

## **A STUDY ON FACTORS INFLUENCING BUYING BEHAVIOUR OF ECO-FRIENDLY PRODUCTS**

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### **ABSTRACT**

During the past decade, concern for the environment has emerged as a major socio-political issue among developed nations throughout the world and the increase in the number of environmentally friendly or 'green' products has been significant. The purpose of this study was to factors influencing consumer buying behavior on eco-friendly products. One of the main findings of the research was that consumers ranked No use of pesticides as the first features of eco-friendly products followed by the No preservatives or additives, less environmental impact while manufacturing products and so on The analysis result indicates that, consumers mostly purchase soaps, organic food, ayurvedic medicine, salt, healthcare/ cosmetic products and energy efficient laptop.

### **KEYWORDS:**

Customer – Perception – Eco-friendly products

### **INTRODUCTION**

In today's business world environmental issues plays an important role in marketing. All the governments around the world have concerned about green marketing activities that they have attempted to regulate them. There is escalating awareness among the consumers all over the world concerning protection of environment. Various studies by environmentalists indicate that people are more concerned about the environment. Now most of the consumers, both individual and industrial are becoming more concerned about environment-friendly products.

As a result, green marketing has emerged, which aims at marketing sustainable and socially responsible products and services in the society. This has become the new mantra for marketers to satisfy the needs of consumers and earn better profits. The issue of environmental protection has brought the consumers, the industry, and the government to a common platform where each has to play its own role. The government and legislatures are using their influence to reduce environmental and health hazards due to industrialization and to stimulate the development of cleaner technologies. The time has come for consumers to take the lead in prompting manufacturers to adopt clean and eco-friendly technologies and environmentally-safe disposal of used products, along with preventive and mitigate approaches. To increase consumer awareness, the Government of India launched the eco-labeling scheme known as 'Ecomark' in 1991 for easy identification of environment-friendly products. Any product which is made, used or disposed of in a way that significantly reduces the harm it would otherwise cause the environment could be considered as Environment-Friendly Product. The criteria follows a cradle-to-grave approach, i.e. from raw material extraction, to manufacturing, and to disposal. The 'Eco mark' label is awarded to consumer goods which meet the specified environmental criteria and the quality requirements of Indian Standards. Any product with the Eco mark will be the right environmental choice.

Green consumers are defined as those who avoid products that are likely to endanger the health of the consumer or others; cause significant damage to the environment during manufacture, use or disposal; consume a disproportionate amount of energy; cause unnecessary waste; use materials derived from threatened species or environments. Green marketing was given prominence in the late 1980s and

1990s after the proceedings of the first workshop on Ecological marketing held in Austin, Texas (US), in 1975. Several books on green marketing began to be published thereafter. According to the Joel makeover green marketing faces a lot of challenges because of lack of standards and public consensus to what constitutes "Green". The green marketing has evolved over a period of time. According to Peattie (2001), the evolution of green marketing has three phases. First phase was termed as "Ecological" green marketing, and during this period all marketing activities were concerned to help environment problems and provide remedies for environmental problems. Second phase was "Environmental" green marketing and the focus shifted on clean technology that involved designing of innovative new products, which take care of pollution and waste issues. Third phase was "Sustainable" green marketing. It came into prominence in the late 1990s and early 2000. Organizations are now aware with the fact that without adopting green in the core of their strategy they cannot survive in the present competitive era. Indian FMCG companies are also adopting green to retain their image in the market. The companies are involved in various activities to show their concern for environment as well as society, but at the same time it is necessary for the companies to understand that Green marketing should not overlook the economic aspect of marketing. Green marketing helps in the effective outcomes like cost cutting, employee satisfaction, waste minimization, society welfare for the companies as well for society also. Only thing required is the determination and commitment from the all the stakeholders of the companies.

The idea of green marketing is very much important in this decade to popularize among all sections of society to save the planet Earth. Green consumerism is a movement to encourage people to buy food and other products such as organic food, lead-free petrol etc. which are considered as environmental friendly. It refers to recycling, purchasing and using eco-friendly products that minimize damage to the environment. More and more business and industries are joining in the green movement, either out of a real interest in saving the planet or a desire to capitalize on the growing consumer demand for greener ways. Eco-friendly products consumer is someone who is environmentally and socially conscious and which leads him/her to purchase the products that are eco-friendly. Over the last few decades, it is being observed that people are changing their trends and lifestyle in a more environment conscious way paying more responsiveness towards green oriented behavior worldwide.

