

**CONSUMER BEHAVIOUR TOWARDS GREEN PRODUCTS WITH
REFERENCE TO KERALA STATE**

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Submitted by

AHLA ANAS

AKASH P MANOJ

AKSHAY VINOD

Under the supervision of

Asst. Prof. SOUMYA VARGHESE

Department of B.com Finance and Taxation



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BHARATA MATA COLLEGE THRIKKAKARA

(AFFILIATED TO MAHATMA GANDHI UNIVERSITY,
KOTTAYAM)

THRIKKAKARA P.O KOCHI-682021, KERALA

BONAFIDE CERTIFICATE

This is to certify that this dissertation entitled “**Consumer behavior towards Green Products with referenece to Kerala state**” is a record of original work done Ms. Ahla Anas, Mr.Akash.P.Manoj, Mr. Akshay vinod, in partial fulfillment of the requirement for the Degree of Bachelor of Commerce – Finance and Taxation under the guidance of Asst. Prof. SOUMYA VARGHESE, Department of B.Com Finance and taxation, the work has not been submitted for the award of any other degree or title of recognition earlier.

Asst. Prof. JULIE P.J
(Head of the Department)

Asst. Prof. Soumya Varghese
(Project Guide)

Place: THRIKKAKARA

External Examiner

Date:

Sl.No	Contents	Pg.No
1	INTRODUCTION 1) INTRODUCTION 2) SIGNIFICANCE OF THE STUDY 3) STATEMENT OF PROBLEM 4) OBJECTIVES OF THE STUDY 5) RESEARCH METHADODOLOGY 6) LIMITATIONS OF THE STUDY	
2	REVIEW OF LITERATURE	
3	THEORETICAL FRAMEWORK	
4	DATA ANALYSIS AND INTERPRETATION	
5	FINDINGS, SUGGESTIONS AND CONCLUSION	
6	BIBLIOGRAPHY	

7	ANNEXURE	
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CHAPTER I
INTRODUCTION

INTRODUCTION

The major drivers of environmental deterioration are the economy's current rapid expansion and global patterns of consumption and behaviour. Growing production and consumption have weighed down the environment with unfavourable and dangerous elements. To lessen the negative effects on the environment and create a sustainable future, new goods and processes are being produced through research and development. The government has put rules in place to protect the environment from further deterioration, and businesses have chosen to use ecologically friendly practices. The introduction of environmentally friendly items was one of the first activity conducted in response to this environmental issue. Due to the fact that these products are less hazardous, biodegradable, recyclable, energy-efficient, and renewable, they have a positive impact on the environment.

GREEN PRODUCTS

A green product is a product that has been designed to have a minimal impact on the environment. Generally **organic, ecological, recyclable, and energy-saving products** are called green products.

Selecting items with fewer harmful ingredients can lessen the effects on workers, enhance indoor air quality, and prevent water pollution. Example: Reducing packaging waste by purchasing eco-friendly cleaning solutions in concentrated formulas and returnable packaging. When low-toxic cleansers are purchased, less waste is produced because they aren't used up and thrown out.

Examples of Eco-friendly Green products in India:

- **Green Power Outlets**
- **Solar Speakers**
- **Energy Saving TVs**
- **Clothes made from recycled fabric**
- **Sustainable shopping bags**
- **Stainless steel water bottles**
- **Kitchen composter**

- **Energy efficient cars**

Green behavior includes the choice of whether or not to buy a product that is good for the environment. The concern of consumers for a safe environment has been steadily rising. There are many different environmentally safe goods on the market nowadays. Consumer purchasing behaviour is influenced by their attitudes and level of awareness towards environmental issues. Choosing a green product has several long-term environmental benefits in addition to the consumer's personal advantages. It has been found that younger customers care more about the environment. Consumers prioritize the qualities of green items while making purchases. To protect the environment, they are even prepared to pay more for green products.

This study intends to inform readers about the significance and value of choosing eco-friendly products and how much of a difference they can make by switching from conventional to eco-friendly alternatives. This survey also demonstrates how buyers consume environmentally friendly products and how much they favour utilising environmentally safe products over ordinary goods.

SIGNIFICANCE OF THE STUDY

With the rise in global consumption, there has been an increase of economic growth. The environment has gotten worse as a result of this excessive consumption. The effects of this environmental degradation include pollution, global warming, and other issues that have raised public concern and prompted the green movement for environmental preservation. Understanding the factors influencing customer purchasing behaviour for green products was the aim of this study. The study found that demographic characteristics have no bearing on consumers' decisions to buy products that are green. The probability that a buyer will make a purchase is influenced by how satisfied they are with the product. The characteristics of green products have the biggest impact on consumer behaviour and satisfaction.

In recent years, environmental issues have been alarmingly increasing. Due to the potential to lessen environmental problems and health risks, green-tagged items are becoming more and more popular. Due to low consumer knowledge, limited availability, expensive prices, and other factors, there are very few

people that buy green products. The current study focuses on consumer behaviour towards environmentally friendly items, with particular attention paid to consumers of green products in Kerala state.

STATEMENT OF PROBLEM

Given that India is one of the largest consumer markets and has significant potential for green products, understanding the factors that influence green purchasing may be useful in developing marketing strategies that will close the gap between consumers' attitudes and behaviours and increase the purchase of green goods. The fact that more individuals are becoming aware of green products nowadays illustrates how important they are. It is not just due to awareness; it is also due to the negative effects on human health. Artificial pesticides, manures, and fertilisers cause problems that even reach cancerous levels.

The basic goal of becoming green is to encourage environmentally friendly products and a secure setting for people to live in. Right now, there is a global movement called "becoming green" because more and more organizations are working towards producing green products. Thus this study conducted is very important in today's economy.

OBJECTIVES OF THE STUDY

- To understand the concept of green product
- To access the consumption behavior of consumers towards Green Products.
- To evaluate how much green product awareness effect on green purchase intentions.
- To study the role of green products in addressing environmental problems .

RESEARCH METHADODOLOGY

It serves as the guideline for gathering, measuring, and analysing data. It is the overall operational framework of the study that specifies what information is to be collected from which source and by what procedure.

DESIGN OF THE STUDY:

The study's research design was a descriptive one that explained the idea of a green product and how consumers responded in relation to it.

POPULATION:

All the individuals in Kerala state who use green products daily or occasionally and are qualified to judge its satisfaction level.

SAMPLING SIZE:

To conduct the survey, 50 consumers who have used atleast one green product in their lives. With the help of the questionnaire designed, the data will be gathered.

SAMPLING TECHNIQUE:

We used the technique of convenience sampling where we choose 50 consumers belonging to different age groups and conduct the study on this population.

DATA COLLECTION INSTRUMENT:

The primary data is collected through a well-organized questionnaire specially designed for this survey consisting of 20 questions which is distributed among the consumers to gather data relating to their attitude and behavior towards green products.

CONSTRUCTION OF DATA COLLECTION INSTRUMENT:

Awareness, their attitude towards green products, resistance to change and how thoughtful they are towards environmental sustainability. The secondary data is collected from the other sources available on internet. Articles, books and websites were reviewed for secondary data collection.

QUESTIONNAIRE USED FOR DATA COLLECTION:

The first part of the questionnaire consists of the socio-economic profile of the consumers selected and the second part of the questionnaire includes the questions and statements which measure the consumers awareness, attitude, purchasing behavior and their responsibility towards environment and its sustainability.

TOOLS USED FOR ANALYSIS:

The collected data were tabulated and analysed with the help of pie diagrams and bar graphs. And conclusions were drawn from such analysis.

LIMITATIONS OF THE STUDY

- The survey was limited to a small number of participants due to scheduling restrictions.
- The respondents may not take the survey seriously.
- The data recorded may be inaccurate.

CHAPTER II REVIEW OF
LITERATURE

- **Devina Mohan (2022):** I chose "fifty" respondents for the study's sample size, and I collected their attitudes, opinions, and recommendations on this subject. The outcome demonstrates that consumers believe green products to be safer than typical items. Green products also have the added benefit of making consumers feel good about themselves for helping the environment. This study demonstrates that customers would prefer that businesses begin to disclose more product information by utilising stamps that state where it is provided and by when.
- **Deepak Jaiswala and Rishi Kant(2018) “Green purchasing behaviour: A Conceptual framework and empirical investigation of Indian consumers”** unveiled that Green purchase intention (GPI) was significantly and directly influenced by Attitude Toward Green Products (AGP), Environmental Concern (EC), and Perceived Consumer Effectiveness (PCE), as well as indirectly through the mediating role of AGP. Perceived environmental knowledge (PEK), however, was found to have a negligible impact on both the AGP and GPI in this investigation. Perhaps for the first time in an Indian context, the study explicitly examines perceived customer efficacy using AGP and GPI.
- In their study, **"Exploring Consumers' Purchase Intention Towards Green Products in An Emerging Market: The Role of Consumers'**

Perceived Readiness," DenniArli, Lay P. Tan, Fandy Tiptono, and Lin Yang (2018) examine how consumers' perceived preparedness to be environmentally friendly influences their propensity to buy green items in a developing market. Results show that customers' attitudes (ATT). The factors that influence customers' willingness to buy green items include subjective norm, perceived behavioural control (PBC), pro-environmental self-identity (PED), ethical responsibility, and perceived behavioural control (PBC). The study sheds more light on the disparity between purportedly proenvironmental beliefs and the gradual adoption of a behaviour in a developing market.

