CONSUMER BEHAVIOUR TOWARDS GREEN MARKETING AND ECO-FRIENDLY PRODUCTS: A STUDY IN KOHIMA AND DIMAPUR DISTRICTS OF NAGALAND

THESIS

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CERTIFICATE

This is to certify that the thesis entitled ***"Consumer Behaviour Towards Green Marketing and Eco-Friendly Products: A Study in Kohima and Dimapur Districts of Nagaland,"*** which is submitted herewith for the degree of Doctor of Philosophy in Management of Nagaland University, is the result of the original work completed by **Shamim Ahmed** (Regd. No. PhD/MNG/00312) under my supervision and guidance. The thesis has not been submitted to any other university or institute for any research degree. This thesis is fit for submission and evaluation.

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I, **Shamim Ahmed**, hereby declare that this thesis entitled "***Consumer Behaviour Towards Green Marketing and Eco-Friendly Products: A Study in Kohima and Dimapur Districts of Nagaland"*** is my own work carried out under the supervision of **Dr. Manoj E. Prabhakar**, Associate Professor, Department of Management, Nagaland University. To the best of my knowledge and to anybody else, the work embodied in this thesis has not formed the basis for the award of any previous degree in any other university or institute. This thesis is submitted to Nagaland University for the degree of Doctor of Philosophy in Management.

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LIST OF ABBREVIATIONS

ACC: Associated Cement Companies

ANOVA: Analysis of Variance

BEE: Bureau of Energy Efficiency

BIS: Bureau of Indian Standards

CFA: Confirmatory Factor Analysis

CFC: Chlorofluorocarbons

COVID-19: Corona Virus Disease of 2019

Df: Degrees of Freedom

EFA: Exploratory Factor Analysis

EMS: Environmental Management System

FRA: Forest Right Act

GDP: Gross Domestic Product

GOTS: Global Organic Textile Standard

HCL: Hindustan Computers Limited

IoT: Internet of Things

ISI: Indian Standards Institute

ISO: International Organization for Standardization

KMO: Kaiser–Meyer–Olkin

NGO: Non-Governmental Organization

NPOP: National Programme for Organic Production

NOP: National Organic Program

$PM_{2.5}$: Particulate Matter maximum diameter of 2.5 micro meters

PPP: Purchasing Power Parity

R&D: Research and Development

SME: Small and Medium Enterprises

SPSS: Statistical Package for Social Sciences

TPB: Theory of Planned Behaviour

UN: United Nations

USDA: U.S. Department of Agriculture

WHO: World Health Organization

CHAPTER I

INTRODUCTION AND DESIGN OF THE STUDY

CHAPTER I

INTRODUCTION AND DESIGN OF THE STUDY

1.1 INTRODUCTION

The global marketing landscape is transforming rapidly as people cross borders to find new business ventures to capitalise on emerging business opportunities. Business standards are ever-evolving due to the rapid advancement in science and technology, which leads to changes in customer purchasing patterns and causes businesses to evolve constantly. To thrive in these challenging times and gain a competitive advantage, every organisation needs to anticipate shifts in customer behaviour. The marketing process is increasingly intricate due to the government's regulations, modernisation efforts, privatisation initiatives, and liberalisation policies. Hence, marketing managers have significant challenges maintaining market share against fierce competition and capitalising on opportunities to establish and retain a loyal customer base. Therefore, it is imperative to develop innovative techniques for engaging with consumers by thoroughly investigating contemporary marketing trends, customer behaviour, purchasing patterns, and product preferences to tackle these challenges.

The acceleration of global warming coupled with climate change in the previous century has prompted extensive discussions and debates on environmental conservation in various international forums worldwide to identify a sustainable and equitable strategy for production and consumption (Tukker et al., 2008). In the past, the environment was often neglected in the unrelenting quest for economic progress, with little to no attention given to its protection. Humanity has exploited natural resources, leading to the deterioration of the environment and the exhaustion of its resources. Many environmental concerns and challenges have emerged in recent years that have garnered global attention, including pollution, non-biodegradable waste, ozone layer depletion, and the extensive loss of biodiversity. Global warming refers to the gradual increase in the Earth's surface temperature caused by the accumulation of greenhouse gases in the atmosphere, which, if not addressed, can lead to various risks and pose challenges to human survival on our planet. The escalating levels of