## REVIEW OF LITERATURE

**Pham Thi Thuy Mien (2019)** found that, green product is the most powerful factor, followed by green promotion and finally green place. In addition, the model uses demographics as a moderator variable.

**Xiaoyun Zhang and Feng Dong(2020)** opines that, Green purchase behavior, as a kind of pro-environment behavior in the private field, is influenced by psychological factors and external situational factors. The lifestyle, attitude, social norms, area of residence, and other internal and external factors have been combined to study consumers' purchase behavior in respect of sustainable food, the empirical result of which showed that the above factors had a significant impact on consumers' green purchase behavior. Attitude and environmental concern had the greatest effect and were followed by lifestyle.

**Subhashree (2019)** found that, Green Marketing consists of all activities designed to generate and facilitate any exchanges intended to satisfy human needs or wants, such that the satisfaction of these needs and wants occurs, with minimal detrimental impact on the natural environment.

**Robinson Sivaranjani (2019)** states green marketing refers to marketing where ecological issues are the point of marketing decision-marking. It ranges from change in raw material to change materials. It includes amendment in product style or perhaps substitution of one product by another. It is also encompasses disposal of packing after the use of the product. There is sample scope for green marketing at both the manufactures end and marketers end.

**Megavannan et al. (2019)** divided the factors influencing consumers' green product purchase behavior into two categories: ecological consistency of green products and challenges to buy green products. Their empirical result indicates that the credibility of the eco-label, identity of the green

products, quality, and awareness about green products all have significant impacts on green purchase behavior, but the influence of environmental consciousness is insignificant.

**Ravi Kumar and Shaheeda Banu (2020)** found that promotional activities on eco- friendly products considerably influence consumers green products awareness. Majority of the respondents are aware of green products. This study reveals that green products awareness as the critical factor, which significantly affects consumers green products purchasing decision.

## STATEMENT OF THE PROBLEM

1. What is the level of environmental concern of the consumers?

## OBJECTIVES OF THE STUDY

1. To analyze the level of environment concern among the consumers.

## METHODOLOGY

The study was based on both primary and secondary data. Primary data has been collected from the consumer who are using of eco-friendly products in Tirupur district by issuing a well framed questionnaire. The secondary data was collected from books, journals, newspapers, magazines and from related websites.

The sampling units were selected by covering the nine Taluks of Tirupur district. The nine taluks are Tirupur North, Tirupur South, Avinashi, Uthukuli, Palladam, Dharapuram, Kangayam, Udumalpet and Madathukulam. The snowball sampling has been adopted to identify the sample of consumers. The present study is based on primary data collected through questionnaire distributed to 750 consumers, out of which, 650 responded and the data collected from them were analysed. The collected data have been analyzed by Simple Percentage Analysis, Garrett Ranking Test, Weighted average ranking method, Chi-square test.

## SIGNIFICANCE OF THE STUDY

There is a global awareness and realization on the part of the government about the importance of environmental conservation, and several laws have been passed, international treaties have been signed, common regulations have been imposed and policies agreed upon which are all meant to protect the physical natural environment that is affected or endangered by the activities of humans in a global perspective. The present research is such an attempt to analyze the environmental knowledge of the respondents along with the awareness, attitude and purchase behavior in conserving the environment by purchasing the eco - friendly products. Further the study identifies the factors and problems in determining the eco - friendly purchase of the respondents in the Tirupur district. The study may be informative to the academicians, policy makers and diplomats who seek the related information.

## RESULTS AND DISCUSSIONS

### ENVIRONMENTAL CONCERN OF THE CONSUMERS

To find out the Environmental Concern of the Consumer on Eco-Friendly Products Simple percentage, Garatte Ranking Technique and Chi-Square Test.

#### Opinion on Harmful Environmental Pollution

To find out the opinion on which is more harmful environmental pollution simple percentage analysis has been employed.

