



## The influence of consumer knowledge on the propensity to buy green products

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**Abstract:** In recent years, environmental awareness among the general public in India has grown, and with it, demand for eco-friendly products. Today's consumers are "thinking green" more than ever before, and they are willing to pay a premium for products that are beneficial for the environment. There is a growing client base that enjoys these products and is willing to go through the buying process. The plethora of increasingly high-quality alternatives available to customers has resulted in a "state of continual flux" in consumers' buying habits. There is no one reason why consumers choose a certain product. Currently, the whole buying procedure occurs at a dizzying rate of speed. Therefore, the present study is being conducted to discover the full extent of the impact on consumers' propensity to buy in Delhi.

**Keywords:** Green product, awareness, purchase decision, sources of awareness, impacts on purchase

### Introduction:

The environment has suddenly become a major issue of debate in our competitive modern culture. Climate change, ozone depletion, pollution, biodiversity loss, and deforestation are just some of the environmental challenges that have spurred the rise of the "green marketing" movement in recent years. The study's overarching goal is to learn whether or not customers in Delhi and the surrounding area place any value on environmental considerations when making purchasing decisions. Words and phrases used in advertising that mean less harm to ecosystems or the environment include "environmentally friendly," "eco-friendly," "nature-friendly," and "green." Green, eco-friendly, and natural are some related marketing phrases.

These broad descriptors are used by companies to market their products and services; they are often reinforced by more specific certifications, such as eco labels. The "International Organization for Standardization" (ISO) developed standards (ISO 14020 and ISO 14024) to provide guidelines and procedures for making environmental labels and declarations. It is anticipated that certifiers and ecolabels would follow these guidelines. Over the course of the previous several decades, industrialization has extended all over the world, leading to robust economic growth and increasing consumerism. The overexploitation of the planet's natural resources has led to a decline in the health of its ecosystem.

These days, it's not only people who care about the environment; governments, organisations, and the general public all do their part to make it better. Several nations have enacted laws protecting the environment, and their governments are also offering financial incentives to businesses who produce environmentally friendly goods. Concern for the natural world and a desire to comply with the legislative framework that controls environmental concerns are also motivating businesses to embrace environmentally friendly practises. Consumer education is crucial to the effectiveness of attempts to reduce environmental damage via the production, use, and labelling of eco-friendly products. The information gleaned from our survey will help the marketer decide whether or not to promote eco-friendly goods, as well as whether or not consumers would respond positively to them.



### Review of Literature

(Suki, 2013) in the study “Green awareness effects on consumers' purchasing decision: Some insights from Malaysia” says that The success of green marketing relies on consumers being well-informed about the products being offered. This study sets out to answer the question, "How do consumers' environmental concerns, product knowledge, cost, and brand perception all play into their decision to purchase environmentally friendly products?" Two hundred people took the time to answer every question in the survey. Students at a "public university in Malaysia's Federal Territory of Labuan" were selected at random to provide responses. Everyone involved did it of their own free will. Multiple regression analysis indicated that consumer price and brand awareness had a significant role in whether or not they purchased eco-friendly products. Someone who is concerned about the environment and its image will likely choose to buy a green product. Findings may provide insights on how environmental sustainability measures might be improved.

(Suganya & Kavitha, 2017) in the study “a Study on Consumer Awareness towards Eco Friendly Products at Coimbatore” says that Learning one's rights as a consumer requires education. It shows that consumers are familiar with brands, product descriptions, and other marketing tools. A product's "brand awareness" refers to how effectively consumers recognise and associate the brand with the advertised good or service. The primary objective of early advertising is to raise brand awareness among a larger share of the intended audience. The benefits of a product, its features, slogans, and taglines are all part of the product's message. Green products are in high demand as consumers become more environmentally concerned. This study delves into how young Indians feel about green products and what they want to do about it. The information was gathered from 100 unique responders.

(Anbukarasi, 2017) in the study “an Analytical Study on Consumers ' Awareness Towards Green an Analytical Study on Consumers ' Awareness Towards Green Fast Moving” says that The state of the planet is a big hindrance to success in today's modern economy. Understanding "global warming, ozone depletion, pollution, loss of bio-diversity, and deforestation" is at the heart of "green marketing." The purpose of this study is to ascertain the level of familiarity with green fast-moving consumer goods (FMCG) among consumers in the Coimbatore area. The study evaluates how well informed male and female consumers are about Green fast moving consumer goods (FMCG). Three hundred and eighty people were surveyed using a standardised questionnaire using purposeful sampling. The analysis of the data included "Percentage Analysis, One-way Anova, and Independent Sample t-test." 62.2% of respondents identified as eco-conscious in the study. In order to reach 53.4% of consumers, FMCG companies need promote environmental certification. Customers are ecologically aware and well-informed, according to the results of the poll. Male consumers throughout the study period showed more awareness than female consumers.

