Chapter VII

CONCLUSIONS AND RECOMMENDATIONS
There is a growing concern for environmental degradation and the resultant pollution all over the world. Right from 1992, Rio de Janeiro Earth Summit conference, world leaders and top environmental officials have been expressing global concern over environmental issues. The widespread environmental problems in India are choking air effluence, water pollution in the vast majority of rivers, water shortages throughout the country, heaps of solid and toxic waste, acid deposition spoiling land and water, near-total deforestation, rampant over fishing, exhaustion of agricultural land and evident consumption of even highly endangered species for food and traditional medicine has endangered the ecological balance of our country.

Environmental marketing or green marketing or ecological marketing addresses unsustainable marketing activities and the resultant pollution issues. In essence, environmental marketing placed emphasis on sustainability of marketing activities of a firm and sustainable consumption of a consumer so that these create either a positive impact or lessen the negative impact on the environment.

Customer’s concern for environmental has became one of the most important issues in every aspect of people’s lifestyles. Market for environmentally-friendly goods and services are becoming increasingly common. As we know, green lifestyles or green behaviours are specific lifestyle choices that reduce personal environmental impact and help ensure consumption of resources is sustainable at a society level. A fully green way of life involves principled choices over a broad range of behaviours.

Indian literate and urban consumer is waking up to the merits of Green products. But it is still a new concept for the majority. The new green movements need to reach the masses and that will take a lot of time and effort. By India’s customs and ayurvedic heritage, Indian consumers do value the significance of using natural and herbal products. Indian consumer is exposed to healthy lifestyles such as yoga and natural food consumption. In those aspects the consumers is already aware and are inclined to accept the natural/green products. India is already one of the largest economies in the world, and will continue its brisk urbanization and economic development over the next few decades. This is a cause for celebration, however, in this growing economic prosperity, and through change of the marketing mix and marketing strategies like promotion and advertising, people are guided by an unlimited desire for additional goods and are influenced by an attitude of grandiosity, of being superior, of having
things under control, of improving one's position and of preferring new commodities to old ones. This over consumption on vast scale productivity puts pressure on the resources of the ecosystem. While the material indices of wealth rise, the environmental indices fell.

In a free market, the role of individual choice is profound. Environmental improvement demands people's participation through changing of their attitude and behaviour towards the environment. Purchase of green products represents a decision of someone to buy, consume, and to recycle goods which are not used. A consumer with environmental concern can be defined as “an ecologist who had grasped his/her self-efficacy against environmental pollution and now has a sense of responsibility, with respect to future generation, and whole humanity in his/her use of resources. However, majority of consumers are buying goods without putting green as a deliberation. There is a general perception in society that green products are mostly more expensive than regular ones at least in short run.

The purpose of this study is to discover what barriers, if any, inhibit Indian consumers who want to live a “green” lifestyle from purchasing “green” household and personal care products. Thus, the main objective of this study is to assess the pro-environmental purchase behaviour of Indian consumers. The belief is that the consumer's pro-environmental concern is one of the determinants of their "green buying" behaviour i.e., buying and consuming goods that are environmentally beneficial. Past researches on consumer's attitude toward the environment have been conducted mostly in the context of developed countries. Hence, there is a need to investigate this problem in less affluent societies, like ours. Therefore, this is an attempt to fill this gap. This research looked into and explored the influence of the four traditional marketing-mix elements, i.e. product, price, place and promotion on attitude and purchase intentions of consumers of various demographics on eco-friendly products.

The study was conducted with the specific objectives of identifying environmentally conscious consumers and studying their attitude, behaviour and perception on environmentally friendly goods, specifically fast moving consumer goods (FMCG) or non-durable ones, and also to analysis the discrepancy between attitude and behaviour of ecologically concerned consumers. Fast moving goods are low cost goods of daily usage. They form very core and inescapable need in the consumer’s life and their purchases cannot be postponed, so they are less prone to economic swings than high ticket items such as
automobiles or even apparels. These consumables require relatively smaller financial commitments than other activities.