**Table: 1 Opinion on harmful Environmental Pollution**

Pollution	No of Respondents	Percentage
Air	264	40.6
Sound	178	27.4
Noise	40	6.2

Water	120	18.5
Soil	48	7.4

Table 4.2 shows that, out of 650 consumers, 264(40.6%) are of the opinion that Air pollution is the major cause for environmental pollution, 178(27.4%), 40(6.2%), 120(18.5%) and 48(7.4%) are of opinion that the major cause for environmental pollution are by sound, noise, water and soil respectively.

### Causes for Environmental Pollution - Garrett Ranking Technique

Garrett Ranking Technique has been used to ascertain the causes for environmental pollution. Under the Garrett ranking technique, the percentage position is calculated by using the following formula:

$$\text{Percentage Position} = 100 (R_{tj} - 0.5) / N_j$$

Where

$R_{tj}$  = Rank given for  $i$ th variable by the  $j$ th consumers.

$N_j$  = Number of variables ranked by the consumers.

The consumers are asked to rank the eleven questions relating to preference to enter into eco-friendly products.

By referring the Garrett table the per cent position is converted into scores. Then for each factor, the scores of each consumer are added and then mean value is calculated. The factors having highest mean value is considered to be the most important. Scale values as per Garrett ranking technique for first to eleven ranks are as: 82, 71, 64, 59, 54, 50, 45, 40, 35, 28 and 17 respectively. The percentage position of each rank is made into score by referring factors is summed up for assigning rank. The following table exhibits the causes for environmental pollution.

**Table:2 Causes for Environmental Pollution - Garrett Ranking Technique**

S.N	Causes of Pollution	1	2	3	4	5	6	7	8	9	10	11	Total	Total Score	Mean Score	Rank
1	Industrial activities	87	153	103	75	37	36	73	28	40	12	6	650	39055	60.08	1
		7134	10863	6592	4425	1998	1800	3285	1120	1400	336	102				
2	Dumping solid waste	41	44	68	142	114	60	41	57	29	35	19	650	34815	53.56	5
		3362	3124	4352	8378	6156	3000	1845	2280	1015	980	323				
3	Plastic consumption	148	79	65	56	72	55	23	38	47	38	29	650	37604	57.85	2
		12136	5609	4160	3304	3888	2750	1035	1520	1645	1064	493				
4	Vehicles, trains, ships and planes	107	100	50	60	60	96	36	48	24	35	34	650	36592	56.30	3

		877 4	710 0	32 00	35 40	32 40	48 00	16 20	19 20	84 0	98 0	57 8				
5	Rabid urbaniza tion	45	55	60	50	46	58	91	49	60	66	70	65 0	309 62	47. 63	6
		369 0	390 5	38 40	29 50	24 84	29 00	40 95	19 60	21 00	18 48	11 90				
6	Populati on overgro wth	99	56	95	54	43	53	63	54	57	44	32	65 0	350 98	54. 00	4
		811 8	397 6	60 80	31 86	23 22	26 50	28 35	21 60	19 95	12 32	54 4				
7	Combust ion of fossil fuels	16	48	76	56	58	55	70	90	71	58	52	65 0	305 13	46. 94	7
		131 2	340 8	48 64	33 04	31 32	27 50	31 50	36 00	24 85	16 24	88 4				
8	Agricult ural waste	27	37	33	49	72	71	29	62	86	77	10 7	65 0	280 52	43. 16	9
		221 4	262 7	21 12	28 91	38 88	35 50	13 05	24 80	30 10	21 56	18 19				
9	Deforest ation	55	38	39	46	65	60	85	82	43	55	82	65 0	304 72	46. 88	8
		451 0	269 8	24 96	27 14	35 10	30 00	38 25	32 80	15 05	15 40	13 94				
10	Overfish ing	2	15	23	26	43	52	61	83	10 2	10 1	14 2	65 0	240 34	36. 98	1 1
		164	106 5	14 72	15 34	23 22	26 00	27 45	33 20	35 70	28 28	24 14				
11	Lowered biodiver sity	28	33	47	33	37	51	69	57	92	12 9	74	65 0	276 17	42. 49	1 0
		229 6	234 3	30 08	19 47	19 98	25 50	31 05	22 80	32 20	36 12	12 58				

From the analysis it can be inferred that, the most important factor which is responsible for environmental pollution is industrial activities followed by plastic consumption, vehicles, trains, ships and planes and so on.

