



## CONSUMER AWARENESS TOWARDS GREEN PRODUCTS AND ITS IMPACT ON PURCHASE INTENTIONS

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### **ABSTRACT**

*As people in India have become more concerned about the state of the environment and their health in recent years, there has been a corresponding increase in the market for green products. Modern consumers are more environmentally sensitive than ever before, and they are ready to pay a premium for ecologically friendly items. A growing number of consumers who want to buy these products can do so through the purchasing procedure. Different consumers have different purchase habits, and these patterns are always changing as a result of the development of better options from which to pick. Product purchases are made for a variety of reasons. In today's environment, the entire purchasing process moves at rapid speed. As a result, the current research is being done to evaluate consumer awareness and their intentions to make purchases for green products in Delhi. The data was collected from 1000 consumers in Delhi through a structured questionnaire. The data were analysed through frequency distribution, percentage, and chi square test. The outcomes of the study revealed that most of consumers in Delhi are aware of green products. The study also depicts that green product awareness is one of the critical factors influencing consumers' green purchasing decisions.*

**Keywords:** green product, green consumers, awareness, purchase intentions

### **INTRODUCTION**

The environment has risen to the forefront as a major concern in today's hyper-competitive culture. Green marketing is a notable trend that has evolved in recent years to better understand the causes of environmental problems such as climate change, ozone layer depletion, pollution, biodiversity loss, and deforestation. Green products are those that aim to protect or improve the environment during production, use, or disposal by conserving resources and reducing the use of dangerous substances, pollution, and waste. Hence, green products have the potential to help both the environment and human health. Therefore,



environmentally concerned consumers have indicated a stronger preference for green products. (Bhardwaj et al., 2020).

In today's world, not only individuals but also governments, organisations, and the general public are worried about the environment and are working to improve it on their respective levels. Several countries have implemented environmental protection laws, and their governments are also providing financial incentives to companies that manufacture green products. In addition, organisations are adopting eco-friendly practises because of a care for the natural world as well as a desire to conform to the regulatory structure that governs environmental issues. The creation, use, and labelling of green products are all ways in which environmental harm may be mitigated; thus, raising awareness among consumers is vital to the success of these efforts.

## **REVIEW OF LITERATURE**

Suki (2013) mentioned in research that customers' understanding of goods promoted through green marketing is critical in influencing their choice to buy green goods. Outcomes of Multiple regression indicated that customers' pricing knowledge and brand image had a significant impact on their decision to buy green products. A person who cares about the environment and its reputation is more inclined to buy a green product. The findings could lead to valuable recommendations for environmental sustainability. According to Suganya & Kavitha, (2017) that consumer awareness is "knowing one's rights. It denotes that buyers are aware of the items or services, their features, and other marketing P's. Brand awareness is the degree to which a brand is known and associated with a product. Early advertising tries to raise brand awareness among a subset of the target market. Product awareness encompasses brand benefits, features, slogans, taglines, and other messaging components. Consumers are becoming more environmentally concerned and want green products. This study looks on young Indians' attitudes and intentions towards green products. Chen & Chai, (2010) indicated that customer opinions towards the government's involvement and their personal norms for the environment influenced their attitudes towards green products significantly. Anbukarasi, (2017) in her study says that in today's competitive world, the environment is a major problem. Green marketing is a tendency to understand "global warming, ozone depletion, pollution, loss of biodiversity, and deforestation. The survey indicated that 62.2%



of customers are environmentally conscious. FMCG firms should market environmental certification to reach 53.4% of customers. The survey revealed that customers are environmentally conscious and knowledgeable. During the research period, male customers were more aware than female consumers. Yang, (2017) stated that as environmental awareness rises, customers pay greater attention to the safety of personal care goods and eco-friendly products. Consumer awareness and attitudes towards green products have risen in recent years. Consumers' actions don't match their intentions. Prior research seldom discusses the significant aspects of green product buying intentions. This study result indicated that brand knowledge affects quality perception. Perceived quality and purchasing intention were linked, as predicted. Perceived quality links brand awareness to purchase intent. Country of origin moderates brand knowledge and quality perception. Recent research revealed consumer perceptions and the impact of brand knowledge on opinions of eco-friendly skincare products and product evaluation.

Siddique & Hossain, (2018) in their research says that knowledge of green products influences consumers' purchase decisions. This research investigates customers knowledge of green products and its influence on purchase decisions. The research indicated that eco-friendly product promotions and reference groups impact customer awareness. Most responders know about eco-friendly items. This research also shows that green product knowledge influences customers' green buying decisions. This document supports green awareness. Green product sources may help the firm. It may promote green awareness and green product sales. Divyapriyadharshini et al., (2019) in the study depicts that customers want to buy green items as they become more environmentally concerned. Green goods are created sustainably or are environmentally beneficial. The research discovered that customer awareness of green goods is influenced by promotional actions on eco-friendly products. Most survey participants are familiar with green products. This research also shows that customer knowledge of green products is a key element influencing their choice to buy green items. Singh & Mehra (2019) also stated that consumers are more worried about environmental and health hazards because of their increased attention to green marketing and the purchase of green products. The research indicated that customers were more conscious of green marketing and goods because they were more cognizant of the environment and ready to pay extra for green items. Additionally, the alternatives accessible to customers are



significantly impacted by variables impacting their purchasing behaviour. Harshith et al., (2020) in the study says that the practise of selling products and services based on how they will benefit the environment is known as green marketing. Businesses that are dedicated to sustainable development and corporate social responsibility often use green marketing. Green marketing seems to be based on the supposition that potential buyers would view a product's or service's greenness as a benefit and make a choice based on that assumption. The primary goal of the research is to evaluate the link between customer perceptions of ITC Limited's green marketing strategies and consumer awareness, perceptions of those strategies, and purchasing decisions. The results show that customer awareness, consumer perception, and consumer purchasing behaviour are all positively correlated with green marketing. Kong et al., (2014) revealed that eco-label and green product value had the greatest influence on green purchase intentions. Alamsyah et al., (2021) mentioned that people need to drastically alter their lifestyles to reduce global warming, which has made climate change a contentious topic. Businesses have begun to change their marketing tactics to be more environmentally friendly in order to boost sales and product value. The goal of green advertising, which is often used, is to increase customer awareness of eco-friendly goods. This research focuses on assessing customer knowledge of environmentally friendly items based on green advertising and environmentally friendly products. According to the findings, three factors-green impact, green message, and green theme-are used as examples and have a strong degree of customer approval. It is also well recognised that consumers become more conscious of environmental issues after seeing green advertising. The results of this research may help businesses develop environmentally responsible strategies that will benefit them from a customer standpoint in terms of effect, message, and theme. Gu et al. (2021) discovered that consumer awareness and experience had an impact on their purchasing behaviour. Zeynalova & Namazova, (2022) conducted research with the objectives of determining the factors that affect the purchase decision, intentions, awareness, attitude, and behaviour towards green products. The results indicated that 84% of the respondents were aware of the green products and their consumption was based on the associated indicators of the products, like their environmentally friendly nature, price, brands, and advertising. The influence of the indicators varies according to the demographic profile of the respondents. The study shows that respondents were partially sensitive towards the environment.



## **Objectives**

- 1) To know the consumer awareness level towards green products.
- 2) To investigate the impact of consumer awareness on the purchase of green products.
- 3) Examine the reasons behind buying and not buying green products.

