67	5.9
		TOTAL	1140	100.0
6.	EARNINGS MEMBERS	SINGLE MEMBER	558	48.9
		2-4 MEMBERS	493	43.2
		ABOVE 4 MEMBERS	89	7.8
		TOTAL	1140	100.0
7.	FAMILY EARNINGS PER ANNUM	BELOW RS. 2.5 LAKH	403	35.4
		RS. 2.5 LAKH- 5 LAKH	493	43.2
		RS. 5 LAKH-10 LAKH	175	15.4
		ABOVE RS. 10 LAKH	69	6.1
		TOTAL	1140	100.0
8.	WHO IS THE DECISION MAKER IN YOUR FAMILY	PARENTS	752	66.0
		SPOUSE	252	22.1
		CHILDREN	100	8.8
		RELATIVES	36	3.2
		TOTAL	1140	100.0

(SOURCE: PRIMARY DATA)

The demographic classification and its respective frequency distribution are being presented in the table 1. The demographics of the respondents have been classified into categories as follows-

Upon analyzing the data, it becomes apparent that the major demographic within the survey comprises of males, contributing a notable 62.4 percent. As for age, scrutinizing the provided table demonstrates that out of the 1140 individuals surveyed, more than half (51.5 percent) are below 20 years of age. Observing the education levels, it is evident that a considerable fraction of consumers has managed to successfully complete their educational pursuits; this is indicated by 38.5 percent having achieved this scholastic landmark.

Exploring family size further, we can establish that a significant segment of respondent's hails from nuclear families with approximately 2-4 members; these families constitute about 51.8 percent of the total sample size. Regarding occupational backgrounds, it becomes clear that students form the most populous group among those surveyed: a noteworthy 54.5 percent identifying themselves as belonging to this category. When examining the earning members in these households, data indicates that almost half (48.9 percent) of consumers have merely one financially contributing member.

Delving into annual income and earnings, it is discerned that the dominant income bracket among respondent families ranges from 2.5 to 5 lakh per year—43.2 percent find themselves situated within this particular financial category. Further insight into purchase decisions reveals that parent.

To summarize the study, an examination of distinct demographic components was conducted, taking into account elements such as gender, age, educational attainment, the size of the family unit, career field, the count of wage earners in **household, yearly revenue or earnings**, and the individuals responsible for making environmentally-conscious purchasing decisions. The outcomes of this investigation revealed that males constituted a major part of the subject group while students made up over half of those surveyed.

Moreover, a significant representation within the demographic research included younger age brackets (those under 20 years old), individuals who had finished their education, and those belonging to nuclear families. When examining financial aspects, it was found that a majority of participating individuals had only one person responsible for generating income within their household. Furthermore, a sizable portion reported an annual salary ranging from 2.5 lakh to 5 lakh. Lastly, it is essential to mention that parental figures play a key role in influencing purchasing choices which support and improve environmental sustainability. Their involvement as primary decision-makers concerning eco-friendly products has a substantial impact on driving consumer behavior and preferences towards "green" products. As society evolves and environmental concerns become more widely acknowledged, gaining insights into these demographics can help industries and companies create market strategies that target and cater to these specific groups effectively. Additionally, understanding the composition of families and examining factors such as occupation and annual earnings can provide valuable information for corporations focused on introducing new sustainable products or improving upon existing offerings. This crucial data enables companies and marketing professionals to design campaigns specifically targeted towards those demographics most likely to adopt environmentally friendly alternatives. Future research based on these observations might explore the rationale behind individual choices within these specific demographic categories. For example, this study could serve as a basis for further exploration into why males exhibit more interest in eco-friendly solutions or the factors that drive parental figures to prioritize green products in their households. In order to promote environmentally responsible purchasing habits among consumers at large, marketers and product developers can utilize these demographic insights and consumer behavior patterns to adapt their strategies, raising awareness on the importance of eco-friendly solutions across diverse customer segments. Through a combination of targeted marketing tactics and efficient product design, companies can encourage the adoption of sustainable products among various groups, thereby fostering a culture of corporate responsibility and environmental consciousness. This type of strategy does not only benefit the environment, but it also enhances brand reputation, customer trust, and loyalty within competitive markets. In conclusion, shedding light on different demographic characteristics enables businesses to better understand and engage with their target audiences. Analyzing these factors allows corporations to develop strategic plans that cater to individuals' environmental attitudes and preferences effectively. The success of any marketing campaign largely depends on its ability to resonate with the specific traits, interests, and expectations of a target market. And as shown through this study, comprehensive demographic analysis serves as a strong foundation for fostering environmentally responsible purchasing behaviors among consumers.