□

According to a 2018 study by **Mrs. L. Sugritha** titled "**Consumer Perception Toward Green Products**," the four factors of attitudes towards the environment, social influence, health consciousness, and perceived consumer effectiveness are the key to increasing green purchasing intention among the general public. Going green is currently a catchphrase that is being addressed by people from all areas of life. According to this study, green products can lessen harm to the environment, people, and animals.

- In order to determine the degree of the influence of consumers' purchasing behaviour on the marketing of green products in the Malappuram district, **Raseem Abdul Khader. P. (2017)** did his study, "**A Study on Consumer Behaviour Towards Green Products with Reference to Malappuram District.**" The study demonstrates that lack of availability to green items is the biggest barrier to purchasing eco-friendly goods, and that educational background has no discernible impact on this decision. Customers are willing to pay a premium for environmentally friendly items, and businesses are taking notice of this demand as well as consumer behaviour and attitude.
- **Yi Chang Yang (2017)** found a link between perceived quality and purchase intention in his study "**Consumer Behaviour Toward Green Goods.**" The study's findings have shed light on how consumers view products and provide a more thorough understanding of how brand awareness affects consumer attitudes regarding green skincare products and product evaluation.
- In order to determine the extent of the impact of customers' purchasing behaviour on the marketing of green products in the Kancheepuram District, **Collins MarfoAgyeman (2014)** did a study with the theme "**Consumers' Purchasing Behaviour Towards Green Products: An Exploratory Study.**" The study determines the price ranges customers in the district are willing to pay for green items and looks at the relationships between factors that influence consumers' purchasing decisions for green products.

□ According to

AakankshaSinghal and Garmia Malik (2014), consumers are looking for well-known brands that have quality that meets their needs. Most individuals believe in protecting the environment and cherish it. Although they are aware of the issues with the environment, they do not necessarily need to base their purchases on them. Their shopping behaviour, which depends on elements including the product's features, price, promotion, and ease of purchase, may differ from their attitude towards ecofriendly cosmetic items. This essay will examine the attitudes of female consumers regarding green cosmetic goods in relation to their age, educational level, and income levels. This paper also discusses how female consumers' purchases of environmentally friendly cosmetics relate to their attitudes.

- **Norazah Mohd Suki's 2013 study, "Green Products Purchases: Structural Associations of Consumers' Perception of Eco-Label, EcoBrand and Environmental Advertising,"** looks into how customers' perceptions of eco-labels and the impact of eco-brands affect how they actually buy green products. The findings showed that the best predictor of consumers' actual purchasing behaviour of green products was their perception of the eco label. The actual purchase behaviour of green products is significantly influenced by how consumers perceive eco-brands. This study offers numerous useful takeaways for marketers looking to influence consumers' actual green product purchase behaviour in favour of sustainability.
- **Majors N.Gnanapandithan and R. Rajashekar** According to "**A study on green product and innovation for sustainable development**" (2013), if all countries adopt strict policies, the introduction of green products will cause a significant shift in the business landscape and help save the planet from pollution. Green products have an environmental and social component, therefore they shouldn't be seen as just another marketing strategy. Instead, they need to be pushed with much more vigour. The study emphasises the value of raising awareness of how it contributes to sustainable development.

□ According to

- **Philip Kotler (2011)**, if sustainability is to be accomplished, the Companies must significantly alter their research-and-development, production, finance, and marketing processes. Changes in the composition of the atmosphere, ozone layer loss, soil degradation and increased desertification, as well as increased air and water pollution, are a few environmental concerns that must be taken into account when determining sustainability.
- **BaruaPromotosh and Islam Md. Sajedul (2011)** examined the contextual elements influencing young customers' views and their intentions of engaging in green purchasing behaviour in their study, "**Young Consumers' Purchase Intentions of Purchasing Green Goods.**" The goal of this study is to identify the factors that influence young customers' desire to purchase environmentally friendly goods. Parents, peers, and environmental knowledge all had a significant impact on young consumers' intents to buy green items, which is obvious evidence of the contextual and background variables that they influence.
- In his **2011** study, **Dr. H. C. Purohit** sought to determine the relationship between customer attitudes towards green marketing and their desire to purchase. According to the study's findings, consumers are willing to pay extra for goods that contribute less to environmental damage. Also, they favour marketing initiatives that safeguard the environment as well as distribution methods that do not harm the ecosystem. Nonetheless, they are unwilling to sacrifice product quality in the name of the environment.
- "**Pricing of green products: Premium paid, consumer attributes, and incentives,**" **Ronald Drozdenko, Marlene Jensen, and Donna Coelho (2011)** We looked at three aspects of the cost of green products in a study of consumer perceptions: the premium that consumers are willing to pay for a green product, the relationship between various categories of green products,

□ According to

and how tax credits affect the price that consumers are willing to pay for a significant purchase for their homes.

- **Marie - Cecile Cervellon and Lindsey Carey (2011)**, the demand for green products is rising across a range of industries, including food, clothing, and cosmetics. There is, however, little data on consumer attitudes towards eco-friendly fashion and beauty products or on their familiarity with green certifications and labelling. Using in-depth interviews and focus groups, this paper investigates these problems utilising a qualitative research methodology. The findings imply that customers are unaware of the definitions of several terminology and labels that are used to specify and guarantee green products, such as eco-labels on organic cosmetics. Environmental preservation is not a top priority when it comes to consumer motivations for purchasing eco-fashion items and green beauty products. The reasons why respondents bought these things seem to be egotistical and connected to their health.
- Green product innovation has been acknowledged as one of the crucial elements to achieving growth, environmental sustainability, and a higher standard of living, according to **Rosa Maria Dangelico and Devashish Pujari (2010)**. Understanding green product innovation has become a strategic focus for theory and practise due to the relationship between innovation and sustainability. This article examines the development of green products through a multi-case study investigation of 12 small to medium-sized manufacturing firms with locations in Italy and Canada.
- A **K.Chitra** perceptual study (2007) Marketers are making an effort to address green issues by paying more attention to "cradle to cradle" products rather than "cradle to grave" products in light of the growing concern over environmental factors around the world. Because environmental concerns have continued to rise, there is a growing need for green products. The task

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of protecting the precious natural resources so that the demands of the next generation can be met has been given to organisations. This essay aims to highlight the major stakeholders' concerns on the problems with green marketing.

- In their **2007** article, **Clare D'Souza, Mehedi Taghian, and Rajiv Khosla** claim that research shows the environment has a significant influence on consumer behaviour and suggests marketing to those who share those values. Using price and quality features as factors in the formulation of purchase intention, this study examined consumers' green shopping behaviour. It makes an effort to build a model utilising an intelligent soft computing model that can make it easier to comprehend the market segments for green consumers.
- In an analytical study, **Shamsi.M.S.** presented the idea of green products as well as the connection between customer behaviour and demography. According to the study, other demographic factors including age, gender, and wealth had little bearing on customers' decisions to buy green products, with the exception of educational attainment. Additionally, it says that the majority of customers want to protect the environment by buying these products. Because of environmental sustainability and their own environmental conscience, consumers are encouraged to use green products.

CHAPTER III
THEORETICAL FRAMEWORK

Green Products

Labeling might not always imply that a product is actually green because of skilled marketers and the necessity for every product to have a competitive advantage. Whether "Earth Friendly" or "Green" is listed on the label, some advertising can trick an environmentally conscientious consumer into purchasing a "fake" green product. The terms "green" or "sustainable" often refer to products, services or practices that allow for economic development while conserving for future generations. We prefer to describe a green product as one that has less of an environmental impact or is less detrimental to human health than the traditional product equivalent. We should realize that not all products produced under the green tag are 100% green, the impact its process can have on the environment differs from normal conventional products. There are many characteristics of green products that make it impossible for us to sum them up in a single sentence. The various attributes includes:

- Energy efficient, durable and often have low maintenance requirements.
- Free of Ozone depleting chemicals, toxic compounds and don't produce toxic by-products.
- Often made of recycled materials or content or from renewable and sustainable sources.
- Obtained from local manufacturers or resources.
- Biodegradable or easily reused either in part or as a whole.

Advantages of using Green products

1) Advantages Of Going Green To The Brands:

- Access To New Markets: The creation of green products opens the door to a brand-new market of eco-aware consumers who purchase solely green goods and may even be willing to pay more for them.
- Competitive Advantage: It has been established that now, turning green gives businesses a significant competitive edge.
- Positive Public Image: When a brand contributes to society and the environment, its reputation immediately improves.
- Brand Loyalty: Companies that are environmentally friendly automatically attract a group of devoted clients who favor green products over traditional, environmentally unfriendly ones.

2) Advantages of Going Green to the Customers:

- Cost-effective products: When compared to traditional items, green products endure longer. Additionally, these goods utilize less energy and other resources, which lowers user bills. For instance: Solar energy alone can recharge solar speakers so they can operate for 10 hours..
- Low maintenance: Low maintenance expenses are a result of using green products ethically and keeping them well-maintained. Take green structures as an illustration. In addition to promoting themselves as ecologically friendly, they also claim to have lower operating expenses.
- Improves health: Due to the fact that eco-friendly items are created from materials devoid of dangerous chemicals and components, they not only enhance physical health but also mental wellness. Large windows are a common feature of green buildings, providing an abundance of natural light and a supply of clean, fresh air. Stress is decreased, and mental wellness is enhanced.