The Indian FMCG sector is the fourth largest in the Indian economy and has a market size of $13.1 billion. This industry primarily includes the manufacture, distribution and promotion of consumer packaged goods, that is those categories of goods which are consumed at regular pace. The sector is growing at swift pace with well-established distribution networks and intense competition between the organized and unorganized segments. It has a strong and spirited MNC presence across the entire value chain. The FMCG’s potential market includes middle class and the rural segments of the Indian population, and give brand makers the excellent opportunity to convert them to branded products. It includes groceries and drinks, personal care, plastic goods, paper and stationery and household products etc. However, only personal care and household care products were taken into consideration for this study.

The results indicate that respondents’ overall environmental consciousness has a positive impact on their purchase decisions of eco-friendly products. It was also observed that different environmental consciousness measures to be important explanatory variables for both the general purchasing as well as the conservation behavior.

Demographic variables offer easy and efficient ways to segment the market and capitalize on green attitudes and behaviours for marketers. From the demographic analysis of the sample data it was established that in National Capital Region of Delhi,

- only half (50.45%) of the respondents have concern about the deteriorating environment, whereas 28.4% respondents felt that environment issues are only somewhat serious, but there are other more essential issues that need attention, whereas remaining were undecided.

- The attitude of not all the age groups is same towards environment conservation. (p = 0.003). This study has found that 63.15% of older consumers (age group 50 years and above) are willing to use car pool or use public transportation to go to work to reduce air pollution as against 46.19% of younger consumers (age below
50 years) willing to do so. Similarly, 66.66% of elderly consumers admitted that they make every effort to reduce the use of plastic bags, as against 50.19% respondents below the age of 50 years admitting to do the same.

- Among the ecologists, environment concern and green purchasing behaviour, a positive relationship was found. (p=0.005<0.05). 61.2% ecologists said that they make every effort to reduce the use of plastic bags.

- 28% respondents said that they considered buying eco-friendly product some time or the other, while 21.5% respondents said they hardly gave environment a thought while making their purchases.

One of the reasons why older generation is more environmentally conscious than younger generations is because of the maturity that they have gained during the years. While growing up, this generation has faced many environmental issues such as global climate change and ozone depletion and acquired an environmental awareness through a sound environmental education. Accordingly, they have learned why it is important to protect the environment. In addition, they have encountered many environmental campaigns. While middle aged and older people are more likely to take public transportation, bicycle or walk as an alternative to driving than other groups, younger consumers are much less concerned than others with respect to other traditional green practices such as conserving electricity, minimizing their water usage or purchasing sustainable products. Middle-aged and older consumers tend to feel more compelled to “do their duty.” As far as youth is concerned, it is common for them to shop for the sake of pleasure because of peer pressure, or because they have money, they tend to follow fashion and technological trends.

This study suggests that educated Indian consumers are concerned about the environment and such pro-environmental concerns influence their green buying behaviour moderately, thereby leading to purchase of eco-friendly products.

- When Chi-Square was applied on the Education Level versus Awareness level to check if there is a significant difference in awareness levels for all education levels {Higher secondary, Graduate, Post-Graduate, Doctorate} with different
questions of awareness, the result revealed that there is a significant difference in awareness levels for question pertaining to contribution of sustainable future for eco-friendly products (p value = 0.008).

This study has found that income is positively related to environmental understanding. When household income was taken as independent factor, the calculated value of p- value was 0.0134 at 5% level of significance.

- 38% respondents with family monthly salary of Rs. 1 lakh or more were willing to pay 10% or more premiums for eco-friendly products as against only 17.32% respondents with family monthly salary less than Rs. 1 lakh willing to pay more than 10% premium for similar products.

The most widespread justification for this belief is that individuals can, at higher income levels, put up with the marginal increase in costs associated with supporting green causes and favouring green product offerings.