greenhouse gases, such as carbon dioxide, in the atmosphere, can be attributed to many factors, including the persistent burning of fossil fuels, the use of fertilisers, deforestation, high energy consumption, the utilisation of CFC gases, and several other contributors. The continuous increase in the level of greenhouse gases in the atmosphere over time results in climate change, which has severe serious repercussions for human life, like recurring heat waves, rising sea levels due to glacier melting, sudden occurrences of violent storms, tropical cyclones, hurricanes, typhoons, heavy rainfall, flooding, drought, and famine. It is now considered a serious problem that calls for the proactive action of nations to limit deforestation, adopt energy-efficient appliances, reduce fossil fuel consumption, and refrain from using single-use polythene bags and items containing toxic substances, among other actions. If the issue of global warming and climate change is unaddressed, it is forecasted that the negative impacts will intensify by the conclusion of this century (National Research Council, 2013). There is a growing need to cease all detrimental activities that contribute to the emission of greenhouse gases to prevent the possibly lethal consequences of global warming and climate change.

Nowadays, environmental concerns impact every individual, corporation, and organisation globally compared to three decades ago. Consumers exhibit concern for the environment and are curious to know if their products are safe, resulting in manufacturers demonstrating their commitment to environmental protection (Enkvist & Vanthournout, 2008). As customers increasingly demonstrated heightened environmental consciousness and gradually modified their behaviour to tackle ecological concerns, a new market for sustainable products emerged (Mainieri et al., 1997). Environmental problems have also received significant attention in the corporate realm, and terms such as "green marketing" and "environmental marketing" are commonly employed. Several governments have attempted to oversee and regulate green marketing techniques due to their concerns about environmental well-being (Polonsky, 1994).

Green marketing refers to designing, creating, and marketing products that satisfy customer needs for quality, output, reasonable prices, and services without hurting the environment regarding raw materials usage and energy consumption (Elkington, 1994). Businesses employ green marketing tactics to showcase their dedication to environmental sustainability, as they can adopt green practices in

product development, pricing, packaging, advertising, or a combination of these. According to Polonsky (1994), green marketing encompasses various activities, including product modification, process modification, changes in packaging, and advertising messages. Its purpose is to promote products that are deemed environmentally safe and to raise awareness about the importance of individual environmental conservation. Customers who care for the environment and want to purchase ecologically friendly items can benefit the most from green marketing initiatives. Green marketing refers to designing and promoting products that have little negative impact on the natural world (Cherian & Jacob, 2012). Green marketing encompasses all activities related to procurement, production, distribution, advertising, promotion, packaging, and recycling of goods, explicitly addressing environmental issues. Given that environmental concerns impact all stakeholders, including customers, producers, wholesalers, retailers, and service providers, a collaborative approach must be adopted to address and resolve these issues (Vachon & Klassen, 2008). This responsibility should not solely rest on the government and non-governmental organisations (NGOs) but should be shared by all parties involved in green marketing (Harangozó & Zilahy, 2015).

1.2 NEED FOR THE STUDY

A study by the World Health Organisation (WHO) on the air quality index revealed that air pollution is a significant issue in many megacities globally due to high levels of fine particulate matter ($PM_{2.5}$), which can lead to heart disease, lung cancer, asthma and other respiratory problems (World Health Organization, 2021). In many cities, pollution levels are 15 times higher than the WHO recommendation, resulting in almost two million deaths annually. Air pollution is one of the biggest environmental problems in most Asian cities, particularly India, where people are more likely to have health problems as they breathe in impure air. Adherence to eco-friendly practices is vital to mitigate pollution and safeguard the environment from its detrimental impacts, failure of which will inevitably result in repercussions in due course (Almalki et al., 2023). A green or sustainable business should meet the needs of its customers without hurting the earth and endangering the environment.