3) Advantages of Going Green to the Society:

- Generate More Jobs: A report by the International Renewable Energy Agency found that the renewable energy sector added about 5 lakh new job opportunities in 2017, a 5.3% increase from 2016. If the demand for green products increases as forecast, the number is expected to reach 16 million by 2030. Therefore, as more green products are developed, both the environmental and economic conditions are getting better.
- Prevents overuse of resources: Green products support the production of energy from natural resources and lessen the risk of overusing resources and fossil fuels.
- Protects the environment: Green products employ the least amount of hazardous chemicals and non-renewable resources while producing energy. They are manufactured from organic and biodegradable components. As a result, pollution and climate change are prevented by reducing the production of greenhouse gases such CFCs, ozone, methane, etc.

Challenges Green products face

- Costly Products: Green products demand innovation and significant financial expenditure. This raises the price of producing the products, which makes them slightly more expensive than the competing options on the market. The pricing aspect typically deters consumers from purchasing them.
- Ignorance: The general public continues to be unaware of the significance and advantages of becoming green.
- Investment: The creation of new technology is necessary for green products. For this, significant research and development funding is needed. (R&D). Not every business or startup has the funds to spend this much.
- Green Myopia: Are you aware that marketing myopia causes between 75% and 95% of organizations to fail? They don't see the larger picture because they are too focused on short-term selling reasons. One question for you: Why do you buy products? Maybe it's to your advantage, then? In other words, if you plan to purchase green goods, you definitely need to be certain that they are ecologically friendly or not. The buyer won't be satisfied, and the company will probably lose its reputation even if the product has some of

the attributes of green items but isn't environmentally friendly. You refer to this as green myopia as a result.

- Need Standardization: There are just insufficient standards to check the claims, therefore only 5% of marketing initiatives that make claims to be entirely green are actually telling the truth, according to some surveys. In addition, there is no method to verify that the product is truly organic or green because there is no established board or body for quality control.

However, there are several policies that are advancing the cause of environmental uniformity.

BENEFITS OF GREEN PRODUCTS

Today, it is imperative to use environmentally friendly products. The adoption of environmentally friendly items can help reduce the stress placed on nature at a time when natural resources are being widely destroyed around the world.

1) You Help Save Nature:

An imbalance in nature can result through overuse, pollution, and destruction of natural resources. Since humans are a part of nature, it is essential to convert to eco-friendly products in order to prevent further damage to the environment.

2) Save Mankind:

In this world, everything is related. Humans will be affected, either directly or indirectly, if any aspect of nature is damaged. Every day, it seems like new diseases are being introduced into society, and the careless methods used in their creation and disposal are to blame.

3) Better Climate:

Real climate change is occurring today far more quickly than it did a few decades ago. All facets of our lives are negatively impacted by high heat and cold, including our health, agriculture, ice caps, and even our flora and fauna. Utilizing environmentally friendly green products can aid in minimizing this impact and ensuring better climatic conditions in the future.

4) A Healthier Life:

Natural items don't include any chemicals that are bad for human health. By choosing green products, you are not only choosing to live a better, safer, non-toxic, chemical-free life for yourself, but you are also benefiting the environment more broadly.

5) Cost-Effective:

Eco-friendly items frequently use renewable materials from the environment. This indicates that they are more economical than any other artificially produced good now on the market.

TYPES OF ECO-FRIENDLY PRODUCTS:

1) Eco-Friendly travel products:

These eco-friendly travel accessories include reusable water bottles, plastic-free packaging, and recycled paper napkins.

For instance, portable coffee mugs, stainless steel straws, a travel set of bamboo cutlery, etc.

2) Sustainable home décor products:

To make your home more environmentally friendly, avoid using plastics when decorating and stick to genuine plants, jute wall hangings, or repurposed plastic pots. such as an origami red lantern

3) Reusable bags:

Plastic bags are frequently thrown away after only one usage and remain on the ground for millennia without degrading. Reusable bags made of cloth or any other environmentally friendly material can substantially benefit the environment.

4) Sustainable period products:

Tampons and sanitary napkins are major contributors to human waste. Moon cups or silicone menstrual cups are reusable, cost-effective, and good for the environment. For instance, menstruation cups from Hiccup, bamboo fiber pantyliners, etc.

5) Eco-Friendly stationery:

Nowadays, plastic is used to make the majority of stationery. Utilizing recyclable paper, cardboard, or metal stationery can help protect the environment. For instance, a notebook made entirely of recycled paper.

6) Eco-Friendly kitchen accessories:

Small decisions like choosing aluminum foil over cling film and reusable tiffin boxes over plastic boxes may make your kitchen more environmentally friendly.

EXAMPLES OF ENVIRONMENT FRIENDLY DAILY PRODUCTS

1) Clothes made from recycled Fabric:

Dressing in clothing made of recycled materials is one approach to live a more environmentally conscious life. Indeed, it's getting easier and easier to find these outfits as more and more companies start selling recycled plastic clothing. How can one transition from a plastic bottle to a garment, though? The trash is first reduced to the size of petals before being combined with plastic bottles. The

materials are next combined, changed into a liquid mass, and lastly woven to create yarn. The collection will then be produced using the material that was once the thread!

2) Sustainable shopping bags:

It's an easy gesture. If you plan to shop, bring a bag. Take a reusable shopping bag rather than spending a few pennies to buy one right away. We all are aware that 10 billion plastic bags are used annually in the world. We can see how this simple action might directly reduce plastic trash. **3) Use a stainless steel water bottle:**

A stainless-steel water bottle has a lot of benefits. To start with, tap water is 200 times more affordable than bottled mineral water. These containers also help keep your water chilled. The environmental impact of plastic water bottles is also horrifying.

4) LED bulbs:

Compared to conventional bulbs, LED bulbs have many benefits. In fact, compared to a traditional bulb, an LED bulb uses 8 to 10 times less energy and lasts 25 to 50 times longer. You are taking an affordable and environmentally conscious action by using LED lights in your home.

5) Kitchen composter/ compost pail:

Composting your kitchen and green waste allows you to divert kilograms of waste from your garbage cans, which would otherwise need to be picked up, transported, and handled by public facilities. The majority of municipal waste is, in fact, compostable biodegradable waste. You will decrease your overall waste generation in addition to producing a fertile material that is beneficial to the environment.

GREEN PRODUCT BRANDS IN INDIA

1) MUSH

The Mush Bathworks line was created specifically for a luxurious bathroom experience. Luxurious bath towels made from bamboo viscose that are highly absorbent, odor- and bacterial-resistant, have been invented by Mush Bath Works. To ensure quick drying and a silky feel to the skin, each piece of Mush Bath linen is meticulously crafted from 100% Bamboo Terry loops. Mush Towels are now offered in vivid colors to match your individuality and sense of fashion. Our comfort collection of items, which uses Viscose from Bamboo fibers, has a wonderfully smooth and soft feel. Against your body, they feel feather-light. Because bamboo fiber has the special capacity to breathe, they keep your body cool in the summer and warm in the winter.



2) MAMAEARTH

One of the most well-known organic businesses is renowned for its recycling, reduction of plastic usage, and planting of more than 2,000 mangroves and trees. Ghazal Alagh's and her husband's first child was due at the time the business was founded. This company was initially created to appeal to expectant moms and newborn children, but as time went on, it broadened its audience and product selection. No harsh chemicals are used in MamaEarth products. Every new parent wants to provide their child with the all-natural newborn basics kit from MamaEarth. For newborns' delicate skin, this best-seller works wonders. To keep your baby's skin moisturized, it also includes a peaceful massage oil, nutritious

body wash, organic body lotion, and creamy natural shampoo made from organic cocoa butter and shea butter.



3) THE BETTER HOME

Offering safe, healthy, and non-toxic home care products is the goal of TheBetterHome. Since we believe that everyone deserves to live in a healthy house, we are concerned about you. TheBetterHome is a company that encourages consumers to make daily decisions that contribute to safer and healthier homes. High-quality, ecological cleaning products packaged in recycled plastic bottles are made available to the public by TheBetterHome. They hold that individuals should constantly be conscious of what they are putting in their houses since it has an immediate impact on both the environment and the health of those who live there. Our products were developed to make regular cleaning less complicated without sacrificing effectiveness.



4) NUA

A promise is a promise. They also made a promise to the clients when Nua was created: to provide you with straightforward, clean, and holistic period care through a wellness platform with excellent goods, a meaningful community, and individualized experiences. Nua is made up of a group of people that want to develop straightforward but efficient solutions for your regular needs in terms of wellness. It is a firm believer in the benefits of positive thinking for both our bodies and minds. Thus, the sustainable brand's guiding principle is "Every day is an opportunity to be happy." It's all about finding ways to enjoy life and making time for the things that matter most.



5) MIO BORSA

Mio Borsa is a firm believer in keeping up with both the latest technological and fashion trends. Additionally, we think that designing items that are both aesthetically pleasing and useful is important! Because of this, our group never stops trying to improve the quality of life for everyone in the universe. Pallavi Behl developed the clothing line Mio Borsa. The company offers a large selection of vegan and animal-free bags for adults, adolescents, and children. Pallavi Behl founded it in 2016 with the goal of developing a brand that would stand out from the competition. The Mio Borsa collection includes handbags, wallets, sling bags, and other accessories. These garments are constructed from top-notch leather, canvas, suede, and denim. You can choose a bag that suits your needs among the range of Mio Borsa forms and sizes.