(Yang, 2017) in the study “Consumer Behavior towards Green Products” says that Consumers are increasingly "paying attention to the safety of personal care" items and eco-friendly products as environmental consciousness grows. In recent years, there has been a shift in consumer knowledge and opinion toward "green" items. Customers' behaviours don't reflect their stated goals. Insufficient attention has been given in the past to the most important factors influencing consumers' decisions to purchase environmentally friendly products. The goal of this research was to determine which qualities of cosmetic products were most important to customers and how brand knowledge affected their views and evaluations of various brands. The poll received 568 usable answers. Knowing more about a brand may improve how that brand is perceived, as this research indicates. The expected relationship between quality impressions and future purchases was seen. Quality perception is a bridge between brand



recognition and actual intent to buy. Knowing more about a brand or having a better impression of its quality might be affected by its country of origin. A recent study investigated how brand familiarity affected consumers' assessments of eco-friendly skincare products.

(Siddique & Hossain, 2018) in the study “Sources of Consumers Awareness toward Green Products and Its Impact on Purchasing Decision in Bangladesh” says that The extent to which customers are informed about green products affects their propensity to buy. This study looks at the connection between consumer understanding of green products and their ultimate purchasing choices. Three hundred people took the time to fill out the lengthy survey. Utilizes ad hoc and subjective methods of selection. According to the findings, buyer awareness may be influenced by advertising and peer pressure about environmentally friendly products. The majority of respondents had some familiarity with environmentally friendly products. This study also demonstrates how familiarity with green products affects consumers' propensity to make eco-friendly purchases. Green consciousness is promoted in this paper. The company might benefit from green product sources. Perhaps it will increase demand for and interest in eco-friendly goods.

("Divyapriyadharshini et al., 2019) in the study Consumer Awareness towards Green Products and Its Impact” says that As consumer awareness of environmental issues grows, so does the demand for "green" products. Products with a green label are either made in a way that doesn't harm the environment or really help it. The primary purpose of this article is to assess consumers' familiarity with green products and their understanding of the environmental benefits that may result from making the transition. Consumers' knowledge of eco-friendly products is crucial to the success of marketers trying to persuade them to buy their wares. Thirty participants were polled using a standard questionnaire. Convenience sampling is used. The data is analysed using a frequency distribution method. The study found that promotional activities on eco-friendly products had an effect on consumer awareness of green products. The vast majority of respondents had heard of "green" products. This study also demonstrates that consumer awareness of green products has a significant role in influencing their purchase decisions.

(Singh & Mehra, 2019) in the study “A Study on Consumer Awareness towards Green Marketing with Special Reference to Indore Region” says that Green marketing and the buying of green goods have gained popularity as a direct response to consumers' growing concern about environmental and health risks. More and more people and places are investing in environmentally friendly products. Green marketing ideas and eco-friendly products have widespread familiarity among consumers of all ages. Consumers' distinct and ever-evolving shopping behaviours may be attributed to the abundance of high-quality options available to them. This research was conducted in Indore, a city in the Indian state of Madhya Pradesh, to learn how green marketing and the purchasing of green goods affect customer behaviour. Comfort testing was used to identify a representative sample of Indore, India, consumers who are likely to be more environmentally conscious and interested in buying green items. (The findings showed that consumers were aware of, and willing to pay more for, green marketing and products because they cared about the environment. Further, elements influencing consumers' purchase habits have a considerable effect on the selections available to them.

(V S et al., 2020) in the study “Consumer Awareness and Consumer Perception towards Green Buying Decisions An Empirical Study in Bangalore” says that "Green marketing" refers to the process of selling goods and services based on their positive impact on the natural world. Corporations with strong commitments to CSR and sustainable development often use green marketing strategies. The premise



of "green marketing" seems to be that consumers would value a product or service more if it is seen as environmentally friendly. The fundamental objective of this study is to examine how consumers' knowledge, attitudes, and buying choices are related to ITC LIMITED's GM efforts. Green marketing is favourably associated with customer awareness, consumer perception, and consumer buying behaviour.

