

## *Contents*

---

---

## CONTENTS

| CHAPTER NO. | TITLE  | PAGE NO. |
|-------------|--|----------|
|             | <b>LIST OF ABBREVIATIONS</b><br><b>LIST OF TABLES</b><br><b>LIST OF CHARTS</b><br><b>LIST OF EXHIBITS</b>                                |          |
| I           | INTRODUCTION   | 1-8      |
| II          | REVIEW OF THE LITERATURE   | 9-31     |
| III         | GREEN MARKETING AND GREEN CONSUMERS<br>- AN OVERVIEW   | 32-58    |
| IV          | GREEN CONSUMERS IN COIMBATORE - A PROFILE ANALYSIS   | 59-104   |
| V-A         | CONSUMERS' SATISFACTION AND PERCEPTION TOWARDS SELECT ECO - FRIENDLY PRODUCTS  | 105-139  |
| V - B       | REALTIONSHIP OF PERCEPTION, PURCHASE BEHAVIOUR SATISFACTION WITH SUSTAINABILITY OF ECO-FRIENDLY PRODUCTS - STRUCTURAL EQUATION MODELLING | 140-177  |
| VI          | RETAILERS IIN COIMBATORE - A PROFILE ANALYSIS  | 178-222  |
| VII         | SUMMARY OF FINDINGS, SUGGETIONS AND CONCLUSIONS  | 223-250  |
|             | BIBILIOGRAPHY  |          |
|             | APPENDIX   |          |

## *List of Tables*

---

---

## LIST OF TABLES

| TABLE NO. | TITLE  | PAGE NO. |
|-----------|--|----------|
| 3.1       | ISO 14000 Series Standards   | 34       |
| 3.2       | List of Environmental Acts in India  | 37       |
| 4.1       | Demographic profile of Green Consumers   | 61       |
| 4.2       | Consumer opinion about the features of products signifying 'green' (Multiple Response) | 63       |
| 4.3       | Level of awareness about selected green products                                       | 64       |
| 4.4       | ANOVA for Awareness score on selected green products Vs. Demographic variables         | 65       |
| 4.5       | t-Test for Awareness score on selected green products Vs. Demographic variables        | 67       |
| 4.6       | Purchase of eco-friendly products (Multiple Response)                                  | 68       |
| 4.7       | Source of information about selected green products (Multiple Response)                | 68       |
| 4.8       | Basis of selection of green products for the first time                                | 71       |
| 4.9       | Period of usage of selected green products   | 71       |
| 4.10      | Place of purchase (Multiple Response)  | 72       |
| 4.11      | Reasons for buying selected green products   | 73       |
| 4.12      | Reasons for buying green products among consumers                                      | 75       |
| 4.13      | Correlation matrix - Reasons for buying green products among consumers                 | 76       |
| 4.14      | KMO and Bartlett's Test-Reasons for buying green products                              | 77       |
| 4.15      | Total Variance Explained – Reasons for buying green products                           | 78       |
| 4.16      | Component Matrix – Reasons for buying green products                                   | 79       |
| 4.17      | Rotated Component Matrix – Reasons for buying green products                           | 80       |

| <b>TABLE NO.</b> | <b>TITLE</b>  | <b>PAGE NO.</b> |
|------------------|---|-----------------|
| 4.18             | The Factors identified the statements relating to the reasons for buying green products   | 81              |
| 4.19             | ANOVA for Modernistic score Vs. Demographic variables   | 82              |
| 4.20             | t-Test for Modernistic score Vs. Demographic variables  | 84              |
| 4.21             | ANOVA for Concern for environment score Vs. Demographic variables   | 85              |
| 4.22             | t-Test for Concern for environment Vs. Demographic variables  | 87              |
| 4.23             | ANOVA for Health Concern Vs. Demographic variables  | 88              |
| 4.24             | t-Test for Health Concern Vs. Demographic variables   | 89              |
| 4.25             | Factors considered before buying green products (Multiple Response)   | 90              |
| 4.26             | Extent of influence of environmental issues in purchasing green products  | 91              |
| 4.27             | ANOVA for Impact of environmental issues score Vs. Demographic variables  | 92              |
| 4.28             | t-Test for Impact of environmental issues scores Vs. Demographic variables  | 94              |
| 4.29             | Role of institutions in bringing positive changes to protect environment  | 95              |
| 4.29(a)          | Test Statistics – Kendall’s Coefficient of Concordance for Role of institutions in bringing positive changes to protect environment | 95              |
| 4.30             | Willingness to pay more for green products  | 96              |
| 4.31             | Reasons for willingness to pay more (Multiple Response)   | 97              |
| 4.32             | Chi-square for Reasons for unwillingness to pay more for green products (Multiple Response)   | 98              |
| 4.33             | Demographic variables Vs. Willingness to pay more for green products  | 99              |