MIO *Borja*

6) NEEMAN'S

Neeman's shoes are come to leave their mark on the world of cozily stylish footwear. It does away with the notion of wearing unpleasant footwear like high heels only to follow the latest fashion. Neeman's, a company, has instead handpicked a wide selection of comfortable, cruelty-free, and vegan shoes that will enhance your style. For today's trendy women, this company has created a brand that combines comfort and style. Everything is made with natural, renewable fabric that is soft and light on your feet because it uses eco-friendly manufacturing techniques.



7) DAUGHTER EARTH

Daughter earth is a scientifically formulated botanical skincare range that offers non-toxic, natural, plant-based skincare line. They claim that they believe in beauty without compromise, beauty with a conscience. A portion of their profits are transferred to conservation initiatives and investing in the education for girl children.

DAUGHTER EARTH

8) THE MOM'S CO

The Moms Co. was born out of her uncompromising attention to the smallest of details and her desire to not compromise on good quality, safe products that deliver real results. “I am an obsessive mother, always have been. I’m sure there are enough moms like me who want the best for themselves and their babies and hate having to compromise on the safety of the products they use for themselves and their family. At The Moms Co., we strive to create products that are Natural, come with proof of performance, are extremely safe to use, and are made with zero compromises. These products meet the global safety standards and I can use them fearlessly for myself and my family” as its founder says.



CHAPTER IV DATA ANALYSIS AND
INTERPRETATION

DATA ANALYSIS

For the purpose of this study **PIE CHARTS AND BAR GRAPHS** are used to assess the data collected from the respondents. It also helps us to analyse if all our goals are being achieved. Finally a conclusion is drawn out after interpreting the results from the data gathered.

The data is collected from 50 respondents.

PIE CHARTS

The information in the circular graph is shown as a **Pie chart**. This style of pictorial representation of data uses slices of pie to demonstrate how big the data is in relation to one another.

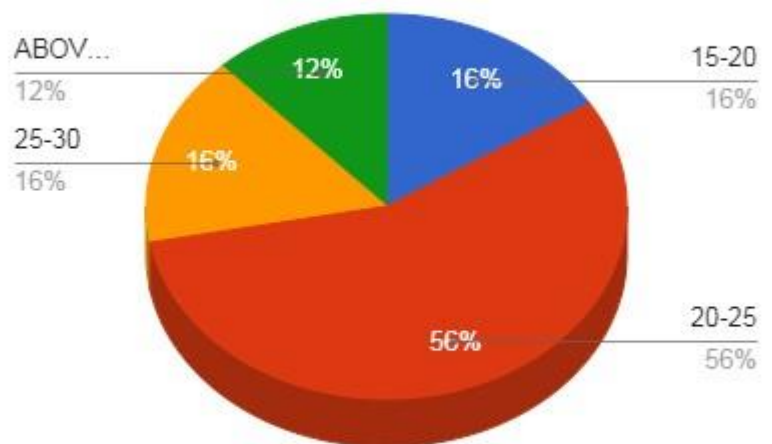
BAR GRAPHS

The visual display of data (often grouped) in the shape of vertical or horizontal rectangular bars, with the length of the bars corresponding to the measure of the data, is called a **Bar graph**. Bar charts are another name for them. One tool used in statistics for processing data is the bar graph.

1) AGE

AGE	NO:OF PEOPLE	PERCENTAGE
15-20	8	16%
20-25	28	56%
25-30	8	16%
ABOVE 30	6	12%
TOTAL	50	100%

AGE



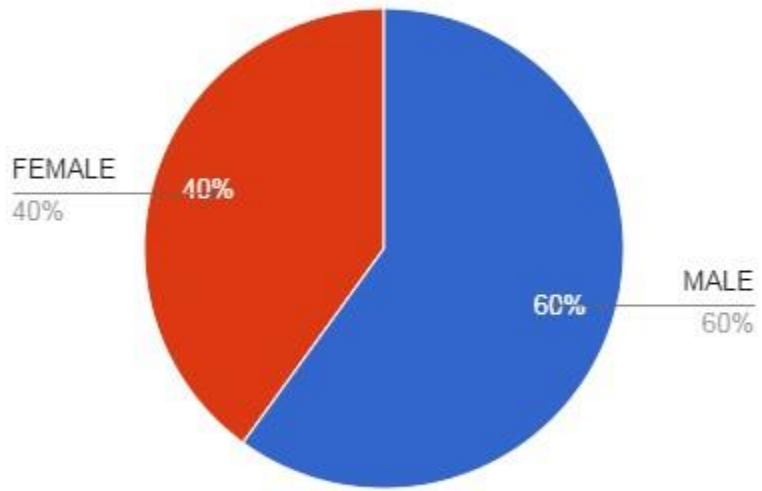
INTERPRETATION:

The above pie diagram shows the classification of respondents on the basis of age. Most of our respondents fall under the category 20-25 years of age which is 56% of the total consumers who responded. Followed by the age groups 15-20 and 2025 with 8 respondents each which makes up 16% of the total responses respectively. Rest 12% (6 respondents) of responses belongs to the category of consumers above the age of 30.

2) GENDER

GENDER	NO:OF PEOPLE	PERCENTAGE
MALE	30	60%
FEMALE	20	40%
TOTAL	50	100%

GENDER



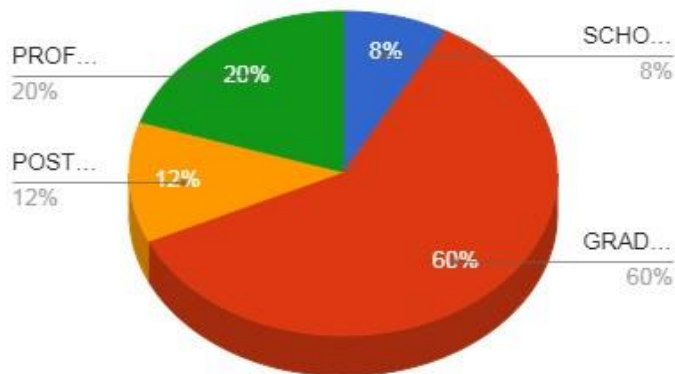
INTERPRETATION:

The total number of male respondents are 30 and female respondents are 20. 60% of our total consumers responded are males and 40% of our respondents are females.

3) EDUCATIONAL QUALIFICATION:

EDUCATIONAL QUALIFICATION	NO:OF PEOPLE	PERCENTAGE
SCHOOL LEVEL	4	8%
GRADUATE	30	60%
POST GRADUATE	6	12%
PROFESSIONAL	10	20%
TOTAL	50	100%

EDUCATIONAL QUALIFICATION



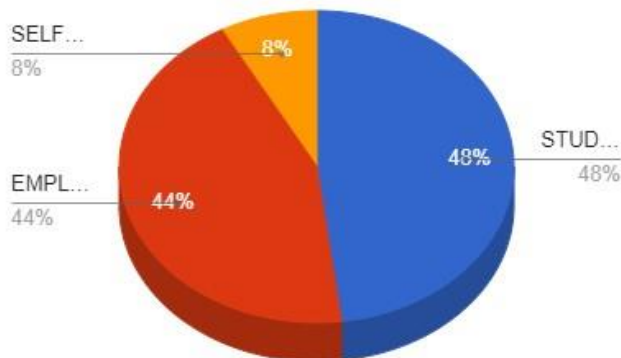
INTERPRETATION:

It is clear from the above data that most of the consumers are Graduates which is about 60% that is 30 responses in total. 8% of responses were from School level category, 12% Post graduates and rest 20% Professionals of the total 50 responses.

4) OCCUPATION:

OCCUPATION	NO:OF PEOPLE	PERCENTAGE
STUDENT	24	48%
EMPLOYED	22	44%
SELF EMPLOYED	4	8%
OTHER	0	-
TOTAL	50	100%

OCCUPATION



INTERPRETATION:

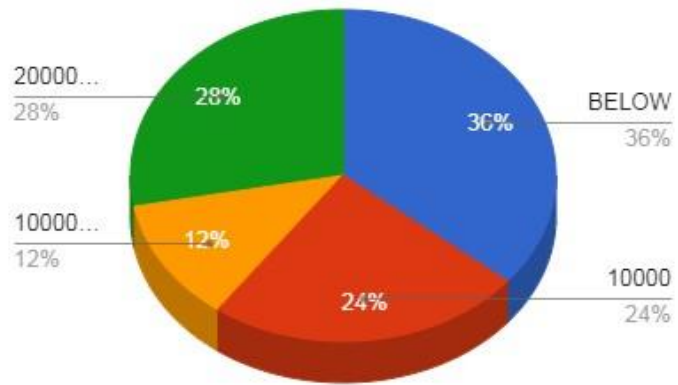
The total number of respondents who were students are 24 which constituted 48% of the total respondents. The total number respondents who were employed are 22 which constituted 44% of the total respondents and 4 respondents were self employed who constitute 8% of the responses.