The Indian economy is expected to be the most dynamic and significant in the world as it grew by 7 to 8 per cent each year before slowing down because of the Covid-19 lockdown, and it is expected to keep growing for another 20 years (Gupta & Minai, 2019). India's GDP was $2.8 trillion in 2020, and the World Economic Forum says it will be $5 trillion before 2030 (Rustagi, 2022). The Indian economy is the third biggest in the world regarding purchasing power parity (PPP) and the fifth largest in nominal GDP (Bose et al., 2019). The World Bank (2021) says that with 1.42 billion people, it recently passed China as the world's most populous country. While economic growth and expansion are good for a developing country, they will likely come with many problems. For example, India will likely have to deal with rising energy demand and consumption, leading to more greenhouse gas emissions and constraints on critical natural resources (Sathaye et al., 2006). Huge economic and population growth worldwide in the second half of the 20th century put the planet at risk. India's energy needs have tripled in the last 30 years, making it the world's third-largest energy consumer after the US and China (BP, 2022). This will lead to even more greenhouse gas emissions since most of India's energy comes from fossil fuels like coal and oil.

The global effort to reduce greenhouse gas production has gained momentum with the signing of the Paris Agreement at the UN Climate Change Conference in 2015 (Agreement, 2015). Fisk (1973) stated that there should be a balance between producing and consuming natural resources; otherwise, it would be disastrous for humankind. Many developed countries are taking steps to become less reliant on non-renewable energy sources; for example, Germany planned to stop using coal power by 2030 instead of 2038, as agreed upon to lower carbon emissions (Rinscheid & Wüstenhagen, 2019).

Given the multitude of urgent environmental challenges, such as climate change, pollution, greenhouse gas emissions, and global warming, it is imperative to acknowledge and address these issues to ensure long-term sustainability. Gaining insight into consumer behaviour about green marketing and eco-friendly products can assist marketers in developing impactful marketing strategies for ensuring long-term sustainability, and green marketing is increasingly gaining popularity as people and companies become more aware of environmental issues. Green marketing addresses

environmental issues by integrating practices such as manufacturing, advertising, and delivering eco-friendly products while maximising resource efficiency (Ofori, 2021).

1.3 SIGNIFICANCE OF THE STUDY

The study holds significance for marketers as it examines customer purchasing behaviour, a crucial factor for marketers to comprehend consumer behaviour. The study demonstrates the extent to which consumers are cognizant of green marketing items, their disposition towards them, their intent to make purchases, and the factors that impact their decision-making process when buying green products. Marketers can use this knowledge to build strategies and guidelines for current and upcoming environmentally-friendly products. This study contributes to understanding green marketing, environmentally friendly products, and customer behaviour. The findings of this thesis fill the gap between the current literature and the previously missing information, as the study was conducted in Nagaland. This study addresses a knowledge gap as no prior research has been undertaken on the relationship between green marketing and consumer behaviour in this region. The study also incorporates an extensive literature analysis, which will aid readers in comprehending prior research conducted on this particular topic. The study holds significance for academicians and other researchers since it imparts knowledge about these findings and guides their practical implementation. If the findings are congruent, they can employ this study as corroborating evidence, and if the findings are incongruent, it signifies a change in customer behaviour. This study also provides information regarding the overall status of green marketing, eco-friendly products, and consumer behaviour.

1.4 JUSTIFICATION FOR THE RESEARCH

Over the past few years, there has been a rise in worldwide apprehension and collaborative endeavours to protect "Planet Earth" due to the profound concern regarding environmental crises and their detrimental impacts on society. Today, every citizen of India and the world still faces unresolved issues such as global warming, the depletion of natural resources, environmental pollution control, deforestation, ozone layer depletion, and greenhouse gases. This study aimed to understand better

consumer behaviour regarding green marketing and eco-friendly products in Nagaland. Understanding consumer awareness, attitude, and behaviour towards the environment is essential for making informed decisions and developing effective marketing strategies (Noor et al., 2012). For a green marketing campaign to be successful, it is crucial to determine consumer awareness regarding environmentally friendly products, their intent to purchase, and their previous buying habits (Kumar & Ghodeswar, 2015). From a manufacturer's perspective, it is crucial to ascertain the level of awareness among manufacturers regarding green marketing and its strategies. Additionally, it is important to discover whether manufacturers employ green marketing tactics and, if so, to what extent and challenges they face in adopting these techniques (Mishra & Sharma, 2010). When promoting green products, it is important not to disregard the economic aspects of marketing in favour of sustainability. Marketers should reassess their assumptions that consumers are indifferent to environmental issues and unwilling to pay a premium for eco-friendly items (Roy, 2018). For a green marketing campaign to be successful, it is necessary to enhance the product's performance, which will result in increased consumer loyalty, which will then justify and enable the demand for a higher price (Ginsberg & Bloom, 2004). The field of green marketing is now in its early phases, and much research is required to understand its potential fully.

