# "DETERMINING THE FACTORS INFLUENCING CONSUMER DECISION MAKING AND CHOICE OF GREEN PRODUCTS: THE MODERATING ROLE OF CONSUMER DEMOGRAPHICS"

**Samuel S Mitra*; Dr. Shivaji Banerjee**; Peter Arockiam.A*****

*Staff & Researcher in Commerce,
St. Xavier's College (Autonomous), Kolkata, INDIA
Email id: samuelmitra18@gmail.com

**Assistant Professor in Management,
UG & PG Dept. of Commerce, St. Xavier's College (Autonomous),
Kolkata, INDIA
Email id: drshivaji@sxccal.edu

***Financial Administrator and Vice Principal of Commerce (Evening) & BMS,
St. Xavier's College (Autonomous), Kolkata, INDIA
Email id: peterasj@gmail.com

## ABSTRACT

*The mercurial changes in marketing strategies has been one of the striking revelations of the 21st century world. The concepts of sales and customer satisfaction have undergone wholesome metamorphosis to integrate the concept of environmental sustainability. As consumers are becoming increasingly concerned about environmental issues, their consumption behaviour has also witnessed a dramatic change. It has been observed that consumers have a penchant towards green products and are instantaneously willing to pay more towards the purchase of such products. This in fact, has called for an urgent need on a company's think tank to revise their marketing strategies and practice the concept of green marketing. The twin objectives of the present research study is to examine and analyze the crux components of Green Products that influence purchases among the consumers of West Bengal and to investigate the influence of consumer demographics on such decision making process.*

**KEYWORDS:** *Green Products; Consumer Buying Behaviour; Attitudes And Intentions; Consumer Demographics; West Bengal*

### 1. INTRODUCTION

The issues related to environmental protection and sustainability has become a sizzling topic of discussion which has garnered prodigious attention worldwide. The consumers of the modern era are showing tremendous concerns related to environmental issues which has been ably backed by both companies and government by their successful adoption and implementation of efforts to use and promote Green Products. In the backdrop of this transient era, consumers are concerned about planet earth like never before and are willing to contribute towards the sustainability and well-being of the planet. The modern day consumers are not only conscious towards the environment but are also actively engaged in environment friendly practices, most notably reduction in the usage of products emitting CFC's and the practice of product Re-Use and Re-Cycle. These positive attitudes has been reflected in the purchasing habits among the consumers of West Bengal which bears a strong testimony to the fact that such consumers have a proclivity towards eco-friendly products and green marketing practices. Green Products, also termed as "eco-friendly products" or "sustainable products" are those products which have diminutive adverse impacts on the environment. These products are mostly made with recycled materials therefore requires very less ecological footprints. Features like non-hazardous, durability, minimally packaged and safe disposability make these products quite unique and differentiated from other products. Truth to be told, all products will have some adverse effects on the environment which also holds true in the case of green products, but, the threshold of such effects are extremely low in the case of these products when juxtaposed to other products. It is fair enough to say that green has become the representative colour of environment friendly products and eco-consciousness and consumers are shifting more towards the purchase and usage of green products. Keeping this in mind, the companies have introduced Green Product Innovations (GPIs) into the development of their products. As a result, companies are not only able to provide quality products to the customers but are also simultaneously able to produce eco-friendly products which cater to environment sustainability as well as fulfills the societal cause of using sustainable products, thus, providing profit for the companies alongside building and bolstering an impeccable brand image of the company itself. Companies are to a gargantuan extent blending the concept of Green Marketing while producing Green Products. Green Marketing in simple words can be defined as the marketing of products with the presumption that it is safe to the environment incorporating a wide range of activities like product modification, change in the process of production, sustainable packaging and modification of advertisement where the essence lies in the satisfaction of needs and wants of consumers coupled with miniscule detrimental impact on the environment. While, green marketing lays more emphasis towards the processes and activities that are least detrimental to the environment, green products focuses on the final output of such green processes and activities which supports and promotes eco-friendliness. In the recent years, there has been an inexorable upsurge in the demand and use of green products which has allowed companies to shape their products according to the demands of the consumers or bring a change in the behaviour of consumers towards such products. In fact, finding out the purchase behaviour of consumers towards green products is the objective of our present endeavour.

