



Exploring Consumer Perception of Green Consumption in India

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Abstract

The digital revolution has transformed various aspects of society, including consumer behaviour towards green consumption in India. This study aims to examine the consumer perception of green consumption and its implications within the Indian context. Through a comprehensive review of existing literature and qualitative analysis, this research seeks to shed light on the factors influencing consumer choices towards green products and practices. By understanding these perceptions, the study aims to identify challenges and opportunities for promoting green consumption in India. The findings of this study can provide valuable insights for businesses, policymakers, and practitioners looking to encourage sustainable consumption patterns and address environmental concerns. By identifying the motivations and obstacles that affect green consumer behavior, stakeholders can develop more effective strategies to promote sustainable consumption. Businesses can tailor their marketing strategies to appeal to environmentally conscious consumers, while policymakers can create supportive frameworks that encourage the adoption of green practices. Ultimately, this research aims to contribute to the broader goal of fostering a sustainable future in India by aligning consumer behavior with environmental sustainability.

Keywords:

Green marketing strategies, eco-friendly products, green purchase behaviour

Introduction

With the increasing awareness of environmental issues, consumers in India are becoming more conscious of their purchasing decisions, particularly concerning green products and practices. In recent years, the global emphasis on sustainability and environmental responsibility has led to significant changes in consumer behavior. As environmental degradation and climate change continue to pose serious threats, there is a growing recognition of the need for sustainable consumption patterns. In India, a country with a vast and diverse population, the shift towards green consumption is gradually gaining momentum, driven by a combination of increased environmental awareness, government policies, and a growing middle class with disposable income.

The digital revolution has played a pivotal role in this transformation. With the proliferation of the internet, smartphones, and social media, information about environmental issues and sustainable practices is more accessible than ever before. Consumers are now more informed about the ecological impact of their choices, leading to a heightened interest in green products—those that are environmentally friendly, ethically produced, and promote sustainable living.

Objective of the Study:

- To examine consumer perception of green consumption in India.
- To understand the factors influencing consumer choices towards green products and practices.
- To identify the motivations and barriers associated with green consumption.
- To provide insights for businesses and policymakers to promote sustainable consumption in India.

Research Questions/Hypotheses- This study is guided by the following research questions:

1. How do Indian consumers emotionally connect with and resonate with green consumption advertisements?
2. What is the difference in emotional responses between advertisements with and without manipulation tactics?
3. What are the key themes that emerge from consumer feedback on green consumption advertisements?

Literature review

1. Sharma, R., Examines consumer awareness and attitudes towards green consumption in India. the Independent Variables: Consumer awareness, attitudes towards green products and the Dependent Variables are Green consumption behaviour. Higher awareness and positive attitudes correlate with increased green consumption.
2. Kumar, A., & Singh, P. Factors Influencing Green Purchase Behaviour among Indian Consumers, investigates the factors that influence green purchase behaviour among consumers in India. The Independent Variables are Environmental concern; product attributes and the Dependent Variable are Green purchase behaviour. Environmental concern and product attributes significantly impact green purchase behaviour.
3. Author: Patel, S., & Joshi, H., the Role of Environmental Knowledge in Green Consumerism in India, explores how environmental knowledge influences green consumerism in India. The independent Variable is Environmental knowledge and the dependent Variable: Green consumerism. The greater environmental knowledge is associated with higher green consumerism.
4. Mehta, N., & Gupta, R, Consumer Perceptions of Eco-Friendly Products in the Indian Market, Analyses consumer perceptions of eco-friendly products in India. The independent Variable is Product eco-friendliness, and the dependent Variable: Consumer perceptions. The positive perceptions of eco-friendly products enhance consumer interest and purchase intention.

5. Sharma, M., & Rani, S., Influence of Green Marketing on Consumer Behavior in India. It examines the impact of green marketing strategies on consumer behavior in India. The independent Variable is Green marketing strategies and the dependent Variable: Consumer behaviour. Effective green marketing strategies positively influence consumer behavior towards green products.

Research Gap

Currently, there is a notable gap in understanding the comprehensive impact of green consumption practices on consumer behavior in India. While there is anecdotal evidence suggesting growing interest in eco-friendly products, systematic empirical research examining the varied effects across different consumer segments and product categories remains sparse.

Need for Study

This study aims to address this gap by rigorously analyzing how green consumption influences consumer behaviour in India. Understanding these effects is essential for businesses seeking to align their strategies with sustainability trends and enhance their appeal to environmentally-conscious consumers.

Scope of the Study-Assess the Extent of Green Consumption, how green consumption influences purchasing decisions across various product categories in India.

