

## *Chapter II*

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### REVIEW OF LITERATURE

In order to have a comprehensive view on the existing literature related to the study, a review conducted has been presented here. This review has provided an insight into the framework of the empirical study undertaken to elicit information on green marketing, perception and satisfaction of green consumers and sellers.

#### **Reviews on Green marketing**

In order to discover the challenges and opportunities in green marketing on global environment, *Ravindra P.Saxena and Pradeep K.Khandelwal (2009)*<sup>1</sup> have collected primary data from 400 consumers. Data was analysed by using parametric tests (t-test). The findings of the study have shown that the demographic profile of the consumers namely, gender, marital status, age, educational qualification, income status, locality did not influence the perception about green products. The result of the study provides strong evidence that these days' consumers prefer green products over non-green products. Their awareness and concern for environment protection is high and they feel in future the companies who practice green philosophy will have better opportunities for sustainable growth.

*Shyamveer singh and Parul khanna (2011)*<sup>2</sup> have undertaken a study on "Green Marketing: An analytic perspective with regard to its adoption in few organisations in Delhi NCR region", through a sample of 52 companies chosen using probability and stratified sampling technique. The results of the study shows that due to government pressure the firms implement green marketing strategies by using recyclable, reusable, and bio-degradable products in their production process. The study has also recognized that the firms have to adopt the standards (ISO series) in production process to achieve the quality required by the government and consumers.

To identify the changing consumer behavior to green marketing, *Yogita Sharma (2011)*<sup>3</sup> has made a study based on secondary data from newspapers, books, articles, journals and websites. The study highlighted the stages of green products life cycle, such as development stage, production stage, consumption stage and disposal stage. The study has concentrated on retailers who sell green products including case studies of Indian companies to know their green marketing strategies. The study has concluded that growing consumer awareness has made

companies to adopt green practices in their business and their responsibility to transmit the significance among the consumers about the green products and services.

**Krishna kumar veluri (2012)<sup>4</sup>** has undertaken a study on “Green Marketing: Indian Consumer Awareness and Marketing Influence on Buying Decision” with the objective to know the consumer beliefs and attitudes on green products, consumer awareness on the availability of environmentally friendly products and the influence of marketing efforts put by the marketers with reference to consumer non-durables. The primary data have been collected from a sample of 120 women consumers in the age group of 30-60 years chosen from the visitors of mall and shopping centre. The statistical methods used in the analysis are mean, co-efficient of variation, standard deviation, t- test, factor analysis and multiple - regressions. The study has found out that majority of the respondents reacted positively and they showed their willingness in buying green brands. It has also been acknowledged that respondents are likely to trust well known products and judge green products based on their experience and majority of the respondents are unable to name a specific type of eco-friendly product. Hence, it shows consumers’ unawareness of green brands. It has been concluded that there is inadequacy in marketing efforts put by the green marketers in bringing consumer awareness.

**Roshny Unikrishnan (2012)<sup>5</sup>** has examined the customer awareness of green marketing and green brand effectiveness. The objective is met by analysing the parameters such as awareness, trust, price, availability and perception on effectiveness of green brands through a sample of 100 respondents. Statistical tools, namely simple percentage analysis, descriptive statistics and chi-square have been used to analyze the collected primary data. The study has identified that awareness; greenness and social consciousness of green products are the major factors which influenced the respondents in a positive manner and price & availability in a negative manner. The study has also acknowledged that negative responses can be overcome by the development of eco-labels and providing certification for green products.

**Uday kiran (2012)<sup>6</sup>** has examined the opportunities and challenges of green marketing in Pune. The study comprises of both primary and secondary data. The findings of the study have proved that the respondents who are more proactive with the environmental behavior have positive attitude towards green advertisements. The study has also shown that green marketing has a positive impact on only those who are already practicing it. On the rest of the respondents who

were passive there was very less impact on their buying behavior. The study acknowledged that there exist wide opportunities for green marketing, the manufacturers have to adopt green practices to sustain in the market. The study has suggested that Government should take initiatives to promote green marketing in India and provide subsidies to the manufacturers to encourage them to produce green products. The study has also highlighted that lack of standardization to authenticate green products is the main challenge in green marketing.

*Mohammed Unni Alias Mustafa and Sajila (2013)*<sup>7</sup> have undertaken a study with the objective to find out the awareness about green marketing and green consumerism among the consumers. Stratified random sampling technique has been used to collect the data from 494 undergraduate commerce students in aided and government colleges of the University of Calicut in Kerala. The study has found that there has been a significant difference in the green marketing awareness and green consumerism attitude of the respondents. It has been concluded that developing a positive attitude to conserve resources and support for green products and green activities among the youth is required. It has been suggested that government and marketers may conduct consumer education programs in educational institutions about environmental issues and the benefits of purchasing eco-friendly products and preservation of natural resources.

In order to examine the customers preparedness and perception of green marketing, *Ravinka Chopra (2013)*<sup>8</sup> has done an empirical study. Convenient random sampling technique has been used to collect data from 200 graduate students through structured questionnaire. The results of the study have shown that according to customers' perception companies sell green products to discharge their social responsibility and consumers show their support to companies by repeated purchase. Most of the consumers identify the green products with the help of green symbols and logos. Majority of the consumers have shown the desire of advocating and promoting the usage of green products to their family and friends.

*Shahzalal (2013)*<sup>9</sup> has conducted a study to understand the importance of initiating consumer education department in organisations who adopt green marketing. For this purpose primary data have been collected from 100 undergraduate students of public university in Bangladesh. Data have been analyzed by using the statistical tools namely, percentage analysis and correlation matrix. The findings of the study have shown that organisations have to initiate consumer education department to understand the consumers' needs and preferences as it helps

to attain success in business. It has also been highlighted that green marketers should insist the consumers as to how to behave in an environmentally friendly manner by enhancing their green habits in daily life. Green marketers should also target consumers of all income groups for a long-term sustainable growth of the business.