The Industrial Revolution has resulted in irreversible ecological harm due to the overexploitation of natural resources beyond their capacity for regeneration. This has contributed to a 0.6 ℃ increase in the world average temperature over the past century, with more growth anticipated (Mote & Salathe Jr, 2010). Environmental conservation has transitioned from a niche concern to a mainstream problem, with governments and corporations now prioritising environmental matters. According to Zsolnai (2002), green business is a company that integrates ecology into multiple aspects of its operations. Prendergast and Thompson (1998) found that companies are creating environmentally friendly products and services in response to the increasing environmental concerns of consumers in the past decade. Phillips (1999) found that 87% of US consumers worry about the environment due to the imminent threats of climate change and global warming, which pose a risk to life on Earth. Global warming is a significant environmental issue due to overexploitation, and studies show that many Indian shoppers are transitioning to environmentally friendly

products and choosing green commodities over conventional ones (Goswami, 2008). Marketers and academics are analysing and researching environmentally conscious consumers and their requirements to design and produce eco-friendly products with the least possible negative environmental impact. Marketers advocate for the consumption of eco-friendly products over conventional ones to safeguard the environment. According to Coddington (1993), green marketing is when corporations consider consumers' environmental concerns and use eco-friendly approaches in designing, promoting, pricing, and distributing products and services to meet customers' needs and wants with minimal environmental impact. Therefore, by employing green marketing strategies, marketers can effectively and sustainably identify and fulfil the needs of society profitably.

1.5 SCOPE OF THE STUDY

The research centres on green marketing, encompassing a comprehensive analysis of green eco-friendly products, customer behaviour towards these items, and their level of awareness regarding environmental concerns. This study examines consumers' awareness and behaviour about environmentally friendly products, specifically in Nagaland. The study will examine consumer awareness, preferences, attitudes, and purchasing behaviour related to green products. This study aims to analyse and assess the potential of environmentally friendly products in Nagaland and ascertain the level of demand. The study's timeframe is restricted to 2019 to 2022 for collecting main data. However, it includes earlier research findings as secondary data.

1.6 RESEARCH METHODOLOGY

Research refers to the act of seeking knowledge, while research methodology is a structured approach to defining a research topic and collecting and analysing data in order to arrive at a conclusion and solution. This section also encompasses the research design and methods employed in the study, explaining the necessity, importance, aims, and hypotheses of the research. Subsequently, it briefly describes the research method, details of the population, sample size, sampling techniques used

for data collection, and tools and techniques employed for data analysis and interpretation.

1.6.1 Objectives of The Study

This study aims to examine consumer awareness and attitudes towards environmentally friendly products, and the objectives are to assess the environmental knowledge and concerns of the participants and investigate their awareness and attitude towards eco-friendly items. This research tries to identify the demographic factors that impact consumers' consumption of green products. The study was undertaken to comprehend the key elements that impact consumer attitudes, awareness, and satisfaction levels. The main objectives of the research are as follows:

i. To assess the level of environmental knowledge and concern of the respondents.
ii. To assess the awareness and attitudes towards green marketing products.
iii. To assess consumers' behaviour towards environmentally friendly products.
iv. To know the factors affecting consumer buying behaviour for green products.

1.6.2 Hypotheses of The Study

The term hypothesis is a formal question that a researcher aims to resolve. A hypothesis is a proposal that establishes a possible relationship between two or more variables. With a focus on need, significance, problems identified, and various objectives of the study, the following hypotheses have been proposed:

Environmental Awareness and Concern

H_1 There is no significant difference among the respondents regarding their environmental awareness and concern in relation to their gender.

H_2 There is no significant difference among the respondents regarding their environmental awareness and concern in relation to their marital status.

H_3 There is no significant difference among the respondents regarding their

environmental awareness and concern in relation to their age groups.

