

A STUDY ON CONSUMER BEHAVIOUR TOWARDS GREEN PRODUCTS WITH REFERENCE TO MALAPPURAM DISTRICT

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Abstract: *Environmentalism is a social movement regarding concerns for environmental protection and improvement of health of the environment. In recent years a common word is popular as eco-friendly. Everyone seems to love the nature. In this 21st century, world is facing a lot of environmental problems related to harmful products. Our mother earth is suffering from many environmental issues and globally the governments are also thinking about various programmes of environmental protection. Companies are wilfully or legally forced to adopt the policies to safeguard the environment and serve the society. Well educated customers are emerging as a new force to create an environmental sustainable world. This situation developed the importance of green product and green marketing. Green marketing is the marketing of environmentally friendly products and services. . In this context this study seeks to know attitude of consumers towards green products and find out the factors influencing the consumer behaviour.*

Key Words: *Key Words: Environmentalism, eco-friendly, green marketing, green product, consumer behaviour.*

1. INTRODUCTION

Over the past few years, the demand for green products in Indian has been growing significantly due to the increased interest in the environment. Today, Consumers are increasingly “thinking green” and are willing to pay more for environmentally friendly products. Consumers buying behaviours are continuously changing as a result of the availability of best alternatives. Products are chosen for numerous reasons. Overall, the buying process is extremely fast-paced today. Hence, the present study is conducted to explore the extent of the impact of consumers’ buying behaviour towards the marketing of green products in malappuram district.

Due to the increased importance of green marketing, firms continue to launch various kinds of green packaging programs through the introduction of recyclable and reusable packages. Green marketing is considered as one of the major trends in modern businesses. Today, environmental or green marketing is a strategic marketing approach of business organisations. Consumers are therefore, becoming more sensitive in their environmental attitudes, preferences, and purchases. The desire of consumers to purchase eco-friendly products and services are increasing. Customers are more aware about environmental issues and consequently choose products that do not damage the environment over less environmentally friendly products, even if they cost more. Business firms today are faced with consumers who are environmentally conscious when making a purchase.

Eco-friendly products are sometimes more expensive to purchase than other alternative products. Green consumers have been shown to be willing to pay a higher price for environmentally friendly products, which is a best opportunity for companies as well as governments looking to make eco-friendly policy changes. Thus, the increasing number of consumers who choose and are willing to buy environmental friendly products are creating opportunity for businesses that are using “eco-friendly “or “environmentally friendly “as a component of their value proposition. Businesses that offer products which are manufactured and designed with an environmental marketing mix have a long term competitive advantage. A better understanding of consumers’ buying behaviour will increase the market opportunities. Behaviour has a strong impact on consumer purchases. Behaviour is the main factor in the consumer purchasing process and also influences the perception of a consumer. Understanding of consumer behaviour enables businesses to attract new consumers and adapt their products or services according to their needs and wants. There are various factors that affect the purchase decision process of consumers. It has become very essential to know the factors that create the desire of consumers to purchase a product. Hence, the present study contributes to the field by investigating and exploring the extent of the impact of consumers buying behaviour towards the marketing of green products.

2. STATEMENT OF THE PROBLEM:

Nowadays, we all facing a lot of environment problems related to harmful products. Our mother earth is suffering from many environmental issues and globally the governments are also thinking about environmental protection at their priority level. The companies are wilfully or legally forced to adopt the policies to safeguard the environment and serve the society. These situations lead us to think about working on green marketing.

Green marketing is one of the major areas of interest for marketers as it may provide competitive advantage. It is an important competitive strategy used by most of the companies. While designing the products or services, the marketer not only considers the needs, taste and preference of the consumers but also identify the other factors influencing their purchase decision like environmental knowledge, environmental concerns and credibility of environmental advertising etc. Customers are more interested to create an environmentally sustainable world. Green marketing will be successful only if the marketer understands the consumer behaviour properly. In this context it is essential to study the consumer behaviour towards green products and find out the factors influencing the consumer behaviour.

3. OBJECTIVES:

- To assess the awareness of consumers regarding green products.
- To know the important factors influencing consumer behaviour towards green products.
- To identify obstacles that respondents perceive to come in the way of adopting green lifestyle.

4. HYPOTHESES:

- Education level of a consumer does not affect his buying of green products.
- Price is the most restricting factor for the purchase of green products.