## **METHODOLOGY RESEARCH**

A critical component of any research framework is the research methodology. The research methodology serves as a foundation for the empirical analysis, which is carried out in accordance with the study's objectives. The study is structured in a systematic and strategic manner using the various components of research methodology. The methodology refers to the techniques and procedures used in the research to identify, select, process, examine, and analyse information on the subject under investigation. A questionnaire-based survey was used to acquire the data for this research. The aim of this research paper is to evaluate the influence of consumers awareness and their intention to purchase green products. The basic components, namely the consumers awareness level, reason to purchase and hindrances behind not purchasing, consumer purchase intention, and source of information, have been considered when developing the questionnaire for this research paper.

## **Data Collection**

The study focuses on green product consumers. Multistage and random sampling techniques were adopted. The area of study was confined to Delhi. The data was collected from 1000 respondents through a well-defined and structured questionnaire. To determine the main outcomes of this study, multiple statistical tests were used. These tests used various statistical techniques such as descriptive statistics, percentage, frequency distribution, and the chi-square test. All analyses are conducted using SPSS.

## **RESULTS AND DISCUSSION**

The many empirical findings obtained through various stages of statistical analysis are presented for evaluation in this section of the empirical study. It attempts to go into detail



about these empirical findings and summarises the key conclusions reached after employing data analysis methodologies. The statistical findings have mostly been structured using expressive tables and charts to make them easier to understand. The study's findings are divided into different categories to meet the predetermined goals in a concise manner. The following section contains a detailed interpretation and discussion of analysis's findings.

### Demographic Profile:

<b>Table 1</b>			
<b>Demographic profile</b>			
<b>N= 1000</b>			
<b>Statement</b>	<b>Variable</b>	<b>Frequency</b>	<b>Percent</b>
<b>Gender</b>	Male	604	60.4
	Female	396	39.6
	<b>Total</b>	<b>1000</b>	<b>100.0</b>
<b>Age</b>	Below 30	272	27.2
	31-45	418	41.8
	46-60	240	24.0
	Above 60	70	7.0
	<b>Total</b>	<b>1000</b>	<b>100.0</b>
<b>Region</b>	North Delhi	271	27.1
	South Delhi	163	16.3
	Central Delhi	43	4.3
	West Delhi	288	28.8
	East Delhi	235	23.5
	<b>Total</b>	<b>1000</b>	<b>100.0</b>
<b>Educational Qualification</b>	Upto 12	88	8.8
	Graduate	420	42.0
	Postgraduate	361	36.1
	Above Postgraduate	131	13.1
	<b>Total</b>	<b>1000</b>	<b>100.0</b>
<b>Employment</b>	Agriculture	30	3.0
	Business	186	18.6



	Professional	255	25.5
	Service	358	35.8
	Other	171	17.1
	<b>Total</b>	<b>1000</b>	<b>100.0</b>
<b>Monthly Income</b>	Less than 40000	302	30.2
	40000-60000	165	16.5
	60001-80000	156	15.6
	80001-100000	180	18.0
	Above 100000	197	19.7
	<b>Total</b>	<b>1000</b>	<b>100.0</b>
<b>Marital Status</b>	Married	706	70.6
	Unmarried	294	29.4
	<b>Total</b>	<b>1000</b>	<b>100.0</b>

According to the above table, the demographic information received from 1000 respondents and being analysed demonstrates that 60.4% are male and the remaining 39.6% are female. Many of the respondents (41.8%) are between the ages of 31 and 45, followed by 27.2% (under 30) and 24% of respondents between the ages of 46 and 60, and the remaining respondents (7%) are above 60. The questionnaire was eagerly participated in by young consumers. West Delhi had 28.8% of the those who responded, North Delhi had 27.1%, East Delhi had 23.5%, South Delhi had 16.3%, and Central Delhi had the remaining (4.3%). 42.0% of responders are graduates, 36.1% are postgraduates, 13.1% are qualified above postgraduate, and the remaining 8.8% only studied up to the 12th grade. According to the table above, most responders are graduates or postgraduates.

In terms of employment, 35.8% of respondents are working in the services sector, 25.5% are professionally employed, 18.6% are business owners, 17.1% are worked in other, and the other 3% are agriculturists. Respondents (30.2%) have a monthly income of less than Rs. 40,000, followed by 19.7% who have a monthly income of more than Rs. 1,00,000, 18.0% who have a monthly income of Rs. 80001–Rs. 1,00,000, 16.5% who have a monthly income of Rs. 40,000–Rs. 60000, and the remaining 15.6% of respondents have a monthly income of Rs. 60001-Rs. 80000. 70.6% of respondents are married, while 29.4% are unmarried.



**Hypothesis**

H<sub>1.1</sub>: There is significant association between Consumers Demographic profile and awareness about green products in Delhi.

**Table 3.1**  
**Consumers awareness about Green Products**

Parameter		Frequency	Percent
Awareness Level	Yes	928	92.8%
	No	72	7.2%
	<b>Total</b>	<b>1000</b>	<b>100.0%</b>

**Fig. 3.1**  
**Consumers awareness about Green Products**

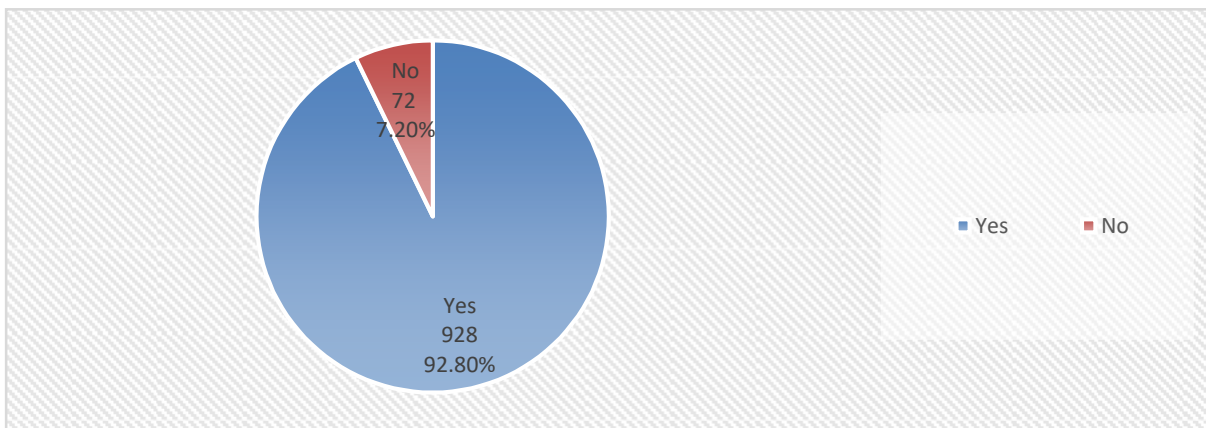


Table 3.1 indicated the respondents' awareness about green products. Out of a total of 1000 respondents, 92.8% are aware of green products, while 7.2% are not. Therefore, it may be concluded that most respondents are aware of green products. The COVID-19 outbreak has increased consumer awareness of green products (Gu, et al., 2021).