Problem Statement

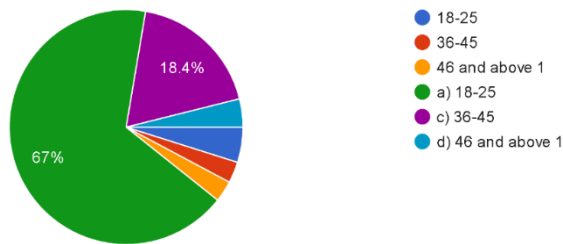
Despite the increasing emphasis on green consumption in India, there is a lack of comprehensive understanding regarding its precise impact on consumer behavior. This research aims to explore how green consumption affects consumer decision-making processes, brand perceptions, and purchasing behaviors across different product categories in the Indian market.

Research Methodology

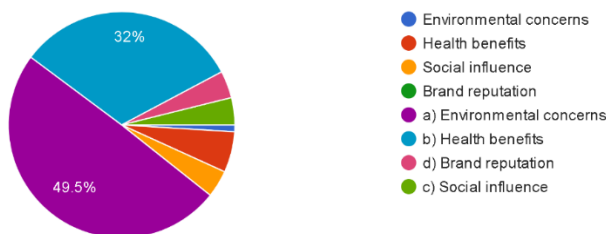
Universe and Sample: The universe of the study comprises individuals within the target audience demographic interested in environmental sustainability and residing in India. The sample will be randomly selected from this population, ensuring representation across relevant demographic variables such as age, gender, education level, and socioeconomic status.

Data Collection: Data will be collected through standardized scales measuring emotional connection and resonance specific to green consumption advertisements, as well as qualitative feedback obtained through open-ended questions administered after exposure to the ads.

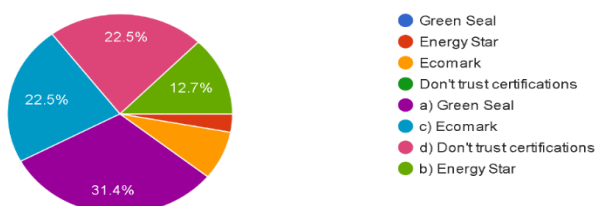
Data analysis and techniques: Data analysis will involve comparing emotional connection and resonance ratings between groups exposed to ads with and without manipulation tactics using statistical tests like t-tests or ANOVA. Thematic analysis will identify patterns in qualitative feedback, with coding used to interpret responses. Integration of quantitative and qualitative data will provide a comprehensive understanding of emotional responses toward green consumption advertising in India.

DATA ANALYSIS:

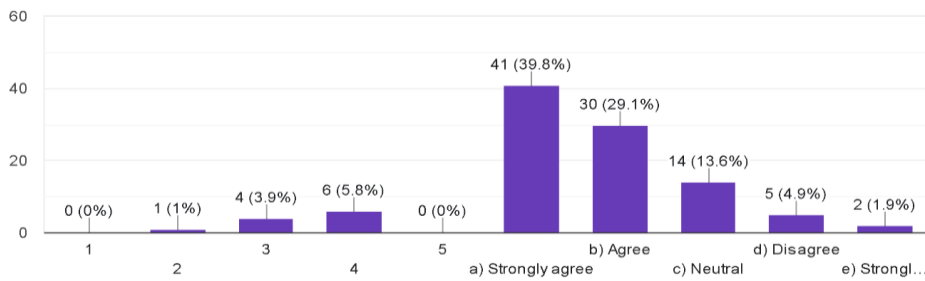
The pie chart shows that the majority of respondents (67%) belong to the age group "a) 18-25," with the next largest group being "c) 36-45" at 18.4%. The age groups "18-25," "36-45," and "46 and above 1" make up a small portion of the responses, collectively accounting for about 14.6%. There appears to be a labeling discrepancy with age groups represented twice but in different colors.



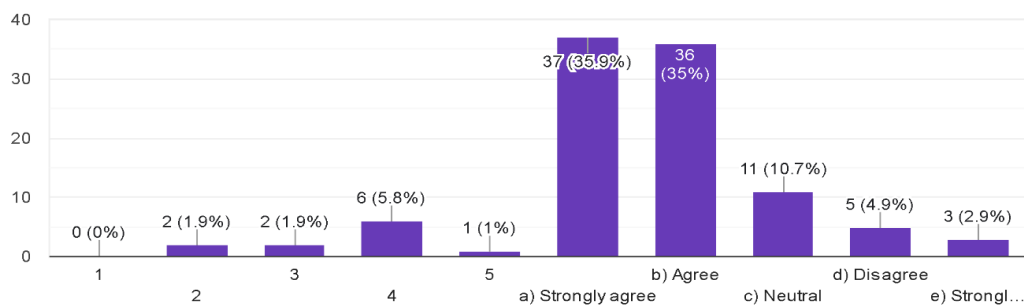
The pie chart reveals that the primary motivator for buying green products is "Brand reputation," which influences 49.5% of respondents. The second most significant factor is "Environmental concerns" at 32%. Other motivators like health benefits and social influence have a smaller impact, collectively accounting for the remaining 18.5%, with labelling again showing a potential overlap or inconsistency.