5. RESEARCH METHODOLOGY:

RESEARCH DESIGN: The study was conducted based on the responses of sample respondents. Through this research, researcher describes the online buying behaviour among internet users in Malappuram district. Therefore, this study is Descriptive in nature.

SAMPLING DESIGN: Convenient sampling is adopted .The data will be collected from a sample of 95 respondents from Malappuram district.

SOURCES OF DATA: Primary data were collected from users of online shopping by using structured questionnaire. Secondary data were collected from published sources like textbooks, journals, articles, research report, internet, etc.

TOOLS FOR ANALYSIS:

- Mean Score
- Factor Analysis
- Percentage analysis
- Chi-square

6. LIMITATIONS:

The researcher had the following limitations while conducting the study.

- Sampling technique used in a selection of sample is convenience sampling .The study suffers from all limitations associated within this sampling plan.
- Sample size was restricted to 95 due to time constrains.
- This study was carried out only among the peoples of malappuram district.

7. REVIEW OF LITERATURE:

- **Faizans Zafar Sheikh, Ashfaq Ahmed Mirza, Bilal Asghar (2014)** This paper tells about the customer of our market how they will buy green products and how they will make decision while purchasing a green product. Eco-friendly good are more welcomed by customers who are environmentally responsible. It tells what factor are affecting green behaviour and decision making of customers. The basic objective of this paper was to see how consumer will make its green purchase decision and behaviour toward green products. Approach: Questionnaire was used for this paper. The sample was of 200 respondents male and female both within the age range of 18-55. Data was collected from businessmen, jobholder and students with the family minimum income RS. 10000. And maximum is more than RS. 50000. Findings: Findings shows that there is strong positive relationship between consumer green behaviour and price, quality and green marketing while brand and gender difference has very weak relationship with consumer green behaviour. Practical implications: These results will be helping for the managerial implications. Industries can use this for future strategies and get know how about the customer intention to buy green products. And it will also tell that what is more important near to customer about green products.
- **Goswami (2013)** This paper is an attempt to understand awareness of consumers' towards green marketing and green branding along with exploring the concept of green marketing. Green marketing is a tool for protecting the environment for the future generation it has a positive impact on environmental safety. Because of the growing concern of environmental protection, there is an emergence of a new market which is the green

market. For companies to survive in this market, they need to go green in all aspect of their business. Consumers want to identify themselves with companies that are green compliant and are willing to pay a premium for a greener life style. As such, green marketing is not just an environmental protection tool but also, a marketing strategy.

- **korlekar(2012)**, there is a scope for in-depth studies on green marketing to be conducted in developing countries like India, not only on understanding consumers‘ perception but to study the detailed profile of such consumers who have a more positive attitude towards green marketing and green products.
- **Sourabh Bhattacharya (2011)** Study states that the green marketers in India should carry out heavy promotional campaigns, because majority of the Indian consumers are price-sensitive and are not sure about the quality of green products.
- **The study by B. S. Bodla (2011)** observed that it is not a smooth sailing of the ship carrying green products and services in the sea of intense competition. The boat can encounter an iceberg of increased cost and prices and inflated claims of greenness.
- **Dileep Kumar (2010)** analysed that how far the hotel business organizations in the tourism sector meet the customer’s needs through green marketing effort and how they influence the consumer behaviour and their satisfaction by inducing environmentally responsible behaviour.
- **Vijay Jain et al (2010)** summarized the three C’s process for green marketing implementation as Consumer Value Positioning, Calibration of Consumer Knowledge and Credibility of product.
- **ArteeAggrawal et al (2010)** outlined that Eco-responsible (Green) organizations have a tough task to optimise their product offering mix in such a way so that they can not only attract customer towards them but also can have their products price competitive.
- **Ramakishen et al (2010)** understood that the factors for going green as Goodwill, Differentiation, Competition, Pressure Groups, Government Pressure, Customer Demand, New Market Entry.
- **Biji P Thomas & H Nanje Gowda (2010)** highlighted that environmentally friendly buildings are also known as Green Buildings. Some of the visible —green features, such as exterior window shading, good day lighting, green (landscaped) roofs, and natural ventilation chimneys are often considered as the signals of being green.
- **The study by Murugesan (2008)** underlined that firms may use green marketing as an attempt to address cost or profit related issues. Disposing of environmentally harmful by-products, such as polychlorinated biphenyl contaminated oil are becoming increasingly costly and the firms that can reduce harmful wastes may incur substantial cost savings.
- **According to Roger AKerin et al (2007)**, Green Marketing takes many forms. It comes from product development opportunities that emanate both from consumer research and its —Pollution Prevention Pays program. This program solicits employee suggestions on how to reduce pollution and recycle materials.
- **Charles W Lamb et al (2004)** explained that —Green Marketing has also become an important way for companies to build awareness and loyalty by promoting a popular issue. By positioning their brands as ecologically sound, marketers can convey concern for the environment and society as a whole.