**Objective: To examine the factors that affect the consumer persuasion towards green products.**

### **GARRETT RANKING TECHNIQUE USED FOR EXAMINATION OF FACTORS**

The Garrett's ranking technique was employed to evaluate the preferences of participants regarding various aspects of the research. This method prompted respondents to rank distinct elements under consideration, and their assigned orders of importance were converted into ranks utilizing a specific formula. Consequently, the percentage position acquired from each respective rank was transformed into scores by consulting a table developed by Henry Garrett.

Subsequently, for every factor assessed, individual respondents' scores were summed and then divided by the total number of participants whose scores contributed to that particular factor. The resultant mean scores for all elements were organized in accordance with their ranks, allowing the researchers to draw meaningful conclusions from the data.

These mean scores for all the factors were arranged in the descending order, ranks given and most important

<b>FORMULA</b>	<b>PERCENTAGE</b>	<b>SCORE</b>
<b>100(1-0.5)/5</b>	<b>10</b>	<b>75</b>
<b>100(2-0.5)/5</b>	<b>30</b>	<b>60</b>
<b>100(3-0.5)/5</b>	<b>50</b>	<b>50</b>
<b>100(4-0.5)/5</b>	<b>70</b>	<b>39</b>
<b>100(5-0.5)/5</b>	<b>90</b>	<b>24</b>

aspects identified.

Table 2 presents an overview of various factors that influence consumer persuasion concerning eco-friendly products. These factors play a critical role in shaping consumer attitudes, preferences, and purchase decisions when it comes to environmentally friendly merchandise. By examining these factors, businesses and marketers can better understand the driving forces behind consumer behavior in relation to green products and implement effective strategies to enhance customer engagement, brand loyalty, and overall market performance in a competitive landscape focused on sustainability and ecological responsibility.

**Table 2- FACTORS THAT AFFECTS PERSUATION**

<b>SOURCES</b>	<b>TOTAL SCORE</b>	<b>MEAN SCORE</b>	<b>RANK</b>
Environmental-friendly technology	559535	500.0383	1
Status symbol	471294	420.0481	2
Attracting labels	448895	400.0847	3
Environmental concern (e-waste concern)	384059	342.298	4
Green movements	350536	312.420	5

The factors that affect the consumer persuasion towards green products were being presented in the table 2. The "Environmentally friendly technology" was ranked first by the selected sample respondents with the total score of 559535 and the mean score of 500.0383. "Status symbol" has been ranked second with the total score of 471294 and mean score of 420.0481. "Attracting labels" occupies third position with the total score of 448895 and the mean score of 400.0847. "E-waste concern" has been ranked fourth with the total score of 384059 and mean score of 342.298. "Green movements" occupies fifth position with the total score of 350536 and mean score of 312.420.

The study's results demonstrate that a substantial majority of respondents regard "Eco-friendly technology" as the foremost factor influencing their decision-making process when purchasing eco-conscious products in the consumer durables sector. This observation underscores the growing trend of environmental awareness among consumers, who now place a high value on the integration of green technology solutions in day-to-day products. With an increased focus on sustainability, individuals are paying more attention to global environmental issues and their long-lasting impacts on our planet.

Furthermore, the research highlights that when selecting sustainable products, people take several essential aspects into account, including energy efficiency, recyclability, and minimizing their carbon footprint. Given this heightened consumer concern for environmentally responsible practices, it is critical for companies in the consumer durables industry to recognize these preferences and prioritize eco-friendly technologies throughout product development stages. By doing so, they can align themselves with societal values that continually evolve towards sustainability and environmental consciousness.