### 2. LITERATURE REVIEW

Green Marketing is not a new concept as it could be first traced back to the 1980's where it was first initiated in industry. In fact, 1980s is the first stage where green marketing just came into limelight. But unfortunately the notion lost its steam where marketers experienced backlash for

green marketing. At that time, there was massive trepidation among marketers who opined that consumers' concern for environment and green productsdid not translate into purchasing behaviour. It was only inthe early 1990's where the whole world witnessedthe first tide of Green Marketing, courtesy, publication of two books namely "Green Marketing" published in 1992 in U.K. and "Green Marketing: Challenges and Opportunities for the New Marketing Age" published in 1993 in U.S.A which were authored by Ken Peattie and Jacquelyn Ottman respectively. Truth to be told, it was only during the nineties that researchers had started academically probing into the green attitudes and behaviour of the consumers with a noble aim of providing managerial insights to green marketers. After the emergence of the concept of Green Marketing, the advent of green products was very much on the cards. The much needed boost in the domain of Green Marketing had emerged only in the 20th century, courtesy, the amelioration of technology, stern government regulations and more awareness about the environment among the people. This triggered a dramatic change in the preference of the researchers towards Green Marketing.

Albeit there are vast amount of literatures existing in the domain of Green Marketing but an intimate inquest into the literature review would actually reveal that the literatures discussing about green products is not that vast when compared to Green Marketing. Some good examples of green products are reusable FSC-certified graphite pencils, cotton and beeswax wraps, silicon reusable storage bags, compostable asbestos plates, eco-friendly cell phone cases, etc.

According to Chen & Chan (2013), green products are actually those products which are characterized by a plethora of unique features like energy efficiency, eco-friendly packaging, non-toxic material, biodegradability, recyclability, etc. Some researches in the past have blended quintessential factors that affect behaviour of consumers towards the purchase of green products which we in the present research study would also focus upon. Concerns about environment have a significant impact on the purchase behaviour of consumers. Studies in the past have revealed that environmental value play a pivotal role in influencing buying behavior. According to Ajzen's (1991), environmental consciousness lead to formation of attitudes which is further translated into behavioural intention. A study conducted by Peattie (2001), revealed that consumers would pay a price higher for eco-friendly products than they would pay for other products. The quality of green products is also a crux characteristic of green products. Consumers of green products expect such products to be environmentally safe without any compromise in quality which must be proved right by the companies by fine-tuning the quality of green products and share these aspects with consumers of green products to achieve market recognition (D'Souza et al., 2006). Traditional product characteristics such as price, quality and brand name are also essential features of green products that consumers are unwilling to compromise upon. In this light, a study conducted by Joshi & Rahman in 2015, brings to the forefront that green products must not only cater to the environmental well-being but also to crux products features like durability and convenience. The packaging of a product is utmost essential as an alluring packaging can grab the attention of the consumers instantaneously and influence their buying behaviour. Packaging is one of the most significant and strong factor influencing buying behaviour of green products among consumers (Rokka & Uusitalo, 2008). Brands try to build an image that represents them as green brands as a result of consumers concern for the environment. As per the study done by Bukhari et al., 2017, green brand (eco-label) was a significant factor which influenced their purchase decision towards green products.

According to Chen et al. (2020), green brand is said to have an indirect influence on purchase behaviour of consumers through green brand attitude and green brand associations.

Health benefits are a key component of green products which is important to trigger purchases among consumers Mahapatra (2013). A study in the early nineties by Ottman (1992) and in the late nineties by Vlosky et al. (1999) suggest that consumers are willing to pay more for green products. Johri and Sahasakmontri (1998) concluded that only environmental concerns do not guide the purchasing decisions of consumers but important product attributes like convenience, availability, price, and quality play a prominent role in the consumers' purchasing decision process.

One of the robust studies in the domain of green products and consumer buying behaviour was conducted by Mahapatra (2013), which revealed consumers buying behaviour was significantly related to various components of green products like price, environmental concerns and health benefits. In the words of Ramayah et al. (2010), the term "green purchase intention" actually refers to consumers' willingness to buy green products. Such intentions would actually integrate the various motivational factors that influence green purchase behaviour of consumers. In order to explain the concept of green purchase behaviour among consumers, previous research studies have emphasized on describing the underlying values, attitude and behavioural intentions toward environment-friendly products (Vermeir and Verbeke, 2006, Wheale and Hinton, 2007). Dudovskiy states that "consumer behaviour is one of the massively studied topics by researchers especially marketers which reveals the way and how individuals, groups or organizations choose and buy goods." Research on consumer buying behaviour depicts the processes which are used by consumers whilst making a purchase decision by identifying a model of buying behaviour.

