For the last few decades, concerns over the various environmental issues are gaining attention of various groups of the society. In light of this, consumers being indispensable part of the society are getting more and more aware about the environmental problems. They have started realizing that majority of issues are because of increasing population, our consumption habits and are the consequences of technological advancements. These awakened consumers are now ready to change their preferences from mainstream products to green products which have least impact on the environment. Changing consumption habits and rising preferences of consumers for green products are proving to have greater influence on the corporate world also. In response to this, big corporate houses have now started referring environmental issues in various manners. Companies like Nike, Philips, Panasonic, UV&W and Organic India have started manufacturing ranges of green products, which appeal to green consumers and even mainstream consumers with price, design and quality parity. Not only corporate world, but every section of the society now understands the emerging need of becoming green and adopting green behavior. Royal challengers Bangalore, Bangalore based franchise of Indian Premier League has adopted ‘Go Green’ initiative for addressing the issue of environmental degradation. With the intent of reducing their carbon footprint they have adopted various initiatives, like dry waste and wet waste segregation in stadium during home matches and wearing green jerseys to acknowledge the issue of environment conservation.

Green products combine green concepts in the production, usage and disposal of these products, while allowing the products to meet the same manufacturing regulations. J.A. Ottman (1998), a renowned author in the field of green marketing defined green product as “Green products are typically durable, non toxic, made of recycled materials, or minimally packaged. Of course, there are no completely green products, for that all use up energy and resources and create by-products and emissions during their manufacture,
transport to warehouses and stores, usage and eventual disposal. So green is relative, describing products with less impact on the environment than their alternatives”.

Various studies in the past have successfully established that consumers’ attitude towards green products plays significant role in determining their behaviour towards the same. People having higher ecological concern hold positive attitude for green products and buy them to facilitate environmental preservation as well as to elevate quality of their life. By and large behaviour of the consumers towards green products can be determined by their behavioural intentions, which include consumers’ willingness to repeat the purchase of products or services, recommending the company to others and to pay premium prices for its products.

The present study is an effort to investigate behaviour of consumers towards green products. In light of this objective, an attempt was made to study consumers’ level of awareness, attitude, usage and various intentions behind the usage of green products as well as reasons for non usage of the same in the state of Punjab. Also, consumers’ perception regarding the effectiveness of various green marketing strategies being used by the companies to promote their green products was assessed. As most of the previous studies focused their attention on the role of environmental attitude, ecological concern, cultural values, attitudinal variables, psychographical variables and personality variables in shaping consumers’ behaviour towards green products, a strong need was felt to undertake the present study with the purpose of exploring various dimensions of consumer behaviour towards green products in Punjab.

The scope of the study was narrowed down to a defined geographical region: Urban Punjab, so that various dimensions of consumer behavior towards green products in a developing economy come into sharp focus.

Findings of this study will give useful managerial implications for companies which are planning to offer or are already offering green products in the market. This study will be useful for the academicians and research scholars who are planning to have their research in this area. This study will also add up to the body of knowledge in consumer behavior, as most of the understanding of consumer behavior is based on FMCG products, which
do not have much to do with behavior of consumers towards green products. The results of the study will be the first step to explore various dimensions of consumer behavior towards green products in Punjab, a developing state of India.

8.1 OBJECTIVES OF THE STUDY

The present study was undertaken with the following specific objectives in focus:

1. To study the level of awareness of consumers regarding green products.
2. To study consumer attitude towards green products.
3. To study factors affecting behavior of consumers towards green products.
4. To find various consumer intentions behind usage and reasons for non usage of green products.
5. To study consumers’ perception towards various green marketing strategies used by companies to promote green products.

8.2 RESEARCH METHODOLOGY

In order to achieve objectives of the study, the data was collected from 400 respondents belonging to urban Punjab on the basis of convenience sampling. For this purpose, four cities of Punjab viz. Amritsar, Jalandhar, Ludhiana and Mohali were chosen. These cities, apart being important from economic point of view also represented the three geographical areas of Punjab viz. Majha (Amritsar), Doaba (Jalandhar) and Malwa (Ludhiana). Apart from this, Mohali was taken as the city is IT hub of Punjab state. Moreover, as the study was confined to the urban Punjab, the urban population of the respective districts of the chosen cities was more than their rural population. The data for the study was collected using well drafted and pre-tested questionnaire, which was divided into four sections. Section I of the questionnaire included demographic characteristics of the respondents. Section II of the questionnaire dealt with consumers’ awareness regarding various dimensions of green products. Section III of the questionnaire incorporated the questions regarding consumer attitude towards green product, usage of the four categories of green products viz. organic food, organic clothes, organic cosmetics and personal care products and green electrical appliances. This section also dealt with consumers’ intentions behind usage/non usage of green products.
and Section IV of the questionnaire included the questions related to consumers’ perceptions regarding the effectiveness of various green marketing strategies. The data collected was analyzed through frequency distribution tables, measures of central tendency and measures of dispersion, cross tabulation, chi-square, ANOVA, correlation analysis and factor analysis using SPSS version 19.0.