(Alamsyah et al., 2021) in the study “Consumer awareness towards eco-friendly product through green advertising: Environmentally friendly strategy” says that Climate change is a divisive issue since it requires significant behavioural changes from individuals. In an effort to increase profits and consumer interest, businesses are shifting toward greener advertising strategies. Green advertising, which is becoming popular, aims to raise consumers' consciousness of the benefits of eco-friendly products. The purpose of this study is to evaluate consumers' awareness of green goods and services via the lens of green marketing. Participants in the research are people who have been exposed to green advertising but who have never made a purchase of an ecologically friendly product. Data was obtained from 250 clients through surveys and analysed using SPSS to determine correlation values and perform the study. The results indicate that there is a high level of consumer acceptance when three variables are used as examples: green impact, green message, and green theme. It's also common knowledge that exposure to green advertising raises consumer awareness of environmental concerns. The findings of this study might be used by companies to create ecologically friendly tactics that are also popular with their target demographic.

### **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**

With a focus on the Delhi market, this study surveys 250 individuals. We used a self-designed and well-defined questionnaire to obtain the bulk of our primary data. Descriptive, analytic, and exploratory methods form the basis of the study design. The data was analysed and interpreted using statistical approaches including percentage analysis and descriptive statistics. We use SPSS V26 for all of our statistical analysis needs.

### **Result and discussion:**

#### **Reliability analysis:**

Reliability Analysis using Cronbach Alpha has been administrated to find out the reliability of self-administered questionnaire and the alpha values have been shown in the following table.



<b>Reliability Analysis</b>			
		N	%
Cases	Valid	250	100.0
	Excluded <sup>a</sup>	0	0.0
	Total	250	100.0
<b>Reliability Statistics</b>			
Cronbach's Alpha		N of Items	
0.872		15	

The reliability of the questionnaire is excellent as the “Cronbach alpha value is 0.872” which is higher than the minimum required value i.e. 0.5.

**Demographic table:**

Statement	Variables	Frequency	Percent	Valid Percent	Cumulative Percent
<b>Gender</b>	Female	96	38.4	38.4	38.4
	Male	154	61.6	61.6	100.0
	Total	250	100.0	100.0	
<b>Age</b>	30 to 45	92	36.8	36.8	36.8
	46 to 60	56	22.4	22.4	59.2
	Above 60	21	8.4	8.4	67.6
	Below 30	81	32.4	32.4	100.0
	Total	250	100.0	100.0	
<b>Region</b>	Central Delhi	10	4.0	4.0	4.0
	East Delhi	40	16.0	16.0	20.0
	North Delhi	68	27.2	27.2	47.2
	South Delhi	60	24.0	24.0	71.2
	West Delhi	72	28.8	28.8	100.0
	Total	250	100.0	100.0	



<b>Educational Qualification</b>	Above Postgraduate	38	15.2	15.2	15.2
	Graduate	99	39.6	39.6	54.8
	Postgraduate	94	37.6	37.6	92.4
	Upto 12th	19	7.6	7.6	100.0
	Total	250	100.0	100.0	
<b>Employment Status</b>	Business	52	20.8	20.8	20.8
	Other	48	19.2	19.2	40.0
	Professional	65	26.0	26.0	66.0
	Service	85	34.0	34.0	100.0
	Total	250	100.0	100.0	
<b>Marital Status</b>	Married	160	64.0	64.0	64.0
	Unmarried	90	36.0	36.0	100.0
	Total	250	100.0	100.0	

As per the above table, the demographic details gathered from 250 respondents and being analyzed says that majority of the respondents 61.6% are male and rest 38.4% are female. The maximum respondents 36.8% are from 30 to 45 age group followed by 32.5% (below 30) and the rest of respondents were in above 45 Years age. 28.8% people belonged to west Delhi, 27.2% were from North Delhi, 24% were from south Delhi and rest of respondents were from east Delhi. 39.6% respondents are graduated, 37.6% respondents are postgraduate, 15.2% respondents are qualified above PG and rest i.e. 7.6% studied Upto 12<sup>th</sup> only.

Employment vice 34% respondents were employed in services sector, 26% respondents were professionally employed, 20.8% respondents are business owners and rest 19.2% people are employed in other services. 64% respondents were married where as 36% unmarried.