*Baral (2015)<sup>10</sup>* has made a study to discuss the need for green marketing in India from different perspectives. In order to understand the importance of green and sustainability management in the business, required data for the study have been collected from multiple sources namely, books, journals, websites and newspapers. The study has highlighted the need for adoption of green marketing namely, opportunity, corporate social responsibility, government pressure, competitive pressure and cost or profit issues. The study has acknowledged that Indian government has been helpful in promoting green marketing by way of imposing ban on plastic bags from daily use, helping automotive industry to develop greener vehicles etc., In India, most of the consumers are aware of environmental problems and they show a positive attitude towards the purchase of eco-friendly products. The study has also disclosed that Indian companies using green marketing in their business are Volkswagen, Toyota in automobiles, Voltas, Panasonic and LG in consumer durables, Nokia, Sony Ericsson and Philips in personal electronics and Wipro green PCs. The study has concluded that governmental bodies in India have been forcing firms to become more responsible and to adopt a policy which protects the interest of the consumers by avoiding the production of harmful goods and by-products.

In order to examine the need, significance, problems and evaluate the initiatives taken by the Indian companies using green marketing in their core business value *Neeraj Kumar Sharma (2015)<sup>11</sup>* has undertaken a research work. The study has been based on secondary data collected from online publications, websites, various articles and journals. The study has highlighted the significance of green marketing to the organisations namely, sustained long-term growth along with profitability, corporate social responsibility and new market opportunity. The study has also been highlighted the list of Indian companies using green marketing for instance Wipro, Infosys, Tata metals Ltd, Suzlon energy etc., It has been concluded that green marketing should not neglect the economic aspect of marketing and the marketers need to understand the implications of green marketing and find an opportunity to enhance their products performance to strengthen their customer loyalty. Few suggestions have been given such as organizations should minimize waste, recycle and use reusable materials for production purposes.

With the objective to study the initiatives taken by the Indian government and business houses for green marketing in India, *Sharma, Neha Pandey and Rubina Sajid (2015)*<sup>12</sup> have carried out a research study. Data for the study have been collected from secondary sources. The study has highlighted the rules and regulations formulated by the government to control hazardous wastes produced by firms and to regulate them to follow green procedures. It has been identified that most of the companies in India have shown an interest in adopting green marketing in their business activities. Few examples stated in the study have been Delhi Metro Rail Corporation (DMRC) which has helped in saving about 33,000 tons of fuel and prohibited emission of more than 2,275 tons of hazardous gases, Green Fuel Alternatives: Delhi Transport Corporation (DTC) that operates the world's largest fleet of Compressed Natural Gas (CNG) powered buses, Government of Himachal Pradesh encouraging the private sector companies for participation in small hydropower development and Gujarat Power Corporation Limited (GPCL) which is the Nodal Agency for the development of Solar Park in Gujarat. The study has also discussed about Indian green building council formed to build the concepts, line water savings, energy efficiency, indoor environmental quality etc., in Indian industry.

*Soumendra Bhattacharjee and Subhadeep Mukherjee (2015)*<sup>13</sup>, have discussed the challenges, opportunities and present trends in green marketing in India. Primary data for the study have been collected from a sample of 100 respondents through an interview schedule. The study has highlighted the factors associated with production of green products like phosphate free, recyclable, refillable, ozone friendly, and environment-friendly. The challenges identified in green marketing have been new technology and it requires high cost for production and promotion of green products. It has been suggested that organisations must ensure the quality of green products by labeling. Furthermore, manufacturers should educate consumers with marketing messages that connect environmental attributes with desired consumer value. Government and social organizations may compel all the organization to practice green marketing for sustainable development.

### **Reviews on Green Banking**

*Deepti Narang (2015)*<sup>14</sup> has made a study entitled "Green Banking: A Study of Select Banks in India". The study relies on secondary data collected through research journals, magazines, reports and websites of the respective banks and other related websites. State Bank of

India, Punjab National Bank, HDFC bank and ICICI bank have been chosen for the study based on its profitability which has been declared by the RBI in a report on 'trend and progress of banking in India' during 2009-10. The study has identified various green banking strategies followed by the banks such as, using energy efficient appliances, by extending loans to projects that focus on reducing greenhouse gas (GHG) emissions, providing home finance to customers who purchase homes in Leadership in Energy and Environmental Design (LEED) certified buildings and so on. It has been concluded that adoption of green banking enhances the image of the bank.

In an attempt to know the customer's adoption & usage of green banking practices of SBI in Jorhat, **Gobinda Deka (2012)<sup>15</sup>** has made a study highlighting the benefits and acceptability of green banking practices by the customers. Primary data have been collected from a sample of 26 banks in Jorhat. The study has used descriptive statistics to analyse the data. As per the results of the study, though the customers of SBI are using ATM there is lack of awareness of green banking practices among customers in Jorhat. The study has suggested that the banks need to develop strategies for green banking adoption and also to educate their customers about the environmental issues and usage of green banking.

**Yadwinder Singh (2015)<sup>16</sup>** has made a study on "Environmental Management through Green Banking: A study of Commercial Banks in India", with the objective to identify different levels of green banking initiatives and strategies taken by Indian banks to adopt the concept of green marketing. Secondary data for the study have been collected from various sources such as articles, research papers, annual reports, sustainability reports and official websites of banks. In order to analyze the green banking initiatives undertaken in Indian Banking Industries top performing public sector banks, SBI and Bank of India and private sector banks, HDFC, ICICI and AXIS banks have been chosen for the study on the basis of net profit in the year 2014. It has been identified that banks adopt various strategies to adopt green banking like, introducing green funds, providing loan for green buildings, paperless banking in its internal banking operations and providing facilities like mobile banking, electronic cards, e-transaction etc., to their customers.