8.3 MAJOR FINDINGS OF THE STUDY

8.3.1 Consumers’ Level of Awareness regarding Green Products

The study attempted to unveil consumers’ level of awareness regarding following dimensions concerning green products:

*General Awareness regarding the Green Products (GAW):* The study revealed that respondents’ general awareness regarding green products was found to be average. Majority of the respondents were found to have ‘average’ level of general awareness regarding green products, whereas some of them reported to have ‘high’ level of the same. The mean score of this dimension was 3.19, which further indicated average level of awareness in this regard. Though, majority of respondents were found to have average awareness regarding green products, the awareness was very generic and imprecise. These findings attributed to the fact that people of Punjab did not have exhaustive awareness regarding green products.

The study also endeavored to identify the difference, if any, exists between respondents’ general awareness regarding green products across the demographic variables. The differences were examined using ANOVA and the demographic variables selected for this purpose were age, gender, educational qualification, employment status, monthly income, marital status and number of children. The hypothesis for every demographic variable was formulated to test the differences in general awareness among the urban consumers of Punjab. The results established that:

- There was significant difference in general awareness of the respondents regarding green products across the age groups. Hence, the hypothesis H1a was accepted ($F=2.776$, p-value=.041 ($p<.05$)). This expressed that respondents’
general awareness regarding green products varied with the age. On making multiple comparisons using Least Square Difference (LSD) method, the general awareness of respondents belonging to the age group 41-55 years and 56 years & above was found to be more than general awareness of those belonging to the age group 18-25 years. Therefore, it may be inferred from the findings that older respondents displayed higher level of awareness regarding green products than younger respondents. It may be because older respondents being more responsible and sensitive to environmental issues expressed their concerns over the environmental problems in terms of their behaviour towards green products, which in turn was reflected in their awareness level towards green products.

- There was no significant difference in general awareness regarding green products between male and female respondents. Hence, the hypothesis H1b was rejected (F = 2.677, p-value=.103 (p>.05)).

- There was significant difference in general awareness of the respondents across the qualification groups. Hence, the hypothesis H1c was accepted (F= 4.481, p-value=.004 (p<.05)). On making multiple comparisons using Least Square Difference (LSD) method, the general awareness regarding green products of postgraduate and doctorate respondents was found to be higher from undergraduate as well as graduate respondents. Findings inferred that respondents with higher levels of educational qualification tend to be more aware of green products. It may be because highly qualified people possessed better understanding of sensitivity and importance of the environmental issues, and also the positive effects and benefits of green products and hence, their understanding was reflected in their higher level of awareness.

- There was no significant difference in general awareness of respondents across the employment groups. Hence, the hypothesis H1d was rejected (F= .898, p-value=.442 (p>.05)).

- There was significant difference in general awareness of respondents across the different income groups. Hence, the hypothesis H1e was accepted (F=3.432, p-
value=.005 (p<.05)). On making multiple comparisons using Least Square Difference (LSD) method, the general awareness regarding green products of respondents belonging to the income group 50001-75000 was found to be higher than general awareness of those belonging to the income groups less than 10000, 10001-25000, 25001-50000, 75001-100000 and more than 100000. The results established that general awareness regarding green products varied with income level of the respondents, where respondents belonging to the middle level income group were found to be more aware of green products than those belonging to the lower income groups and higher income groups.

- There was no significant difference in general awareness regarding green products between married and unmarried respondents. Hence, the hypothesis H1f was rejected (F=3.178, p-value=.075 (p>.05)).

- There was no significant difference in general awareness among the respondents with different number of children. This implied that general awareness regarding green products did not vary with the number of children of respondents. Hence, the hypothesis H1g was rejected (F=1.539, p-value=.204 (p>.05)).

Therefore it was observed that only age, qualification and monthly income turned out to be significant in explaining the difference in general awareness regarding green products among the consumers of Punjab, whereas gender, employment status, marital status and number of children were insignificant in explaining the same.

**Awareness regarding Health Benefits of Green Products (AWHB):** The study discovered that majority of the respondents reported ‘high’ level of awareness regarding health benefits of green products, whereas some of the respondents expressed ‘very high’ level of awareness regarding the same. The mean score of awareness was 4.04, which further indicated the high level of awareness regarding this aspect. From these findings, it may be inferred that respondents expressed their attentiveness regarding health benefits claimed by green products. It was observed that respondents being health conscious were eager to look for more and more information regarding positive effects of green products.
on health and hence, their consciousness was reflected in their high level of awareness regarding this dimension.

**Awareness regarding the Environmental Benefits of Green Products (AWEB):** Results of this dimension were quite similar to that of awareness regarding health benefits of green products. Majority of the respondents were found to have ‘high’ level of awareness regarding environmental benefits of green products, whereas some of them reported ‘very high’ level of awareness regarding the same. The mean score of awareness was 4.05 which further indicated high level of awareness regarding this aspect. The findings projected that there is a shift in the basic understanding of green products, which in turn is reflected in respondents’ awareness regarding environmental benefits of green products. They have realized that in order to survive, they need to adopt green practices and switch to green products, and therefore their clarity regarding environmental benefits of green products was found to be higher.

