7. Conclusion

7.1 Overview

While details about the findings with respect to factors influencing consumer preferences for Green Cosmetic and Food products have been discussed in previous sections, the most significant findings and comparison of those with that of the existing literatures are highlighted in this section.

7.2 Summary of Research Findings

In order to meet the purpose of the study as envisaged in the earlier sections, factor analysis is used to know important factors which insist buyers to go for both green cosmetic and food products and also find out the impact of psychographic variables on the popularity of them.

On the basis of analysis done using Exploratory Factor Analysis, huge number of variables used in the study, to be specific forty five variables, had been scaled down to twenty variables. Concerning the facet - impact of Environmental consciousness towards popularity of Green products, factors such as; Environmental Sense and Environmental Callousness are the most important. Relating to relevance of price towards popularity of green products, factors such as; Higher Price, Price Sensitivity and Price Barrier plays the most important role. In the pretext of studying the innovation of the respondents’ about buying green products, it has been found that New Product Initiative and Experimental Attitude are two important factors. Regarding involvement in buying process while buying green products, factors such as; Satisfaction from Branded Green products and Branded Green products reveal personality are the key
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contributors. About health consciousness of the respondents in buying green products, factors such as; Health Sensitivity, Health Concern, Avoid preservative food and Food pollution play the most important role.

Regarding general factors contributing for the popularity of green cosmetic products, important factors are; Green Product Knowledge, Branded Green Cosmetic Products, Reliability of Green Cosmetic Product and Green Products expensive.

Pertaining to general factors impacting green food products, factors such as; Green Food Products’ Nutritional Taste, Green Food Products are Healthier, Lack of information and availability of Green Food Products, Green Food Products are safe and expensive and Branded Green Food Products’ Look and Quality impact the respondents’ decision for buying green food products.

After identifying the factors using Exploratory Factor analysis, Multiple Regression is used to know the important factors which insist buyers to go for green cosmetic products and also find out the impact of psychographic variables on the popularity of green cosmetic products.

Concerning the facet – ‘impact of Environmental consciousness towards popularity of Green cosmetic products’, the factor - ‘users of green cosmetic products to do anything about the environment’ has highest level of impact on preferring green cosmetic products. On the other hand, the factor – ‘willing to pay higher prices for water’ has the least level of impact on preferring green cosmetic products. Relating to relevance of price towards popularity of green cosmetic products, factors such as, ‘Users of Green Cosmetic Products don’t mind spending a lot of money to buy a Green Cosmetic product’ has highest
level of impact on preferring green cosmetic products. The factor – ‘Users of Green Cosmetic Products know that a new kind of green cosmetic product is likely to be more expensive than older ones, but that does not matter to them’ has least level of impact on preferring green cosmetic products.

In the pretext of studying the innovation of the consumers about buying green cosmetic products, it has been found that ‘Users of Green Cosmetic Products like to take a chance in buying new products’ has highest level of impact on preferring green cosmetic products. But, the factor ‘Users of Green Cosmetic Products like to try new and different products’ has the least level of impact on preferring green cosmetic products. Regarding involvement in buying process while buying green cosmetic products, the factor ‘Users of Green Cosmetic Products select the green cosmetic products very carefully’ has highest level of impact on preferring green cosmetic products. Similarly the variable – ‘One can tell a lot about a person from whether they buy Green Cosmetic Products’ has the least level of impact on preferring green cosmetic products.

About health consciousness of the respondents in buying green products, ‘Users of Green Cosmetic Products are concerned about their drinking water quality’ has highest level of impact on preferring green cosmetic products. Similarly, the factor – ‘Users of Green Cosmetic Products are interested in information about their health’ has the least level of impact on preferring green cosmetic products.

After identifying the factors, like green cosmetic products, Multiple Regression is used to know important factors which insist buyers to go for Green Food products and also find out the impact of psychographic variables on the popularity of green Food products.
Concerning the facet – ‘impact of Environmental consciousness towards popularity of Green Food products’, the factor - ‘Users of Green Food Products would be willing to pay higher prices for water’ has highest level of impact on preferring green Food products. On the other hand, the factor – ‘Users of Green Food Products is aware about the issues and problems related to the environment’ has the least level of impact on preferring green Food products. Relating to relevance of price towards popularity of green Food products, factors such as, ‘Users of Green Food Products don’t mind spending a lot of money to buy a Green Food product’ has highest level of impact on preferring green Food products. The factor – ‘The price of buying Green Food Products is important to users of Green Food Products’ has least level of impact on preferring green Food products.

In the pretext of studying the innovation of the consumers about buying green Food products, it has been found that ‘Users of Green Food Products like to take a chance in buying new products’ has highest level of impact on preferring green Food products. In case of involvement in buying process while buying green Food products, the factor ‘Users of Green Food Products select the green products very carefully’ has highest level of impact on preferring green Food products. Similarly the variable – ‘One can tell a lot about a person from whether they buy Green Food Products’ has the least level of impact on preferring green Food products.