### Eco-Friendly Products which first come to mind

To find out the eco-friendly products that come first in the minds of consumer's simple percentage has been employed.

**Table:3 Eco-Friendly Products which first come to mind**

S.No	Eco-Friendly Products	No of Respondents	Percentage
1	Organic Food Products	118	18.1
2	Electric Items	88	13.5
3	Appliances	55	8.4

4	Ayurvedic Medicines	54	9.8
5	Groceries	92	14.1
6	Cosmetics	49	7.2
7	Jute Bags	96	14.5
8	Paper Cups	44	6.7
9	Solar System	38	5.3
10	Vehicles	16	2.4

The data shows that, majority 118 (18.1%) of consumers said that organic food products, jute bags, groceries are first come to their mind, when they think about eco-friendly products followed by electric items, appliances, ayurvedic medicines, cosmetics, paper cups, solar system, vehicles and so on.

### Preference for buying Eco- Friendly Product -Weighted Average Ranking Method

To find out the Consumers preference towards eco-friendly products weighted average ranking method has been employed.

**Table:4 Preference for buying Eco- Friendly Product -Weighted Average Ranking Method**

S.No	Statement	S.A	A	N	DA	S.D.A	Total	Mean Score	Mean	Rank
1	I want to preserve the earth	472	166	12	0	0	650	3060	4.71	1
		2360	664	36	0	0				
2	I just like eco-friendly products	182	396	72	0	0	650	2710	4.17	2
		910	1584	216	0	0				
3	I feel trendy/fashionable when I purchase eco-friendly products	155	260	102	133	0	650	2387	3.67	4
		775	1040	306	266	0				
4	When government puts subsidy on eco-friendly products thus bringing them with in my budget	267	256	106	7	14	650	2705	4.16	3
		1335	1024	318	14	14				
5	Health issue	99	151	119	106	175	650	1843	2.84	5
		495	604	357	212	175				

Table 5.2 indicates that, majority of the consumers states that "I want to preserve the earth" secured rank one with mean score 4.71 followed by I just like eco-friendly products, When Government puts subsidy on eco-friendly products thus bringing them with in my budget and so on.

### Sources of Awareness - Garrett Ranking Technique

The first step of marketing any product is creating awareness for it. Awareness is that state or ability to perceive, to feel, or to be conscious of events, objects, or sensory patterns. Determine the most effective medium for your brand by gathering data about which medium is most used by a consumer, how they retain the information that is passed on through those medium, whether the impact

is positive or negative. Compare this data with that of the competitive products and you will get a workable strategy for future advertisements.

Garrett Ranking Technique has been used to ascertain the sources of awareness on Eco-friendly products. Under the Garrett ranking technique the percentage position is calculated by using the following formula:

Percentage Position =  $100 (R_{tj} - 0.5) / N_j$  Where  $R_{tj}$  = Rank given for  $i$ th variable by the  $j$ th consumers  
 $N_j$  = Number of variables ranked by the consumers.

The consumers are asked to rank the ten questions relating to preference to enter into eco-friendly products.

By referring the Garrett table, the per cent position is converted into scores. Then for each factor, the scores of each consumer are added and then mean value is calculated. The factors having highest mean value is considered to be the most important. scale values as per Garrett ranking technique for first to ten ranks are as: 81,70,63,57,52,47,36,29 and 18 respectively. The percentage position of each rank is made into score by referring factors is summed up for assigning rank. The following table exhibits the sources of awareness on Eco-friendly products.