On the basis of this study, the researcher has concluded that out of the four demographic factors taken into consideration, only age, qualification and income has positive effect with eco-friendly behaviour of the consumers. Results of previous studies have been inconclusive regarding the effect of Age on eco-friendly behaviour of consumers. This study has shown that age has definite effect in the eco-friendly behaviour of the consumers. In regards to education, demographic profiles done in the past show that education is linked to green consumers’ attitudes and behaviors. Most demographic profile researches done on the relationship between education and the behaviors of green consumers have been positively correlated. The results of our study are consistent with the results of the previous studies on the same subject. Gender-related studies between males and females in regards to the environment are also inconclusive. However, this study has shown that gender has no effect on eco-friendly behaviour of the respondents. Both, male and female respondents had similar views on environment conservation.

On the basis of this study, it is concluded that consumers know about climate change, understand that reducing their own carbon footprint will help fight climate change, and want to join that
effort. But this study also shows that consumers do not quite understand how to act on their greener impulses.

- There is lack of awareness among the consumers. Only 75 respondents (i.e. 15%) were able to name eco-labels/eco-certificate prevalent in India.
- Further, only 294 respondents (i.e. 58.8%) respondents were able to recollect advertisement of eco-friendly products they had seen on Indian media.

Environmental attributes of a product are more difficult for a consumer to assess compared to other easily observable product attributes. Hopes for green products gaining market share have also been hurt by the perception that such products are of lower quality or don't really deliver on their environmental promises.

- When T Test was done, only 32.4% of the respondents felt that eco-friendly products met their quality expectations (mean: 3.1; Std. Dev: 1.24);
- 75.8% Consumers said they did not buy green products because they are exhaust quickly (mean: 4.09, Std Dev: 1.05);
- 49.2% consumers also felt that there has been no improvement in their quality of eco-friendly products over the time (mean: 3.46; STD Dev: 1.04).
- Most of the respondents (73%, mean 3.65; STD Dev: 0.94) felt that eco-friendly products are healthier option than conventional products.

Overall consumers seemed to be most impacted by drivers that impact their lives and the lives of their nearest and dearest today. Healthiness was a strong motivator in driving “green” behavior especially with respect to cleaning and other household products.

High Price of environmentally products was cited as most important factor for not buying eco-friendly products by sampled respondents.
After T Test it was concluded that majority of the respondents (76.6%, mean: 3.58; St Dev: 0.94) said that most of the eco-friendly products are overpriced.

Only 5% respondents are willing to pay more than 15% premium for eco-friendly products,

Moreover, only 18% consumers were willing to pay more than 10 % premium for environmentally products.

16.4% respondents said that they will not pay any premium for eco-friendly products.

Only 26.2% respondents felt that price of eco-friendly products were at par with price of conventional products.

Price is a critical and important factor of green marketing mix. Findings from this work also suggest that the segment of consumers willing to pay more for eco-friendly products in India may not be very big. Even in a knowledgeable segment like the one chosen for this study, willingness to pay premium receives an underwhelming response.

Most consumers will only be prepared to pay additional value if there is a perception of extra product worth. This cost may be improved performance, utility, design, visual appeal, or experience. Consumers who never bought green products are deterred from purchasing them because they are perceived to be too expensive. Hence, it can be concluded that consumers are actually not interested in paying more for a product declared “green.

Most of the respondents (76%; mean: 3.904; Std. Dev: 0.795) felt that green advertising is good at addressing environmental problems.

However, only half of the respondents claimed that they understand all the environmental terms companies used in their advertising (51.8%; mean: 3.36; Std. Dev: 0.9165), and

Only 61.8% respondents are influenced by ‘Green Certificate’ on product packaging (mean: 3.49; Std Dev 1.02).
- However, respondents were skeptical about Green Wash and 77% respondents felt that number of companies uses green advertising to protect their reputation (mean: 3.478; Std Dev: 1.0117).

- 64.2% respondents felt that a lot of companies pretend to be green just to charge higher prices.

For example, paper or lumber products flaunt their recycled content or sustainable harvesting without noting the impact of their manufacturing processes on air and water emissions or global warming. Blogs and claims made by the manufacturers are least trustworthy source of information about environment friendliness of the product.

Two thirds of consumers reported that they find it difficult to know which products are better for the environment and this report shows that marketers making green claims have a long way to go in helping consumers feel confident about making greener choices.