About health consciousness of the respondents in buying green products, ‘Users of Green Food Products are concerned about their drinking water quality’ has highest level of impact on preferring green Food products. Similarly, the
factor – ‘Pollution in Food products does not bother users of Green Food Products’ has the least level of impact on preferring green Food products.

After identifying the factors with respect to green cosmetic and food products and finding the most significant among them, One-Way ANOVA is used to know whether any facet of demographic profile of the consumers has significant impact on the preference of the green cosmetic products. Out of six facets of demographic profile considered, only one, i.e., income level of the consumers has significant impact on preference for green cosmetic products. Participatory observation method followed in uncovering the logic behind our findings reveals that owing to comparatively highly priced, the preference for green cosmetic products is a direct function of the income level of the consumers. Although all the respondents are the users of green cosmetic products, consumers in relatively lower income basket don’t afford to all the green cosmetic products available in the market and prefer to conventional cosmetic products for reasonability of prices. Some goes for occasional buying but not for regular buying. Other five facets of demographic profile such as age, gender, education, occupation and family size don’t significantly impact the preference for green cosmetic product. On observation, it is found that those who are users, they know very well the utility of the green cosmetic products vis-à-vis their conventional counterparts. Thus irrespective of gender, education, occupation and family size, the preference gets intact. However, in-depth study on facet-wise demographic profile on preference may bring forth some exceptional result which may be considered for future research.

On the basis of the research findings, it is inferred that, in order to popularize the use of green cosmetic products, the producers need to focus on
either of the following two points; a) keep the prices of the green cosmetic products in reasonable range to make it affordable to a wider base of consumers and b) to market the same amongst the consumers of higher income-group basket exhaustively.

Like green cosmetic products, for green food products also, One-Way ANOVA is applied to know whether any facet of demographic profile of the consumers has significant impact on the preference of the green food products. Out of six facets of demographic profile considered, only one, i.e., income level of the consumers has significant impact on preference for green food products. Participatory observation method followed in uncovering the logic behind our findings reveals that owing to comparatively highly priced, the preference for green food products is a direct function of the income level of the consumers. Although all the respondents are the users of green food products, consumers in relatively lower income basket don’t afford to all the green food products available in the market and prefer to conventional food products for reasonability of prices. Other five facets of demographic profile such as age, gender, education, occupation and family size don’t significantly impact the preference for green food product. On observation, it is found that those who are users, they know very well the utility of the green food products vis-à-vis their conventional counterparts. Thus irrespective of gender, education, occupation and family size, the preference gets intact. However, in-depth study on facet-wise demographic profile on preference may bring forth some exceptional result which may be considered for future research.
Conclusion

On the basis of the research findings, it is inferred that, in order to popularize the use of green food products, the producers need to focus on either of the following two points; a) keep the prices of the green food products in reasonable range to make it affordable to a wider base of consumers and b) to market the same amongst the consumers of higher income-group basket exhaustively.

After analysing the impact of the various demographic variables with respect to consumers’ preference for Green cosmetic and food products, it is very important to analyse the role of various psychographic and independent variables and their impact on consumers’ preference for Green cosmetic and food products. Regarding the various psychographic variables studied, Environmental Consciousness, Price Sensitivity, Innovativeness in buying products, Product Involvement and Health Consciousness, significantly impact consumers’ preference for Green Cosmetic and Food products.

Regarding the other independent variables, Safety perspective of the consumer, Product effectivity, Product knowledge, Information about the products, Brand of the green product, Availability of the green product significantly impact consumers’ preference for Green Cosmetic products. Likewise all the above mentioned factors significantly impact consumers’ preference for Green Food products too. In addition to these, Taste, Nutritional value and Looks of the Green Food products significantly impact consumers’ preference for Green Food products. This is against the common perception that the green food products are good to taste compared to conventional products. Also, looks of the green food products are more original and not so attractive looking as compared with conventional food products. Green haldi will not be so
yellowish and attractive looking as compared with conventional haldi. Also, while comparing the findings for the cosmetic products with that of the food products, there was not so much of difference. This may be due to the reason that the respondents for the cosmetic and food products were same.

Also, the same hypotheses were tested with respect to the non-users or occasional users of the green cosmetic and food products to compare the findings of the users and the non-users. The findings of most of the hypothesis were same except a few. This proves that the findings of the research are consistent. Also, enquiring about the barriers which prevents the buyers from buying green products occasionally also, are price and its availability. The price is most significant barrier. Mainly for the semi-urban and rural areas, availability is a problem as the local retailers does not stock much product due to less demand. Also, awareness about the products needs to be improved by effective use of the promotional tools.