To understand green banker, green banking adoption, complexities and green perception of the employees working in Islamic banks **Mohammad Masukujjaman, Chamhuri Siwar, Riaz Mahmud and Syed Shah Alam (2016)<sup>17</sup>** have undertaken a study. Primary data have been collected

from a sample of 48 respondents from 21 branches of seven Islamic banks in Dhaka, Bangladesh. A Simple judgemental sampling technique has been used to select the sample. Garret's ranking technique has been applied to analyse the data. It has been observed from the study that respective bankers opined green banking as an environmental banking that help to protect the environment and resources despite its high adoption cost. Furthermore, green banking has a greater connection and interlinked with Islam and supports the features namely social responsibility, cleanliness and reduces wastage of resources. The study recommends adoption of generous policy by banks make easier for them to adopt green banking with marginal cost.

### **Reviews on Green Products**

*Shruti Gupta and Denise T. Ogden (2006)*<sup>18</sup> have undertaken a study related to the attitude - behaviour gap in the area of green buying among consumers. The study has focused on the profile of the green consumers, predictors of green buying behaviour and the attitude-behaviour gap. The results of the study revealed that the green consumer profile identified socio demographic and psychographic variables have been significantly correlated with attitude of consumers' concern about environmental issues. The study has also acknowledged that predictors of green buying behaviour confirmed that individuals exhibit positive attitudes towards the environment but fail to execute these attitudes in purchasing green products. According to the study it has been found that green consumers have been classified in to four types. They are intentionally green consumers, idealistic green consumers, accidental purchasers and sometimes green buyers. It has been observed that the intentionally green consumers and accidental purchasers have the highest levels of attitude-behaviour with consistency and idealist consumers and sometimes green purchasers have high levels of attitude-behaviour with inconsistency in purchase of green products.

*Tan Booi Chen and Lau Teck Chai (2010)*<sup>19</sup> have conducted a research study entitled "Attitude towards the Environment and Green Products: Consumers' Perspective" among university students in Malaysia. Using random sampling technique 184 students have been chosen for study. The results of the study indicated that gender does not make any difference in their environmental attitude on green products. It has been concluded that Government role is significant in preserving environment; hence it should take initiatives to tighten the rules. Government role in environmental protection and individual's personal norms are positively related with customer's attitude.



**Rohini Samarasinghe (2012)<sup>20</sup>** made a study on “A Green Segmentation: Identifying the Green Consumer Demographic Profiles in Sri Lanka” with a sample of 233 consumers and data have been analyzed by using descriptive statistical tools and the correlation between the variables. The findings of the study have shown that age influenced consumers’ intention to buy green products. The young age consumers have more environmental awareness, but they are highly price sensitive and the consumers above 45years have less environmental knowledge, but have the intention to pay more for green products in Srilanka.

**Rohini Samarasinghe (2012)<sup>21</sup>** has carried out a study to investigate the effect of an individual’s ethical and political values in shaping the pro environmental attitudes towards green consumer behavior. It has been found that individual ethical and political values have been positively correlated with pro-environmental attitudes and it pertains to green consumer behavior. The author found that both individual’s political values and ethical values are better predictors of pro-environmental attitude on green behaviors in Srilanka.

In order to investigate consumer perception and purchase intention towards green products, **Sanjeev Kumar, Radha Garg and Anita Makkar (2012)<sup>22</sup>** have conducted a study among 120 youngsters of different areas in NCR in India. The findings of the study revealed that majority of the respondents perceived green products as eco-friendly products and energy saving products. The consumers are ready to pay more for green products. The consumers not only have environmental concern, but also have positive and high intention to buy green products. Based on the findings of the study it has been suggested that marketers need to consider the efforts that are required to convert the environment concern into environmental consumption behaviour.

**Shila Shahnaei (2012)<sup>23</sup>** has undertaken a study on “The impact of individual differences on green purchasing of Malaysian consumers”. For this study data have been collected from 200 consumers in Malaysia. The study has been based on quantitative research. Pearson correlation and t-Test have been used to analyze the data. The findings of the study revealed that there is a significant and positive relationship between personal factors of the respondents namely, income, time, knowledge, green attitude/values and their purchasing behavior of green products. Based on the result, the study has recommended that government should take initiatives to create environmental awareness among different levels of people through advertisements.

To assess the green values and level of awareness of Indian consumers about green products, *Bhatia Maynak and Jain Amit (2013)*<sup>24</sup> have collected primary data from consumers' selected using convenient sampling method. The study has registered that consumers are aware of green products but not aware of green initiatives undertaken by various Government and Non-Government agencies. The study also revealed that consumers are concerned with the availability and price of green products. It has been suggested that marketers can come up with new green products and communicate the benefits to the consumers, especially manufacturers of durables to practice green marketing.

*Golnaz Rezai, Phuah kit Teng, Zainalabidin Mohamed and Mad Nasir Shamsudin (2013)*<sup>25</sup> have analysed the consumer perception on green concept in Malaysia. For the purpose of the study personal interview has been conducted on a sample of 1360 respondents. Collected data have been analysed by reliability test, descriptive statistics analysis, chi square analysis and binary logistic regression. To measure the reliability of the study cronbach's alpha value was used and the value obtained was 0.946, it was positively associated with all the questions. Binary logistic model has also been used. The result has shown that consumers have optimistic perception towards the green concept. The study has also revealed that consumers' socio demographic characteristics such as education level, income status, age and marital status influenced the respondent's perception towards the green concept. The availability of green products and green practices also influenced the consumer perception towards going green in Malaysia.