### 3. Objectives of the study

- Primary Objective

To prune out the most dominant characteristics of green products by the use of Factor Analysis through Principal Component Analysis.

- Secondary Objectives

  1. To explore if consumer buying behaviour towards green products are dependent on demographic variables such as Gender, Age, Qualification, Occupation and Income.

  2. To examine the perception of the consumers of West Bengal towards green products.

### 4. Green Products and Consumer Buying Behavior: A Theoretical Framework

The nous steering purchase behaviour is often enigmatic to the buyers themselves. But research studies in this particular field highlighted that process of consumer buying is initiated with an awareness about a particular product. There was a need to comprehend consumer buying behaviour in the landscape of marketing precisely in retail sectors which was first explored about five decades back. Unarguably, consumer buying behaviour towards green products cannot be initiated if the consumers themselves do not have any concern or consciousness towards the environment. In fact, this pre-requisite has also been discussed in the review of literature of our study. A research conducted by Kaufmann et al. 2012, revealed that gender plays a pivotal role in the purchase of green products as the results of their study showed that women were more environmentally conscious than men. As per the study conducted by

Agyeman (2014), consumer purchase behaviour towards green products was also dependent on essential product characteristics like price, quality, brand name,durability and packaging. According to Mehmet & Gul (2014), demographic characteristics of consumers like gender, age, marital status and education were found to be significantly and positively related to buying behaviour. Shamsi & Siddiqui (2017), conducted a study which scrutinized consumer behaviour towards green products where demographic variables such as gender, age, occupation and income were found to be insignificant to consumer buying behaviour except qualification. This would mean that purchase behaviour of the consumers towards green products dependent to an extent on their knowledge acquired through education. A minute analysis of the literature review of the previous research studies conducted would reveal that health benefits has been a widely untouched domain despite being one of the most promising and potential factors in shaping purchase behaviour of consumers towards green products.

## 4.1 Research Model & Hypothesis Formulation

There have been quite a few research studies in the past which have blended keywords of 'green products' and 'consumer buying behaviour' together but we find it gruelling to come across research studies which has been conducted in the geographical territory of West Bengal. Since the objective of the current research study is to probe into the key components of green products influencing consumer buying behaviour as well as to find out whether purchase behaviour of consumers towards green products are dependent on demographic variables, therefore, we have developed a research model which outline the basic hypotheses to serve our purpose. We have taken the features of green products as independent variables, the demographic factors as control variables and consumer buying behaviour as dependent variable.
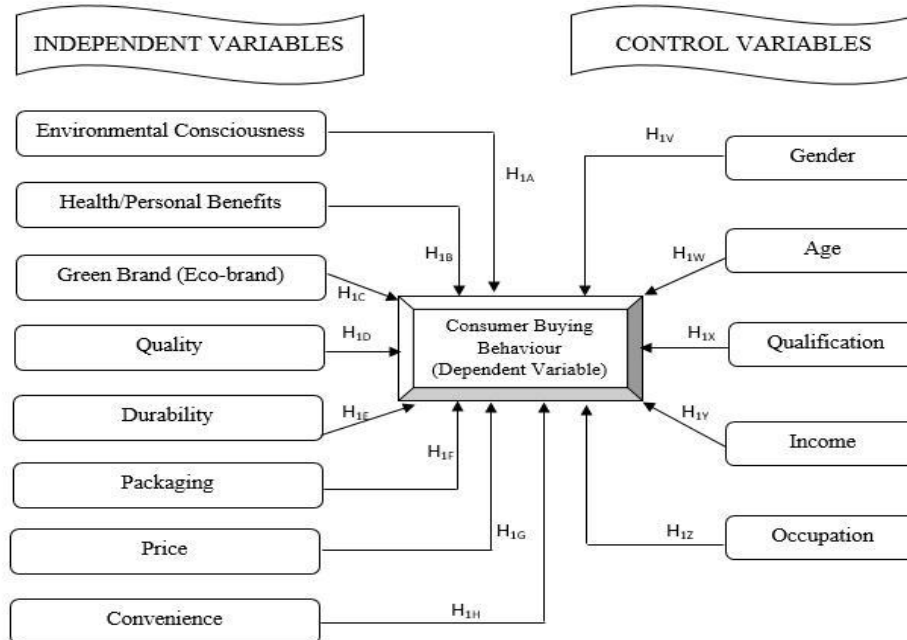