5) MONTHLY INCOME:

MONTHLY INCOME	NO:OF PEOPLE	PERCENTAGE
BELOW 10000	18	36%
10000-20000	12	24%
20000-30000	6	12%
ABOVE 30000	14	28%
TOTAL	50	100%

INTERPRETATION:

MONTHLY INCOME



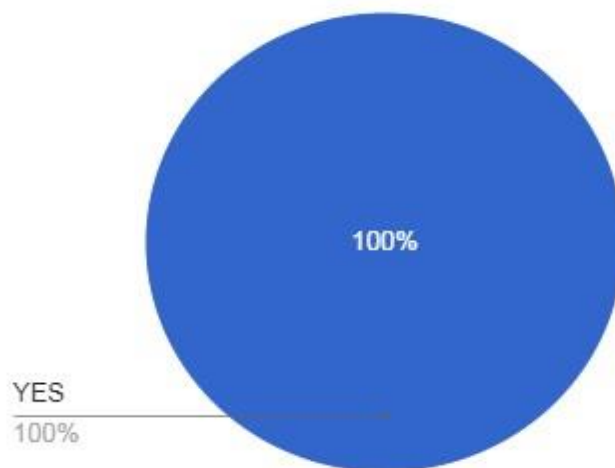
INTERPRETATION:

The total number of respondents with a monthly income below 10000 are 18 which constitute 36% of the total responses. 24% of the total responses were from consumers with monthly income between 10000 to 20000. 12% and 28% of responses belong to the category of 20000-30000 and above 30000, respectively.

6) ON THE BASIS OF GREEN PRODUCT AWARENESS

GREEN PRODUCT AWARENESS	NO:OF PEOPLE	PERCENTAGE
YES	50	100%
NO	0	-
TOTAL	50	100%

ARE YOU AWARE OF GREEN PRODUCTS?



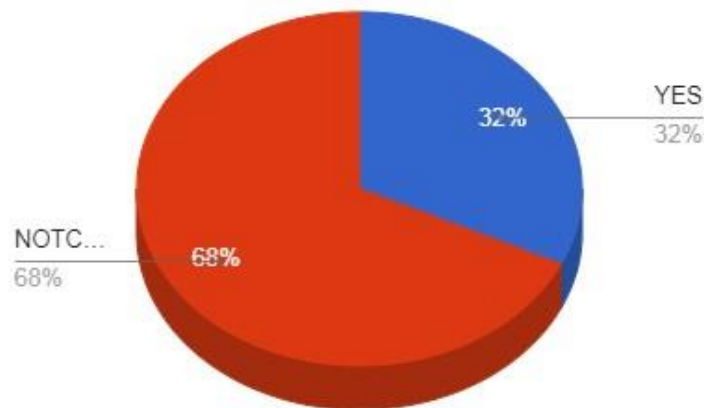
INTERPRETATION:

It is quite clear from the above pie chart that all of our respondents are aware of green products. All 50 respondents answered with a YES which shows that almost all are familiar with the term Green product.

7) ON THE BASIS OF GREEN PRODUCT AWARENESS OF PEOPLE AROUND THEM

GREEN PRODUCT AWARENESS OF PEOPLE AROUND	NO:OF PEOPLE	PERCENTAGE
YES	16	32%
NOT COMPLETELY	34	68%
NO	0	-
TOTAL	50	100%

DO YOU THINK THAT THE PEOPLE AROUND YOU ARE AWARE OF THE CONCEPT OF GREEN PRODUCTS?



From the data it is clear that 68% of our respondents believe that the people around them are not completely aware of the concept of green products. And rest 32% of

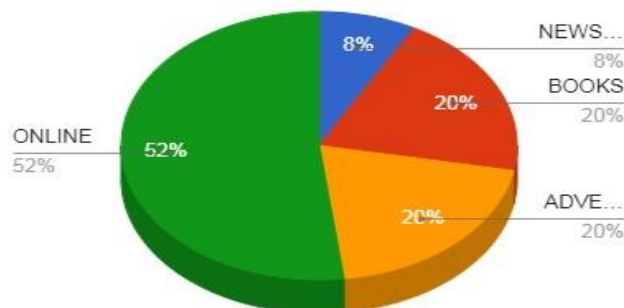
INTERPRETATION:

them thinks that people around them are well aware of the concept of green products.

8) ON THE BASIS OF HOW CONSUMER'S BECAME AWARE OF GREEN PRODUCTS

HOW CONSUMERS BECAME AWARE OF GREEN PRODUCTS	NO:OF PEOPLE	PERCENTAGE
NEWSPAPERS	4	8%
BOOKS	10	20%
ADVERTISEMENTS	10	20%
ONLINE	26	52%
TOTAL	50	100%

FROM WHERE DID YOU COME TO KNOW OF GREEN PRODUCTS?



It is evident from the above charts that most of our respondents came to know of green products through online media comprising 52% of them. The total

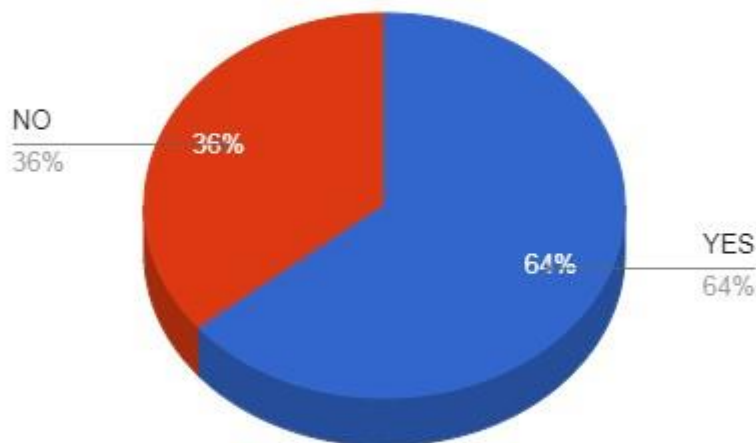
INTERPRETATION:

respondents who came to know of green products through newspapers, books and advertisements constitute 8%, 20% and 20% respectively.

9) ON THE BASIS OF NUMBER OF PEOPLE WHO HAVE BOUGHT GREEN PRODUCTS

BASED ON CONSUMERS WHO HAVE PURCHASED GREEN PRODUCTS	NO:OF PEOPLE	PERCENTAGE
YES	32	64%
NO	18	36%
TOTAL	50	100%

HAVE YOU BOUGHT ANY GREEN PRODUCTS?



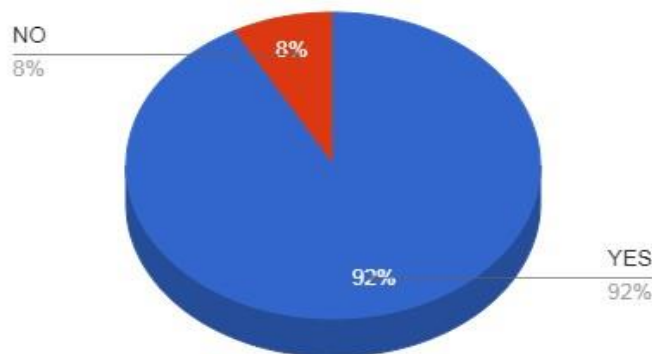
INTERPRETATION:

The total respondents who have purchased green products are 32 (64%) and number of respondents who haven't bought green products at all are 18 (36%). This data shows that most of the respondents have bought or used green products atleast once in their lifetime.

10) ON THE BASIS OF PREFERENCE OF USING GREEN PRODUCTS OVER NON-GREEN PRODUCTS

BASED ON PREFERENCE OF USING GREEN PRODUCTS OVER NON-GREEN PRODUCTS	NO:OF PEOPLE	PERCENTAGE
YES	46	92%
NO	4	8%
TOTAL	50	100%

DO YOU PREFER USING GREEN PRODUCTS OVER NON-GREEN PRODUCTS?

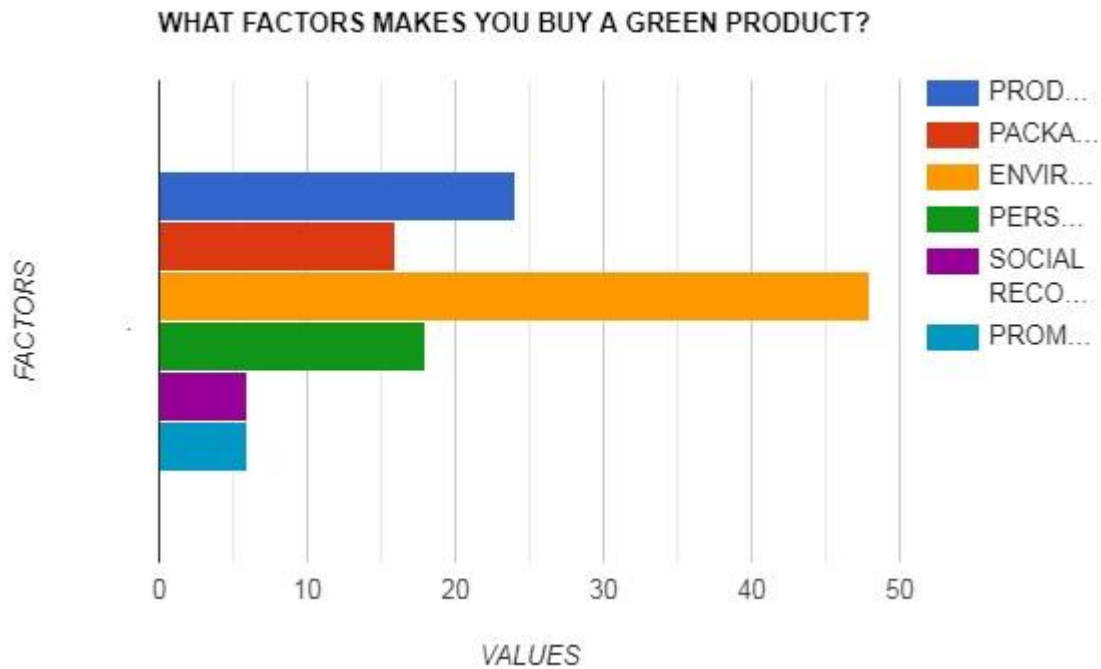


INTERPRETATION:

The total respondents who prefer using green products over non-green products are 46, which constitute 96% of the total responses and number of respondents who does not prefer green products over non-green products are 4 which constitute 8% of the total responses.