*Hosein Vazifehdoust, Mohammad Taleghani, Fariba Esmaeilpour, Kianoush Nazari and Mahdie Khadang (2013)*<sup>26</sup> have made a study titled "Purchasing green to become greener: factors influence consumer's green purchase behavior", with the objective to identify the factors which influenced consumers' green purchasing behavior. Data were collected from a convenience sample of 374 consumers in Iran using self-completion questionnaire. The result of the study has shown that the intention of consumers to purchase green product is determined by their positive attitude towards green products. The results from the structural-equation modeling has shown that the environmental issue is the only personal factor that influenced the attitude towards green products among three personal variables, ie., environmental knowledge, environmental concern and perceived innovation characteristics. The study has also highlighted that the attitude towards green products of consumers from Iran have been influenced by various personal factors and all marketing factors including quality, green advertising and green labeling.

**Manju (2013)**<sup>27</sup> has made a study to analyze household's attitude towards green products, their purchase intentions of green products, brand loyalty and their concern for environment. For this purpose e-mail survey has been conducted from 2000 Indian households. The research findings have revealed that consumers who are environmentally conscious are ready to purchase green products. It has also been identified that while purchasing green products consumers compare the attributes such as, price, quality and brand with conventional products. The study has been found that consumers are price sensitive towards green products and the price attribute will affect consumers purchasing decision towards green products. The study has suggested that consumers expect that all products offered by the marketers should be environmentally safe.

To assess consumers awareness about green products and factors that influence their perception and willingness to purchase green products **Sabita mahapatra (2013)**<sup>28</sup> has undertaken a study based on the data collected from 100 consumers using interview schedule. The study has registered that majority of the respondents are aware of green concepts and willing to pay high price for green products. The study has concluded that personal benefit, price, convenience to use, availability, concern for environment and health concern are the factors which influenced the consumers green purchase.

**Vinod Sharma Sonwalkar J and Maohar Kapse (2013)**<sup>29</sup> have made a study on the factors affecting the consumer purchase behavior of green products in Madhya Pradesh. Primary data have been collected from 365 respondents from five major cities in Madhya Pradesh. Findings of the study have revealed that the respondents' purchase behavior has been influenced by the factors namely, environmental awareness attitude, health concern, quality, price, availability, information and promotional activity. The study has concluded that various 'media' have been helpful to alert the consumers' about environmental issues and also increase their level of awareness towards various eco-friendly products available in the market.

**Buranaresh (2014)**<sup>30</sup> has undertaken a study on "Impact of green advertising on consumers" with the objectives to know the emergence, importance and challenges of green advertising and also to examine the consumers' perception on green advertisements. The primary data have been collected from a sample of 50 consumers who are the users of green products. It has been found that most of the respondents have not aware about green advertising but they understood the concept of green advertising. It has also been observed that most of the

respondents sometimes believe in advertisements. The study has concluded that green advertising creates awareness and the belief about the products in the minds of the consumers and also makes the consumers' decide to purchase eco-friendly products and services.

With the objective to assess the consumers green buying behavior, **Colling Marfo and Agyeman (2014)**<sup>31</sup> have conducted a research study. Primary data have been collected from a sample of 200 respondents, 73 male and 127 female. Percentage analysis, regression and chi-square have been used to analyze the primary data. It has been identified that majority of the respondents have been satisfied with green products and they have said that they will recommend green products to others. It has also been observed that majority of the respondents show their support to green products by continual buying. It has also been found that price, environmental concerns and quality are the factors influencing the respondents' purchase decisions.

**Emre Yildirim (2014)**<sup>32</sup> has undertaken a study to examine the willingness to pay a higher price for ten different durable and non-durable green products among Sakarya university students. A sample of 432 students have been chosen for the study by applying convenience sampling technique. The findings of the study have shown that majority of the respondents have used at least one green product selected for this study and they are interested in buying more green products in future. It has been observed that the respondents' willingness to pay a higher price for green products has been associated with the frequency of purchase and price sensitivity.

In order to identify the factors influencing consumers' purchase decision of eco-friendly products among the respondents **Geetha and Annie Jenifer (2014)**<sup>33</sup> have developed an interview schedule and collected primary data from 100 consumers using eco-friendly products in Coimbatore city. The findings of the study have emphasized that the health benefits, quality and reliability, variety and quantity, environment and ambiance, customer services and friendship advice have been the factors influencing the consumers to purchase green products.

In an attempt to assess the consumer attitude and awareness towards green branding, **Hemantha Y (2014)**<sup>34</sup> has done an exploratory research. Interview schedule has been used to collect primary data from 100 respondents. Descriptive statistical tools, mean and percentage analysis have been used to analyze the data. Findings of the study have revealed that majority of the respondents are aware and consider the pros and cons of green branding. It has been concluded that consumers have interest to know more about green branding.

With an objective to find out the significant motivators for buying green products among the consumers, *Kamyar Kianpuur, Roya Ansari, Ahmad Jusoh, and Muhammed Fauzi Othman (2014)*<sup>35</sup> have conducted a study. Stratified sampling technique has been used and a sample of 367 students in Malaysia have been identified. Factor analysis and t-Test have been used to analyze the collected primary data. The results of factor analysis has identified four factors namely, promotional tools, laws and regulation, reference group and consumers knowledge, perceived and concern effectiveness. The respondents have expressed that they are affected by the promotional tools like radio and TV, and they have opined that media has a strong ability to persuade the people to buy environment-friendly products and also make them aware of natural issues and climate change problems. It has been found that consumer knowledge and concern about environment have been the significant motivators for buying green products. Increasing consumer knowledge and level of eco-literacy have positively influenced their green buying behavior. It has also been found that reference groups namely, friends, co-workers, and relatives have no impact on purchase of green products by the respondents.