**Table 3.2**  
**Gender and Consumers awareness of green products**

Gender	Yes	No	Total
Male	560 (92.7%)	44 (7.3%)	604 (100.0%)
Female	368 (92.9%)	28 (7.1%)	396 (100.0%)





Total	928 (92.8%)	72 (7.2%)	1000 (100.0%)
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Source: Data collected through questionnaire

$\chi^2=0.016^a$

p-value >0.05

**Fig. 3.2**  
**Gender and Consumers awareness of green products**

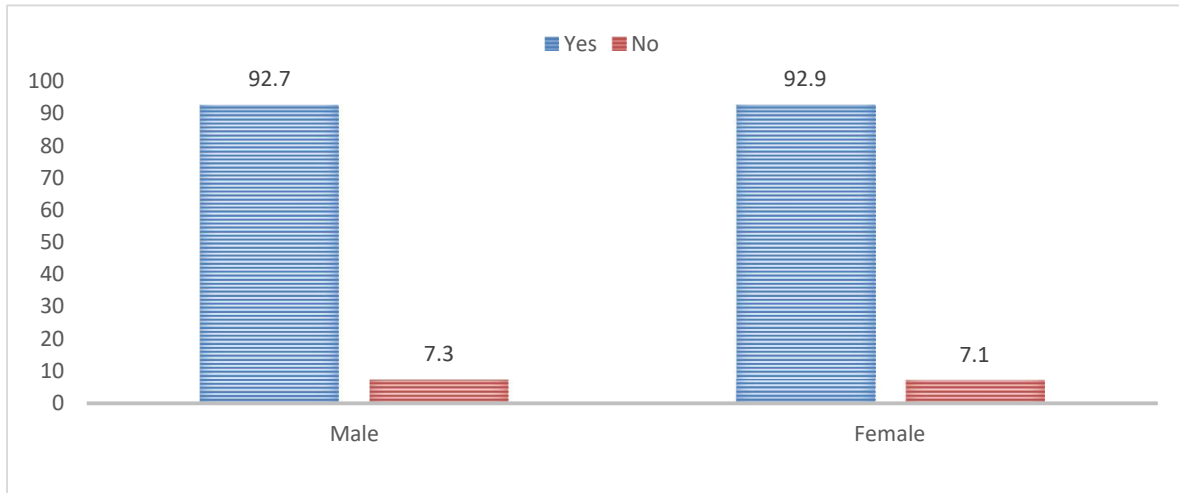


Table 3.2 shows that out of a total of 1000 respondents, 604 are male and 396 are female. Most male and female respondents are aware of green products. Both are well-versed in green products. The p value is greater than 0.05, as shown in the above table. As a result, the null hypothesis is accepted. There is no association between gender and their awareness towards green products. Hence, the gender of the consumers does not influence their buying behaviour towards green products.

**Table-3.3**  
**Age and Consumers awareness of green products**

Age	Yes	No	Total
Below 30	248 (91.2%)	24 (8.8%)	272 (100.0%)
30 to 45	378 (90.4%)	40 (9.6%)	418 (100.0%)
46 to 60	232 (96.7%)	8 (3.3%)	240 (100.0%)
Above 60	70 (100.0%)	0 (0.0%)	70 (100.0%)
Total	928 (92.8%)	72 (7.2%)	1000 (100.0%)

Source: Data collected through questionnaire

$\chi^2=15.387^a$

p-value <0.05



**Fig. 3.3**  
**Age and Consumers awareness of green products**

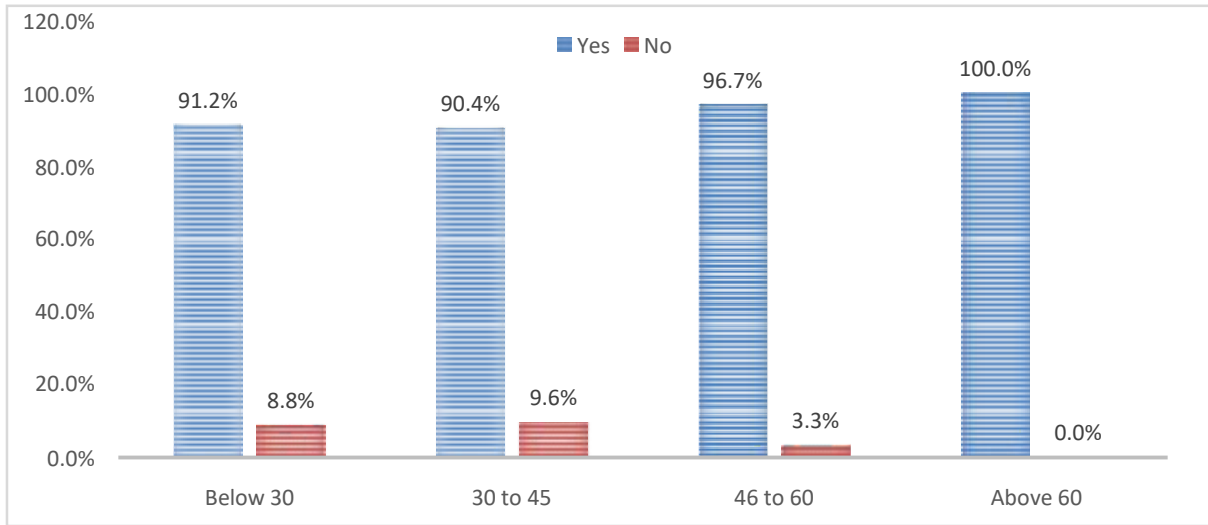


Table No. 3.3 depicts that 70 out of 70 respondents above 60 years, followed by 232 out of 240 respondents ages 46 to 60, and 248 out of 272 respondents below 30 years, are aware of green products. The p-value is less than 0.05, the null hypothesis is rejected, and there is a significant association between the ages of respondents and their awareness of green products. The age of respondents has an impact on their awareness of green products because various age groups think and react differently. The respondents' age had an impact on their awareness of green products. The data above shows that people over 45 are more aware of green products because they are concerned about the environment and the health of themselves and their families.