As we delve deeper into understanding the rising interest in green technologies and sustainable products, we can observe a transformation in social values driven by people's increased awareness of global environmental issues and their long-term implications. These shifting societal attitudes reveal an underlying desire for businesses to adopt environmentally responsible strategies in response to changing consumer expectations. In an increasingly competitive market landscape, companies that proactively embrace greener practices are better positioned to meet the demands of eco-conscious customers and build a strong reputation for sustainability.

In recent years, we see an undeniable movement towards more sustainable products and practices across various industries. This paradigm shift reflects a broader cultural change where individuals are becoming more sensitive to environmental concerns and are no longer willing to turn a blind eye to unsustainable practices. Consequently, businesses must adapt accordingly to stay relevant in the highly dynamic consumer durables market by adopting innovative green technologies and incorporating them into their product offerings.

To sum up, our investigation sheds light on "Environmentally friendly technology" as a pivotal aspect for consumers when considering eco-conscious products in the consumer durables sector. The implementation of sustainable innovations into product portfolios not only contributes to creating a more environmentally viable future but also fortifies companies' standings among an ever-growing, environmentally aware consumer base. In summary, businesses that can efficiently incorporate eco-friendly technologies into their product lines will successfully meet customer demands and play a vital role in promoting sustainability for future generations.

**H01: There is no significant relationship between factors affecting consumers to buy green products and Demographic Variables.**

The forthcoming tables illustrate the relationship between eco-friendly technology adoption and various factors, such as education level, income level, and age bracket. Through cross-tabulation, we'll assess how these aspects intersect and influence one another in regard to environmentally conscious technologies. The data aims to provide valuable insights into the demographics and socioeconomic backgrounds of individuals who actively engage in sustainable practices. Ultimately, this analysis serves as a foundation for understanding how different social groups contribute to the promotion of green technology solutions for a healthier and more sustainable world.

**Cross tabulation between Environmentally friendly technology with education level**

			Environmentally friendly technology					Total
			strongly agree	Agree	neutral	disagree	strongly disagree	
Age	Below 20	Count	373	140	40	2	32	587
		%	63.5%	23.9%	6.8%	0.3%	5.5%	100.0%
	21-40	Count	257	101	20	0	12	390
		%	65.9%	25.9%	5.1%	0.0%	3.1%	100.0%
	41-60	Count	97	20	0	3	9	129
		%	75.2%	15.5%	0.0%	2.3%	7.0%	100.0%
	Above 60	Count	20	2	3	0	9	34
		%	58.8%	5.9%	8.8%	0.0%	26.5%	100.0%
Total		Count	747	263	63	5	62	1140
		% within age	65.5%	23.1%	5.5%	0.4%	5.4%	100.0%

Table no. 2.1. Shows the relationship between environmentally friendly technology with age group of respondents. This table concludes that for age group of 21-40 years were the ones who believed that 91.8% respondents agree upon that environmentally friendly technology is influencing for buying green products.

<b>Table 2.2- Chi-Square Test</b>			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	65.842 <sup>a</sup>	12	.000

Table 2.2 shows that p value less than 0.05 it shows that there is strong relationship between factors affecting consumers to buy green products with age group.

**Cross tabulation between Environmentally friendly technology with education level-**

**Table 2.3- Crosstabulation between environmentally friendly technology with education level of respondents**

			Environmentally friendly technology					Total
			strongly agree	Agree	neutral	Disagree	strongly disagree	
Education	school level	Count	296	97	24	5	17	439
		%	67.4%	22.1%	5.5%	1.1%	3.9%	100.0%
	undergraduate	Count	281	70	25	0	31	407
		%	69.0%	17.2%	6.1%	0.0%	7.6%	100.0%
	post graduate or higher	Count	170	96	14	0	14	294
		%	57.8%	32.7%	4.8%	0.0%	4.8%	100.0%
Total		Count	747	263	63	5	62	1140
		%	65.5%	23.1%	5.5%	0.4%	5.4%	100.0%

Table no. 2.3. Shows the relationship between environmentally friendly technology with education level of respondents. This table concludes that respondents having post graduate or higher degree (90.5%) were the ones who agreed upon that environmentally friendly technology is influencing for buying green products.