| <b>TABLE NO.</b> | <b>TITLE</b>  | <b>PAGE NO.</b> |
|------------------|---|-----------------|
| 4.34             | Continual buying of green products  | 101             |
| 4.35             | ANOVA for Continual buying score Vs. Demographic variables                          | 102             |
| 4.36             | t-Test for Continual buying score Vs. Demographic variables                         | 104             |
| 5.1              | Consumers' perception towards green products  | 106             |
| 5.2              | Perception towards green products   | 108             |
| 5.3              | Correlation Matrix Perception towards Green Products                                | 109             |
| 5.4              | KMO and Bartlett's Test – Perception towards Green products                         | 110             |
| 5.5              | Total Variance Explained – Perception towards green products                        | 111             |
| 5.6              | Component Matrix – Perception towards green products                                | 112             |
| 5.7              | Rotated Component Matrix – Perception towards green products                        | 114             |
| 5.8              | Factors identified - Perception towards green products                              | 115             |
| 5.9              | ANOVA for Support for eco - friendliness Vs. Demographic variables                  | 116             |
| 5.10             | t-Test for Support for eco - friendliness Vs. Demographic variables                 | 119             |
| 5.11             | ANOVA for Care for environment Vs. Demographic variables                            | 120             |
| 5.12             | t-Test for Care for environment Vs. Demographic variables                           | 122             |
| 5.13             | ANOVA for Support for green products Vs. Demographic variables                      | 123             |
| 5.14             | t-Test for Support for green products Vs. Demographic variables                     | 125             |
| 5.15             | Consumers' expectation in production strategy                                       | 126             |
| 5.15a            | Test Statistics – Kendall's Coefficient of Concordance                              | 127             |
| 5.16             | Adequacy of information given by the seller   | 127             |
| 5.17             | Chi-Square for Demographic variables Vs. Sufficient information given by the seller | 129             |

| <b>TABLE NO.</b> | <b>TITLE</b>  | <b>PAGE NO.</b> |
|------------------|---|-----------------|
| 5.18             | Level of Satisfaction of about selected green products  | 131             |
| 5.19             | Independent Variables   | 133             |
| 5.20             | Regression Analysis –Satisfaction Score for green products  | 134             |
| 5.21             | Problems faced in purchasing of green products  | 136             |
| 5.22             | ANOVA for Problems faced in purchasing green products Vs. Demographic variables                     | 137             |
| 5.23             | t-Test for Problems faced in purchasing green products Vs. Demographic variables                    | 139             |
| 5.24             | Reliability Coefficients for constructs used in the study   | 143             |
| 5.25             | First Order Confirmatory Factor Analysis for Perception Factors                                     | 146             |
| 5.26             | Regression Weights for Perception dimension   | 150             |
| 5.27             | Confirmatory factor analysis results for Purchase Behaviour factors                                 | 152             |
| 5.28             | Regression Weights for Purchase Behavior Factors  | 154             |
| 5.29             | First order CFA for Environmental Issues, Problems faced, Satisfaction and Sustainability           | 157             |
| 5.30             | Magnitude and direction of relationship of Environmental Issues on perception                       | <b>159</b>      |
| 5.31             | Magnitude and direction of relationship of Perception on Purchase Behavior                          | 161             |
| 5.32             | Magnitude and Direct Relationship of Purchase Behavior on Satisfaction                              | 162             |
| 5.33             | Magnitude and direct relationship of Satisfaction on Sustainability                                 | 164             |
| 5.34             | Magnitude and Direction of Relationship of Perception on Satisfaction                               | 166             |
| 5.35             | Magnitude and Direct Relationship of Problems Faced for Perception, Satisfaction and Sustainability | 167             |