Figure 1: Research Model (Source of image: self-developed by authors

$H_{1V}$: Gender has a significant impact on consumer buying behaviour towards green products

$H_{1W}$: Age has a significant impact on consumer buying behaviour towards green products

$H_{1X}$: Qualification has a significant impact on consumer buying behaviour towards green products

$H_{1Y}$: Occupation has a significant impact on consumer buying behaviour towards green products

$H_{1Z}$: Income has a significant impact on consumer buying behaviour towards green products

$H_{1A}$: Environmental Consciousness has a significant impact on consumer buying behaviour

$H_{1B}$: Health/Personal Benefits has a significant impact on consumer buying behaviour

$H_{1C}$: Green Brand (Eco-label) has a significant impact on consumer buying behaviour

$H_{1D}$: Quality has a significant impact on consumer buying behaviour

$H_{1E}$: Durability has a significant impact on consumer buying behaviour

$H_{1F}$: Packaging has a significant impact on consumer buying behaviour

$H_{1G}$: Price has a significant impact on consumer buying behaviour

$H_{1H}$: Convenience has a significant impact on consumer buying behaviour

## 5. DATA AND METHODOLOGY

For building a strong theoretical framework of the present research study, a rigorous research has been conducted on secondary data. Various authentic and reliable e-resource databases like INFLIBNET, DOAJ, BASE, J-Stor, etc. has been resorted to. For the purpose of primary data collection, a structured questionnaire has been developed. The questionnaire is a moderately long drawn one to scrutinize the variables used for the purpose of our study. The questionnaire contains 8 segments consisting of 23 questions. Most of the questions in the questionnaire has been self-developed by authors albeit certain questions have been adopted from previous research studies conducted by. The segments and questions were added and modified to ensure its suitability in the scenario of West Bengal which mainly arises from perceptions, feelings or observations of the respondents. The sampling technique used is Random Sampling and the sampling areas is West Bengal. The sample size is 260 respondents who are primarily shoppers of both durables and FMCG. The respondents are of varied age groups engaged in various professions belonging to different levels of income. The survey has been conducted in the state of West Bengal in the districts like Kolkata, Burdwan, Hooghly and South 24 Parganas. All of the questionnaires were doled out randomly to the respondents living in Kolkata while the respondents living in districts other than Kolkata were known surveyed through emails. Initially, 275 respondents were surveyed but some responses has been obliterated due to either erroneous or incomplete responses. After such rejection of responses, the final valid responses stood at 260. A five point Likert scale (1= Highly important/Strongly Agree and 5= Highly unimportant/Strongly Disagree) has been adopted to measure the concepts. The data collected have been meticulously edited, scrutinized and classified in order to make them amenable to statistical analysis. The data has been processed using IBM"s SPSS 23.0.

### 5.1 Data Analysis and Presentation

5.1.1 Descriptive Statistics for Demographic Profiling

From the table depicted below, it is evident that the male and female respondents share a proportion of 59:41 respectively. Most of the shoppers of consumer durables and FMCG belong to the age group between 18-24 years which is also seen in the case of the respondents belonging

in the age group of 25-34. These two categories consist of respondents belonging to relatively young age group. Here we have respondents in the two major income groups of 10001-25000 and 25001-50000 making up for the most of sample size of our survey. Respondents are also found to be employed in different occupations and as per our study it is revealed that a very high proportion of respondents are students and servicemen. Talking in the context of qualification, we find that most of the respondents are sufficiently qualified (Ph.D., Post Graduate and Under Graduate) making up 241 respondents who have qualified at least Under Graduate level of education.