<b>Table 2.4-Chi-Square Tests</b>			
	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	35.992 <sup>a</sup>	8	.000

Table no. 2.4. Shows the relationship between environmentally friendly technology with education level of respondents. This table concludes that p value is less than 0.05 this shows that there is strong relationship between these variables.

**Crosstabulation between environmentally friendly technology with earnings of respondents-**

**Table 2.5- Crosstabulation between environmentally friendly technology with earnings of respondents**

			Environmentally friendly technology					Total
			strongly agree	agree	neutral	disagree	strongly disagree	
Earnings	below 2.5 lakh	Count	238	112	28	0	25	403
		%	59.1%	27.8%	6.9%	0.0%	6.2%	100.0%
	2.5 lakh-5 lakh	Count	354	95	28	3	13	493
		%	71.8%	19.3%	5.7%	0.6%	2.6%	100.0%
	5 lakh-	Count	119	39	2	2	13	175

	10 lakh	%	68.0%	22.3%	1.1%	1.1%	7.4%	100.0%
	above	Count	36	17	5	0	11	69
	10 lakh	%	52.2%	24.6%	7.2%	0.0%	15.9%	100.0%
Total		Count	747	263	63	5	62	1140
		%	65.5%	23.1%	5.5%	0.4%	5.4%	100.0%

Table no. 2.5 Shows the relationship between environmentally friendly technology with annual earnings of respondents. This table concludes that respondents whose annual earnings were lies between 2.5 lac- 5 lac. (91.1) were the ones who agreed upon that environmentally friendly technology is influencing for buying green products.

Table 2.6-Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	49.824 <sup>a</sup>	12	.000

Table no. 2.6 Shows the relationship between environmentally friendly technology with education level of respondents. This table concludes that p value is less than 0.05 this shows that there is strong relationship between these variables.

### 5. DISCUSSION

In recent years, there has been a marked increase in the focus of marketing professionals specializing in eco-friendly products on gathering data concerning the spending habits of environmentally aware consumers. This shift is largely attributable to the heightened consciousness among customers with regard to their ecological impact. As a result of this progression, a more significant emphasis has been placed on investigating green consumer behavior, with the majority of ensuing research primarily honing in on consumption-based analysis related to the purchasing tendencies for eco-friendly goods.

This particular study sets out to explore customer perceptions pertaining to eco-friendly products and the ways in which these items can assist in mitigating negative environmental consequences stemming from customers' consumption preferences. The findings gleaned from this examination reveal a stronger sense of environmental responsibility among Indian consumers, as evidenced by their predilection for buying green products. These customers realize and acknowledge their role in protecting the environment and express a genuine apprehension regarding ecological issues.

By casting a spotlight on the elements influencing green product purchasing decisions within the Indian context, this research constitutes a valuable addition to the theoretical comprehension of this topic. The importance of prior interactions with green products and a company's commitment to ecological sustainability in aiding Indian consumers in making informed choices about eco-friendly product acquisitions is vividly illustrated throughout the study.

This investigation stands apart from earlier research efforts due to its focus on the abovementioned two aspects and their association with consumer preferences when selecting environmentally friendly merchandise. In essence, it posits that Indian customers are more likely to choose green products based not only on their individual experiences with such commodities but also on the extent to which companies producing them demonstrate environmental mindfulness—rather than relying solely on the items' eco-friendly nature or their personal environmental conscientiousness.

Expanding upon this theme from a broader viewpoint, it becomes crucial for companies to understand that Indian consumers take into account both the ecological ramifications of products they use and efforts undertaken by manufacturers to ensure sustainability. This understanding can be invaluable for firms aiming to establish their reputation as environmentally responsible market frontrunners.



The heightened emphasis on eco-friendly products among marketing specialists in recent times has driven them to pursue data on the expenditure patterns of environmentally considerate customers. This comes as a result of the growing realization amongst purchasers of the impact their buying choices have on the environment. This interest has given rise to further study into the behavior of green consumers, mainly centered around the analysis of consumer spending habits related to eco-friendly products.