**Awareness regarding Point of Purchase for Green Products (AWPOP):** The study discovered that respondents’ awareness about this dimension of green products was found to be ‘average’, which denoted that a large number of people were lacking the awareness regarding from where green products may be procured. The results expressed the inefficiency on the part of marketers to position their green products effectively.

**Awareness regarding Various Brands Offering Green Products (AWB):** The study exposed that respondents’ awareness regarding various brands offering green products was also found to be ‘average’. Results suggested that respondents were not well informed about various brands offering green products under various categories. Therefore, rigorous marketing efforts are required at the manufacturers’ end to make consumers aware about the brands dealing in the green products.

**Awareness regarding Various Symbols/Certificates Declaring the Product as Green (AWC):** The study revealed that overall awareness of respondents about various symbols/certificates of green products was average. From the findings it can be inferred that respondents were not well-versed with various certifications of green products.
Hence, the awareness about certifications of green products must be enhanced through some educational or publicity campaigns.

After assessing the level of awareness regarding various dimensions of green products, the association and strength of the association between all of the dimensions was identified using Pearson correlation coefficient. Results of correlation analysis demonstrated that correlation between each pair of awareness variables was significant (p<.01) and positive. Therefore, the study concluded that all dimensions of awareness significantly associated with each other and hence, any increase in awareness regarding one dimension of green products may enhance the awareness about other dimensions of green products.

When asked about effectiveness of various sources of awareness, majority of the respondents ranked TV, whereas some of the respondents ranked internet ads as the most effective source. The findings projected that TV was considered as the most effective source of awareness in providing information regarding green products followed by internet ads, newspapers, magazines, friends/relatives, seminar/conferences and supermarket staff.

8.3.2 Consumer Attitude towards Green Products

Consumers’ attitude towards green products was measured on a scale consisting of fifteen statements pertaining to various dimensions of consumer attitude towards green products. The reliability of scale was assessed using Cronbach’s coefficient alpha method. These fifteen statements were then factor analyzed and five factors explaining consumers’ attitude towards green products emerged out. Total percentage of variance explained by the five factors was 54%. The first factor ‘Perceived Benefits for the Environment’ explaining 11.5% variance denoted respondents’ perception about green products as compared to non green products and contribution of green products in saving the environment. The second factor ‘Willingness to Use’ explaining 11.4% variance was related to respondents’ willingness to use green products, satisfaction derived by consumers by using green products and consumers’ opinion about increase in the manufacturing of green products. Third factor ‘Trust in Green Products’ explaining
10.9% variance was concerned with respondents’ trust in the environmental friendly claims made by green products and environmental friendly manufacturing of green products. Fourth factor ‘Willingness to pay’ explaining 10.7% variance expressed respondents’ attitude towards paying premium price for green products. The fifth factor ‘Perceived products’ performance’ explaining 9.8% variance reflected respondents’ reservation about the performance of green products, disbelief in the health benefits claimed by green products and fear of wasting money on green products if their expectations were not met.

Further, the study made an attempt to identify respondents’ attitude towards each of the five identified dimensions of consumer attitude, and their overall attitude towards green products. In this regard, the mean score of each attitudinal dimension (5 dimensions), and overall attitude towards green products (15 statements) was calculated for whole sample. The score above 3 represented favorable attitude and below 3 represented unfavorable attitude. The study demonstrated that:

- Overall attitude towards green products of majority of respondents was found to be favorable (Mean score 3.7). Hence, it maintained that on an average, people of Punjab perceived green products positively and expressed favorable attitude towards them.

- The first dimension of the attitude ‘Perceived Benefits for the Environment’ witnessed the favorable attitude (Mean score 3.9), which implied that respondents perceived positively about the environmental benefits claimed by green products.

- Second dimension ‘Willingness to Use’ also observed favorable attitude (Mean score 4.0) of respondents. It appeared that respondents wanted to contribute in the green movement by using green products, and they did feel that manufacturing of green products must be highly subsidized, so that more companies may introduce green products.

- Third dimension ‘Trust in Green Products’ experienced favorable attitude (Mean score 3.8) of respondents, which indicated respondents’ trust in green products. It
was demonstrated that respondents trusted the environmental friendly production of green products and environmental friendly claims made by the same.

- Fourth dimension ‘Willingness to Pay’ witnessed comparatively less favorable attitude (Mean score 3.5) of respondents. This expressed that respondents’ were less convinced with paying premium price for green products.

- The fifth dimension of the attitude ‘Perceived Product’s Performance’ also observed comparatively less favorable attitude (Mean score 3.2) of respondents. Though, the overall mean score of this dimension indicated marginally positive attitude of respondents, but it appeared that some of the respondents were skeptical about health benefits claimed by green products. It may be inferred from the findings that green products being very new and less established in the market, were unable to obtain consumers’ confidence in their performance. Moreover, sometimes false claims made by the companies regarding benefits and performance of green products wipe out consumers’ confidence.