## TABLE 1: DEMOGRAPHIC STATISTICS

| Demographic Construct | Classification | Population Statistics | Percentage |
|---|---|---|---|
| Gender | Male | 154 | 0.59 |
| | Female | 106 | 0.41 |
| | TOTAL | 260 | 1.00 |
| Age | Below 18 | 34 | 0.13 |
| | 18-24 | 96 | 0.37 |
| | 25-34 | 66 | 0.25 |
| | 35-55 | 57 | 0.22 |
| | Above 55 | 7 | 0.03 |
| | TOTAL | 260 | 1.00 |
| Educational Qualification | Ph.D. | 33 | 0.13 |
| | Post Graduate | 90 | 0.34 |
| | Under Graduate | 118 | 0.45 |
| | Standard XII | 12 | 0.05 |
| | Standard X | 7 | 0.03 |
| | TOTAL | 260 | 1.00 |
| Occupation | Student | 94 | 0.36 |
| | Service | 76 | 0.29 |
| | Business | 48 | 0.19 |
| | Others | 42 | 0.16 |
| | TOTAL | 260 | 1.00 |
| Income | Below 10000 | 26 | 0.31 |
| | 10001-25000 | 81 | 0.28 |
| | 25001-50000 | 72 | 0.16 |
| | 50001-100000 | 42 | 0.15 |
| | Above 100000 | 39 | 0.10 |
| | TOTAL | 260 | 1.00 |

Since, the first objective of the present research study is to prune out the crux components of green which influence buying behaviour among shoppers of West Bengal, hence, in order to fulfil this objective, a factor analysis has been run in order to investigate the most dominating characteristics of green products.

Before conducting a Factor Analysis, we have conducted the KMO and Bartlett‟s Test of in order to check for the adequacy of the sample size and also to find out whether it is worthwhile to conduct a Factor Analysis.

**TABLE 2: KMO AND BARTLETT'S TEST OF SPHERICITY**

| | | |
|---|---|---|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | | 0.812 |
| Bartlett's Test of Sphericity | Approx. Chi-Square | 897.420 |
| | df | 23 |
| | Sig. | .000 |

As per the results, the KMO test confirms that the Factor Analysis conducted is appropriate. Ideally the values should be greater than 0.6. This is explained by the KMO Test statistic which is 0.812 (larger than the acceptable value of 0.6). The significance value is perched at 5% level, showing that p=0.000 which is (p<0.05). Hence it is worthwhile to conduct a Factor Analysis on the eight determinants responsible for shaping the integrity of green products.

The KMO and Bartlett's Test is followed by Total Variance Explained (TVE). According to TVE, the results will show the number of factors obtained provided that Eigen values are greater than 1 (Eigen value>1). It is proof of the fact that Factor (Component 1) explains 35.787% of the variance and (Component 2) accounts for 24.925% of the total variance explained. Principal Component Analysis have helped us to extract the variable according to the fulfilled requisite that the Eigen values should be greater than 1 (Eigen values=>1). The two factors have a strong degree of interdependence and hence decrease moving downwards.

**TABLE 3: FACTOR ANALYSIS**

**Total Variance Explained**

| Component | Initial Eigenvalues | | | Extraction Sums of Squared Loadings | | |
|---|---|---|---|---|---|---|
| | Total | % of Variance | Cumulative % | Total | % of Variance | Cumulative % |
| 1 | 2.863 | 35.787 | 35.787 | 2.863 | 35.787 | 35.787 |
| 2 | 1.994 | 24.925 | 60.712 | 1.994 | 24.925 | 60.712 |
| 3 | 0.823 | 10.627 | 71.339 | | | |
| 4 | 0.712 | 8.800 | 80.139 | | | |
| 5 | 0.580 | 7.250 | 87.389 | | | |
| 6 | 0.389 | 4.762 | 92.151 | | | |
| 7 | 0.437 | 5.462 | 97.613 | | | |
| 8 | 0.202 | 2.387 | 100.000 | | | |

Extraction Method: Principal Component Analysis.

Below is the Rotated Component Matrix, according to which the variables will get accommodated in the factor loadings, thus providing us with the final results.