In order to discover the market awareness and consumers perception towards eco-friendly fast moving consumer goods, *Nagaraju & Thejaswini (2014)*<sup>36</sup> have done a study. Convenient sampling technique has been used and 60 respondents have been selected as the samples. The findings of the study have disclosed that majority of the respondents are aware of eco-friendly fast moving consumer goods. It has also been observed that respondents consider eco-labels and green logos to identify eco-friendly fast moving consumer goods. The study has concluded that majority of the respondents have been satisfied with the quality of the eco-friendly FMCG products when compared with conventional products. It has suggested that the government, environmental communities and social groups should come together to create awareness among public about environmental issues and the benefits of eco-friendly products.

*Suresh (2014)*<sup>37</sup> has made a study on “consumer attitude and green products – an evaluation”, with the objective to understand the consumer attitude and awareness about green products and also to examine the impact of green advertisement on consumer buying behavior. 200 sample respondents have been selected by applying random sampling technique. On analysis of the primary data collected from respondents, it has been found majority of the respondents have been the viewers of green advertisement and have a high level of awareness about green products. The study has concluded that the consumers prefer green products for its quality and

their interest and contribution to do good for society. It has been suggested that green marketers have to focus more on product quality and highlight the need for green products.

To identify the relationship between green brand awareness, green brand trust, green brand image, perceived value and customers' intention in using green products *Aibek Doszhanov and Zainal Ariffin Ahmad (2015)*<sup>38</sup> have undertaken a study. Primary data have been collected from 384 respondents of three hyper markets in Kuala Lumpur. Multiple regression analysis has been used to analyze the data. It has been explored that green brand awareness, green brand trust and green perceived value have a significant positive relationship with customers' intention in using green products. It has also been found that environmental issues modify the green buying behavior of the respondents.

In order to find out the consumer perception towards environment friendly products in Punjab, *Bikramjit Singh Hundal and Vikas Kumar (2015)*<sup>39</sup> have done an empirical study. Primary data for the study have been collected from 100 respondents belonging to different cities of Punjab by administering a pre-tested interview schedule. Factor analysis and correlation have been used to analyze the data. As per the results of factor analysis some factors relating to consumer perception namely, desire, trustworthiness, preference, ethical awareness, initiative and social welfare have been identified. It has been found from the results of the study that lack of awareness, lack of standardization to certify a product as organic and lack of awareness about quality control boards, green product labeling and licensing among the consumers have been the problems faced by the respondents.

In an attempt to study the perception and impact of sustainable green consumption practices of women in preserving ecology, *Shirmila Stanley (2015)*<sup>40</sup> has conducted a research. Primary data have been collected from 300 women respondents. Convenient sampling technique has been adopted to analyse the collected data. The study has identified that usage of green products is attitudinal and the educational qualification does not have a role on decision making. It has been observed that women belonging to higher family income group prefer to buy green products and women with high qualification are more involved in green campaigns, community programs and also taking efforts to conserve energy. Furthermore, it has been suggested that every individual should follow green practices like avoiding wastage of paper, plastics, using organics items, segregation of wastes at home, use of composer, paper cups, using recyclable products,

using five-star energy products and growing home gardens to contribute maximum to the theme of conserving ecology.

In order to assess the consumer opinion, attitude and level of satisfaction in using eco-friendly products, *Ranganathan and Ramya (2016)*<sup>41</sup> have carried out a research. Convenient sampling technique has been used to identify the sample respondents. Primary data have been collected from 200 respondents chosen for the study. Chi-square, ANOVA and t-Test have been used to analyze the data. It has been found that awareness of brand image influenced the purchase decision of the respondents positively. It has also been observed that the respondents who have some concern for the environment have a stronger preference in purchasing green products. The study has suggested that attractive messages given in advertisements would stimulate the interest among the consumers to buy green products. Furthermore, government and non-government organizations are the strong predictors in encouraging consumers to go green and embrace green purchase behavior.

*Sanjay Kesharao Katait (2016)*<sup>42</sup> has studied the consumer attitude, attractiveness and perception towards green products in FMCG. Primary data have been collected from 300 respondents. Simple random sampling method has been used to analyse the collected data. The author has formulated suitable hypotheses to find out the relationship between purchase of green products and the environmental attitudes of the respondents. The results of the study have shown that respondents' age, gender, product, price, place, promotion, performance, package and process have indicated a significant relationship with their 'desire to purchase green products'. The study has suggested that the marketers need to know the relevance of social marketing in order to protect the environment and to improve the quality of life.

*Vasanthi and Kavitha (2016)*<sup>43</sup> have made a research to examine the awareness and purchase behavior of green products among the consumers in Tirupur city. For the purpose of the study, personal interview has been conducted with a sample of 100 consumers. The data collected have been analyzed through simple percentage analysis, descriptive statistics and rank analysis. The result of the study has revealed that majority of the respondents have been aware about the green products through the internet and they purchase organic food products. It has been observed that organic fruits and vegetables have been frequently purchased. The major constraint faced by the respondents has been high cost of green products which has also influenced their purchase decision.

## **Reviews on Solar Products**

With the objective to assess the awareness of government subsidy for solar water heaters among the people in Mumbai (India), *Anupamaa S Chavan and Madhav N Welling (2013)*<sup>44</sup> have made a study through a sample of 120 consumers. The results of the study show that the majority of the respondents are not aware about subsidies/incentives for solar products. Product availability, after sale service and credit facility are the factors which influence purchasing solar water heater. It has been recommended that the manufacturers should spread awareness regarding the availability of government subsidy/incentives and arrange credit facilities for the buyers to promote the sales and also make the arrangements for after sales services.