8.3.3 Factors affecting Consumer Behaviour towards Green Products

In order to ascertain various factors affecting consumers’ behaviour towards green products, a scale consisting of thirty statements pertaining to various dimensions of consumer behaviour was developed. These thirty statements were then factor analyzed and nine factors affecting behaviour of consumers’ towards green products emerged out. Total percentage of variance explained by the nine factors extracted was 55%. The first factor ‘Social Influence’ explaining 8.5% variance represented the societal factors, like family members, friends and colleagues, culture and uplifting the status in the society, which influence consumers’ decisions to use green products. The second factor ‘Quality Consciousness’ explaining 7.1% variance explained high inclination of respondents towards quality of green products, as they expressed their preference for: buying green products of the reliable brands, considering specific features like shape, color, convenience to use and maintenance required for green products, relying on companies having environmental certifications, reading the labels carefully in order to get ensured about the contents of green products and considering the responses of those who were
already using green products. The third factor ‘Benefits for Health and Environment’ explaining 6.6% variance revealed respondents’ considerable interest in health and environmental benefits of green products. The fourth factor ‘Ecological Concern’ explaining 6% variance represented respondents’ willingness to use green products because of their concern for the environment. The fifth factor ‘Consciousness towards Resource Saving’ explaining 5.9% variance expressed respondents’ preference for refillable packages and packages made up of recycled material. Sixth factor ‘Availability’ explaining 5.6% variance was related to respondents’ concern for availability of green products. The seventh factor ‘Price Consciousness’ explaining 5.6% variance explained the importance given to the price while purchasing green products. Eighth factor ‘Evaluative Information about the Product’ explaining 5.3% variance reflected respondents’ curiosity regarding the explanatory information about green products. Ninth factor ‘Style Orientation’ explaining 4.3% variance represented respondents’ stylish approach.

8.3.4 Usage of Green Products

Taking threads from the literature, the study considered the four most common categories of green products viz. organic food, organic clothes, organic cosmetics and personal care products and green electrical appliances. Usage of the products was identified by asking respondents whether they were using the respective category of green products or not. Based on their responses, respondents were categorized as users or non users of green products. The study revealed that majority of the respondents was using organic food, organic cosmetics and personal care products and green electrical appliances, whereas majority of respondents were not using organic clothes. Data analysis further revealed that out of 400 respondents:

- 69 respondents were using all categories of green products; hence, they were named ‘Dark Green Users’.
- 33 respondents were not using any category of the green products; hence, they were named ‘Brown Users’.
- 298 respondents were using either one or more than one, but not all of the four categories of green products; hence, they were named ‘Light Green Users’.
8.3.5 Relationship between Usage/Non usage and Demographic Variables

The study has endeavored to investigate the difference, if any, exists between respondents’ usage/non usage of green products viz. organic food, organic clothes, organic cosmetics and personal care products and green electrical appliances across the demographic variables. As usage/non usage and demographic variables both are categorical in nature, association between both variables was determined by applying chi-square tests. The demographic variables selected for this purpose were age, gender, qualification, employment status, monthly income, marital status and number of children.

Relationship between Usage/Non Usage of Organic Food and Demographic Variables:
The hypothesis for every demographic variable was formulated to test the differences in usage/non usage of organic food among the urban consumers of Punjab. The findings of analysis are discussed as follows:

• There was no significant difference in the usage/non usage of organic food across the age groups. These findings implied that usage/non usage of organic food did not vary with the age. Hence, the hypothesis H2a was rejected (chi-square value=.639, p-value=.888 (p>.05)).

• There was no significant difference in the usage/non usage of organic food between males and females. The results implied that usage/non usage of organic food did not differ between male and female respondents. Hence, hypothesis H2b was rejected (chi-square value=.319, p-value=.572 (p>.05)).

• There was significant difference in the usage/non usage of organic food across the qualification groups. This implied that usage/non usage of organic food varied with the qualification. Hence, the hypothesis H2c was accepted (chi-square value=9.088, p-value=.028 (p<.05)).

• There was no significant difference in the usage/non usage of organic food across the employment groups. The findings implied that usage/non usage of organic food did not vary with the employment status. Hence, the hypothesis H2d was rejected (chi-square value=.731, p-value=.866 (p>.05)).
• There was no significant difference in the usage/non usage of organic food across the income groups. This implied that usage/non usage of organic food did not vary with the income. Hence, the hypothesis H2e was rejected (chi-square value=5.409, p-value=.368 (p>.05)).

• There was no significant difference in the usage/non usage of organic food between married and unmarried respondents. This implied that usage/non usage of organic food did not vary with the marital status. Hence, the hypothesis H2f was rejected (chi-square value=.324, p-value=.569 (p>.05)).

• There was no significant difference in the usage/non usage of organic food across the groups of respondents having different number of children. This implied that usage/non usage of organic food did not vary with the number of children. Hence, the hypothesis H2g was rejected (chi-square=1.824, p-value=.610 (p>.05)).

**Relationship between Usage/Non Usage of Organic Clothes and Demographic Variables:** The hypothesis for every demographic variable was formulated to test the differences in usage/non usage of organic clothes among the urban consumers of Punjab. The findings of analysis are discussed as follows:

• There was no significant difference in the usage/non usage of organic clothes across the age groups. This implied that usage/non usage of organic clothes did not vary with the age. Hence, the hypothesis H3a was rejected (chi-square value=7.547, p-value=.056 (p>.05)).