Green distribution is a very delicate operation. Having decided to buy eco-friendly products, many consumers encounter a final obstacle: They can’t find them. The choice of ‘where and when’ to make a product available will have significant impact on the customers. Distribution channels are keys to increase the exposure of sustainable products, and to capitalise on the latent market demand for sustainability by changing consumer behaviour. Very few customers will go out of their way to buy green products. Customers must be guaranteed of the ‘Ecological nature’ of the product. The green environment is a frequently regulated environment and as such high level of compliance is necessary when carrying out distribution of green products.

- 69% respondents (mean: 4.02; Std. Dev: 1.44) felt that eco-friendly products are available in few stores only.

- Further, even when ever available, they lack in variety (76.8%; mean: 3.59, Std. Dev: 1.35)
7.1 IMPLICATIONS

This research has provided both theoretical and managerial implications. In terms of theoretical implication, this research adds support to previous researches which showed that consumers are concerned about the environment, but they are not necessarily prepared to seek out or buy green products. In addition, this research offers a theoretical basis for understanding the impact of product attributes on consumers’ green product purchasing behaviour and the important factors that motivate and/or create barriers towards green products purchasing behaviour. While previous studies have mainly focused on measuring consumers’ general environmental behaviours, this research provided additional information in narrowing the research gap with regards to understanding consumers’ green purchasing behaviour. In addition, the results of this research combined with the consumers’ democratic profile provide a better understanding of green product purchasers.

In terms of managerial implication, the profile of green product purchasers provides green marketers an indication of their target consumers. The research reveals that traditional product attributes such as price, quality and availability are still the most important ones that consumers considered when making purchasing decision. In order to fulfil individual needs and wants, including ensuring customers’ satisfaction, the marketers need to make sure that their products are of high quality and competitively priced. The marketers also need to adopt a better marketing mix for their products in order to change consumers’ negative perception towards green products. Successful green marketing entails much more than simply adding an environmental attribute into a product. It is important that marketers integrate green marketing strategies carefully into the company strategic plan.

When it comes to awareness regarding eco-friendly products, consumers trust eco-labels/eco-ratings the most, followed by news reports, recommendation by known people and lastly to paid advertisements by the manufactures, while also looking for opinions and information posted by other consumers online.

The result shows that there is a significant relationship between consumers’ attitude on government’s role and their attitude on green products. That many people have high ecological concern but have a feeling that the preservation of the environment is the prime
responsibility of the government. The survey indicates that importance of government’s role in preserving the environment. This in turn will influence consumers’ outlook on the government’s role in environmental issues and their attitudes to the green products. Hence, in order to popularise eco-friendly products among masses, government agencies and corporate should work together, not in worrying about people’s attitudes but by start paying attention to shaping their behaviours. Some of the policy tools that government can use to encourage adoption of eco-friendly products can be:

- Regulatory – this includes mandatory tools that ban or limit certain products or behaviour, and requirements, such as mandatory labelling.
- Economic – market-based instruments that influence purchasing decisions through taxes, incentives, subsidies, penalties or grants for green enterprises.
- Information – such as product labels and information on energy bills.
- Behavioural – tools or nudges aimed at influencing consumer behaviour by leading individuals to make choices that are better for the environment.

7.2 RECOMMENDATIONS

Green awareness is on the rise, and the demand for eco-friendly products is growing. At the same time, buyer expectations are also getting bigger. Although the market for green and environmentally-friendly products is still nascent in India, this is expected to change. All consumers remain primarily concerned with finding products that are the right balance of quality and price. Through better marketing of environmental and green benefits and by aggressive pricing, producers and marketers will be best able to position their products and gain market share in this important new segment.