With the objectives to determine the consumer perception about solar panels *Prasanna Kumar D and Venkateswara Raju K (2014)*<sup>45</sup> have undertaken a study and considered the attributes namely, availability, inhibition, branding and installation of solar panel. Primary data have been collected through a sample of 110 common power consumers. Percentage analysis and chi-square test have been used to statistically analyze the data. The findings of the study have highlighted that people in rural areas are facing huge power cuts and they are mostly using solar emergency lights, whereas, rarely using solar home power. It has also been found that the respondents residing in apartments and who are tenants do not prefer solar panels as they feel that solar panel maintenance charge is high. The study has also found that for maximum respondents solar products are not affordable and they expect EMI options to purchase solar products.

In their study entitled, “customers attitude towards solar energy devices” *Venkatraman and Sheeba (2014)*<sup>46</sup> have discussed the reasons for choosing solar energy devices over electrical devices among the consumers in Coimbatore city. Face to face interview has been conducted with 100 respondents. The findings of the study have revealed that majority of the respondents have been aware of solar products through advertisements and they prefer solar products for its durability and energy conservation. It has also been found that respondents are highly satisfied with all the solar products except solar air- conditioner. It has been concluded that respondents’ attitude towards solar energy devices has been changing due to many reasons viz., to save electricity bill, low maintenance cost and durability.



## Reviews on Durables

To identify consumers' and retailers' efforts to promote less polluting electronic products, *Mette Lise Jensen and Stig Yding Sorensen (2003)*<sup>47</sup> have made an attempt by collecting primary data from 17 consumers and 10 suppliers who were interviewed for the study. The findings of the study have revealed that consumers do not demand less hazardous electronic products while purchasing in the shop. The study has also registered that the consumers and retailers did not take any initiative in promoting the sale of less environmentally hazardous products. It has also been suggested that marketers and manufacturers should educate the consumers and provide green advertisements to promote the products.

In order to modify people's energy wasting behavior, *Mari Martiskainen (2007)*<sup>48</sup> has made an attempt to identify the challenges in behavioral changes of people namely, morals, habits and social factors. The results of the study have shown that the energy consuming behaviors of the respondents are formed and influenced by several factors, including our internal beliefs systems and external influences such as energy supply system and existing regulations. The study has pointed out that majority of the respondents' energy consuming behaviors are influenced by habits; routine or repetitive actions such as computers are not turned off, switching off the TV using remote and forgetting to switch off fan while leaving the room. It has been found from the study that habits of the respondents need to be broken down and modified by new behaviors for reducing energy consumption. The study has suggested that new device should be invented to display units consumed and cost of consumption to the households by innovative billing method with a combination for better energy utilization.

*Iman Khalid A. Qader and Yuserrie Zainuddin (2011)*<sup>49</sup> have made a study on "The Influence of Media Exposure; Safety/Health Concerns and Self Efficacy on Environmental Attitude Towards Electronic Green Products", based on primary data collected from 200 lecturers in university of Malaysia. The statistical tools used for analysis were descriptive statistics, ANOVA and multiple regressions. The findings of the study have indicated that respondents' environmental attitude is significantly influenced by safety/health concerns and the self-efficacy attitude of the respondents is strongly related to electronic green products. The study has concluded that media exposure exhibits a significant influence on environmental attitude among respondents.

With the objective to identify the factors influencing the consumers' green purchase intention towards electronic goods, *Novera Ansar (2013)*<sup>50</sup> has collected data from 384 consumers in Karachi, Pakistan. The study has highlighted the factors influencing the respondents' green purchase intentions namely, socio-demographic variables, price, environmental advertising and ecological packaging. It has been found that respondents' age and education have associated with their environmental literacy. Findings of the study have revealed that environmental advertisement, price and ecological packaging have determined the green purchase intention of the respondents, whereas, socio-demographic variables of the respondents have not been significantly associated with their green purchase intention. The study has suggested that manufacturers could mention environmental protection messages in their product packing to create awareness among the consumers.

In order to understand consumer decision making in purchasing green electronic products, *Yasmin Hassan Marjan Nor and Amalina Mohd Nor (2013)*<sup>51</sup> have collected the primary data through questionnaire from 180 respondents. The findings of the study have revealed that the respondents have low level of awareness about the existence of green electronic products in the market. It has been found that the two factors, environment knowledge and purchase intention have influenced the consumers in taking decision while selecting green electronic products. It has been recommended that more advertisement and marketing efforts should be undertaken to create interest in consumers to purchase environmentally friendly electronic products.

To know the consumers perception about green consumer durable products *Ghose and Chandra (2015)*<sup>52</sup> have undertaken a study on "Identification of the factors building consumers perception on green durable products: A short communication". Primary data for the study have been collected from 60 respondents. Results of the study have disclosed that the respondents' perception on sustainable consumption behavior on green durable products includes nature orientated, better product, ecological concern, sustainable environment, safe to use, product endurance, energy issues, and good manufacturing practices. It has been concluded that the consumers hold positive attitude and desire to purchase green durable products in future.

### **Reviews on Non- durables**

To analyse the ecological consciousness and buying behaviour of consumers *Purohit (2010)*<sup>53</sup> has conducted a research with a sample of 105 university students. They were

interviewed to know the relationship between environmental values, customer relationship, brand loyalty and ecological conscious buying behaviour. The findings of the study have shown that the consumers' environmental values and eco consciousness influenced consumption decision. It has also been observed that the respondents' age has no significant relationship with buying decision. The study has also acknowledged that consumer buying decision is based on product performance and not concerned with the demography profile of the consumer.