• There was no significant difference in the usage/non usage of organic clothes between males and females. This implied that usage/non usage of organic clothes did not differ between male and female respondents. Hence, the hypothesis H3b was rejected (chi-square value=2.574, p-value=.109 (p>.05)).

• There was no significant difference in the usage/non usage of organic clothes across the qualification groups. This implied that usage/non usage of organic clothes did not vary with the qualification. Hence, the hypothesis H3c was rejected (chi-square value=3.189, p-value=.363 (p>.05)).
There was significant difference in the usage/non usage of organic clothes across the employment groups. This implied that usage/non usage of organic clothes varied with the employment status. Hence, the hypothesis H3d was accepted (chi-square value=11.528, p-value=.009 (p<.05)).

There was significant difference in the usage/non usage of organic clothes across the income groups. This implied that usage/non usage of organic clothes varied with the income. Hence, the hypothesis H3e was accepted (chi-square value=13.086, p-value=.023 (p<.05)).

There was significant difference in the usage/non usage of organic clothes between married and unmarried respondents. This implied that usage/non usage of organic clothes was different amongst married and unmarried respondents. Hence, the hypothesis H3f was accepted (chi-square value=4.112, p-value=.043 (p<.05)).

There was no significant difference in the usage/non usage of organic clothes among the groups of respondents having different number of children. This implied that usage/non usage of organic clothes did not vary with the number of children. Hence, the hypothesis H3g was rejected (chi-square value=5.899, p-value=.117 (p>.05)).

**Relationship between Usage/Non Usage of Organic Cosmetics and Personal Care Products and Demographic Variables:** The hypothesis for every demographic variable was formulated to test the differences in usage/non usage of organic cosmetics and personal care products among the urban consumers of Punjab. The findings of analysis are discussed as follows:

There was significant difference in the usage/non usage of organic cosmetics and personal care products across the age groups. This implied that usage/non usage of organic cosmetics and personal care products varied with the age. Hence, the hypothesis H4a was accepted (chi-square value=11.328, p-value=.010 (p<.05)).
• There was significant difference in the usage/non usage of organic cosmetics and personal care products between males and females. This implied that usage/non usage of organic cosmetics and personal care products was different between male and female respondents. Hence, the hypothesis H4b was accepted (chi-square value=26.846, p-value=.000 (p<.05)).

• There was no significant difference in the usage/non usage of organic cosmetics and personal care products across the qualification groups. This implied that usage/non usage of organic cosmetics and personal care products did not vary with the qualification. Hence, the hypothesis H4c was rejected (chi-square value=.514, p-value=.916 (p>.05)).

• There was significant difference in the usage/non usage of organic cosmetics and personal care products across the employment groups. This implied that usage/non usage of organic cosmetics and personal care products varied with the employment status. Hence, the hypothesis H4d was accepted (chi-square value=11.174, p-value=.011 (p<.05)).

• There was significant difference in the usage/non usage of organic cosmetics and personal care products across the income groups. This implied that usage/non usage of organic cosmetics and personal care products varied with the income. Hence, the hypothesis H4e was accepted (chi-square value=14.525, p-value=.013 (p<.05)).

• There was significant difference in the usage/non usage of organic cosmetics and personal care products between married and unmarried respondents. This implied that usage/non usage of organic cosmetics and personal care products was different among married and unmarried respondents. Hence, the hypothesis H4f was accepted (chi-square value=10.982, p-value=.001 (p<.05)).

• There was significant difference in the usage/non usage of organic cosmetics and personal care products among the groups of respondents having different number of children. This implied that usage/non usage of organic cosmetics and personal
care products varied with the number of children. Hence, the hypothesis H4g was accepted (chi-square value=14.671, p-value=.002 (p<.05)).

**Relationship between Usage/Non Usage of Green Electrical Appliances and Demographic Variables:** The hypothesis for every demographic variable was formulated to test the differences in usage/non usage of green electrical appliances among the urban consumers of Punjab. The findings of analysis are discussed as follows:

- There was no significant difference in the usage/non usage of green electrical appliances across the age groups. This implied that usage/non usage of green electrical appliances did not vary with the age. Hence, the hypothesis H5a was rejected (chi-square value=7.621, p-value=.055 (p>.05)).

- There was no significant difference in the usage/non usage of green electrical appliances between males and females. This implied that usage/non usage of green electrical appliances did not differ between male and female respondents. Hence, the hypothesis H5b was rejected (chi-square value=.825, p-value=.364 (p>.05)).

- There was significant difference in the usage/non usage of green electrical appliances across the qualification groups. This implied that usage/non usage of green electrical appliances varied with the qualification. Hence, the hypothesis H5c was accepted (chi-square value=19.535, p-value=.000 (p<.05)).

- There was no significant difference in the usage/non usage of green electrical appliances among the employment groups. This implied that usage/non usage of green electrical appliances did not vary with the employment status. Hence, the hypothesis H5d was rejected (chi-square value=4.532, p-value=.209 (p>.05)).