11) ON THE BASIS OF FACTORS WHICH MOTIVATES A CONSUMER TO BUY A GREEN PRODUCT

FACTORS THAT MOTIVATES A CONSUMER TO BUY A GREEN PRODUCT	NO:OF PEOPLE	PERCENTAGE
PRODUCT FEATURES	24	48%
PACKAGING	16	32%
ENVIRONMENTAL SUSTAINABILITY	48	96%
PERSONAL CONSOUSNESS	18	36%
SOCIAL RECOGONITION	6	12%
PROMOTIONAL CAMPAIGNS	6	12%

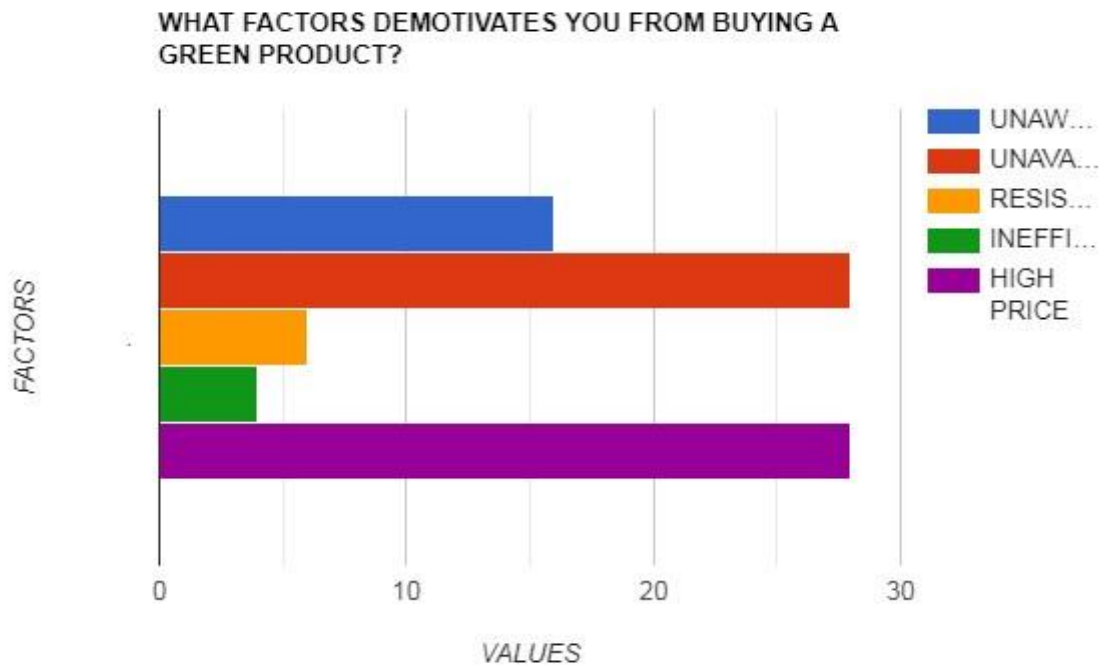


INTERPRETATION:

The factor which motives the most respondents to buy a green product based on the data is Environmental sustainability (96%). 48% of the respondents identified product features to be the factor that motivates them to buy a green product, 32% packaging, 36% personal consciousness, 12% social recognition, 12% promotional campaigns. It is evident from this that most of the consumers are concerned towards environment and wants to make a difference.

12) ON THE BASIS OF WHAT FACTORS DEMOTIVATES A CONSUMER FROM BUYING A GREEN PRODUCT

FACTORS THAT DEMOTIVATES A CONSUMER TO BUY A GREEN PRODUCT	NO:OF PEOPLE	PERCENTAGE
UNAWARENESS	16	32%
UNAVAILABILITY	28	56%
RESISTANCE TO CHANGE	6	12%
INEFFICIENCY PERCEPTION	4	8%
HIGH PRICE	28	56%



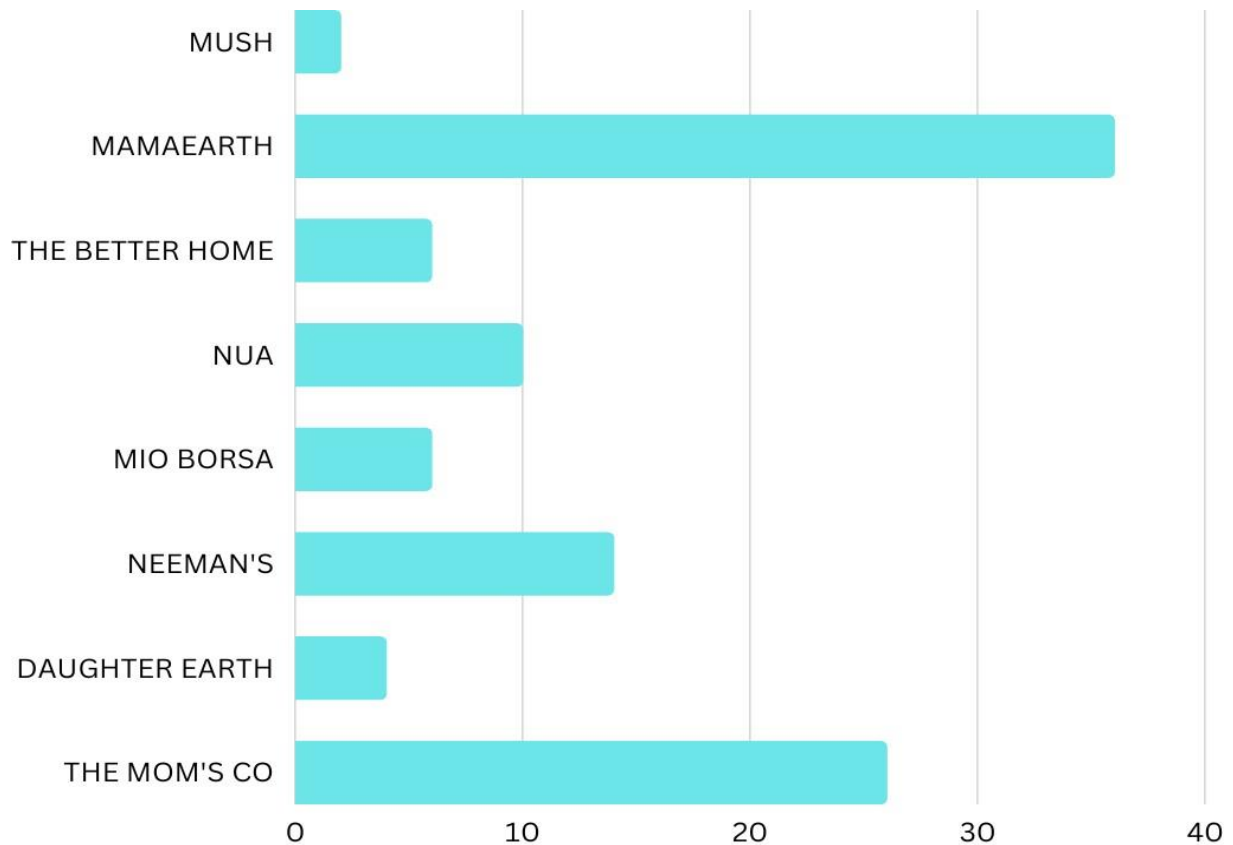
INTERPRETATION:

The factor which demotivates the most respondents based on the data are unavailability and high price (56%). 32% of the respondents identified unawareness to be the factor which demotivated them from buying a green product, 12% resistance to change, 8% inefficiency perception.

13) ON THE BASIS OF THE GREEN PRODUCT

BRANDS KNOWN

BRANDS THAT CONSUMERS HAVE HEARD OF	NO:OF PEOPLE	PERCENTAGE
MUSH	2	4%
MAMAEARTH	36	72%
THE BETTER HOME	6	12%
NUA	10	20%
MIO BORSA	6	12%
NEEMAN'S	14	28%
DAUGHTER EARTH	4	8%
THE MOM'S CO	26	52%



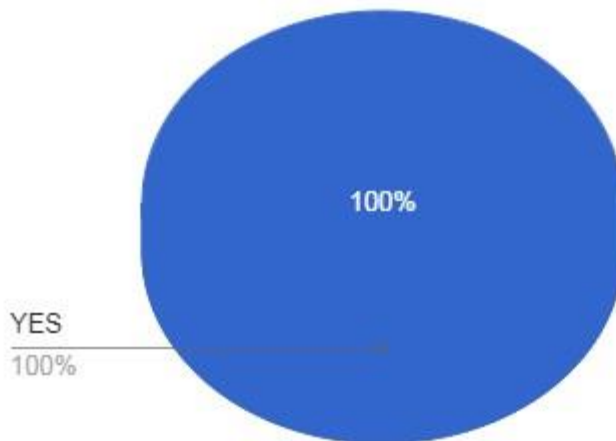
INTERPRETATION:

As it is evident from the above diagram that Mamaearth is the brand that most of our respondents have heard with 36% responses. The least known brand is Mush with 4% responses. The better home with 6%, Nua with 10%, Mio borsa with 6%, Neeman's with 14%, Daughter's earth with 4%, The Mom's Co with 26% votes to be known among the brands.