*Magali Morel and Francis kwakye (2012)*<sup>54</sup> have studied the consumers' attitude towards eco-friendly products and purchase intention in the fast moving consumer goods. It has been observed that people pay much attention to the opinion of their family and friends in purchasing green products, also they recommend green products to others. The study has highlighted that satisfaction and attitude towards green products are positively related and satisfaction towards green products leads to repetitive purchase intention of these products.

An attempt was made by *Senthilnathan and Malarmathi (2013)*<sup>55</sup> to study about respondent's willingness to purchase green personal care and health care products introduced by their regular personal care and home care product manufacturers in Trichy market. The findings of the study has revealed that majority of consumers in Trichy are willing to buy eco-friendly varieties in all product categories if it is introduced by same manufacturer from whom they are buying their regular brands. The study has also registered that demographic variables age, gender and income do not impact much the buying intention of natural personal care and home care products if it is introduced as brand extension of existing brand. The study has also explored that Trichy has good opportunity for green marketing of personal or health and home care products.

*Sudhalakshmi K and Chinnadorai K M (2014)*<sup>56</sup> in their study "Consumer response towards green products", have analysed consumers awareness, opinion, preference and satisfaction towards green products. Convenient sampling method has been used to select a sample of 100 respondents. Among various green products, personal care green products have been chosen for this study. Percentage analysis, chi-square and weighted average score analysis have been used to analyze the primary data collected from the sample respondents. Result of the percentage analysis has shown that majority of the respondents are using personal care green products for more than 2 years and they prefer to buy it in green stores. It has also been observed that the respondents have been highly satisfied with the quality of select green products.

The result of chi-square has shown that the demographic variables of the respondents have not been significantly associated with their response towards green products. The study has revealed that respondents prefer to use green personal care products for health reason, environment benefit, quality and product design.

In order to trace the trends in the brand loyalty of herbal face wash *Thiyagaraj (2015)*<sup>57</sup> has conducted a study with a sample of 120 respondents selected by applying convenience sampling technique. The study has revealed a complete picture on respondents' demographic profile and different brands of face wash. The author has framed suitable null hypotheses and the results have shown that there is a significant difference between the age of the respondents and different brands of face wash and there is no significant difference between the educational qualification and printed matters in the product packaging. The study has suggested that manufacturers would give more varieties with good quality to retain and attract new consumers.

In order to examine the consumer awareness and buying behaviour of pathanjali products *Hamsalakshmi R and Chandiralekha E (2016)*<sup>58</sup> have undertaken "A study on consumer awareness and satisfaction of selected ayurvedic and herbal products". Convenient Sampling technique has been used to collect the primary data from 100 respondents. Simple Percentage Analysis and Garrett's Ranking Technique have been applied to analyse the collected data. The study has identified that most of the respondents have been aware and purchased the patanjali products and they have been satisfied with their quality and price. It has been concluded from the study that the patanjali products have been cost effective and are free from chemicals.

### **Reviews on Organic Products**

*Samuel Bonti-Ankomah and Emmanuel K Yiridoe (2006)*<sup>59</sup> have undertaken a study to analyse the perception and preferences among consumers towards organic and conventional food. It has been found that consumer preferences are unique for organic food. The results of the study have been based on the general perception of respondents that organic products have more desirable characteristics such as nutritive value, taste, freshness, appearance and healthy than conventionally grown alternatives. The study has also identified that consumer preferences on organic food products are influenced by human healthy/ safety food and environmental protection. The study has also registered that yields from organic production are generally lower than conventional production. Hence, there is comparatively higher demand for organic products.

To assess consumers' perception about organic products and their willingness to pay for such products **Kamal P. Aryal, Pashupati Chaudhary, Sangita Pandit and Govinda Sharma (2009)**<sup>60</sup> have conducted a study in Kathmandu valley, Nepal. The data have been collected from a sample of 180 organic food consumers who were Government officials, NGO/INGOs workers, health professionals, teachers, businessmen and general public. Also seven traders were interviewed to know more about the different organic products available in the outlets. The results of the study show that majority of the consumers are aware of organic products and they are ready to pay more. The study also revealed that perception towards organic products may vary and depends on consumers' attitude, whereas, the educated people are more conscious about health problems and prefer organic food products rather than the normal products and their willingness to purchase organic products is influenced by limited supply.

**Muhammed Irfan, Raja Irfan sabir, Rab Navaz Lodhi and Afifa Mukhtar (2013)**<sup>61</sup> have made a study on "Towards Green Brand Preferences: Impact of Green Practices on Buying Habits in Pakistan's Food Sector" to investigate the influence of green practices namely, green brand image, green awareness and environmental concern, on green brand preferences. The primary data have been collected from a sample of 100 consumers. The findings of the study have shown that majority of the respondents are male, post graduates and most of the respondents were not much aware about green practices in India. The study has also found that green brand preference among the respondents has strong relationship with green brand image and environmental concern whereas moderate relation with green brand awareness. Green brand awareness has strong relationship between green brand image and environmental concern.

Factors facilitating the consumers' perception towards organic products have been analyzed by **Chandrashekar H M (2014)**<sup>62</sup>. Primary data have been collected from respondents who have been purchasing organic products at retail outlets. It has been identified that the problems faced by the respondents in purchasing organic products have been irregular availability, high cost and non-organic products sold in the name of organic. The study has highlighted the fact that most of the respondents have been aware of images and availability of organic food products, but few of them do not believe in organic food products. It has been concluded that majority of the respondents are interested in buying organic food products.