- There was no significant difference in the usage/non usage of green electrical appliances across the income groups. This implied that usage/non usage of green electrical appliances did not vary with the income. Hence, the hypothesis H5e was rejected (chi-square value=6.923, p-value=.226 (p>.05)).
• There was significant difference in the usage/non usage of green electrical appliances between married and unmarried respondents. This implied that usage/non usage of green electrical appliances was different among married and unmarried respondents. Hence, the hypothesis H5f was accepted (chi-square value=5.366, p-value=.021 (p<.05)).

• There was significant difference in the usage/non usage of green electrical appliances across the groups of respondents having different number of children. This implied that usage/non usage of green electrical appliances varied with number of children. Hence, the hypothesis H5g was accepted (chi-square value=10.293, p-value=.016 (p<.05)).

8.3.6 Consumer Intentions behind Usage/Non Usage of Green Products

The study also identified various consumer intentions behind the usage of green products. Motives behind the purchase of green products, frequency of purchase, willingness to repeat the purchase behaviour, preferred point of purchase, level of satisfaction and willingness to recommend green products to others were measured for users of green products, whereas reasons for non purchase and intention to use green products in the future were measured for the non users of green products.

**Consumer Intentions behind Usage of Green Products:** For the purpose of analyzing consumer intentions behind the usage of green products, users of green products included both ‘Dark Green Users’ and ‘Light Green Users’.

In order to identify respondents’ motives behind purchase of green products, respondents were asked to rank motives as per the importance. Majority of the respondents ranked ‘concern for health’ as the most important motive for purchasing green products, whereas some of the respondents gave importance to ‘concern for the environment’ and very few reported the ‘concern for status’ as most important motive. Therefore, the findings of the study unveiled that ‘concern for health’ was the most important motive behind the usage of green products, followed by ‘concern for the environment’, ‘to use better quality products’, and ‘concern for status’.
As far as the respondents’ preference for point of purchase was concerned, majority of the respondents expressed their preference for ‘retail malls’, whereas some of the respondents were still found to prefer ‘local shops’, ‘specialized shops’ and ‘factory outlets’. Responding to the enduring trend in the retailing, few respondents also preferred ‘internet’ and ‘teleshopping’ for purchasing green products. Therefore, the findings revealed that ‘retail malls’ were the most preferred point of purchase, followed by ‘local shops’ and ‘specialized shops’, ‘factory outlets’, ‘internet’ and ‘teleshopping’.

When asked to specify the frequency of purchasing green products, majority of users reported that they purchased green products regularly when needed, whereas some of the users were found to purchase green products once a month. Apart from this, some users were still found to purchase green products every week, the respondents’ who usually buy organic food (fruits and vegetables) marked this option. Very few users also reported that they purchased green products once a year. Therefore, it appeared that majority of respondents purchased green products as on need. So far as repetition of the purchase behaviour was concerned, the study discovered that majority of respondents were found to repeat their purchase behaviour though, sometimes, whereas some expressed that they repeated their purchase behaviour more often. A small number of respondents reported that they repeated their purchase behaviour always, whereas very few reported that they never repeated the same.

Out of the total users of green products, majority of the users were found to be satisfied, whereas some of the users were found to be neutral about green products. Apart from this, there were very few users who were found to be dissatisfied with green products. As far as willingness to recommend green products to others was concerned, majority of the users were found to be willing, whereas some of them reported that they were very much willing to recommend green products to others. Still, there were few users who expressed their unwillingness to recommend green products to others.

**Reasons behind Non Usage of Green Products:** In order to identify reasons for the non usage of green products and intentions of non users to use green products in the future, non users of green products included both ‘Brown Users’ and ‘Light Green Users’. When asked about the reasons behind the non usage of green products, respondents reported
that major reason for the non usage of green products was ‘non availability of green products’ (Mean score 3.94). The second major reason for the non usage was ‘lack of full range of variety’ and ‘lack of promotion’ (Mean score 3.93). The third reason for the non usage of green products was ‘non informative labels’ (Mean score 3.45), which was followed by ‘lack of awareness about green products’ (Mean score 3.44), ‘lack of confidence in the performance of green products’ (Mean score 3.19) and ‘green products being very expensive’ (Mean score 3.15). It is also worth noting that the study revealed favorable attitude of majority of the respondents towards green products, but still some of them were not using green products and hence, the number of users of green products was found to be less than expected. The reasons justified that despite having favorable attitude towards green products; many of respondents reported that they were not using green products primarily because of non availability of green products in the market, lack of full variety, lack of promotion, non informative labels and lack of confidence in products’ performance.

As far as intention to use green products in the future was concerned, majority of the respondents reported that they consider using green products in the future, though sometimes, and some of the users reported about their intention to use green products always. There were only few users who reported that they do not consider using green products at all.

8.3.7 Consumer Perception regarding Effectiveness of Green Marketing Strategies

The present study considered four green marketing strategies viz. Advertisements using green themes, Self explanatory labels, Educational campaigns and Certifications. Respondents’ perception regarding effectiveness of green marketing strategies in influencing the behaviour of consumers was judged on a ranking order scale, respondents were asked to rank green marketing strategy as per their perception regarding effectiveness of the respective strategy in influencing the behaviour of consumers. It was found that majority of the respondents considered ‘educational campaigns’ to be the most effective, whereas some of the respondents considered ‘advertisements using green themes’ to be the most effective strategy. The findings of the study revealed that
educational campaigns were perceived as the most effective green marketing strategy, followed by advertisements using green themes, self explanatory labels and certifications.