**Table:5 Sources of Awareness - Garrett Ranking Technique**

S · N o	Sources	1	2	3	4	5	6	7	8	9	10	To tal	Tot al Sco re	Me an Sco re	Ra nk
		81	70	63	57	52	47	42	36	29	18				
1	Television	104	216	83	85	44	16	35	27	12	28	650	39952	61.46	1
		8424	15120	5229	4845	2288	752	1470	972	348	504				
2	Social Media	151	59	90	80	67	57	34	25	50	37	650	37198	57.23	2
		12231	4130	5670	4560	3484	2679	1428	900	1450	666				
3	Family Members	109	73	66	87	73	67	59	41	30	45	650	35635	54.82	3
		8829	5110	4158	4959	3796	3149	2478	1476	870	810				
4	Friends/ Relatives	101	83	92	73	48	53	59	44	64	33	650	35447	54.53	4
		8181	5810	5796	4161	2496	2491	2478	1584	1856	594				
5	Newspaper /Magazines	75	88	70	64	98	59	35	79	34	48	650	34326	52.81	5
		6075	6160	4410	3648	5096	2773	1470	2844	986	864				
6	Seminars/Conferences	18	42	55	66	53	69	69	57	95	12	650	27597	42.46	9
		1458	2940	3465	3762	2756	3243	2898	2052	2755	2268				





1	Retail Malls	77	175	169	73	77	79	650	3395 4	52.24	3
		5929	1102 5	912 6	328 5	277 2	181 7				
2	Local shops	177	80	103	94	90	106	650	3413 9	52.52	2
		1362 9	5040	556 2	423 0	324 0	243 8				
3	Internet	242	108	76	87	85	52	650	3771 3	58.02	1
		1863 4	6804	410 4	391 5	306 0	119 6				
4	Teleshoppin g	58	129	104	106	114	139	650	3028 0	46.58	4
		4466	8127	561 6	477 0	410 4	319 7				
5	Specialized shops/units	51	84	96	126	155	138	650	2882 7	44.35	6
		3927	5292	518 4	567 0	558 0	317 4				
6	Factory outlet	45	79	102	161	130	133	650	2893 4	44.51	5
		3465	4977	550 8	724 5	468 0	305 9				

From the analysis is inferred that, the point of purchase is majority of internet followed by local shops, retail malls and the like.

### Features of eco- friendly product – Garrett Ranking Technique

The popularity of eco-friendly products is good news not only for the people concerned about ecology but also for retailers. It is profitable to sell reusable and disposable items since most of the people today care about what they buy, use and eat, but on top of that, it also gives a nice feeling of contribution to the global environment protection. A product that meets one of these criteria of possessing qualities that will protect the environment; replaced artificial ingredients with natural ingredients or products that are non toxic, energy and water-efficient, harmless to the environment, recyclable and biodegradable. Here an attempt has been made to identify which features of the product gives identify to consumers as Eco-friendly product like no use of pesticide, preservatives, recyclable etc.,

Garrett Ranking Technique has been used to ascertain the features that respondentsEco-friendly products. Under the Garrett ranking technique the percentage position is calculated by using the following formula:

Percentage Position =  $100 (R_{tj} - 0.5) / N_j$  Where  $R_{tj}$  = Rank given for  $i$ th variable by the  $j$ th consumers  
 $N_j$  = Number of variables ranked by the consumers.

The consumers are asked to rank the nine questions relating to preference to enter into eco-friendly products.

By referring the Garrett table the per cent position is converted into scores. Then for each factor, the scores of each consumer are added and then mean value is calculated. The factors having highest mean value is considered to be the most important. Scale values as per Garrett ranking technique for first to nine ranks are as: 80, 69,61,55,50,44,38,30 and 19 respectively. The percentage position of each rank is made into score by referring factors is summed up for assigning rank. The following table exhibits the features of eco-friendly products.