**Table 3.4**  
**Region and Consumers awareness of green products**

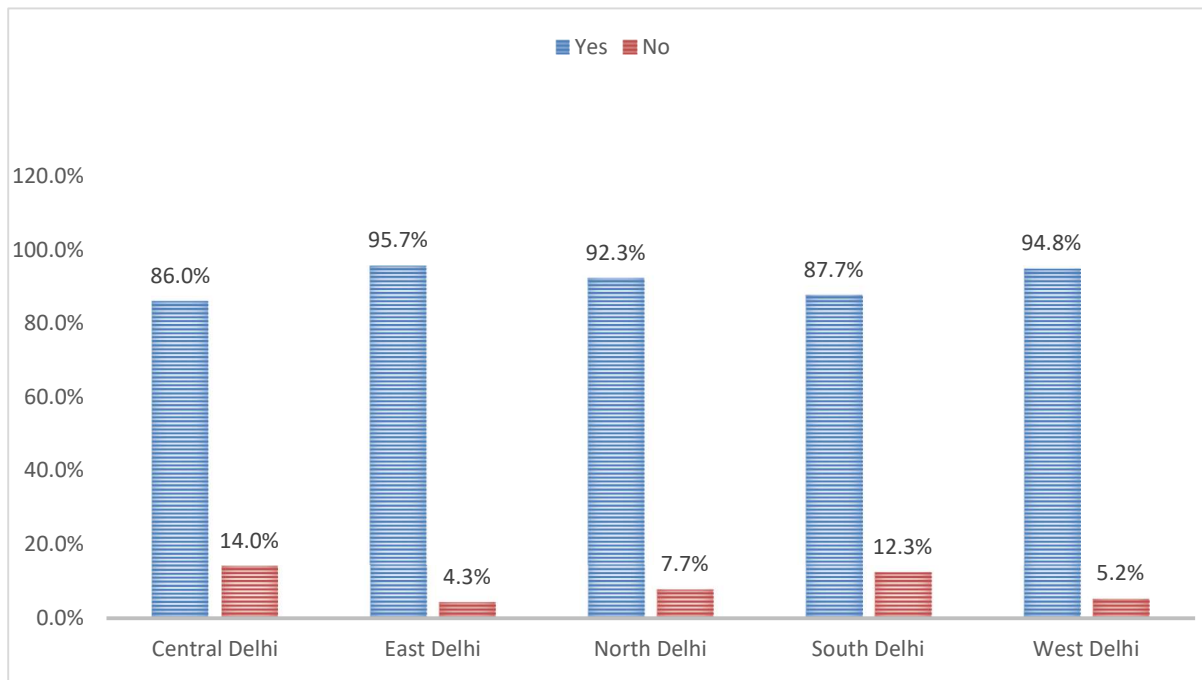
Region	Yes	No	Total
Central Delhi	37 (86.0%)	6 (14.0%)	43 (100.0%)
East Delhi	225 (95.7%)	10 (4.3%)	235 (100.0%)
North Delhi	250 (92.3%)	21 (7.7%)	271 (100.0%)
South Delhi	143 (87.7%)	20 (12.3%)	163 (100.0%)



West Delhi	273 (94.8%)	15 (5.2%)	288 (100.0%)
Total	928 (92.8%)	72 (7.2%)	1000 (100.0%)

Source: Data collected through questionnaire  $\chi^2=14.088^a$  p-value<0.05

**Fig. 3.4**  
**Region and Consumers awareness of green products**



According to table 3.4, more than 90% of respondents in East, West, and North Delhi are aware of green products, compared to 87.7% in South Delhi and 86% in Central Delhi. Consumers in Delhi are generally aware of green products. The null hypothesis is rejected since the p-value is less than 0.05, indicating that there is a significant relationship between respondents' region of residence and their awareness of green products. The result demonstrates that respondents' awareness of green products was influenced by their geographic location. Central and South Delhi residents are less aware than those in other part of the city.



**Table-3.5**  
**Education Qualification and Consumers awareness of green products**

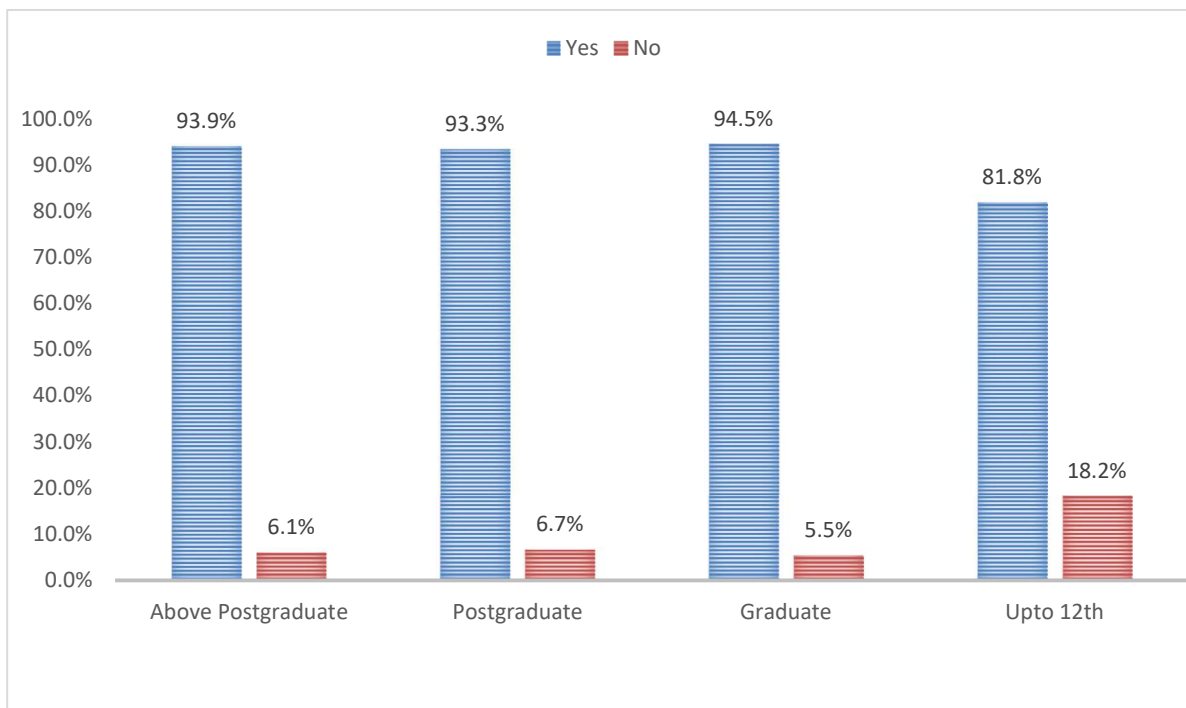
Education Qualification	Yes	No	Total
Above Postgraduate	123 (93.9%)	8 (6.1%)	131 (100.0%)
Postgraduate	392 (93.3%)	28 (6.7%)	420 (100.0%)
Graduate	341 (94.5%)	20 (5.5%)	361 (100.0%)
Upto 12 <sup>th</sup>	72 (81.8%)	16 (18.2%)	88 (100.0%)
Total	928 (92.8%)	72 (7.2%)	1000 (100.0%)

Source: Data collected through questionnaire

$\chi^2=17.785^a$

p-value <0.05

**Fig. 3.5**  
**Education Qualification and Consumers awareness of green products**





According to education, Table 3.5 illustrates customer awareness of green products. 93.9% of above postgraduate respondents are aware of green products, compared to 6.1% who are not. The percentage of those who have completed the 12th grade who are aware of green products is 81.8%, compared to 18.2% who are not. It can be concluded that those with a good educational background are more aware of green products. The chi square value (17.785) is smaller than the table value, going by the table. There is a substantial association between respondents' educational backgrounds and their awareness of green products, and the null hypothesis is thus rejected. It turns out that respondents' levels of education had an impact on their awareness of green products; those with higher levels of education know more about green products than those with lower levels of education.