8. DATA ANALYSIS AND INTERPRETATION:

TABLE 1. PROFILE OF THE RESPONDENTS		
VARIABLE	CATEGORY	PERCENTAGE
GENDER	MALE	58
	FEMALE	42
EDUCATION	SSLC	13.684
	PLUS TWO	16.842
	GRADUATE	37.894
	POST GRADUATE	31.578
OCCUPATION	Govt Employee	16.842
	Professionals	8.421
	Private Employee	41.052
	Business	29.473
	Others	4.210
AGE	20-25	20
	25-35	46
	35-45	20
	Above 45	14

INCOME	5000-10000	7.368
	10000-15000	23.157
	15000-25000	25.263
	Above 25000	44.210

INTERPRETATION: The above table shows that 58% of the total respondents are male and 42% are females. Most of the respondents are under graduate i.e., 38%. Classification based on occupation shows, 17% of the respondents coming under the Govt employee category, 8% in professionals, 41% percentage in private employee, 30% in business and 4% of respondents belong to other category. Classification based on age shows that, Majority of respondent (46%) comes under the age class of 25 to 35 and only 14 percentages comes under the class of above 45. While interpreting income level of respondent, it is clear 44% of the respondents are having an income of Rs. 25000 and more but the number of respondents with income 5000-10000 is only 8%.

VARIABLE	CATEGORY	PERCENTAGE
AWARENESS LEVEL OF ENVIRONMENT FRIENDLY PRODUCT	Yes	77.894
	No	22.105
RESPONDENTS ON THE BASIS OF PURCHASE OF ENVIRONMENT FRIENDLY PRODUCT	Purchase	72.631
	Not purchase	27.368
DURATION OF USAGE OF GREEN PRODUCTS	5-7 times in a week	22.105
	1-2 times in a week	35.789
	2-3 times in a week	9.473
	Once in a month	12.631
	Less than once in a week	20
RESPONDENTS ON THE BASIS OF FIRST GREEN PRODUCT PURCHASE	More than 5 years	32.631
	3-5 years	6.315
	1-3 years	10.526
	Last year	9.473
	Last 6 months	41.052
WHOM THE PURCHASE OF GREEN PRODUCT WILL AFFECT	You	13.684
	To Environment	33.684
	To Society	8.421
	All of the Above	38.947
	Not Sure	5.263

INTERPRETATION: The above table shows that 78% of respondents are aware about the green product and 22% are not aware about the same and 73% of the respondents are purchasing green products and 27% of the respondents are not purchasing the green products. It is also clear that the most of the respondents are using green products for 1-2 times in a week.i.e, 36 percentages. Only 9 percentages are using green products for 2-3 times in a month. The majority of respondents are using green products for about last 6 months i.e., 41%. Only 9 % are using green products for about 3-5 years. 39% of the respondents are purchasing green products for protecting themselves, to protect environment and to protect society

TABLE 3 - SOURCE OF INFORMATION ABOUT GREEN PRODUCTS

Sources	Percentage
Television	17
Magazine	18
Radio	6
School/Universities/Institutions	22
Outdoor Media	4
Broacher	4
Websites	7
Public	12
Others	10

INTERPRETATION: The above table shows that the respondents are getting more information about green products from schools/Universities/ Institutions and Magazines. Television is also a source to get the information about green product.

TABLE 4 - OPINION OF RESPONDENTS THAT THERE IS ENOUGH INFORMATION AVAILABLE BEFORE PURCHASING GREEN PRODUCTS

Basis	Percentage
Yes	52
No	48
Total	100

INTERPRETATION: The above table shows that 52% of the respondents are agreeing that there is enough information about “green” features are available when buying the green products and 48% of the respondents are not agreeing about the same.