**Table:7 Features of eco- friendly product - Garrett Ranking Technique**

S. No	Eco-friendly product	1	2	3	4	5	6	7	8	9	Total	Total Score	Mean Score	Rank
		80	69	61	55	50	44	38	30	19				
1	No use of pesticides	54	149	67	110	84	39	59	33	55	650	34931	53.74	1
		4320	10281	4087	6050	4200	1716	2242	990	1045				
2	No preservatives or additives	123	64	77	62	73	71	59	73	48	650	34481	53.05	2
		9840	4416	4697	3410	3650	3124	2242	2190	912				
3	Should contain ayurvedic or natural ingredients	73	69	94	93	51	106	49	48	67	650	33239	51.14	4
		5840	4761	5734	5115	2550	4664	1862	1440	1273				
4	Less environmental impact while manufacturing the products	119	62	58	73	73	71	70	59	65	650	33790	51.98	3
		9520	4278	3538	4015	3650	3124	2660	1770	1235				
5	Completely biodegradable	81	65	51	85	73	58	82	95	60	650	32059	49.32	5
		6480	4485	3111	4675	3650	2552	3116	2850	1140				
6	Mostly biodegradable	42	70	70	65	44	74	106	78	101	650	29778	45.81	9
		3360	4830	4270	3575	2200	3256	4028	2340	1919				
7	Recyclable	44	57	90	50	79	79	94	67	90	650	30411	46.79	8
		3520	3933	5490	2750	3950	3476	3572	2010	1710				
8	Trusted brand	54	55	93	53	96	54	41	101	103	650	30424	46.81	7
		4320	3795	5673	2915	4800	2376	1558	3030	1957				

9	A brand which does a lot of green initiatives	58	56	52	59	80	100	92	97	56	650	30791	47.37	6
		4640	3864	3172	3245	4000	4400	3496	2910	1064				

The table 5.5 indicates that, consumers ranked No use of pesticides as the first features of eco-friendly products followed by the No preservatives or additives, less environmental impact while manufacturing products and so on.

### Most Preferred Eco-Friendly Products – Weighted Average Ranking Method

To find out the most preferred eco-friendly products simple percentage analysis has been used.

**Table:8 Most Preferred Eco-Friendly Products – Weighted Average Ranking Method**

Particulars	NIL	LessPurchased1	2	3	4	MostPurchased5	Mean score	Rank
CFL Bulbs	110	263	66	41	22	148	5.95	7
	16.8	40.5	10.2	6.3	3.4	22.7		
Healthcare/ Cosmetic Products	97	157	61	60	30	245	7.07	5
	14.9	24.2	9.4	9.2	4.6	37.7		
Electronics appliance (with energy star ratings)	159	283	49	44	33	82	5.35	10
	24.5	43.5	7.5	6.8	5.1	12.6		
Solar Panels/ solar water heater.	155	303	22	39	12	119	5.49	8
	23.8	46.6	3.4	6.0	1.8	18.4		
Soap	68	134	25	54	50	319	7.86	1
	10.5	20.6	3.8	8.3	7.7	49.1		
5 star energy efficient AC	230	262	29	24	9	96	5.49	9
	35.4	40.3	4.5	3.7	1.4	14.7		
Energy efficient laptop	197	240	38	26	20	129	6.25	6
	30.3	36.9	5.8	4.0	3.1	19.9		
5 star energy efficient Refrigerator	171	285	36	32	16	110	5.31	11
	26.3	43.8	5.5	4.9	2.6	16.9		
Battery operated car	256	263	28	19	19	65	4.97	12
	39.4	40.5	4.3	2.9	2.9	10.0		
Hybrid car- works on both fuel and electricity	263	288	29	18	7	45	4.42	13
	40.5	44.3	4.5	2.8	1.1	6.8		
Organic Food	92	146	50	50	16	296	7.84	2
	14.2	22.5	7.7	7.7	2.5	45.4		
Ayurvedic Medicine	107	128	41	57	33	284	7.78	3
	16.5	19.7	6.3	8.8	5.1	43.6		
Mobile phone with 4 day battery back-up	191	219	56	38	21	125	4.38	14

Particulars	NIL	LessPurchased1	2	3	4	MostPurchased5	Mean score	Rank
	29.4	33.7	8.6	5.8	3.2	19.3		
Salt	96	96	22	72	81	283	7.77	4
	14.8	14.8	3.4	11.1	12.5	43.4		

The analysis result indicates that, consumers mostly purchase soaps, organic food, ayurvedic medicine, salt, healthcare/ cosmetic products and energy efficient laptop. Mean while, consumers purchased CFL bulbs, solar panels/solar water heater, Ac, electronic appliances, refrigerators, battery operated cars less frequently.

### Repeat your Purchase of eco-friendly products

To find out the repeat your purchase of eco-friendly product simple percentage analysis has been used.