**Table 3.6**  
**Employment Status and Consumers awareness of green products**

Employment Status	Yes	No	Total
Service	328 (91.6%)	30 (8.4%)	358 (100.0%)
Professional	237 (92.9%)	18 (7.1%)	255 (100.0%)
Business	182 (97.8%)	4 (2.2%)	186 (100.0%)
Agriculture	26 (86.7%)	4 (13.3%)	30 (100.0%)
Other	155 (90.6%)	16 (9.4%)	171 (100.0%)
Total	928 (92.8%)	72 (7.2%)	1000 (100.0%)

Source: Data collected through questionnaire

$\chi^2=10.731^a$

p-value <0.05



**Fig. 3.6**  
**Employment Status and Consumers awareness of green products**

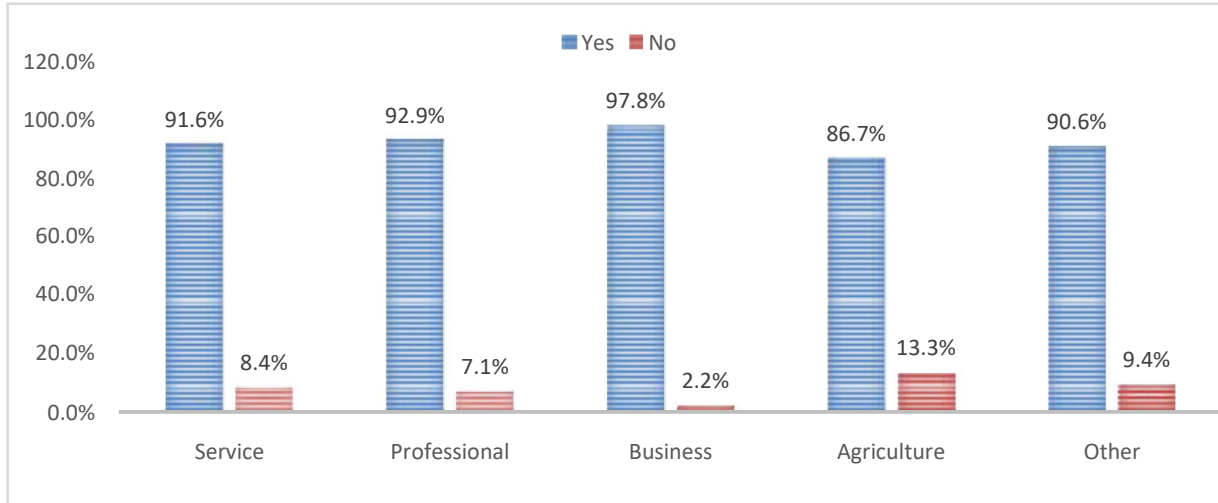


Table No. 3.6 presents the employment status and consumer awareness of green products. The table demonstrates that 97.8% of respondents with businesses are aware of green products, while only 2.2% are not. It also showed that 92.9% of respondents who identified as professionals and 91.6% of service respondents were aware of green products. Agriculturist respondents were 86.7% aware of green products. Other respondents in this group are 90.6% aware of green products. The chi square value (10.731) is smaller than the table value, Thus, null hypothesis is rejected, and there is a strong association between respondents' employment status and their awareness of green products. Hence it can be concluded that employment of respondents impacted consumer awareness of green products.

**Table 3.7**  
**Income and Consumers awareness of green products**

Monthly Income	Yes	No	Total
Less than 40000	270 (89.4%)	32 (10.6%)	302 (100.0%)
40000-60000	147 (89.1%)	18 (10.9%)	165 (100.0%)
60001-80000	150 (96.2%)	6 (3.8%)	156 (100.0%)



80001-100000	174 (96.7%)	6 (3.3%)	180 (100.0%)
Above 100000	187 (94.9%)	10 (5.1%)	197 (100.0%)
<b>Total</b>	<b>928</b> <b>(92.8%)</b>	<b>928</b> <b>(92.8%)</b>	<b>72</b> <b>(7.2%)</b>

Source: Data collected through questionnaire

$$\chi^2=16.594^a$$

p-value <0.05

**Fig. 3.7**  
**Income and Consumers awareness of green products**

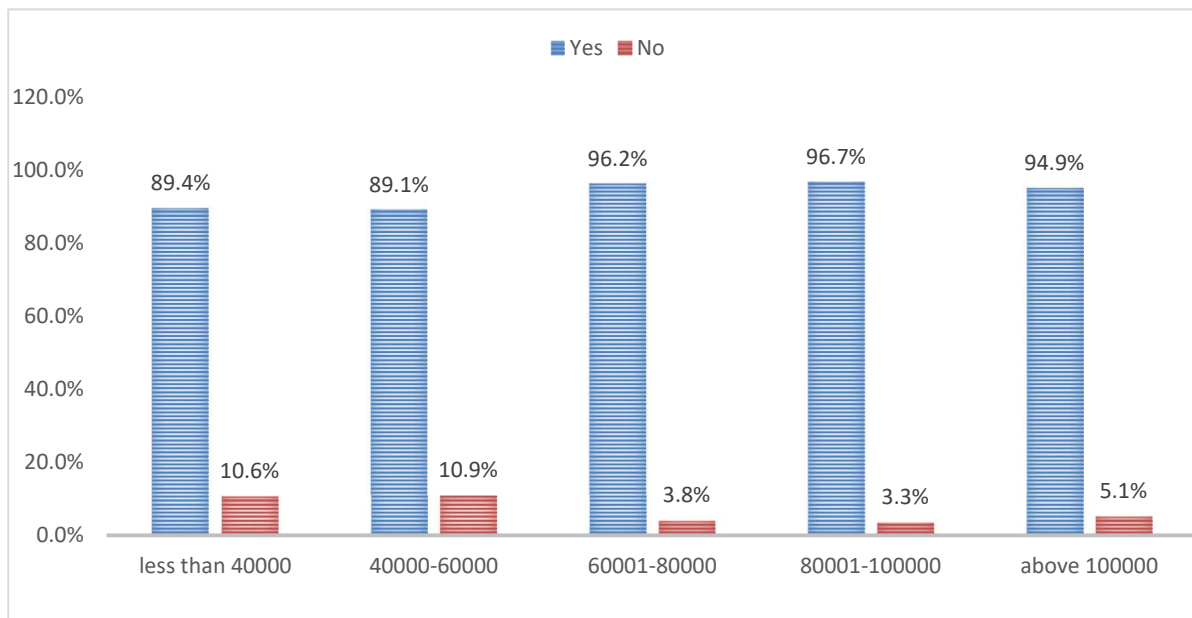


Table No. 3.7 shows the respondents' monthly incomes and consumer knowledge of green products. Approximately 95% of respondents with incomes of Rs. 60,000 or more are aware of green products, compared to 89.1% of respondents with incomes of Rs. 40,000 to Rs. 60,000 and 89.4% of respondents with incomes less than Rs. 40,000 who are aware of green products. As a result, the vast majority of respondents are aware of green products. As shown in the preceding table, the p-value is less than 0.05. As a result, the null hypothesis is rejected, and there is a significant relationship between respondents' income and their awareness of green products. It is clear from the preceding that income has an impact on consumer awareness. The respondents' income is crucial since it allows them to acquire green products. Green products are typically high-quality and expensive. It is impacted by the



respondents' income. The studies also found that people earning up to Rs. 60,000 per month are less aware of green products than those earning more. As a result, it is advised that manufacturers seek to reduce the cost of green products while still delivering higher-quality products to the maximum number of people in society at a reasonable cost and within their purchasing capacity.