TABLE 5 - OPINION REGARDING THE GREEN PRODUCTS

Basis	Frequency	Percentage
Non- Toxic	30	31.578
Organic/ Locally Grown	53	55.789
Biodegradable	34	35.789
Recycled	34	35.789
Energy efficient	25	26.315
Low Carbon	15	15.789

INTERPRETATION: The above table shows that 55% of respondents are most familiar with the term Organic/Locally grown which is signify that the product is green and only 15% of respondents are familiar with the term low carbon produced by green product.

TABLE 6 - MOST INFLUENCING MARKETING ELEMENT ON BUYING BEHAVIOUR OF GREEN PRODUCTS

Basis	Percentage
Price	14.736
Package	15.789
Place	18.947
Promotion	2.105
All of the Above	48.421
Total	100

INTERPRETATION: It shows that most of the respondents are strongly believe that all 4 P’s of marketing element (Price, Package, Place & Promotion) will equally influencing the buying behaviour of green product.

TABLE 7 - CONSUMERS ATTITUDE TOWARDS PAYING MORE MONEY ON GREEN PRODUCTS

Basis	Percentage
Enhance a quality of life	33.684
Environment protection responsibility	17.894
Potential increase of product value	4.210
Getting high level of satisfaction	44.210
Total	100

INTERPRETATION: Majority of respondents are willing to pay more for the green products as they are getting high level of satisfaction.

TABLE 8 - OPINION OF RESPONDENTS REGARDING THE OVERPRICING ON GREEN PRODUCTS

	GREEN PRODUCTS ARE OVER PRICED	GREEN PRODUCTS ARE REAL ECOLOGICAL NEED OTHER	UNAVAILABILITY OF GREEN PRODUCTS IS THE REASON OF LOW DEMAND&POPULARITY IN GREEN PRODUCTS
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		THAN MARKETING STRATEGY	
Strongly Agree	5.263	1.052	4.210
Agree	3.157	5.263	16.842
Neutral	23.157	25.263	11.578
Disagree	42.105	48.421	24.210
Strongly Disagree	26.315	20	43.157

INTERPRETATION: Most of the respondents are disagree with the statement that the green products are always overpriced, ie, 42% and only 3% of respondents are agree with this statement. 49% of the respondents are disagreeing with the statement that the green products are real ecological need and not just another marketing strategy. Majority (43.157%) of respondents are strongly disagreeing with the statement that lack of availability is major reason for low popularity and demand of green products.

TABLE 9 - PREFERENCE OVER VARIOUS KINDS OF GREEN PRODUCT

Items	Frequency
Personal Hygiene Products	57
Food Products	60
Clothing	26
Kitchen Utilities	23
Electronics	15
Travel Related	13
Home Products	46
Fashion Accessories	18

INTERPRETATION: From the above chart it can be interpret that most of the respondents preferred food products (60%) where as only few respondents preferred travel related products and also 57% of respondents preferred personal Hygiene Product.

TABLE 10 - OPINION REGARDING GREEN PRODUCTS:

In this study opinion of respondents regarding the factors affecting green product is measured by choosing 16 variables, in order to measure the opinion of respondents 5 point likert scale is used. The values 5, 4, 3, 2 and 1 are assigned to strongly agree, agree, neutral, disagree and strongly disagree respectively.

Factors	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Mean Score
Healthy	54	30	4	5	2	4.35
Safety	32	36	14	10	3	3.88
Less Polluted	19	56	11	5	4	3.85
Good Taste	18	51	14	8	4	3.74
Freshness	15	45	24	8	3	3.64
Quality	21	47	16	9	2	3.8
Support Local Farmers	18	29	32	7	9	3.42
Support Eco-friendly movement	22	40	23	9	1	3.76
Not willing to support MNC	8	26	43	15	3	3.22
Saving Resources	17	43	21	11	3	3.63
Positive Image	23	31	25	15	1	3.63
Fashion	13	26	33	16	7	3.23
Save Nature	16	37	21	15	6	3.44
High Satisfaction	26	37	22	6	4	3.78
Well promoted	11	15	43	25	1	3.10

Accessibility	15	20	35	17	8	3.17
Total Mean Score						57.64
Average Mean Score						3.6025

INTERPRETATION: The averages mean score value is 3.6025.healthy, safety, pollution free, taste, quality, support eco-friendly movements, saving natural resource and positive image are the most powerful factors effecting green Product purchase.