**Table:9 Repeat your Purchase of eco-friendly products**

Repeat your Purchase	Numbers	Percentage
Sometimes	414	63.7
Often	144	22.2
Always	92	14.2
<b>Total</b>	<b>650</b>	<b>100.0</b>

The data shows that, majority of the consumers 414(63.7%) of the repeat purchase sometimes, 144(22.7%) of the consumers repeat purchase often and the rest of 92(14.2%)of the consumers repeat purchase of always.

### Willingness to Recommend Eco-friendly products

To find out the willingness to recommend of eco-friendly product simple percentage analysis has been used.

**Table:10 Willingness to Recommend Eco-friendly products**

Willingness to Recommend Eco-friendly products	Numbers	Percentage
Very much willing	287	44.2
Willing	284	43.7
Neutral	79	12.2
<b>Total</b>	<b>650</b>	<b>100.0</b>

It is clear from table 5.8, majority27(44.2%) consumers' willingness to recommend green products in very much willing, 284(43.7%) willing to recommend eco-friendly products and the rest of 79(12.2%) of the consumers are neutral in eco-friendly products.

### Difference in Conventional and Eco Labeled Product

To find out the difference in conventional and eco labeled product simple percentage analysis has been used.

**Table:11 Difference in Conventional and Eco Labeled Product**

Difference in Conventional and Eco Labeled Product	No. of. respondents	Percentage
Yes	411	63.2
No	239	36.8
<b>Total</b>	<b>650</b>	<b>100</b>

The data showed that majority of the consumers 411(63.2%) of the consumers said that there is difference in eco labeled product. Mean while 239(36.8%) of consumers opines that there is no difference in conventional and eco labeled product.

### Shortage of Eco Labeled Product

To find out the shortage of eco labeled product simple percentage analysis has been used.

**Table:12 Shortage of Eco Labeled Product**

Shortage of Eco Labeled Product	No. of. respondents	Percentage
Yes	333	51.2
No	317	48.8
Total	650	100

It is evident from table 5.10 more than half 333(51.2%) of the consumers said that there is shortage in eco labeled product. Mean while 317(48.8%) of consumers said that there is no shortage in eco labeled product.

### Shelf Space for Eco Labeled Product

To find out the shelf space for eco labeled product simple percentage analysis has been used.

**Table:13 Shelf Space for Eco Labeled Product**

Shelf Space for Eco Labeled Product	No. of. Respondents	Percentage
Yes	454	69.8
No	196	30.2
Total	650	100

One third 454(69.8%) of the consumer opines that, there is self space for eco friendly-product. and rest 196(30.2%) of consumers opines that there is no self space for eco friendly-product.

### Suggestions to Government

1. As observed from the research, the consumers exhibit a high level of concern towards environment. Thus, the organizations and government bodies' aims to create an awareness and importance of environment among the general public by conducting campaign. This could convert an ordinary consumer into a green consumer.
2. The government has to strict the rules towards environment and has to take immediate action against environmental polluting companies.
3. It is advisable to further enhance the environmental educations syllabus at all the levels of education and providing the practical experiences to the students.

### Suggestions to Consumers

1. The consumers are advised to read the product label before buying the products and check the ingredients contained in the product to see whether the product we purchased is good to health and for the environment. Buy more and more organic food for the healthy purpose and to serve the environment.
2. Awareness about eco-friendly products and eco-label help the consumers in identifying the difference between eco-friendly and non-eco-friendly products.

### CONCLUSION

The research revealed that the green consumers are environmentally conscious but exhibited restrained behavior when it came to actual purchase of eco-friendly commodities. This situation poses high challenges to the marketers and policy makers in bridging the gap. The determinants and barriers to

their eco-friendly purchase will help them overcome this issue and understand their consumers to serve them better.

This study helps to create a balance between the expectations of consumer behavior and business sector, within the orbit of environmental protection. Understanding the characteristics of green consumers not only helps entrepreneurs and policy makers to explore the environmental market but aids eco-innovation in developing the next generation of products and services with the ability to significantly minimize environmental impact. Explore the environmental market but aids eco-innovation in developing the next generation of products and services with the ability to significantly minimize environmental impact.

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