The study suggests that pro-environmental anxiety is a likely judge of green buying behaviour. Also, consumers wish for eco-friendly products and thus the right mix of eco-friendly products and service, promotion, PR and management know-how is needed to target and attract the consumers who may be willing to buy eco-friendly products.
This survey suggests that the better-educated consumers understand the environmental issues, are involved more fully and, hence, are more concerned about environmental quality and more motivated to participate in environmentally responsible behaviors. Middle aged and older consumers (True Greens) are more likely than younger consumers to respond to messaging that emphasizes generational legacies or civic and social responsibility. While these types of appeals are not totally ineffective with the younger segment it seems the heart strings are more easily pulled with the passage of time. Hence, marketers should target middle age and senior citizens for purchase of eco-friendly products through their integrated marketing communication activities.

One’s income level has a positive co-relation with environment sensitivity. Individual with high income will rise to support environmental sustainability and buy eco-friendly products. Income as predictor of environmental awareness and relates with positively with ecological knowledge and premium price of eco-friendly products. One’s income level has a positive relation with fitness knowledge, especially related with food products selection and potential illnesses. Hence, it will be beneficial for marketers to target high net individuals who can act as role models/opinion leaders for rest of the community members.

Since there is lack of awareness regarding availability of eco-friendly products, companies should focus on advertising eco-friendly branding, in-store displays and pamphlets. Promotional campaigns may be used to further promote the use of eco-friendly products.

In spite of high levels of stated interest, price remains the primary barrier to purchasing green products. The current economic environment combined with a healthy dose of skepticism about green claims makes it easier for consumers to delay acting upon whatever green purchase impulses they may have. Consumers in general will purchase products and services with a mix of attributes including environmental attributes that maximizes their utility. However, not all consumers are willing to pay a higher price for green products. This implies that consumers derive greater utility from the price and quality attributes rather than environmental attributes alone. The consumers may be willing to purchase the environmentally friendly products within certain constraints. However, huge price differentials and inconveniences associated with environmentally friendly products may deter
consumers in buying them. Product attributes such as convenience, availability, price, and quality play a more important role in the consumers’ purchasing decision process.

Although there seems to be a general willingness and expectation to pay a premium for “green” products, people do differentiate the acceptable premium associated with purchasing a “green” household cleaner or recycling versus purchasing a new hybrid car or solar panels. Consumers appear more apt or willing to make smaller changes in the short term, while considering bigger purchases as replacements are needed for those items. The majority of consumers purchase green products only when they are offered at a competitive price and with no degradation of quality or convenience. Many consumers want to purchase green products and support green initiatives but nearly all purchases, must still meet traditional functional and value requirements. Quite often consumers simply don’t find appropriate functional options among the current selection of eco-friendly products in the market. A lower price caused by cost saving will encourage consumers to buy environmentally friendly products. When the demand for a product is price sensitive, a lower price will be a more successful strategy for the company. When the price is held constant, positive characteristics of the product about the environment can be used as a competitive beneficial element. In event, price of the product is higher, weight should be given to endorsement of differentiated green product and also there should be consumers ready to overpay for the product. In this case, important thing is intensity of price.

Green Marketing begins with ‘green design’. Product design constitutes an active crossing point between demand (consumers) and supply (manufactures). Majority of consumers do not purchase products based on the environmental concern alone and they will not trade-off other product attributes for a better environment. For ecologically sustainable products to be successful, green branding characteristics have to be efficiently communicated. Most consumer decisions are influenced by the green labelling that describes all that makes the product green compliant.

Pro-environmental concerns can be raised by advertising that individual buying behaviour can make a difference and can have an impact on the welfare of the environment. It is also significant that corporate aiming at developing new eco-friendly products should ensure that products perform competitively.
Marketers today use a myriad of terms to convey that their products and services are better for the environment; however, when it comes right down to it, consumers get “green” and is willing to accept it as an umbrella term to define anything that is natural, ecological and good for the environment, and not harmful to the earth. They also view “green” as comprehensive - covering items from solar energy to organic food. Consumers who buy “green” expressed some skepticism over claims that companies make that their products or services are truly better for the environment. How am I supposed to know if they are telling me the truth? Why am I to believe their claims of being “green”? 50% of respondents highlighted their skepticism over “green” claims as a leading barrier to purchasing more “greenly”. This was especially true for participants in the 40+ age brackets; those from 18-40 were a little more trusting of green claims.