TABLE 11 - PERCENTAGE OF WILLINGNESSTO PAY MORE FOR GREEN PRODUCTS

Basis	Percentage
Less than 5%	20
5-10%	47.368
10-15%	15.789
More than 15%	16.842

INTERPRETATION: Majority (47%) of respondents are willing to pay 5-10% more than the conventional product, and 16% of respondents are ready to pay 10-15%.

TABLE 12 - EFFECT OF ECO – LABELS ON BUYING DECISION OF GREEN PRODUCT

Basis	Percentage
Yes, I would buy	47.368
I would Prefer	41.052
No , I would not buy	11.578

INTERPRETATION: The above table shows that 47% of respondents considered green label (eco-label/certifications) is one of the encouragement factor for buying green product.

MOST RESTRICTING FACTOR

There are many obstacles which consumer faces to purchase green products like high price, less income, lack of availability etc. This study attempts to find the most restricting factor from this using factor analysis. The table below shows this.

H₀ = Price is the most restricting factor for the purchase of green products.

TABLE 13 – Communalities

	Initial	Extraction
A	1.000	.593
B	1.000	.597
C	1.000	.747
D	1.000	.699
E	1.000	.658
F	1.000	.837
G	1.000	.617
H	1.000	.560
I	1.000	.614
J	1.000	.707
K	1.000	.784
L	1.000	.532
M	1.000	.628
N	1.000	.729
O	1.000	.767
P	1.000	.830

Extraction Method: Principal Component Analysis.

TABLE 14

Component	Initial Eigen values			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.153	19.705	19.705	3.153	19.705	19.705
2	2.329	14.555	34.259	2.329	14.555	34.259
3	1.647	10.296	44.555	1.647	10.296	44.555
4	1.447	9.043	53.599	1.447	9.043	53.599
5	1.234	7.712	61.311	1.234	7.712	61.311
6	1.089	6.803	68.114	1.089	6.803	68.114
7	.967	6.043	74.157			
8	.892	5.575	79.731			
9	.703	4.392	84.123			
10	.563	3.518	87.641			
11	.468	2.924	90.565			
12	.410	2.561	93.126			
13	.365	2.283	95.409			
14	.321	2.009	97.418			
15	.270	1.688	99.106			
16	.143	.894	100.000			

Component Matrix

TABLE 15

	Component					
	1	2	3	4	5	6
High Price	0.11	-0.352	-0.107	-0.543	0.172	0.347
Less Income	0.403	-0.349	-0.097	-0.231	0.243	-0.437
Less Accessibility	0.614	-0.491	0.163	-0.106	-0.132	-0.27
Less Availability	0.625	-0.446	-0.1	-0.168	-0.25	0.094
Bad Appearance	0.331	-0.354	0.347	0.17	0.508	0.128
Less Time to look	0.417	-0.439	0.159	0.154	-0.3	0.576
Less Recognisable Label	0.439	-0.142	0.518	0.357	0.038	-0.083
Less Taste	0.459	0.24	0.404	0.068	-0.336	-0.1
Less Offer	0.182	0.308	0.578	0.05	0.366	-0.125
Less Trust to Origin	0.512	0.492	0.042	-0.407	-0.076	0.17
Less Variety Products	0.413	0.629	0.099	-0.402	0.213	0.024
Less Product from Local region	0.561	0.131	-0.387	-0.169	0.126	0.079
Shorter Shelf life	0.488	0.591	-0.07	0.055	-0.18	-0.019
Less attractive packaging	0.295	0.375	-0.192	0.567	0.087	0.367
Less Information in the media	0.491	0.013	-0.46	0.31	-0.272	-0.378
Lack of instant cooking condition	0.418	-0.084	-0.514	0.307	0.537	0.031

Extraction Method: Principal Component Analysis. 6 components extracted.

INTERPRETATION: Factor analysis shows that less access is the most restrictive factor for purchasing eco-friendly product, where as in the second restrictive factor is less variety product in the market and high price is the least restrictive factor of the consumer while purchasing green products. Therefore the null hypothesis (H₀) is rejected and alternative hypothesis (H₁) is accepted.