**Table 3.8**  
**Marital Status and Consumers awareness of green products**

Marital Status	Yes	No	Total
Married	662 (93.8%)	44 (6.2%)	706 (100.0%)
Unmarried	266 (90.5%)	28 (9.5%)	294 (100.0%)
Total	928 (92.8%)	72 (7.2%)	1000 (100.0%)

Source: Data collected through questionnaire

$\chi^2=3.366^a$

p-value >0.05

**Fig. 3.8**  
**Marital Status and Consumers awareness of green product**

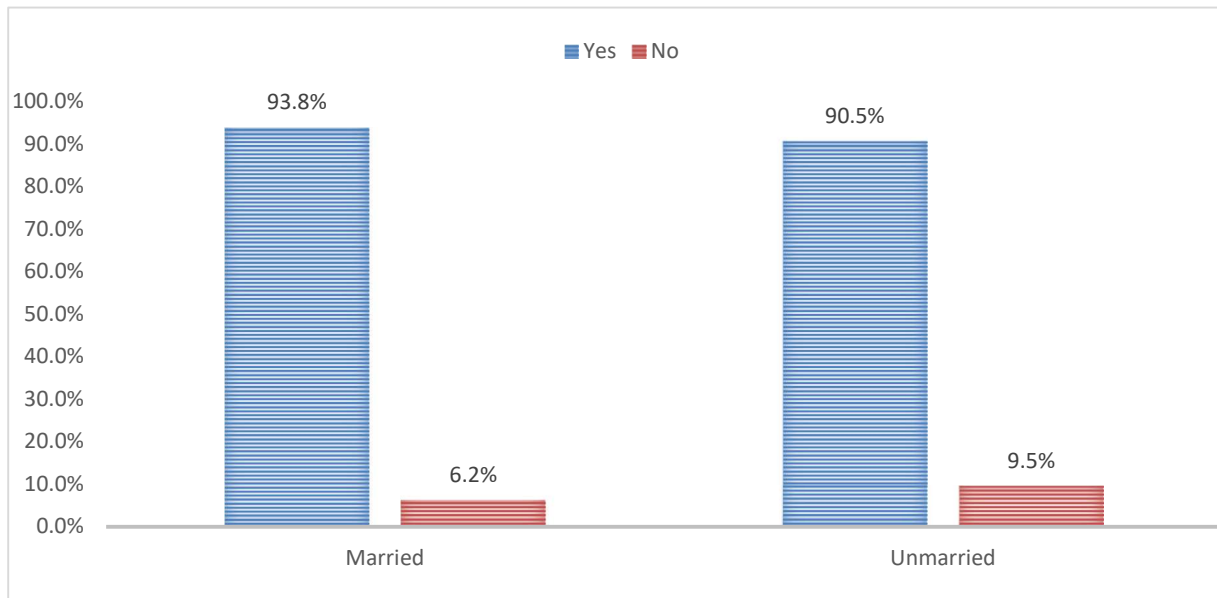


Table No. 3.8 depicts the respondents' marital status as well as their awareness of green products. According to the table, married respondents (93.8%) are more aware of green





products than unmarried respondents (90.5%). The p-value is greater than 0.05, as shown in the above table. As a result, the null hypothesis is accepted, and there is no significant relationship between respondents' marital status and their awareness of green products. The result indicated that married status does not impact awareness of green products.

### Source of Information towards green products

Gathering information is one of the most fundamental components of learning about something. The places where we receive our information are referred to as information sources. The source of information is transitioning from manual to digital in this changing scenario. We can now get the majority of our information from digital sources. It had previously been impossible. The trends are now transitioning to the digital era. Friends and relatives, Google/social media, magazines, and newspapers are all valuable sources of information.

**Table 4**  
**Source of information about green products**

Source	Frequency	Percent	Cumulative Percent
Television	126	12.6%	12.6%
Friends & Relatives	141	14.1%	26.7%
Google/social media	531	53.1%	79.8%
Magazines	68	6.8%	86.6%
Newspapers	134	13.4%	100.0%
<b>Total</b>	<b>1000</b>	<b>100.0</b>	

Source: Data collected through questionnaire



**Fig. 4**  
**Source of information about green products**

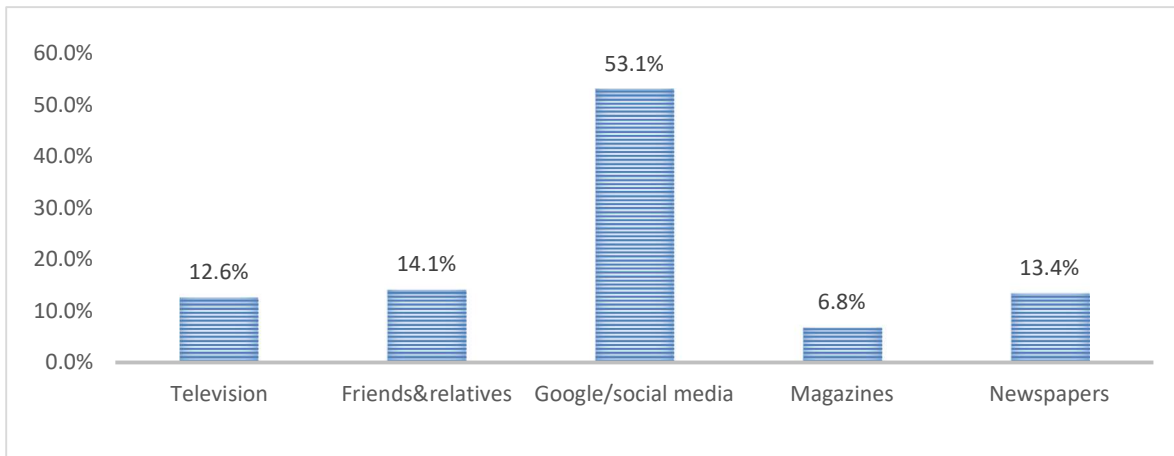


Table No. 4 shows where respondents get their information about green products. 53.1% of the respondents got their information about green products from google/social media. This reflects the global shift towards the use of social media. Respondents learned 14.1% about green products from friends and relatives, while 12.6% learned about green products from television. Respondents 13.4% and 6.8% learned about green products from newspapers and magazines, respectively. As a result of the foregoing, it is possible to conclude that people's primary source of information about green products came from Google/social media.

Consumers awareness directly impacted the purchase of green products. Buying of green products and frequency of buying green products over other products depending on the quality and other associated characteristics of green products.

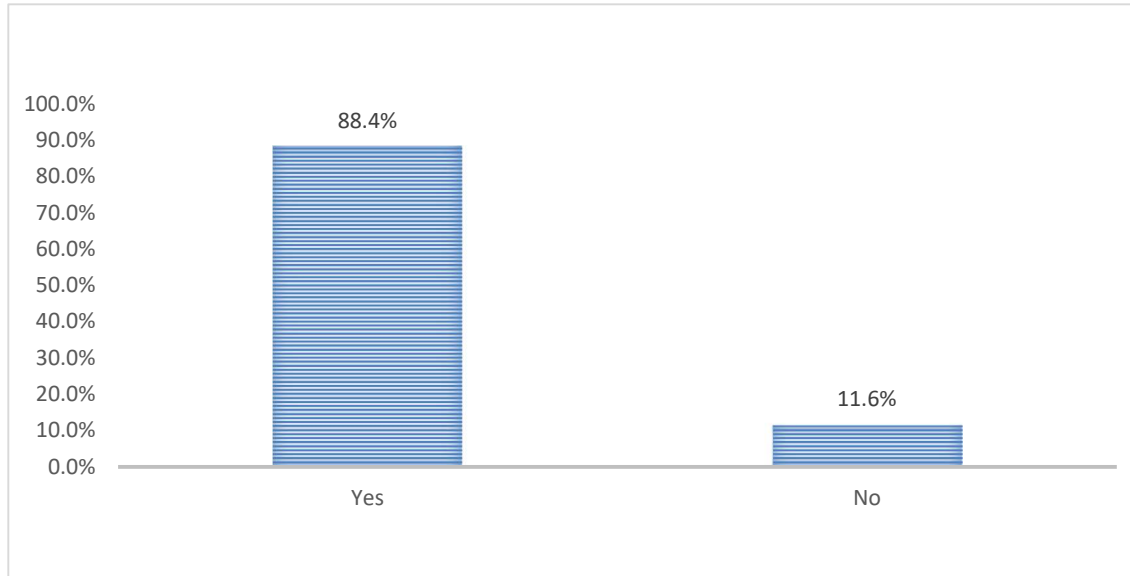
**Table 5**  
**Consumers buying green products**