**TABLE 4: ROTATED COMPONENT MATRIX**

### Rotated Component Matrix[a]

| | Component | |
|---|---|---|
| | 1 | 2 |
| Environmental Consciousness | 0.799 | 0.173 |
| Health/Personal Benefits | 0.838 | 0.220 |
| Green Brand (Eco-Brand) | 0.578 | 0.371 |
| Quality | 0.645 | 0.421 |
| Durability | 0.535 | 0.540 |
| Packaging | 0.315 | 0.792 |
| Price | 0.479 | 0.654 |
| Convenience | 0.866 | 0.221 |

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization[a]

a. Rotation converged in 3 iterations.

The components may be arranged in the following manner

**TABLE 5: ARRANGEMENT OF COMPONENTS**

| Component I | Component II |
|---|---|
| Environmental Consciousness | Quality |
| Health/Personal Benefits | Durability |
| Green Brand (Eco-brand) | Packaging |
| | Price |
| | Convenience |

The 8 variables as observed are disintegrated into 2 factors, where, Component I represents Green Product Essentials and Component II represents Normal Product Essentials

**TABLE 6: RELIABILITY STATISTICS FOR ALL VARIABLES (N=23)**

| Cronbach's Alpha | Cronbach's Alpha based on Standardized Items | N of items |
|---|---|---|
| 0.812 | 0.812 | 23 |

In order to test whether the questionnaire is valid or not, we have used Cronbach's Alpha to analyse whether all questions or variables fit the existing model adequately. The table above shows the reliability statistics for 23 variables distributed in segments of the key characteristics of Green Products starting from Environmental Consciousness to Convenience. The

standardized Cronbach's Alpha value is 0.812, which is acceptable value, showcasing that the questionnaire along with its variables fits perfectly into the proposed modelling.

Since one of the objectives of our present endeavour is also to find out the relationship between demographics and consumer buying behaviour towards green products, therefore, we have conducted a Chi-Square Test to find out the association between the demographics of the consumers and their buying behaviour by looking. Chi-Square Test would help us to see whether the observed frequencies in the data results are supporting our hypotheses or not.

**TABLE 7: GENDER AND CONSUMER BUYING BEHAVIOUR TOWARDS GREEN PRODUCTS**

|  | Value | df | Asymptotic Significance (2-sided) |
|---|---|---|---|
| Pearson Chi-Square | 2.331[a] | 4 | .782 |
| Likelihood Ratio | 2.377 | 4 | .769 |
| Linear-by-Linear Association | 1.634 | 1 | .843 |
| N of Valid Cases | 260 |  |  |

From the above table, it is evident that the value of Chi-Square (p=0.782) which is greater than the acceptable value of 0.05. This implies that we should reject our alternate hypothesis which states that gender has a significant impact on buying behaviour of consumers towards green products. This would mean that there is no relationship between gender and buying behaviour of consumers towards green products and thus, gender does not have any significant impact of buying behaviour of consumers towards green products.

**TABLE 8: AGE AND CONSUMER BUYING BEHAVIOUR TOWARDS GREEN PRODUCTS**

|  | Value | df | Asymptotic Significance (2-sided) |
|---|---|---|---|
| Pearson Chi-Square | 21.933[a] | 2 | .000 |
| Likelihood Ratio | 27.616 | 2 | .000 |
| Linear-by-Linear Association | 17.280 | 1 | .000 |
| N of Valid Cases | 260 |  |  |

The above table shows us the association between age and buying behaviour of consumers towards green products. We see that p<0.05 (p=0.000) implying that there is a significant relationship between age and buying behaviour of consumers towards green products. Thus, our alternate hypothesis is supported.

**TABLE 9: QUALIFICATION AND CONSUMER BUYING BEHAVIOUR TOWARDS GREEN PRODUCTS**

|  | Value | df | Asymptotic Significance (2-sided) |
|---|---|---|---|
| Pearson Chi-Square | 18.751[a] | 16 | .537 |
| Likelihood Ratio | 19.250 | 16 | .468 |

| | | | |
|---|---|---|---|
| Linear-by-Linear Association<br>N of Valid Cases | 1.892<br>260 | 1 | .192 |

The above table shows us the association between qualification and buying behaviour of consumers towards green products. We see that p>0.05 (p=0.537) which prove that there is no significant relationship between qualification and buying behaviour of consumers. Therefore, we reject our alternate hypothesis.