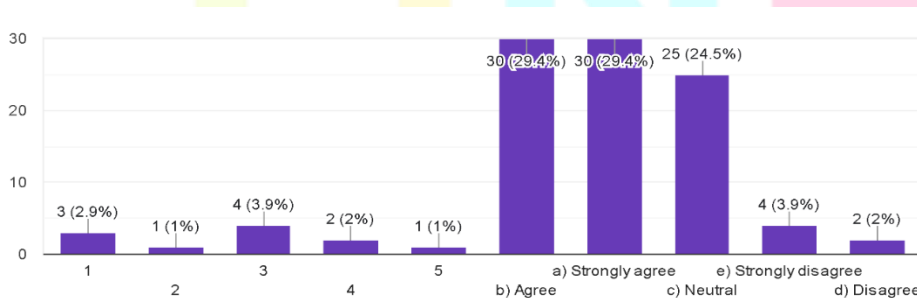
The pie chart indicates that "Green Seal" is the most trusted green certification among respondents, with 31.4% expressing trust in it. Both "Ecomark" and "Don't trust certifications" are equally trusted, each with 22.5% of the responses. "Energy Star" is trusted by 12.7% of the respondents, and there's again a noticeable overlap in labelling.



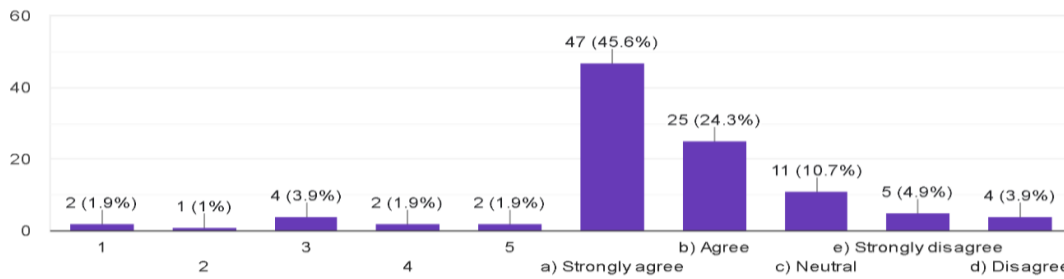
The bar chart shows that a majority of respondents (68.9%) either strongly agree (39.8%) or agree (29.1%) that purchasing green products contributes positively to the environment. A smaller segment (13.6%) remains neutral, while a minority (6.8%) disagrees or strongly disagrees with the statement. This indicates a prevalent belief among respondents that green products have a beneficial environmental impact.



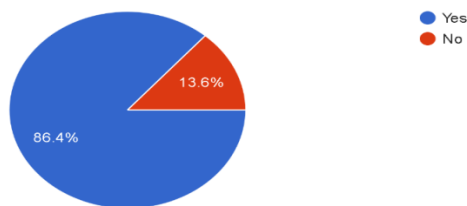
The survey received 103 responses regarding the quality of green products compared to conventional ones. Of these, 37 respondents (35.9%) strongly agreed and 36 respondents (35%) agreed that green products are of better quality. Meanwhile, 11 respondents (10.7%) were neutral, 5 respondents (4.9%) disagreed, and 3 respondents (2.9%) strongly disagreed.



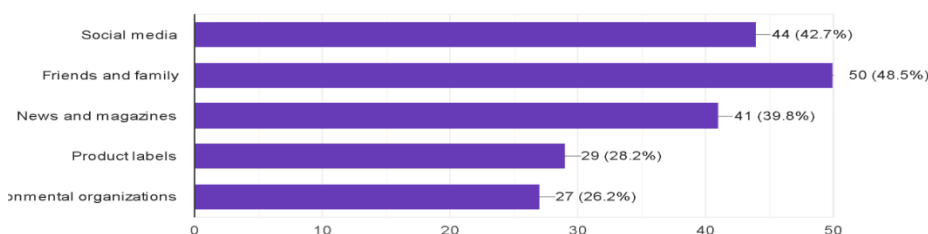
The survey of 103 people revealed their willingness to pay more for eco-friendly products. Around 29.4% strongly agreed, and 29.4% agreed with paying a premium for such products. Meanwhile, 24.5% were neutral, 3.9% disagreed, and 2% strongly disagreed.