To evaluate the relationship between customer satisfaction and profit of organic food shops and also to determine the parameters which influence customer satisfaction *Parmaeswaran and Ramakrishnan (2015)*<sup>63</sup> have made a research study with 100 sample respondents. The impact of satisfaction on the economic success of the shops has been measured with regression analysis and the results have disclosed a high relevance of customer appreciation for the success of a shop. The article has highlighted that quality of goods, consulting and service, atmosphere, price, performance ratio and trust in employees have been the factors identified as the significant determinants of customer satisfaction which is a relevant key to sustain in the market.

*Ramesh and Divya (2015)*<sup>64</sup> have studied consumers' awareness, attitude and willingness to pay more for organic foods products through a sample data collected from 120 respondents in Coimbatore city. A structured questionnaire has been administered to collect data from the sample respondents. Statistical tools namely, chi- square analysis and average ranking analysis have been used to analyze the collected data. The result of the study has shown majority of respondents use organic food products, as the quality of the organic products are good and suitable for children and its various health benefits. It has also been found that irrespective of high price of the organic food products respondents have been willing to purchase the products.

In order to examine consumers' willingness to pay for certified organic food products in the United Arab Emirates, *Safdar Muhammad, Eihab Fathelrahman, and Rafi Ullah Tasbih Ullah (2015)*<sup>65</sup> have undertaken a study with a sample of 300 respondents. Contemporary econometric techniques have been used to investigate the factors influencing the respondents' willingness to pay for organic products. It has been seen from the result of the study that aged people from emirates origin having more education and high income have been willing to pay premium price for organic food products. The study has concluded that organic food products have been relatively expensive as compared to conventional food products and hence, willingness to pay for organic products differs amongst individuals. In order to encourage organic farming and the production of organic food, it has been suggested that the government should establish outlets to the farmers for their products.

*Suganya and Aravinth (2015)*<sup>66</sup> have made a study on respondents' desire to buy organic products. Primary data for the study have been collected from a sample of 120 respondents through a structured questionnaire. The study has highlighted that the respondents like to buy

organic products in future and are willing to pay higher prices for organic products to avoid health issues and support the local producers. It has been concluded that majority of the respondents compare price and quality of organic products with conventional products and few of them have been avoiding organic products due to its high cost. It has been suggested that, in order to succeed producers of organic products must to reduce the cost of organic products.

In order to identify the facilitators and barriers of purchasing organic food products, *Vishal Kumar Lahiri and Purushottam Kumar Arya (2015)*<sup>67</sup> have undertaken a study with a sample of 45 respondents across different organic food product stores in Delhi. According to the results of the survey, it has been found that organic food products are highly in demand among consumers and also most of the respondents are unaware of organic food product certifications. It has been noted that low awareness, price and availability of the organic products are the prime barriers towards buying of organic food products. Hence, the marketers need to focus on such barriers for penetrating the market of organic products in India.

*Priya and Parameswari (2016)*<sup>68</sup> have studied the consumer awareness and factors influence them to buy organic products. Convenient sampling technique has been adopted to identify 150 sample respondents who are using organic food products. Statistical tools namely, simple percentage analysis and chi-square analysis have been used to analyze the data. Findings of the study have shown that monthly income and age of the respondents influence them to buy organic products and also it has been revealed that the respondents are aware and have the intention to buy organic food products in future, because of strong intent and attitudinal values towards the benefits of the organic products.

*Kumarasamy and Murugesan (2017)*<sup>69</sup> have studied the consumers' awareness and perception of organic food products in Kumbakonam town through data collected from a sample of 135 respondents selected by applying survey method. The study has traced the factors 'actuality (naturally grown)', 'nutrient', 'social concern', 'change' and 'health conscious' as the factors influencing the respondents to buy organic products. The study has also identified the problems encountered by the respondents in buying organic products namely, hard to find, not available easily and don't have an attractive physical appearance. It has been concluded that people have been willing to spend a little extra for their health. Hence, benefit given should be substantial.

## Reviews on Stationery and Sellers

*Ehsaneh N M Nameghi and Shadi M A (2013)*<sup>70</sup> have undertaken a study with the objective to understand pro-environmental behaviour (reduce, reuse and recycling) and attitudinal approach towards going green among the respondents. For this purpose the primary data have been collected from a sample of 315 public and private university students in Malaysia. The data have been analysed by using descriptive statistical methods and structural equation modelling. The result of the study has indicated that emotion and cognition are positively related to attitude in practicing green. The study also identified that the student's willingness towards practicing green is considerable and there is no sufficient infrastructure for performing such a pro-environmental behaviour in their universities as well as in society. It has been suggested that the educational institutions could take initiatives in promoting green behaviour among the public by encouraging reduction of waste as well as provision of special bins for items that can be recycled.

*Surajit Dey, Sameena Rafat and Alam Sageer (2012)*<sup>71</sup> have undertaken a study on "Retailers and Customers: Problems and Perspectives", with the objectives to evaluate the problems and its causes to the retailers in retail business and also to identify the problems faced by the customers in retail services. Interview schedule method has been applied to collect the data from a sample of 100 respondents. The statistical tools like percentage analysis, weighted ranking analysis, garrett's ranking analysis, likert's scaling technique and chi-square analysis have been used to analyze the data. Based on the findings it has been observed that majority of the retailers faced the problems in bad debts, heavy competition, limited financial resources and poor market condition. In addition, customers have faced the problems in poor quality of products, unavailability of branded products, price discrimination and poor package. It has been suggested that retailers should follow some ethics in price fixation to avoid the discrimination, which would lead to success in business.

Although number of research studies have been undertaken to identify the consumer attitude on selected green products and the opinion of retailers in selling green products, there has been no precise relation identified between green consumers and retailers in Coimbatore. Hence, the purpose of this research is to address some of the insufficiencies in the literature by investigating green consumers in Coimbatore with reference to green products.



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