Factors affecting Effectiveness of Green Marketing Strategies: The study explored respondents’ perception regarding what factors make a strategy more effective in influencing the behaviour of consumers towards green products. A sixteen items scale was developed for the purpose of ascertaining the factors affecting effectiveness of green marketing strategies. These sixteen statements were then factor analyzed and five factors affecting effectiveness of green marketing strategies in influencing the behaviour of consumers towards green products emerged out. Total percentage of variance explained by the five factors extracted was 54%. The first factor ‘Awareness Generation’ explaining 15% variance explained respondents’ perception about the role of green marketing strategies in creating awareness about green products. The second factor ‘Perceived Credibility of the Message’ explaining 11.4% variance draws the attention towards the fact that respondents paid considerable attention to the credibility of the message being communicated through the marketing strategy. The third factor ‘Perceived Importance of the Information’ explaining 10% variance revealed respondents’ perception regarding the type of information to be included in the marketing communication in order to influence the consumer. The fourth factor ‘Trustworthiness’ explaining 9.6% variance highlighted respondents’ perception regarding trustworthiness of the marketing strategies. The fifth factor ‘Perceived Confidence in the Advertised Products’ explaining 8% variance represented respondents’ level of confidence in the advertised products.

Further, an attempt was made to identify whether the respondents perceived positively or negatively about the each identified factor affecting effectiveness of green marketing strategies. In this regard, the mean score of each item of the scale (16 items) was calculated for the whole sample. The results established that:

- For the first factor ‘Awareness Generation’, the results specified that respondents perceived positively about all the items associated with this factor, which in turn expressed the overall positive perception regarding the role of green marketing strategies in generating awareness about green products.
For the second factor ‘Perceived Credibility of the Message’, the results indicated that respondents considered the messages describing the environmental friendly nature of green products as more reliable. Further, it was also found that though, respondents perceived the messages given in the ads as credible, but perceived credibility was less as compared to credibility of the messages conveyed through public forums, and certifications. The reason being, respondents perceived that ads promoting green products only talk about the greenness of products not about their performance.

For the third factor ‘Perceived Importance of Information’, the study found that respondents preferred educational messages and information about the performance of the product to be included in the marketing communication. On the other hand, respondents also perceived that information must be communicated in an environmental friendly manner.

For the fourth factor ‘Trustworthiness’, the study depicted positive perception of respondents regarding trustworthiness of the information given in the advertisements using green themes as well as labels.

Fifth factor ‘Perceived Confidence in the Advertised Products’ witnessed that respondents were neither confident nor doubtful about performance of the advertised green products.

8.4 CONCLUSIONS AND RECOMMENDATIONS

The findings of the study discussed above reveal that the study has theoretical as well as practical implications for manufacturers/marketers of green products. On the basis of the findings of the study, following conclusions and recommendations have been made:

- It appeared that respondents did not have exhaustive awareness regarding green products. Though, majority of the people were found to have average awareness about green products, the awareness was very generic and imprecise. However, it was found that general awareness regarding green products varied with the age, income level and qualification of consumers. Respondents belonging to the middle level income group were found to be more aware of green products than those belonging to the lower income groups and higher income groups. Also,
respondents having higher levels of qualification reported higher level of awareness regarding green products. Similarly, older respondents were found to be more aware of green products than younger respondents. These findings attributed to the fact that green products being very new and people being less aware about green products, while designing the promotional activities, the primary focus of policy makers should be on awareness generation among the target audience. It is even more essential that the promotional activities should target on younger age group, and those who are less qualified, as older people and those with higher levels of qualification displayed higher level of awareness regarding green products.

- People of urban Punjab were found to be highly aware of health and environmental benefits of green products, but awareness regarding point of purchase, brands offering green products and various certifications of green products was found to be average. The discussion apparently shows inefficiency on the part of marketers to position their green products effectively. Taking this into consideration, marketers are advised to plan their marketing strategies meticulously in order to make consumers aware about the various brands dealing in green products, and points of purchase of the same. Furthermore, awareness about certifications of green products must be enhanced through some educational or publicity campaigns. Government agencies should take a lead in the direction of enhancing awareness among public regarding various certifications/certifying agencies.

- TV being considered as the most effective source in providing information regarding green products, followed by newspapers, internet ads, and magazines, marketers should choose the promotional media only in accordance with their extent of effectiveness.

- Findings related to consumer attitude towards green products demonstrated that though, respondents’ overall attitude towards green products was found to be favorable, they were found to be skeptical about the performance of green products and health benefits claimed by green products. Hence, it is suggested
that before making such claims, manufacturers should get some certification which may help in building consumers’ confidence. Furthermore, it is also advised that any false claim or gimmicks played by the manufacturers/marketers, just to draw consumers’ attention may result into a grave setback and loss of trust in the respective brand.