In comparing the above mentioned results with that of the existing literatures, the results obtained from this research are in line with that of the existing literatures, barring a few cases. In demographic variables Age, Gender, Occupation, Education and Number of members in the household does not significantly impact consumers’ reference for Green cosmetic and food products. Some variables studied are not being tested earlier, such as Taste, Looks of the Green Food products, it can be seen that they significantly impact consumers’ preference for Green Food products.
Conclusion

Only 18% respondents buy either green cosmetic or food products regularly compared to the others and they are mostly from the urban areas. This is due to the problem of availability of the products in the semi-urban or rural areas. Also, brands play a more significant role in case of preference for green cosmetic products more than that of green food products. In unorganized retailing sector, selling is mostly happening in case of fruits and vegetables. The unorganized sellers are selling both in the rural markets and also in the urban areas. In case many localities of Kolkata, such as Alipore, Salt Lake, green fruits and vegetables are sold on Saturdays and Sundays by the unorganized retailers.

7.3 Managerial Implications

The findings of the research will help the organizations to identify the key factors leading to more acceptability of the green cosmetic and food products in the Indian market, more specifically in Kolkata and the districts around it in West Bengal. Also, it will help all the concerned persons to identify the factors which act as barriers for green products’ popularity and take corrective actions to overcome these barriers. The customers can be made more aware about the positive aspects of the green cosmetic and food products as a result of which they will be accepting these for their daily use. Some specific suggestions are listed below:-

1) More effective promotional campaigns to be undertaken to inform about the positive effects of Green products. The promotional campaigns should target all the geographies starting from urban to rural areas.

2) When consumers hold ambivalent attitudes toward buying green products, high effort should be given by the organizations to remove the
discomfort of the consumers regarding buying green products. So, while going for green advertising, the organizations should assess the ambivalence of their target consumers’ attitude toward buying green products. They should also try to map the relationship of demographics with that of ambivalence attitude.

3) Effective demographic or psychographic segmentation should be implemented so that the different categories of green products can be targeted according to the selected segment of the market.

4) The research also helps to understand the varying behavior pattern between the urban and rural consumers. For example, in case of rural consumers of green products, brand does not play an effective role whereas for urban consumers brand plays an effective role while selecting specifically green cosmetic products. The above statement is not valid for green cosmetic products.

5) Overall all, these steps will help the organization to promote green products better, which will ultimately increase the number of green consumers and reduce environmental degradation. This will help the earth as well as the mankind to be sustainable.

7.4 Limitations of the Research

Limitations of the research study are as follows:

7.4.1 The research study is limited to respondents related to only Green Cosmetic and Food products. The other types of green product users are not being studied in this research project.
7.4.2 The research study is limited to only Kolkata and the districts around it such as, North 24 Parganas, South Parganas, Howrah, Hooghly only. The other parts of West Bengal are not being studied.

7.4.3 Domain specific psychographic constructs used in this study consisted of truncated number of dimensions, compared to that in existing literature, created by researchers in the past. These limited numbers of dimensions of each construct were chosen specifically, ensuring that these were non-overlapping between dimensions of other constructs, to reflect the impact of marketing strategies of marketers, pertinent to this study.

7.4.4 The research study is limited to data collection over a period from December 2013 to January 2015.

7.4.5 The awareness about green products both with respect to the consumers’ and the organizations have changed dramatically during the research period. So, the population size of 400 may be is not sufficient with respect to the current scenario.

7.4.6 The responses from the respondents can be biased and as a result some findings can be incorrect.

7.5 Scope of Future Research

The quest for knowledge, solutions to problems and research questions leading to improved quality of research is synonymous with progress of human civilization. Whereas the current research provided answers to the research questions, it also highlighted its limitations in the previous section 7.4. This
section provides brief directions for future researchers to pursue, in the domain of impact of marketing strategies of marketers on popularizing and successfully selling green cosmetic and food products.

7.5.1 Future research can improve generalization of the findings of this research by extending this study to include the following:

- other geographies like different states
- localities with wide variations in their socio-economic profile,
- other categories of green products except than cosmetic and food products

7.5.2 Future research can take place to enrich the research work by incorporating the following additional factors which are expected to change over time:

- expected increase in awareness of consumers regarding green products
- change in involvement due to increase in product complexity, durability, performance and price
- change in consumer exposure to social and online media due to wider access through improved internet connectivity
- increase in disposable income

7.5.3 Researchers in future are encouraged to create and develop new constructs to better reflect evolution of marketing in future and changes in lifestyle of communities, as follows:
Conclusion

- propensity of consumers towards opportunities of co-creation of innovative solutions by marketers,

- emotional and enthusiastic affiliation to a brand

7.6 Summary

The thesis highlights the importance of identifying the various psychographic variables and demographic variables which act as positive motivators influencing the preference for the Green Cosmetic and Food products, specifically for Kolkata and in and around of it. But, still now there are some important barriers which need to be tackled by the organizations to establish the Green product industry in a sustainable manner. The chapter also discusses the limitations, contribution of the research findings and future scope of research which will actually lead to newer areas of research in the specified domain.