	Frequency	Percent	Cumulative percent
Yes	884	88.4%	88.4%
No	116	11.6%	100.0%
Total	884	100.0%	

Source: Data collected through questionnaire



**Fig. 5**  
**Consumers buying green products**



According to Table 5, 88.4% of respondents are purchasing green products, while 11.6% are not. Due to health and environmental concerns, there has been an upward shift in the purchasing of green products because of the changing patterns caused by the COVID-19 pandemic. The findings are consistent with those of Alaimo et al. (2020), who discovered an upward trend for green products because of the COVID-19 pandemic.

**Table 6**  
**Purchasing pattern of green products over other products**

	Frequency	Percent	Cumulative Frequency
Never	55	5.5%	5.5%
Rarely	154	15.4%	20.9%
Sometimes	397	39.7%	60.6%
Mostly	340	34.0%	94.6%
Always	54	5.4%	100.0%
<b>Total</b>	<b>1000</b>	<b>100.0%</b>	

Source: Data collected through questionnaire



**Fig. 6**  
**Purchasing pattern of green products over other products**

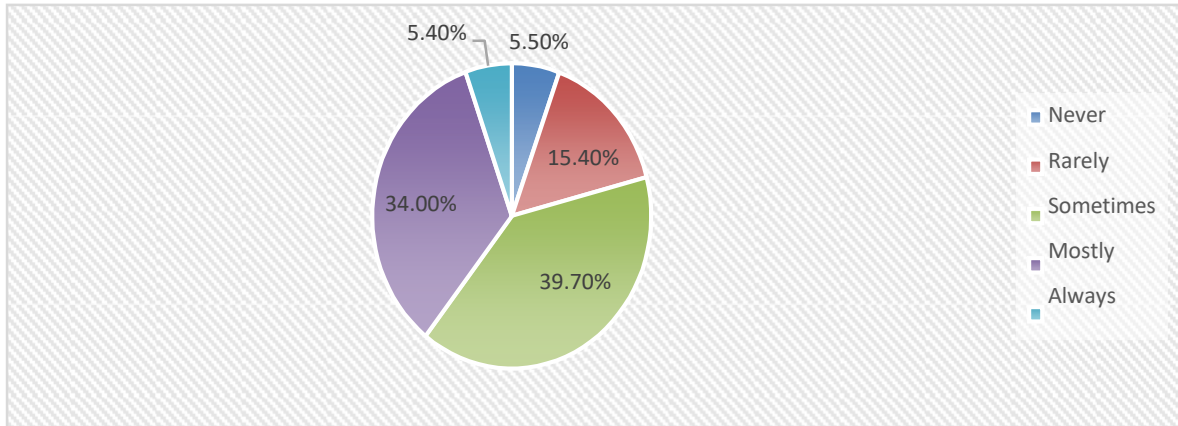


Table 6 depicts the preference for green products over other products. According to the table, 39.7% of respondents purchased green products sometimes, while 34% purchased green products mostly. There are 5.4% of respondents who always buy green products, 5.5% who never buy green products, and 15.4% who buy green products rarely. As a result, it can be concluded that a significant number of respondents sometimes purchase green products.

### Consumers awareness of the reasons of purchasing and not purchasing of green products

#### Consumers reasons for purchasing green products

Green products have many characteristics and benefits such as save the environment, health benefits, better product quality, hygiene, reducing pollution, and sustainability that distinguish them from other products.

**Table 7**  
**Consumers reasons for purchasing green products.**

Reasons	Count	Percentage	Cumulative percentage
To save the environment	306	30.6%	30.6%
For health benefits	324	32.4%	63.0%
For hygiene purposes	46	4.6%	67.6%
To reduce pollution and Contamination	102	10.2%	77.8%



For better future of next generation	112	11.2%	89.0%
For better quality products	60	6.0%	95.0%
For sustainable development	50	5.0%	100.0%
<b>Total</b>	<b>1000</b>	<b>100%</b>	

Source: Data collected through questionnaire

**Fig. 7**  
**Consumers reasons for purchasing green products**

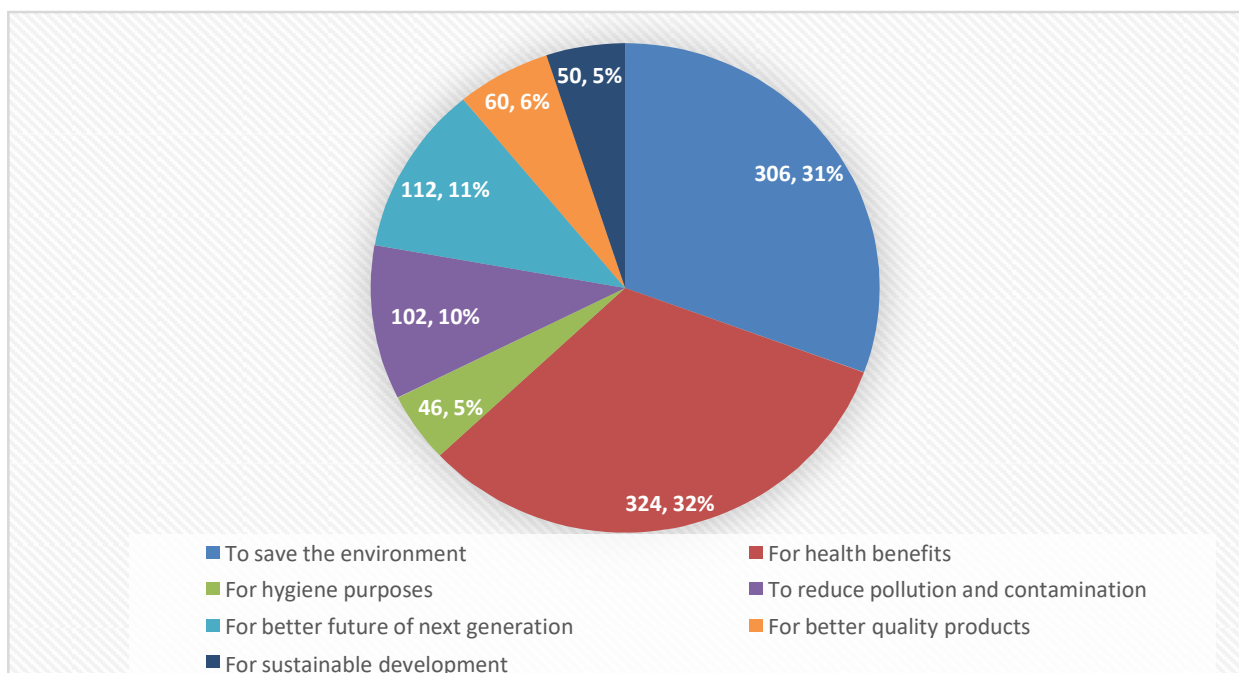


Table 7 depicts the reasons why consumers buy green products. According to the data, 32.4% of respondents bought green products for health reasons, while 30.6% bought green products to help the environment. Consumers are more concerned about their health benefits because of the COVID-19 pandemic. In today's world, everyone is concerned about the environment, and awareness is being spread through seminars, advertisements, and other means. This instils in everyone the desire to protect the environment and their concerns for health. As a result, consumers are purchasing green products for these reasons. 11.2% of respondents purchased green products to improve the future of the next generation, while 10.2% purchased green products to reduce pollution and contamination. According to the above table, most consumers purchased green products because of the health benefits and their desire to save the environment.