| <b>TABLE NO.</b> | <b>TITLE</b>   | <b>PAGE NO.</b> |
|------------------|--|-----------------|
| 5.36             | Model Estimation Regression Weights (Unstandardized)                           | 171             |
| 5.37             | Direct, Indirect and Total Effects – Unstandardized                            | 172             |
| 5.38             | Direct, Indirect and Total Effects – Standardized                              | 174             |
| 6.1              | Business Profile of Retailers  | 179             |
| 6.2              | Type of Green products sold in their retail shop (Multiple Response)           | 180             |
| 6.3              | Source of information about green products (Multiple Response)                 | 181             |
| 6.4              | Factors which influenced the retailers to sell green products in business      | 182             |
| 6.5              | ANOVA for Agreeability scores Vs. Business profile                             | 183             |
| 6.6              | t-Test for Agreeability scores Vs. Business profile                            | 185             |
| 6.7              | Source for purchase of green products (Multiple Response)                      | 185             |
| 6.8              | Frequency of placing order for green products (Multiple Response)              | 186             |
| 6.9              | Basis for stocking of eco-friendly products (Multiple Response)                | 188             |
| 6.10             | Identification of eco-friendly products by the customers                       | 189             |
| 6.11             | Factors that help the customers to identify green products (Multiple Response) | 189             |
| 6.12             | Agreeability about the basis of selection of green products for the first time | 191             |
| 6.13             | Comparison of green products with similar products by the consumers            | 191             |
| 6.14             | Reasons for consumers buying eco-friendly products                             | 193             |
| 6.15             | ANOVA for Modernistic Score Vs Business variables                              | 194             |
| 6.16             | t-Test for Modernistic score Vs. Business variable                             | 196             |
| 6.17             | ANOVA for Concern for environment Vs. Business variable                        | 197             |



| <b>TABLE NO.</b> | <b>TITLE</b>   | <b>PAGE NO.</b> |
|------------------|--|-----------------|
| 6.18             | t-Test for Concern for environment Vs. Business variables  | 199             |
| 6.19             | ANOVA for Health Concern Vs Business variable  | 200             |
| 6.20             | t-Test for Health Concern Vs. Business variable  | 202             |
| 6.21             | Consumers' willingness to pay more for eco-friendly products                                       | 202             |
| 6.22             | Factors which make consumers pay more for eco-friendly products (Multiple Response)                | 203             |
| 6.23             | Consumers unwillingness to pay more for eco-friendly products (Multiple Response)                  | 204             |
| 6.24             | Promotional Strategies followed by the retailers to sell green products (Multiple Response)        | 205             |
| 6.25             | Customer care facilities (Multiple Response)   | 206             |
| 6.26             | Features of products signifying 'green'  | 207             |
| 6.26.a           | Test Statistics – Kendall's Coefficient of Concordance for Features of products signifying 'green' | 208             |
| 6.27             | Retailers' expectation from the companies production strategies in manufacturing products          | 208             |
| 6.27.a           | Test Statistics – Kendall's Coefficient of Concordance   | 209             |
| 6.28             | Companies response for respondents queries   | 209             |
| 6.29             | Agreeability towards green products sold   | 210             |
| 6.30             | ANOVA for Agreeability scores for green products Vs. Business profile                              | 211             |
| 6.31             | t-Test for Agreeability scores Vs. Business profile  | 213             |
| 6.32             | Impact of selling green products   | 214             |
| 6.32.a           | Test Statistics – Kendall's Coefficient of Concordance for Impact of selling green products        | 214             |
| 6.33             | Retailers expectation from the company / dealers   | 215             |

