4. Objectives and Hypotheses

4.1 Research Objectives

Research Objectives have evolved from research problem statements, research gaps and have been developed for this research, after an in-depth study of the domain and review of literature, detailed in chapter 3. In finalization of the research objectives, due consideration has been taken to critically examine factors of consumer behaviour and the concept of “Green”, while ensuring practicality of these objectives. The research objectives have been developed accordingly are as follows:

4.1.1 To identify the factors influencing preference for Green cosmetic and food products in and around Kolkata, West Bengal, India.

4.1.2 To study and analyze the demographic factors influencing preferences for Green cosmetic and food products in and around Kolkata, West Bengal, India.

4.1.3 To study and analyze the psychographic factors influencing preferences for Green cosmetic and food products in and around Kolkata, West Bengal, India.

4.1.4 To study and analyze the product-specific factors influencing preferences for Green cosmetic and food products in and around Kolkata, West Bengal, India.
In order to achieve the above mentioned objectives, a set of 37 hypotheses have been formulated, which will be tested and conclusions will be drawn on the basis of the test results. The hypotheses are mentioned below:

### 4.2 Research Hypotheses

4.2.1 For Green Cosmetic Products

H1: Environmental Consciousness will not influence preference for Green Cosmetic Products.

H2: Price Sensitivity will not influence preference for Green Cosmetic Products.

H3: Innovativeness in Buying Products will not influence preference for Green Cosmetic products

H4: Product Involvement will not influence preference for Green Cosmetic Products.

H5: Health Consciousness will not influence preference for Green Cosmetic Products.

H6: Safety perspective will not influence preference for Green Cosmetic products.

H7: Quality of the Green Cosmetic product will not influence preference for it.

H8: Product Effectivity will not influence preference for Green Cosmetic Products.

H9: Product Knowledge will not influence preference for Green Cosmetic Products.
H10 : Information about the Product will not influence preference for Green Cosmetic Products.

H11 : Brand of the Green Cosmetic Product will not influence preference for it.

H12 : Availability of the Product will not influence preference for Green Cosmetic Products.

H13 : Age-group will not influence preference for Green Cosmetic Products.

H14 : Income will not influence preference for Green Cosmetic Products.

H15 : Gender will not influence preference for Green Cosmetic Products.

H16 : Education (Last grade of School Completed) will not influence preference for Green Cosmetic Products.

H17 : Occupation will not influence preference for Green Cosmetic Products.

H18 : Number of Members in the Household will not influence preference for Green Cosmetic Products.

4.2.2 For Green Food Products

H1 : Environmental Consciousness will not influence preference for Green Food Products.

H2 : Price Sensitivity will not influence preference for Green Food Products.

H3 : Innovativeness in Buying Products will not influence preference for Green Food Products.

H4 : Product Involvement will not influence preference for Green Food Products.
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H5 : Health Consciousness will not influence preference for Green Food Products.

H6 : Safety Perspective will not influence preference for Green Food Products.

H7 : Product Knowledge will not influence preference for Green Food Products.

H8 : Information about the Product will not influence preference for Green Food Products.

H9 : Brand of the Green Food product will not influence preference for it.

H10 : Availability of the Product will not influence preference for Green Food Products.

H11 : Taste of the Green Food Products will not influence preference for it.

H12 : Nutritional Value of the Green Food Products will not influence preference for it.

H13 : Looks of the Green Food Products will not influence preference for it.

H14 : Age-Group will not influence preference for Green Food Products.

H15 : Income will not influence preference for Green Food Products.

H16 : Gender will not influence preference for Green Food Products.

H17 : Education (Last Grade of School Completed) will not influence preference for Green Food Products.

H18 : Occupation will not influence preference for Green Food Products.

H19 : Number of Members in the Household will not influence preference for Green Food Products.
4.3 Summary

This chapter gives a brief idea about the research objectives sets based upon the research gaps and the problem statement identified in the last chapter. Also, the hypotheses formulated for the research project were detailed out in this chapter.