Companies should look for opportunities to “prove” the green-ness of their product to add more credibility and demonstrate how their product’s effectiveness and quality compare to a non-green product. Marketers who can do this the best and most often are more likely to win over consumers. In cause marketing efforts, basic trust in chosen advertising vehicle may be even more important than advertising at large. Customer have grown increasingly alert to “green washing,” the idea that a brand will superficially inflate its environmental or even social investments for consumers. One way to overcome this issue is to utilize eco-labelling (or green labelling) programs to provide the customers with information while at the same time addressing environmental issues. Eco-labels are intended as “a means for consumers to make choices that will reduce environmental impact and enable them to influence how products are made. Green products have inherent negative features that must be overcome in order to be viewed as environmentally-friendly. These green labels present a new step towards enforcing green identification of a product.

In order for consumers to have confidence and trust in the green claims, companies need to follow the three parameters:

Simplicity – Consumers expect, at least, claims that are understandable. There is requirement for information on green issues that is direct and ‘precise’. Vague and excessively technical terms are not widely understood or appreciated by consumers.
Reliability – consumers want reasonable, easy to get to and provable claims. They deploy a series of ‘perceptual filters’ to make rapid judgements, based on spontaneous and in-built rules of thumb. They can be classified into four groups:

- **Ad specific elements**: There is widespread dislike of small text, asterisks and footnotes (all of which are considered to represent ‘the catch’) most of which are unreadable, whereas third-party endorsements from well established and respected organisations are highly valued by consumers.

- **Perceptions of brand & brand ‘fit’ with the environment**: Consumers were more to accept and believe claims that ‘made sense’ (i.e. a brand with which they have positive associations and/or believe is consistent with environmental responsibility) but were more suspicious of other brands. This ‘brand baggage’ affected their assessment of the specific green claim.

- **Deep-seated habits and beliefs**: Consumers learn from their own experiences about green products to judge the credibility of a claim and – where they have no experience – expectations of performance are used as a proxy.

- **The wider market and social context**: Consumers have varying levels of confidence in how strictly green claims are regulated and this impacts on how credible they perceive green claims to be.

Comparability – these emerge as one of consumers’ most important expectations. Consumers want straightforward, significant and like-for-like comparisons. The absence of significant comparisons, the general explosion of labelling schemes and comparisons that are not well understood (e.g., grams of CO2/km on car ads) offer little or even dent the relevance and usefulness of a green claim. In addition, as the number of goods and claims expands, the absolute amount of information may drown out the ability of consumers to make like-for-like comparisons and ceases to provide them with any useful means of differentiation.
Companies should, where relevant, provide meaningful comparisons for consumers. Consumers want to be able to compare claims made on different products but do not like comparisons that they can’t understand, or the proliferation of different labelling schemes. These offer little or may even undermine the relevance and usefulness of a green claim. Better information, not necessarily more, should be a cornerstone of empowering pro-environmental consumer choices.

For bigger purchases, marketers should demonstrate the cost / benefit of the premium customers are required to pay and how that fades out over the period of time. Where possible, companies should focus on helping consumers overcome the “effectiveness” perception by finding creative ways to demonstrate that eco-friendly products are not only good for the environment but work just as well, if not better, than non-“green” conventional counter parts. Some suggestions are: offer money back guarantees if not satisfied, in store demonstrations, free or discounted samples, and video commercials / infomercial (either TV or on the internet) that show the effectiveness.

When making green claims, marketers must also pay attention on other customer satisfaction factors of cost and performance. Companies offering “green” products and services should try to use the in-store knowledge to inform consumers about the benefits of such products. Also, they should focus their resources on tutoring and creating awareness among customers on the internet or through periodical articles. Educating consumers on the availability of products is important, however equally important is providing useful facts and figures about “green” behavior. Messaging “green” solutions needs not only to focus on the environmental benefits of using a specific product or service, but also the elements of cost savings, health benefits, and greater efficiency. Secondary messages should focus around the altruistic nature of buying “green” and demonstrating the benefits of the collective good.