| <b>TABLE NO.</b> | <b>TITLE</b>   | <b>PAGE NO.</b> |
|------------------|--|-----------------|
| 6.33.a           | Test Statistics - Kendall's Coefficient of Concordance   | 215             |
| 6.34             | Problems faced by the retailers in selling green products  | 216             |
| 6.34.a           | Test Statistics – Kendall's Coefficient of Concordance   | 216             |
| 6.35             | Consumers' willingness to pay more Vs. Retailers' opinion about consumers' willingness to pay more for eco-friendly products | 217             |
| 6.36             | Chi-square Test – Consumers and Retailers' opinion about consumers' willingness to pay more for eco-friendly products        | 218             |
| 6.37             | Reasons for willingness to pay more eco-friendly products – (Multiple Response)  | 218             |
| 6.38             | Average rating score – Reasons for buying eco-friendly products  | 219             |
| 6.39             | Comparison of Modernistic  | 220             |
| 6.40             | Comparison of Concern for environment  | 221             |
| 6.41             | Comparison of Health concern   | 221             |
| 6.42             | Comparison of opinion about basis of selection of eco-friendly products  | 222             |
| 6.43             | Comparison of opinion about basis of selection of eco-friendly products  | 222             |

## *List of Charts*

---

---

## LIST OF CHARTS

| CHART NO. | TITLE  | PAGE NO. |
|-----------|--|----------|
| 4.1       | Consumer opinion about the features of products signifying 'green' | 63       |
| 4.2       | Period of usage of eco-friendly products                           | 72       |
| 4.3       | Place of purchase  | 73       |
| 4.4       | Factors considered before buying green products                    | 90       |
| 4.5       | Willingness to pay more for Green products                         | 96       |
| 4.6       | Reasons to pay more for Green products                             | 97       |
| 4.7       | Sufficiency of information given by the seller                     | 128      |
| 6.1       | Types of Green products sold in the retail shop                    | 181      |
| 6.2       | Source of information  | 182      |
| 6.3       | Source for purchase of eco-friendly products                       | 186      |
| 6.4       | Frequency of placing order for green products                      | 187      |
| 6.5       | Basis for stocking of eco-friendly products                        | 188      |
| 6.6       | Factors that help the consumers to identify green products         | 190      |
| 6.7       | Comparison of Green products with similar products                 | 192      |
| 6.8       | Consumers' willingness to pay more for eco-friendly products       | 203      |
| 6.9       | Factors which make consumers pay more for eco-friendly products    | 204      |
| 6.10      | Promotional Strategies   | 206      |
| 6.11      | Companies response for respondents queries                         | 210      |

*List of Exhibits*

---

---

## LIST OF EXHIBITS

| <b>EXHIBIT NO.</b> | <b>TITLE</b>   | <b>PAGE NO.</b> |
|--------------------|--|-----------------|
| 5.1                | Structural Equation Modelling of Relationship between Perception, Purchase Behaviour and Satisfaction of Eco-friendly products | 142             |
| 5.2                | Second Order CFA model for Perception dimension  | 148             |
| 5.3                | Second Order CFA model for Purchase Behaviour  | 154             |
| 5.4                | Structural Equation Modelling of Environmental Issues and Perception   | 159             |
| 5.5                | Structural Equation Modelling of Perception on Purchase Behaviour  | 160             |
| 5.6                | Structural Equation Modelling of Purchase Behaviour on Satisfaction  | 162             |
| 5.7                | Structural Equation Modelling of Satisfaction on Sustainability  | 164             |
| 5.8                | Structural Equation Modelling of Perception on Satisfaction  | 165             |
| 5.9                | Structural Equation Modelling of Problems faced on Perception, Satisfaction and Sustainability                                 | 168             |
| 5.10               | Structural Equation Model of Perception, Purchase behaviour, Satisfaction and Sustainability of Eco-friendly products          | 170             |