**Statements:**

Statement	Variables	Frequency	Percent	Valid Percent	Cumulative Percent
<b>Are you aware of green products?</b>	No	18	7.2	7.2	7.2
	Yes	232	92.8	92.8	100.0
	Total	250	100.0	100.0	
<b>What is your source of information about green products?</b>	Friends and relatives	35	14.0	14.0	14.0
	Google/Social Media	135	54.0	54.0	68.0
	Magazine	11	4.4	4.4	72.4
	Newspapers	35	14.0	14.0	86.4
	Television	34	13.6	13.6	100.0
	Total	250	100.0	100.0	



Do you buy green products?	No	30	12.0	12.0	12.0
	Yes	220	88.0	88.0	100.0
	Total	250	100.0	100.0	
How often do you purchase green products over other products?	Always	12	4.8	4.8	4.8
	Mostly	72	28.8	28.8	33.6
	Never	11	4.4	4.4	38.0
	Rarely	36	14.4	14.4	52.4
	Sometimes	119	47.6	47.6	100.0
	Total	250	100.0	100.0	
Why do you purchase green products?	For better future of next generation	21	8.4	8.4	8.4
	For better quality Products	14	5.6	5.6	14.0
	For health benefits	86	34.4	34.4	48.4
	For hygiene purposes	6	2.4	2.4	50.8
	For sustainable development	14	5.6	5.6	56.4
	To reduce pollution and contamination	22	8.8	8.8	65.2
	To save the environment	87	34.8	34.8	100.0
	Total	250	100.0	100.0	
What are the main reason behind people not buying green products?	Costly	73	29.2	29.2	29.2
	Inconvenient location	8	3.2	3.2	32.4
	Lack of awareness	114	45.6	45.6	78.0
	Non-availability	32	12.8	12.8	90.8
	Not green product actually	6	2.4	2.4	93.2
	Not trustworthy	10	4.0	4.0	97.2
	Poor quality	7	2.8	2.8	100.0
	Total	250	100.0	100.0	
Do you know the various companies/brands offering green products?	No	62	24.8	24.8	24.8
	Yes	188	75.2	75.2	100.0
	Total	250	100.0	100.0	

The gathered answers allowed us to deduce the following regarding consumers' mindsets, perspectives, levels of awareness, and intent to buy green goods: 92.8% of people are aware of green products; 54.0% of respondents were aware of them because of social media/Google. Friends and relatives, as well as newspapers, accounted for 28% of respondents' information sources. The media spread the news to the rest of the population. Eighty-eight percent of those who were asked whether they would buy said "yes." The majority of respondents (28.7%) buy green goods often, while 47.6% buy them sometimes. Only 4.8% of respondents said they often purchase eco-friendly goods, while 4.4% said they never do. When asked "Why do you purchase green products?," the most common response was "to save the environment," with 34.8% of respondents giving that reason. Another 34.4% gave "health benefits," and 8.8% gave "to reduce pollution and contamination." The remaining 12% gave reasons including "better future of next generation," 8.4% gave "better quality products," and 2.5% gave "hygiene." When asked why they don't purchase green goods, 45.6% of respondents cited ignorance as the main reason. A survey found that 29% of people think green goods are too expensive. The remaining 32.2% of people who responded to the survey had other complaints, including "Not green product truly," "Not trustworthy," "Inconvenient location," and "Non-availability" (2.4 percent ). Finally, when asked whether they were familiar with the names of companies that make eco-friendly goods, 75.2% of respondents said they were.



## Hypothesis Testing

### Hypothesis -1

“There is no significant relationship between consumer awareness and consumer Demographics.”

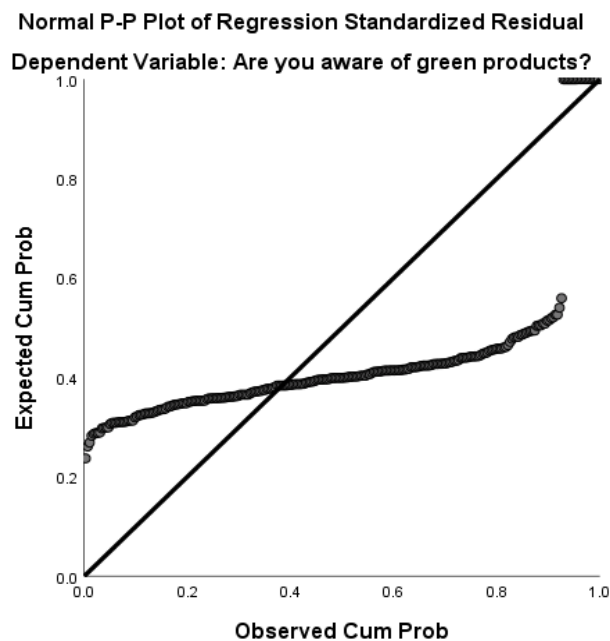
Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.154 <sup>a</sup>	0.024	-0.005	0.260
a. Predictors: (Constant), Marital Status: , Region: , Gender, Employment Status:, Educational Qualification:, Monthly Income:, Age				
b. Dependent Variable: Are you aware of green products?				