**TABLE 10: OCCUPATION AND CONSUMER BUYING BEHAVIOUR TOWARDS GREEN PRODUCTS**

| | Value | df | Asymptotic Significance (2-sided) |
|---|---|---|---|
| Pearson Chi-Square | 9.821[a] | 12 | .705 |
| Likelihood Ratio | 11.438 | 12 | .628 |
| Linear-by-Linear Association | 8.568 | 1 | .915 |
| N of Valid Cases | 260 | | |

From the above table it is again evident that there is no relationship between occupation and buying behaviour of consumers towards green products as p>0.05 (p=0.705) which implies we should reject our alternate hypothesis.

**TABLE 11: INCOME AND CONSUMER BUYING BEHAVIOUR TOWARDS GREEN PRODUCTS**

| | Value | df | Asymptotic Significance (2-sided) |
|---|---|---|---|
| Pearson Chi-Square | 16.372[a] | 2 | .487 |
| Likelihood Ratio | 17.823 | 2 | .382 |
| Linear-by-Linear Association | 5.764 | 1 | .410 |
| N of Valid Cases | 260 | | |

The above table is the representation of the association between income and buying behaviour of consumers towards green products. We observe that p>0.05 (p=0.487) which means that there is no significant relationship between income and buying behaviour of consumers towards green products leading to the rejection of our alternate hypothesis.

## 6. FINDINGS AND DISCUSSIONS

The present research study has been conducted in the state of West Bengal taking into consideration 260 respondents who are users of consumer durables and FMCG. The results of the study is really an astonishing one. The primary objective of our research study was to find out the important features of green products which influence the consumers to buy it. To serve this purpose, we had conducted a Factor Analysis on the 8 key characteristics of green products

that we had found through a study of previous literatures. Among those 8 components, the 3 components namely Environmental Consciousness, Health/Personal Benefits and Green Brand (Eco-brand) were found to be the most necessary features of green products. The other 5 features namely Quality, Durability, Packaging, Price and Convenience were also imperative as all these are necessary characteristics of products, be it green or non-green and consumers do search for these product features while buying them. One of the striking revelations of our present endeavour is the fact that we have come across respondents who in spite of having low income had opined that they would pay a price higher than the usual price to purchase green products. This shows their concern for the environment and also brings out the fact that environmental awareness is a must when we talk in the context of green products and consumer buying behaviour. The Chi-Square tests were conducted to find the association between various demographic factors and buying behaviour of consumers. As per our results, Gender, Qualification, Occupation and Income were found to be insignificant with consumer buying behaviour of green products but Age was found to have a significant relationship with consumer buying behaviour. A reason for this would be that respondents belonging to young age groups are more environmentally conscious and have a penchant towards green products. This is well documented by the demographic profiling we had depicted earlier in this current research study in the form of a table where it is observed that most of the respondents belong to relatively young age groups where respondents in the age group of 18-24 made up for 96 of the total respondents while the age group of 25-34 made up for 66 of the total respondents surveyed. The consumers in the state of West Bengal perceive green products to be extremely important not only for the personal or health benefits they gain by using it but also for the eco-friendly nature of such products. The targeted respondents are erudite consumers living in the state of West Bengal who ready to embrace these environment friendly products for a more stylish and healthy modus vivendi.

## 7. CONCLUSION

In the backdrop of the present hyper-competitive business milieu, companies are expected to not only provide rich quality products to customers or provide exquisite consumer experience and satisfaction but left with a herculean task to ensure that they contribute to the well-being of the environment as well. Companies that of late have been mulling over the issue of environmental sustainability and this has led them to integrate the concept of 'going green.' Companies are investing heavily in the production of green products which are not only boosting their sales and helping them build a reputed image in the market but it is also helping to achieve environmental sustainability. Albeit green products are not completely green or eco-friendly but their impact on the environment is considered to extremely less when compared to non-green products. Truth to be told, the concept of green products is here to stay for the ages, especially, taking into consideration the present scenario of the earth where environmental protection and sustainability has become the focal point of society and the world at large. For companies to be successful in the selling of green products, adequate awareness programs need to be conducted by them to educate the consumers particularly those who do not have enough knowledge about green products or environmental sustainability. If the consumers become environmentally conscious then it would definitely trigger massive sales and usage of green products as the consumers are expected not to compromise on the future of the planet by using products which could have an adverse impact on the earth's resources.

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