### Main reasons behind people not buying green products

Green products are good in terms of their characteristics, but still consumers do not buy them because of hindrances like poor quality, costly, non-availability, lack of awareness, inconvenient location, and not actually being green products.

**Table 8**  
**Consumers reasons for not purchasing green products**

Reasons	Count	Percentage	Cumulative percentage
Lack of awareness	20	2.0%	2.0%
Costly	289	28.9%	30.9%
Non availability	112	11.2%	42.1%
Not trustworthy	46	4.6%	46.7%
Poor quality	422	42.2%	88.9%
Not green product actually	75	7.5%	96.4%
Inconvenient location	36	3.6%	100.0%
<b>Total</b>	<b>1000</b>	<b>100%</b>	

Source: Data collected through questionnaire

**Fig. 8**  
**Consumers reasons for not purchasing green products**

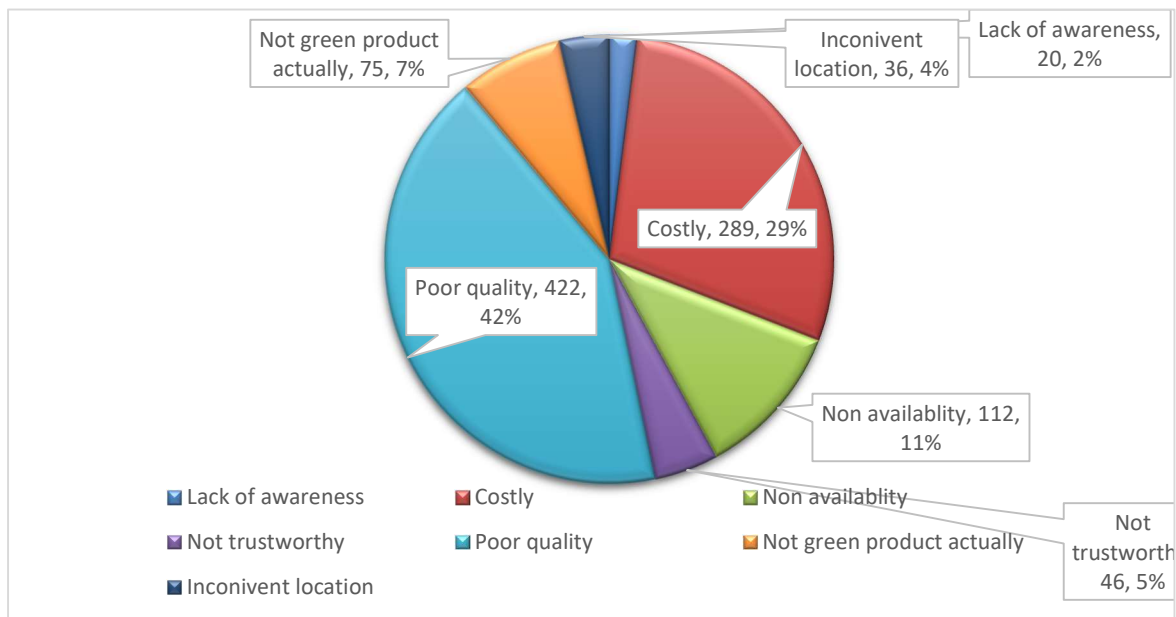




Table 8 depicts the reasons why respondents are not purchasing green products. According to the table, 42% of respondents do not purchase green products due to poor quality. This means that green products are not meeting consumer expectations, and there may be many products on the market claiming to be green but lacking in green characteristics. The government should establish strict policies for the production and marketing of green products. 29% of respondents say they do not purchase green products because they are expensive, while 11% say they do not purchase green products because they are not available. As a result, it is suggested that manufacturers ensure that the quality of green products meets consumer expectations, that the price is reasonable, and that they are easily available on the market. It is also necessary to raise awareness about green products in order to build consumer trust in green products.

## **CONCLUSION**

The findings of the study are compatible with prior research finding (Divyapriyadharshini et al., 2019; Harshitha et al., 2020; and Zeynalova & Namazova, 2022). Consumers in Delhi are becoming more aware of the advantages of green product usage and participating in environmentally and health-conscious activities. As a result, the majority of consumers in the city are purchasing green products and lending their support to initiatives that aim to improve the city's future. The research also indicated that society plays an important role in this activity by incorporating environmentally friendly practises into their day-to-day lives and expressing a desire for a more environmentally and health-conscious world. The covid-19 has also play an important role to become the consumers health conscious to overcome the impact of ongoing pandemic and improve their immunity. Consumers are aware of green products, and the majority of green products awareness is gained through social media. The majority of consumers are purchasing green products over other products due to their health and environmental benefits. As the green products help to maintain the natural environment and improve immunity. According to Singh & Mehra, 2019, consumers are more worried about environment and health hazards. Hence their intention to buy green products for the benefits of the environment and health.



Managers and marketing experts can create business strategies and plans that successfully entice environmentally conscious customers, who are concerned for the future of the next generation and are looking for sustainability and its effects on green consumers purchasing patterns. India must value its natural resources and ecosystem services to effectively guide future policy recommendations and decision-making to ensure sustainability. Marketers and manufacturers can advertise their products accordingly to the customers' expectations of green products and spread awareness about the associated green features of green products. The government and associated agencies should implement strict control on the issue of green product logos, certificates, and licences. This should be issued only to those who have fulfilled all features of green products.

### **Limitations and future research directions**

This research has provided both theoretical and managerial ramifications. This study also provides a theoretical framework for analysing the influence of consumer awareness on green products purchasing behaviour as well as the key drivers of and/or barriers to green products purchasing behaviour. While prior studies have mostly measured consumers' overall environmental habits, this study added information specific to green products and their attributes. Marketers must properly integrate green marketing strategies into the corporate strategic plan. Even though this study significantly contributes to the theory of green marketing, there are limitations and future research goals. First off, as India has numerous states and a multicultural society with various ethnic groups, the research findings may not apply to the entire population because all respondents were from Delhi. Future research should make use of samples that are evenly spread throughout India so that more illuminating findings can be reached. The study of different cultures would be fascinating. The fact that the study only considers the major categories of green products, even though consumer preferences for each green product vary according to their utility, is another study weakness. Even though the study's goal was to provide broad overview of product categories, results on the consumption or utilisation of certain product categories could have provided additional information on a micro level.





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