EFFECT OF EDUCATION ON BUYING BEHAVIOUR OF GREEN PRODUCT

H₀ =Educational level of a consumer doesn't affect his buying of eco-friendly product.

H₁ = Educational level of a consumer will affect his buying of eco-friendly product.

TABLE 16 - Qualification * tried Cross tabulation

Count		Tried		Total
		Yes	No	
		Qualification	SSLC	
	+Two	9	7	16
	Degree	25	8	33
	PG	26	7	33
Total		69	26	95

TABLE 17

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.027 ^a	3	.387
Likelihood Ratio	2.870	3	.412
Linear-by-Linear Association	1.524	1	.217
N of Valid Cases	95		

INTERPRETATION: Here calculated value of Chi Square (0.384) is greater than 0.05. Hence we accepted the null hypothesis i.e., Educational level of a consumer doesn't affect the purchasing of eco-friendly product. Here the variables are independent.

9. FINDINGS:

- Most of the respondents coming under the survey are in the male category.
- Most of the respondents coming under the survey are in the category of 25-35 years.
- Most of the respondents are having degree qualification.
- 41% of respondents are working in private company.
- 44% of respondents having an income of Rs.25000 and more.
- Majority of the respondents are aware about green product i.e. 78%.
- 73% of the respondents are purchasing green products.
- The majority of respondents are using green products for 1-2 times in a week i.e. 36%.
- The majority of the respondents bought their first green product from last 6 months.
- Respondents are purchasing green products for protecting themselves, to protect environment and to protect society.
- In the opinion of respondents they are getting more information about green products from schools/universities/institutions and from magazines.
- 52% of the respondents are agreeing that there is enough information about "green" features is available when buying the green products.
- 55% of respondents are most familiar with the term organic or locally grown which is signifying that the product is green.
- The most of the respondents are strongly believed that all 4 P's of marketing element will equally influencing the buying behaviour of green products.
- 44% of the respondents are willing to pay more for the green products as they are getting high level of satisfaction.
- Most of the respondent are disagree with the statement that the green products are always overpriced.
- 49% of the respondents are disagree with the statement that the green products are real ecological need and not just another marketing strategy.
- 43% of respondents are strongly disagreeing with the statement that lack of availability is major reason for low popularity and demand of green product.
- Most of the respondents preferred food product.

- The obtained mean score value is 3.6025 which mean that, the respondents are satisfied with the use of green product.
- Above half of the total respondents are willing to pay 5-10% more than the conventional product.
- Educational level of a consumer does not affect his buying of eco- friendly products.
- 47% of respondents preferred eco- label or certification as one of the encouragement factor for buying green product.
- High price not a restrictive factor for purchasing green products. Unavailability is the most restricting factor for purchasing green product.

10. RECOMMENDATIONS:

- The government should take remedial measures for easy access of ecofriendly products from the near market.
- Proper awareness should be provided by Government to encourage public to purchase green products.
- Price for the green products should be reduced to an extent which is affordable to all.
- Consumer should give awareness regarding the negative impact of non green products.
- Consumer should ready to buy green product by considering the environment.
- Seminars and awareness programmes should be conducted by authorities to enhance the knowledge of consumers on green products.
- To be included in the syllabus of students regarding importance and benefits of green products for making environmental sustainability.

11. CONCLUSION:

Today's customer is well aware of social, economic and environmental responsibilities. Customer of today wants product which have good quality and safe to use for them and their families. And companies also want to increase sales and get some new and innovative product that will facilitate customer's life. Green products are such items which are environmental friendly and safe for customers to use.

One thing is being reiterated is that the current consumption levels are too high and are unsustainable. Hence there is a need for green marketing for shift in the consumer's behaviour and attitude towards more environmental friendly life styles. Public are beginning to realize their role and responsibilities towards the environment.

The study shows that educational background has no significant influence on purchasing decision of green products and less access of green product is the main restricting factor for purchasing eco-friendly products. So the marketer should make available these products in near locality. It will definitely lead to increase the demand for the products. The government should also take measures for promotions of green products. Consumers are willing to pay extra price towards green products, organizations are taking notice of the demand and behaviour and attitude of the consumers.

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