14) ON THE BASIS OF CONSUMER AWARENESS ON SIGNIFICANCE OF USING GREEN PRODUCTS

CONSUMER AWARENESS ON SIGNIFICANCE OF USING GREEN PRODUCTS	NO:OF PEOPLE	PERCENTAGE
YES	50	100%
NO	0	-
TOTAL	50	100%

ARE YOU AWARE OF THE SIGNIFICANCE OF USING GREEN PRODUCTS?



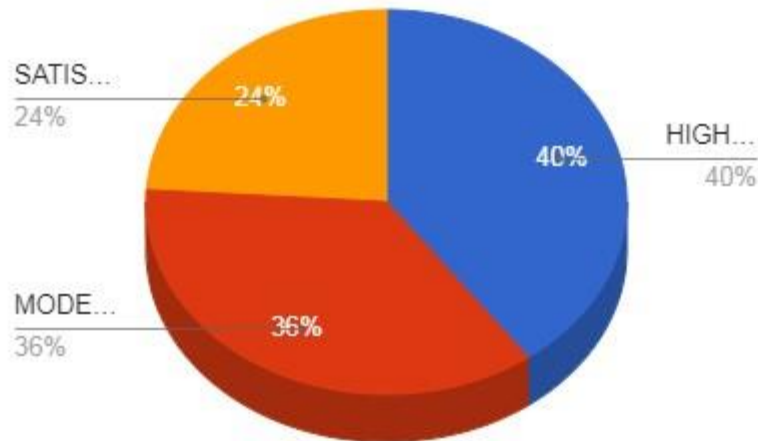
INTERPRETATION:

It is quite clear from the above pie chart that all of our respondents are aware of the significance of using green products. All 50 respondents answered with a YES which shows that almost all are familiar with the significance of using a Green product.

15) ON THE BASIS OF LEVEL OF SATISFACTION FROM USING GREEN PRODUCTS

LEVEL OF SATISFACTION USING GREEN PRODUCTS	NO:OF PEOPLE	PERCENTAGE
HIGHLY SATISFIED	20	40%
MODERATELY SATISFIED	18	36%
SATISFIED	12	24%
DISSATISFIED	0	-
TOTAL	50	100%

HOW WILL YOU DESCRIBE YOUR LEVEL OF SATISFACTION USING GREEN PRODUCTS?



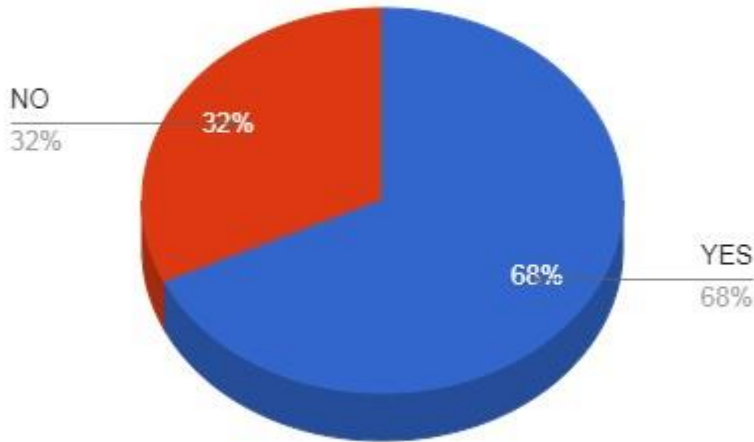
INTERPRETATION:

From the total respondents, 40% of them using green products are highly satisfied, 36% of them are moderately satisfied, 24% of them are satisfied and no one is dissatisfied of using green products. From the data collected we can conclude that most of the respondents are in one or the other way satisfied of using green products.

16) ON THE BASIS OF WHETHER GREEN PRODUCTS SATISFY THE NEEDS AS EFFECTIVELY AS NON GREEN PRODUCTS

WHETHER GREEN PRODUCTS SATISFY THE NEEDS EFFECTIVELY	NO:OF PEOPLE	PERCENTAGE
YES	34	68%
NO	16	32%
TOTAL	50	100%

DO YOU BELIEVE THAT GREEN PRODUCTS CAN SATISFY YOUR NEEDS AS EFFECTIVELY AS NON-GREEN PRODUCTS?



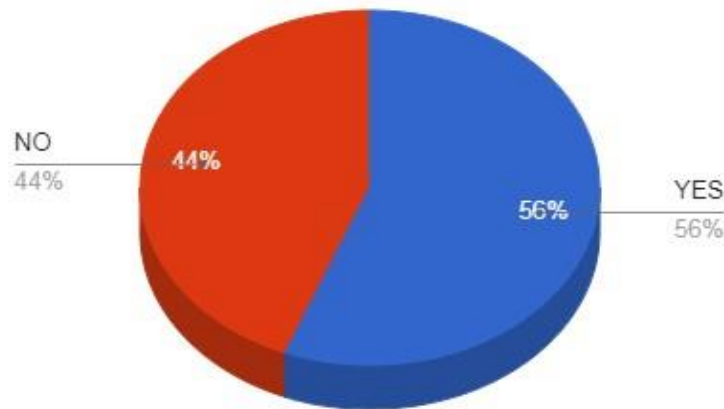
INTERPRETATION:

Out of the total respondents, 68% of them believes that green products can satisfy their needs more effectively than any other non-green product. And 32% of them does not agree that their needs can be satisfied more effectively by a green product when compared to using a non-green product.

17) ON THE BASIS OF NUMBER OF CONSUMERS WHO ARE WILLING TO PAY MORE FOR GREEN PRODUCTS

CONSUMERS WILLING TO PAY MORE FOR GREEN PRODUCTS	NO:OF PEOPLE	PERCENTAGE
YES	28	56%
NO	22	44%
TOTAL	50	100%

ARE YOU WILLING TO PAY MORE FOR GREEN PRODUCTS?



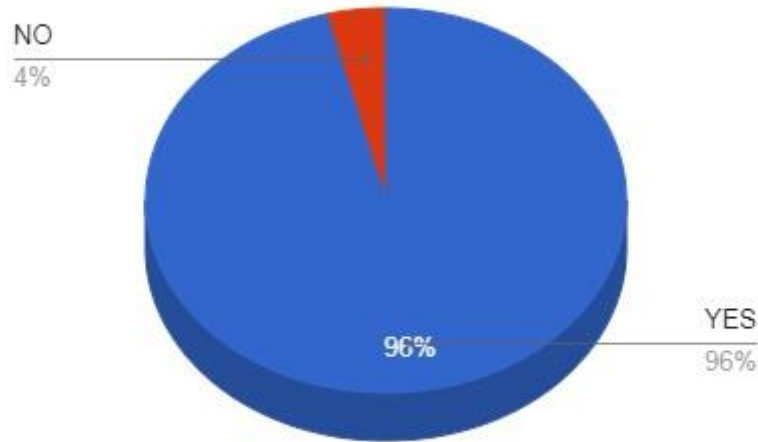
INTERPRETATION:

Out of all the 50 respondents, 56% of them are willing to pay more for green products. And rest 44% of them are not willing to pay more for green products. This concludes that when it comes to environmental integrity, consumers does not consider price as a barrier.

18) ON THE BASIS OF NUMBER OF CONSUMERS WHO BELIEVE GREEN PRODUCTS LEADS TO ENVIRONMENTAL SUSTAINABILITY

GREEN PRODUCTS LEADS TO ENVIRONMENTAL SUSTAINABILITY	NO:OF PEOPLE	PERCENTAGE
YES	48	96%
NO	2	4%
TOTAL	50	100%

DO YOU THINK GREEN PRODUCTS LEADS TO ENVIRONMENTAL SUSTAINABILITY



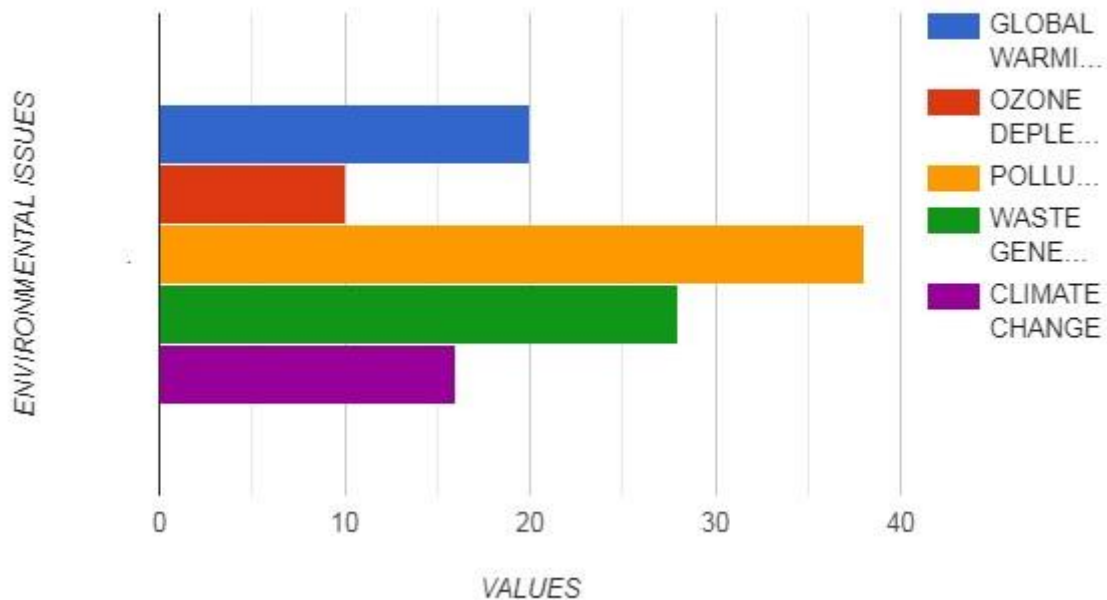
INTERPRETATION:

Out of all the respondents, 96% of them thinks that green products usage leads to environmental sustainability. 4% of them does not agree that green product usage leads to environmental sustainability. Thus from the data we can conclude that most of the consumers believe that green products lead to sustainable environment.