- The study determined that social influence, quality consciousness, health and environmental benefits, ecological concern, consciousness towards resource saving, availability, price consciousness, evaluative information of the product and style orientation were various factors affecting behaviour of consumers towards green products. The relevance of determining all these factors lie in considering the results, while planning the marketing strategies to position the products in the market. Marketers should provide the information on serious environmental issues to raise ecological concern among the public. Apart from this, extra care should be taken to ensure consistent availability of green products in the market. Also, while marketing green products, manufacturers must ensure that price of green products is not unnecessarily high, as consumers reflect price conscious attitude towards the same. It is even more essential to manufacture green products in a fashionable manner in order to meet style approach of consumers.

- Findings related to the usage/non usage of organic food demonstrated that majority of respondents were using organic food and only qualification turned out to be significant in explaining the difference in the usage/non usage of organic food among the urban consumers of Punjab. It was found that graduates and post graduates were using more organic food and hence, manufacturers of organic food are suggested to design their marketing strategies in order to fetch the attention of those having lower levels of qualification.

- Findings related to the usage/non usage of organic clothes indicated that majority of respondents were not using organic clothes. However, employment status, monthly income and marital status turned out to be significant in explaining the difference in the usage/non usage of organic clothes among the urban consumers.
of Punjab. The study found that students, unmarried respondents and those belonging to the income group less than 10000 were more likely to use green products. It is also important to note that majority of students and homemakers were belonging to this income group and hence, it emerged that students were prime users of organic clothes. The finding projected that students being in touch with the environmental issues through their studies, preferred organic clothes in order to contribute in mitigating the environmental problems or to become status symbol. Therefore, results provide useful implications for the manufacturers of organic clothes that while manufacturing and promoting organic clothes in the market they should understand the needs of married people, and apart from students, other employment groups may also be targeted.

- Findings related to the usage/non usage of organic cosmetics and personal care products indicated that majority of respondents were using organic cosmetics and personal care products. Age, gender, employment status, monthly income, marital status and number of children turned out to be significant in explaining the difference in the usage/non usage of organic cosmetics and personal care products among the urban consumers of Punjab. Respondents belonging to younger age group, females, students and homemakers, those belonging to lower income group and unmarried were more likely to use organic cosmetics and personal care products. Therefore, the demographic profile of users of organic cosmetics and personal care products may be considered by the policy makers to design their marketing strategies accordingly. It is also advised that, manufacturers must understand the needs of men regarding cosmetics and personal care products and should come up with some organic cosmetics and personal care products for males’ segment.

- Findings related to the usage/non usage of green electrical appliances demonstrated that majority of respondents were using green electrical appliances. Qualification, marital status and number of children turned out to be significant in explaining the difference in the usage/non usage of green electrical appliances. The results may be used by the marketers to plan and implement their marketing strategies for promoting green electrical appliances.
• Concern for health being the most important motive, marketing communication should highlight the health and environmental benefits of green products, in order to fetch the attention of consumers having health and environmental motives.

• Retail malls being the most preferred point of purchase, followed by local shops and specialized shops, manufacturers of the green products should ensure the consistent availability of green products at these outlets.

• Major reasons behind the non usage of green products were non availability of green products, lack of full variety and lack of promotion followed by non informative labels, lack of awareness, lack of confidence in green products and green products being expensive. Hence, it is recommended that policymakers should ensure that consistent supply of green products is followed by rigorous marketing of the same and focus of marketing should be more on generating awareness regarding green products. It is even more essential for the companies to manufacture full range of variety of green products, as customers seek the same while making purchase decisions.

• Educational campaigns followed by advertisements using green themes were perceived as the most effective strategy in influencing the behaviour of consumers. Therefore, marketers should market green products through the same. However, self explanatory labels also appeared to be a useful medium in providing relevant information regarding the products and hence, special attention should be paid while labeling these products.

• Awareness generation, perceived credibility of the message, perceived importance of the information, trustworthiness and perceived confidence in the advertised products were the major factors affecting the effectiveness of the green marketing strategies. Hence, the focus of educational campaigns and advertisements with green themes should be on enhancing the awareness of consumers regarding green products. Also, policymakers should ensure trustworthiness of the messages used in the communication.
8.5 LIMITATIONS OF THE STUDY

Like most of the studies, the present study also suffers from some limitations. Limitations of the study are mentioned as below:

- The present study was confined only to the Punjab state. Therefore, the findings and recommendations of the study may not be applicable to other parts of the country.

- The study was focused on urban Punjab only. The characteristics and structure of rural population differs from the urban population to a large extent. Therefore, the findings of the study may not be generalized to rural population of Punjab.

- The sample was taken from only four cities of Punjab: Amritsar, Jalandhar, Ludhiana and Mohali on the basis of convenience sampling. The demographic characteristics, if taken from other cities of Punjab may vary which in turn may influence the responses and hence, the results.

8.6 SCOPE FOR THE FUTURE RESEARCH

- The present study was confined to the Punjab state; interested academicians may study the variables of the present study in other states also. Further interstate comparisons may also be undertaken to take the collective view of Indian viewpoint.

- The current study has identified consumer intentions and behaviour with respect to green products in the present time. However in future, longitudinal studies may be undertaken to see whether behavioural changes occur in consonance with the behavioural intentions or not.

- In future, consumer behaviour of rural people towards green products may be studied to bring about new dimensions of knowledge in this area.