This specific study delves deeper into understanding how customers perceive environmentally friendly goods and how those items can minimize the negative environmental effects that result from consumption choices. Indian consumers exhibit a strong inclination towards environmentally friendly products, reflecting their increased environmental consciousness. These buyers recognize their duty in preserving the environment and show genuine concern for ecological issues.

By examining factors affecting green product purchasing decisions in India, this research contributes significantly to existing knowledge on this topic. The role of past experiences with eco-friendly products and a company's commitment to environmental sustainability are key elements influencing Indian customers' decisions regarding eco-friendly product purchases. In the end, various crucial aspects influence Indian consumers' inclination to purchase eco-friendly products, and it is not solely determined by their environmental awareness. The research emphasizes the importance of previous encounters with green items and companies' environmental accountability in forming customers' purchasing decisions. By fully understanding the numerous factors that contribute to such choices, green product marketers can design their tactics more efficiently to cater to the ever-changing preferences of environmentally sensitive shoppers.

As we continue to delve deeper into this subject, future studies may provide further insight into the intricacies and subtleties of consumer behavior towards sustainable products. This will ultimately expand our knowledge and appreciation of this captivating field. With a clearer understanding of these factors, marketers can make more informed decisions when promoting green products, ultimately benefiting both the consumers and the environment.

Through comprehensive analysis and investigation, we can uncover the different aspects that shape Indian consumers' attitudes toward eco-friendly items. By considering their experiences with sustainable goods and evaluating companies' environmental actions, businesses can adopt more effective marketing strategies that align with consumers' evolving preferences. As we continue exploring this captivating subject, further research may reveal additional complexities and nuances surrounding eco-conscious consumer behavior, ultimately enhancing our understanding and appreciation for this fascinating topic.

## **6. CONCLUSION-**

The study's conclusions can be summarized in the following manner. First and foremost, environmental preservation holds significant importance for consumers in India, indicating their strong affinity towards an eco-friendly mindset. These environmentally-conscious individuals actively strive to make a positive impact on the environment by choosing products that are known to be eco-friendly. Moreover, they are receptive to adopting environmentally sound lifestyles as these habits carry substantial personal and societal value for them.

Secondly, numerous factors contribute to shaping the purchasing decisions of Indian consumers when it comes to green products. The commitment to conserving the environment, aspirations for an eco-responsible attitude, exposure and accessibility to green products, ecological accountability of businesses, and social prestige together play a critical role. Consequently, Indian consumers take proactive steps to educate themselves about environmentally friendly products, collect the necessary information, and ultimately incorporate these products into their daily routines. In essence, heightened environmental awareness and inspiration towards ecological responsibility have carved new pathways for Indians to embrace green living and eco-friendly products.

This research holds implications for marketing professionals responsible for crafting green product marketing strategies tailored for the Indian market. The study's findings emphasize that a customer's environmental knowledge in isolation is not a determining factor in their decision-making process when considering environmentally friendly products. As per the research conclusions, marketing experts must effectively connect green products with consumer utility and be mindful of respondents' income levels and educational backgrounds.

Furthermore, it is essential to make information readily available about companies' ecological performance along with detailed accounts of green product benefits. This information should also elucidate compatibility with customers' desired social images as well as the relevance of these products within their day-to-day lives. When developing marketing campaigns for green products, such factors should be given due consideration so as to cater to various consumer demographics and aptly position green products in the marketplace.

The rapidly evolving perspective on environmental sustainability among consumers necessitates a comprehensive understanding of their preferences and behavioral patterns. A deep dive into the complex relationship between environmental knowledge and purchasing decisions highlights the significance of effectively communicating the value of eco-friendly products to connect with target audiences. Taking an in-depth look into customer motivations, lifestyles, and aspirations would aid marketing professionals in crafting high-impact promotional campaigns that resonate with environmentally-conscious consumers. In recent years, a noteworthy shift towards ecologically responsible living has been observed across the globe.

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