**19) ON THE BASIS OF THE ENVIRONMENTAL ISSUES
ADDRESSED BY GREEN PRODUCTS**

ENVIRONMENTAL ISSUES ADDRESSED BY GREEN PRODUCTS	NO:OF PEOPLE	PERCENTAGE
GLOBAL WARMING	20	40%
OZONE DEPLETION	10	20%
POLLUTION	38	76%
WASTE GENERATION	28	56%
CLIMATE CHANGE	16	32%

WHAT ARE THE ENVIRONMENTAL ISSUES ADDRESSED BY USING A GREEN PRODUCT ACCORDING TO YOU?



INTERPRETATION:

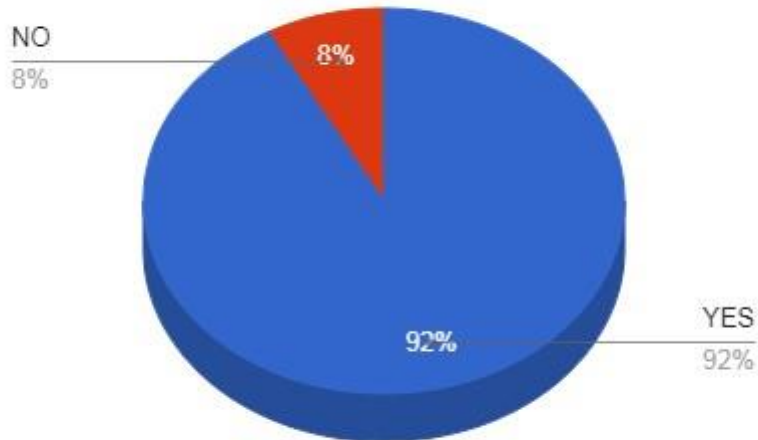
Most of the respondents believe that the major environmental issue addressed by green products are Pollution with 76% votes. 40% of them believe it addresses Global warming, 20% of them believe it addresses Ozone depletion, 56% of them believe it addresses Waste generation, 32% of them believe it addresses Climate change.

20) ON THE BASIS OF NUMBER OF CONSUMERS WHO BELIEVE THAT SPREADING AWARENESS WILL INCREASE THE CONSUMPTION OF GREEN PRODUCTS WORLDWIDE

SPREADING AWARENESS ON GREEN PRODUCTS	NO:OF PEOPLE	PERCENTAGE
YES	46	92%
NO	4	8%

TOTAL	50	100%
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DO YOU BELIEVE SPREADING AWARENESS REGARDING GREEN PRODUCTS WILL IMPROVE ITS CONSUMPTION WORLDWIDE?



INTERPRETATION:

Out of all the respondents, 92% of them believes that spreading awareness regarding green products will improve its consumption worldwide. While 8% of them does not believe that such awareness will improve its consumption levels.

CHAPTER V
FINDINGS, SUGGESTIONS AND
CONCLUSION

FINDINGS

The study aimed to know the consumer perception on green products. Following are the major findings of the study:

- 56% of the respondents fall under the age group of 20-25. □ 60% of the respondents were Male.
- Maximum number of respondents were Graduates (60%).
- About 48% of our respondents were Students.
- 36% of respondents monthly income is Below 10000.
- All 50 respondents were aware of Green products.
- About 68% of our respondents think that not everyone around them are completely aware of the concept of green products.
- Higher percentage of respondents became aware of green products through online medium (52%).
- 64% of the respondents have purchased green products atleast once till now. □ About 92% of respondents prefer green products over non-green products.
- Environmental sustainability is the factor that motivates a consumer to buy a green product with 96% of respondents agreeing to it.
- Unavailability and High price are the two factors which demotivates a consumer to purchase a green product with 56% of respondents agreeing to it.
- About 72% of respondents have heard of Mamaearth which makes it most commonly heard green brand among our respondents. It is followed by The Mom's Co with 52% of respondents being aware of the brand.
- All of our respondents are aware of the significance of using Green products. □ 40% of our respondents are Highly satisfied of consuming green products.
- About 68% of the respondents believes that green products can satisfy their needs as effectively as non-green products.
- 56% of our respondents are willing to pay more for green products.

- About 96% of our respondents believes that green products leads to environmental sustainability.
- 76% of the respondents think Pollution is the environmental issue addressed by using green products.
- 92% of them believes that spreading awareness regarding green products will improve its consumption worldwide.

SUGGESTIONS

These are few suggestions based on the study conducted:

- Green product manufacturers should take initiatives to make it simple for people to find their products in public spaces.
- Government should take measures to promote the use of green products.
- NGO's, Educational institutions, Companies and society as a whole should constantly work towards creating awareness to consumers about Going green.
- Manufacturer's should initiate steps to minimize cost of production and reduce prices of green products.
- Green product manufacturer's should ensure that the products are being sold under authorized green product certifications and as responsible consumer's we should also ensure that these are sold in an eco-friendly manner.
- Authorities should ensure that advertisements and other online promotional platforms provide the consumers with reliable and truthful information regarding eco-friendly products.
- Green brands should make use of online social media platforms to promote their products.

CONCLUSION

Modern customers are aware of green products. They recognise that green products can address environmental challenges as well as enhance life quality, and they hold this belief. But because these products are expensive and hard to come by, they are not usually using these products. But there are consumers who are ready to pay more for green products. Thus government should take measures to promote purchase of green products.

From the study we could also identify that people are not well aware of the brands that sell their products under the green tag. Therefore, such brands have to take steps to promote their products and make consumers aware of its quality in production. Such companies should try to invest in new modern marketing elements which allows them to grow as a brand.

Green product manufacturer's should be able to give an assurance to their consumer's that their products work as effectively and efficiently as every non-green product. And that they are not ready to compromise on the vision of their brand and the quality of their products.

Green products shouldn't be viewed as merely another marketing strategy because they have an environmental and social component. Instead, they need to be pushed with a lot more effort. The importance of green products becoming the rule rather than the exception or just a trend cannot be overstated given the severe threat posed by global warming. The need for sustainable development, which is essential for the next generation, has been raised by green products and their significance in the awareness-raising process.

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ANNEXURE

Following is the questionnaire used to collect primary data:

QUESTIONNAIRE ON GREEN PRODUCTS

We are Ahla anas, Akash P Manoj and Akshay Vinod, currently pursuing BCOM at Bharata Mata College, Thrikkakara. As a part of our course, we are conducting a study regarding the consumption behavior towards green products. As a source of primary data, we request you to kindly fill the below given questionnaire. This survey is purely for academic purpose and no personal details are collected.

1. AGE:

15-20

20-25 25-
30

Above 30

2. GENDER:

Male

Female

Other

3. EDUCATIONAL QUALIFICATION:

- School level
- Graduate
- Post graduate
- Professional/Doctorate

4. OCCUPATION:

- Student
- Employed
- Self employed
- Other

5. MONTHLY INCOME:

- Below 10000
- 10000-20000 20000-30000
- Above 30000

6. Are you aware of green products?

- Yes
- No

7. Do you think that the people around you are aware of the concept of green products?

- Yes
- Not completely
- No

8. From where did you come to know of green products?

- Newspapers
- Books
- Advertisements
- Online

9. Have you bought any green products ever till now?

- Yes
- No

10. Do you prefer using green products over non-green products?

- Yes
- No

11. What factors makes you buy a green product?

- Product features

- Packaging
- Environmental sustainability
- Personal consciousness
- Social recognition
- Promotional campaigns

12. What factors demotivates you from buying a green products?

- Unawareness
- Unavailability
- Resistance to change
- Inefficiency perception
- High price

13. What brands that sell their products under the green tag have you heard of?

- Mush
- Mamaearth
- The better home
- Nua
- Mio borsa
- Neeman's
- Daughter earth
- The mom's co

14. Are you aware of the significance of using green products?

Yes

No

15. How will you describe your level of satisfaction using green products?

Highly satisfied

Moderately satisfied

Satisfied

Dissatisfied

16. Do you believe that green products satisfy your needs as effectively as non-green products?

Yes

No

17. Are you willing to pay more for green products than regular products?

Yes

No

18. Do you think using green products leads to environmental sustainability?

Yes

No

19. What are the environmental issues addressed by using a green product according to you?

Global warming

Ozone depletion

Waste generation

Climate change

20. Do you believe that spreading awareness regarding green products will improve its consumption worldwide?

Yes

No

Maybe