7.3 CHALLENGES AHEAD:

1. Spread awareness and advantages of eco-friendly products. Majority of the people are not even aware of green products and their uses.
2. Convince customers about long term cost effectiveness of eco-friendly products
First, consumers have to be aware that an eco-friendly product is available before they purchase it. Yet many of the customers don’t even know about the availability of green alternatives in many product categories. Next, consumers must be convinced that a product will achieve the objective for which it is being purchased. But many believe that green products are of lower quality than their more traditional “conventional” counterparts. Consumers must then come to a decision whether a product lives up to its green reputation. Yet many are doubtful about environmental claims (green washing), partly because they do not trust corporations and the paid media. Finally, consumers must decide whether a product is worth the cost and effort needed to purchase it. But consumers often believe that the eco-friendly products are more expensive, are not easily available in the stores.

To increase the sales of environmentally sustainable products, companies must eliminate these five hurdles — namely, unawareness, negative perceptions, disbeliefs, high cost, and low availability. In other words, companies must augment consumers’ awareness of green products, advance consumers’ perceptions of green - products’ worth, fortify consumers’ trust, lower the cost of green products, and make green products easily available.

**7.3.1 Eco-awareness:** Because consumers are largely unaware of green alternatives, corporate first need to think of themselves as awareness facilitators, not salespeople. And they must enlarge their lesson plans beyond their own products to the larger issues of pollution, climate change and other environmental issues. And not for profits and government agencies also need to take up the cause of green education.

Consider the success of Energy Star ratings by Bureau of Energy Efficiency, Government of India. This program educates consumers about how energy-efficient products can trim down energy use, save money, and care for the environment. Every product that meets the laid down energy-efficiency standards by the government can carry the Energy Star label, which has gained extensive consumer acknowledgment and trust. Because government regulations mandated energy labels on certain appliances, e.g. air conditioners, washing machines, refrigerators, pumps, motors, geysers etc. almost half of these electrical appliances sold in the India since 2010 carry the Energy Star label.
7.3.2 Build Better Quality Products For consumers to improve their opinions of green products, companies must create eco-friendly products that are not just equal to, but better than, conventional alternatives. Consumers still give significance to performance, reliability, and durability much more than a product’s ecological dependability. Indeed, to overcome their image problem, green products must necessarily do better than their traditional counterparts.

7.3.3 Be Truthful In recent years, consumers have caught companies red-handed at “green-washing”—that is, claiming that their products are far more environmentally friendly than they actually are. To rebuild public trust, companies must make public aware about their true environmental impact, as well as about their efforts to trim down that impact. Companies will need to categorize and deal with specific historical concerns about their products or operations. Only then will consumers accept as true the company’s ecological claims.

7.3.4 Offer More for less To increase sales of green products, companies must make efforts and ensure that consumers understand the returns—both financial and environmental—on their purchases. When consumers find it convenient to track their savings by using a product, they are more willing to try new green products—especially those that cost more. They also feel more convinced about their eco-friendly purchases when they understand how the products will help the environment.

Companies alone cannot show the way to consumers from intention to action. In many cases, the government and the civil sector need to be deeply involved to achieve long-lasting changes in consumer behavior. Nevertheless, businesses need to play increasingly important role in the green movement in order to shape their market opportunities and manage potential regulation of their industries.

More customers are making internet purchases, especially due to the larger selection of organic products available in the online market

7.4 LIMITATIONS
While this study provides some important contributions to the green marketing theory and for green marketers, there are also limitations and future research agendas. Firstly, the sample size of 500 is neither a true representation of the population nor the sample used in this research was not equally distributed since respondents are urban Indians from National Capital Region of Delhi. Rural market was not included in the survey. The research findings may not be generalized to the entire population, since India is a multicultural society with different ethnic groups. Future studies should use samples which are equally distributed so that more insightful conclusions could be drawn. It would also be interesting to conduct cross-cultural studies. Secondly, the survey has used single item questions, which may have influenced the reliability of the constructs. The study was confined to Fast Moving Consumer Goods, which are low cost products. High cost consumer durables were not included.