The R-value represents the strength of the relationship between a dependent and an independent variable. We proceed to the next stage of analysis when the value is greater than 0.4. In this case, the number.154 is regarded favourable. All of the variation in the measured variable is represented by a R Squared value of 0.024.

ANOVA <sup>a</sup>					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	0.395	7	0.056	0.838	.557 <sup>b</sup>
Residual	16.309	242	0.067		
Total	16.704	249			

P-value and significance level (Sig value): Typically, a significance level of 5% is utilised for the inquiry, with the confidence interval set at 95%. Therefore, the p-value has to be much below than 0.05. You saw .557 in the table you were just looking at. Therefore, we cannot place any significance on the result. So, we can rule out the proposed explanation. As a consequence of these data, the null hypothesis that "There is no significant connection between consumer awareness and consumer Demographics" may be rejected.





**Hypothesis-2**

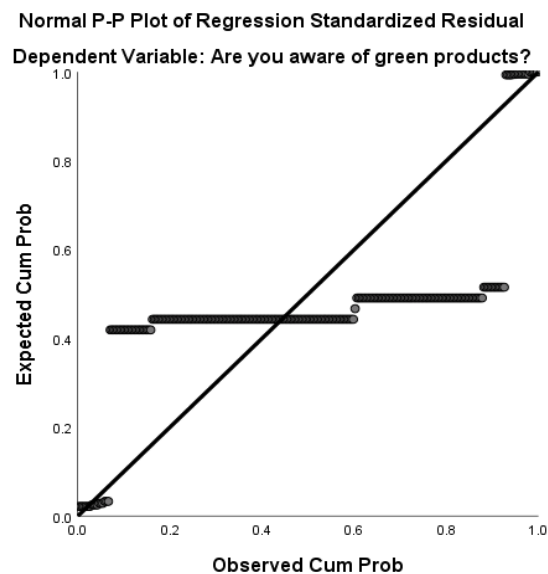
“There is no significant relationship between consumer awareness and purchase of green products.”

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.520a	0.270	0.264	0.222
a. Predictors: (Constant), How often do you purchase green products over other products? Do you buy green products?				
b. Dependent Variable: Are you aware of green products?				

The R-value is a measure of the strength of the relationship between the two variables being analysed. The study may go on because a value greater than 0.4 was chosen. This number of .520 is favourable since it indicates that the circumstance is favourable. R-Square measures the total variation in the dependent variable (0.270).

ANOVA <sup>a</sup>					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	4.513	2	2.256	45.713	.000b
Residual	12.191	247	0.049		
Total	16.704	249			

P-value/Sig value: The 95% confidence interval or the 5% level of significance is often used. In this case, a p-value of 0.05 or below is required. It's .000 in the preceding table. This is an important finding. That there is no correlation between eco-consciousness and product purchases is thus regarded as a hypothesis.



### Conclusion

This study set out to assess consumers' familiarity with green marketing and its potential impact on their propensity to buy environmentally friendly products. Consumers in Delhi are learning more about the value of being green and engaging in other eco-friendly behaviours. As a consequence, the vast majority of city residents are investing in the city's future by buying environmentally friendly products and supporting civic improvement efforts. The findings also show that individuals and groups have a major impact on this process by advocating for greener policies and implementing environmentally friendly practises in their daily lives. People are less likely to exhibit a preference for buying green items since there is less promotion for them and fewer of them may be found in shops. People in Delhi have a positive outlook and a heightened knowledge when it comes to purchasing eco-friendly products.

### Limitations:

1. Time restrictions meant just 250 respondents were chosen for the sample, with Delhi receiving extra focus.
2. Results cannot be extrapolated to other areas since they are exclusive to the people and culture of Delhi.
3. Results and statistics may differ from person to person due to the fact that they were gathered based on the preferences and actions of individual consumers.

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