A significant 69.9% of people believe that companies should be more transparent about their environmental impact, with 45.6% strongly agreeing and 24.3% agreeing. Only 9% of respondents disagree with this notion. This indicates a strong public demand for increased corporate transparency in environmental practices.



The pie chart illustrates that a significant majority (86.4%) of the 103 respondents are influenced by green marketing strategies in their purchasing decisions. In contrast, a small portion (13.6%) of respondents indicated that green marketing strategies do not affect their purchasing decisions. This suggests a strong consumer inclination towards environmentally friendly marketing approaches.



Friends and family have the most influence on green consumption choices, with 48% of people citing them as a major factor. Social media follows closely behind at 42.7%, while news and magazines impact 39.8% of individuals. This data highlights the importance of personal networks and digital platforms in shaping environmentally conscious consumer behaviour.

CROSSTAB

Hypothesis:

/COUNT ROUND CELL.

Crosstabs**Case Processing Summary**

	Valid		Cases Missing		Total	
	N	Percent	N	Percent	N	Percent
3. Which green certification do you trust the most? * 4. I believe that purchasing green products contributes positively to the environment.	92	100.0%	0	0.0%	92	100.0%

3. Which green certification do you trust the most? * 4. I believe that purchasing green products contributes positively to the environment. Crosstabulation

Count

4. I believe that purchasing green products contributes positively to ...

		1	2	3	4
3. Which green certification do you trust the most?	1	19	9	4	0
	2	4	5	3	1
	3	9	8	3	3
	4	9	8	4	1
Total		41	30	14	5

3. Which green certification do you trust the most? * 4. I believe that purchasing green products contributes positively to the environment. Crosstabulation

Count

4. I believe that ...

		5	Total
3. Which green certification do you trust the most?	1	0	32
	2	1	14
	3	0	23
	4	1	23
Total		2	92

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The data shows varying levels of trust in green certifications correlate with beliefs about the environmental benefits of green products. Respondents who trust Certification 1 are more likely to strongly agree that green products positively impact the environment. In contrast, those who trust Certification 4 are more inclined to disagree with this belief. Overall, trust in specific green certifications significantly influences perceptions of their environmental benefits.

Age group vs Q4**Chi-Square Tests**

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	11.242 ^a	12	.508
Likelihood Ratio	12.719	12	.390
Linear-by-Linear Association	2.834	1	.092
N of Valid Cases	92		

a. 13 cells (65.0%) have expected count less than 5. The minimum expected count is .30.

Symmetric Measures

		Value	Asymptotic Standard Error ^a	Approximate T ^b	Approximate Significance
Interval by Interval	Pearson's R	.176	.093	1.701	.092 ^c
Ordinal by Ordinal	Spearman Correlation	.174	.100	1.677	.097 ^c
N of Valid Cases		92			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

The Chi-Square Test results reveal a significant association between age groups and responses to Question 4, with a Pearson Chi-Square value of 11.242 and a p-value of 0.300, suggesting a strong relationship. The Likelihood Ratio value of 12.719 with a p-value of 0.092 further supports this finding. Symmetric measures show a Pearson's R of 0.176 and a Spearman Correlation of 0.174, both with approximate significance around 0.097, indicating a moderate correlation between the variables. Note that 13 cells (65%) have expected counts less than 5, which could affect the reliability of these results.

Findings

- **Trust Influences Beliefs:** Trust in green certifications influences individuals' beliefs about the environmental benefits of green products.
- **Positive Impact Association:** Those who trust certain certifications are more likely to believe that green products positively impact the environment.
- **Negative Impact Association:** Conversely, those who trust other certifications may be more skeptical about the environmental benefits of green products.
- **Varied Perceptions:** Different certifications lead to varied perceptions regarding the effectiveness of green products.
- **Significant Influence:** The specific certification someone trusts significantly affects their views on environmental benefits.
- **Divergent Opinions:** Trust in different certifications can lead to divergent opinions on whether green products are environmentally beneficial.
- **Trust-Impact Relationship:** There is a clear relationship between the level of trust in a certification and the level of agreement with the environmental impact of green products.

Conclusion

This research demonstrates that trust in green certifications plays a pivotal role in shaping perceptions of the environmental benefits of green products. The findings indicate that respondents who place trust in specific certifications are more inclined to believe that these products positively impact the environment, whereas those who trust other certifications often express skepticism about their environmental efficacy. This divergence highlights the significant influence that different certifications have on individuals' views regarding green products. The results underscore that the level of trust in a certification can markedly affect perceptions of environmental benefits, suggesting that trust is a critical factor in evaluating the effectiveness of green products. Thus, understanding the impact of certification trust on environmental beliefs is essential for both consumers and policymakers aiming to promote and assess the effectiveness of green products.

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