H_4 There is no significant difference among the respondents regarding their environmental awareness and concern in relation to their educational qualifications.

H_5 There is no significant difference among the respondents regarding their environmental awareness and concern in relation to their occupation.

H_6 There is no significant difference among the respondents regarding their environmental awareness and concern in relation to their income.

Trust in Eco-labels and Green Ads

H_7 There is no significant difference among the respondents regarding their trust in eco-label and green advertisements in relation to their gender.

H_8 There is no significant difference among the respondents regarding their trust in eco-label and green advertisements in relation to their marital status.

H_9 There is no significant difference among the respondents regarding their trust in eco-label and green advertisements in relation to their age groups.

H_{10} There is no significant difference among the respondents regarding their trust in eco-label and green advertisements in relation to their educational qualifications.

H_{11} There is no significant difference among the respondents regarding their trust in eco-label and green advertisements in relation to their occupation.

H_{12} There is no significant difference among the respondents regarding their trust in eco-label and green advertisements in relation to their income.

Green Pricing and Cost

H_{13} There is no significant difference among the respondents regarding green

pricing and cost in relation to their gender.

H_{14} There is no significant difference among the respondents regarding green pricing and cost in relation to their marital status.

H_{15} There is no significant difference among the respondents regarding green pricing and cost in relation to their age groups.

H_{16} There is no significant difference among the respondents regarding green pricing and cost in relation to their educational qualifications.

H_{17} There is no significant difference among the respondents regarding green pricing and cost in relation to their occupation.

H_{18} There is no significant difference among the respondents regarding green pricing and cost in relation to their income.

Perception of Green Products

H_{19} There is no significant difference among the respondents regarding their perception of green products in relation to their gender.

H_{20} There is no significant difference among the respondents regarding their perception of green products in relation to their marital status.

H_{21} There is no significant difference among the respondents regarding their perception of green products in relation to their age groups.

H_{22} There is no significant difference among the respondents regarding their perception of green products in relation to their educational qualifications.

H_{23} There is no significant difference among the respondents regarding their perception of green products in relation to their occupation.

H_{24} There is no significant difference among the respondents regarding their perception of green products in relation to their income.

1.6.3 Research Design

Research design refers to the approach chosen by a researcher to systematically and methodically combine several components of a study in order to address the research problem. It serves as the foundation for collecting, quantifying, and analysing data, and it offers a framework for the investigation helping the researcher plan and execute the study. The researcher employed a quantitative research technique for this study, and the research design that followed was descriptive. The main focus was to acquire fresh ideas and understand the aspects that influence customer purchasing behaviour, namely their knowledge of green marketing and eco-friendly products.

1.6.4 Data Source

To study the opportunities and challenges for green marketing and to learn about consumer behaviour towards eco-friendly products in Nagaland, primary data was collected using convenience sampling techniques with the help of a structured questionnaire from the Kohima and Dimapur districts. Nagaland, a hilly state in the northeastern region of India bordering Myanmar, has an area of 16,579 square kilometres and is located between 25°6’ and 27°4’ latitude north of the equator and between the longitudinal lines 93°20’ and 95°15’ east. Nagaland's population comprises many tribes, each with unique languages and cultures, and most of the population relies on agriculture as its primary means of sustenance. Nagaland consists of 15 districts, namely Kohima, Mokokchung, Dimapur, Wokha, Phek, Longleng, Zunheboto, Tuensang, Peren, Mon, Kiphire, Noklak, Chumukedima, Tseminyu, and Shamator. Kohima, the capital of Nagaland, has been selected as a representative district in this study, along with Dimapur, also referred to as the state's commercial hub. The questionnaire was designed in accordance with the study's objectives; the final version of the questionnaire was developed considering the findings from the pilot survey. Due to the lack of secondary data on the awareness of green marketing in Nagaland, a pilot study was conducted to finalise the questionnaire based on Theory of Planned Behaviour (TPB) (Ajzen, 1991). According to the 2011 census, the population of Nagaland is 19.79 Lakhs, with a literacy rate of 79.55%. Due to financial constraints, it was not feasible to include all the districts of Nagaland. 600

questionnaires were handed out to collect data from consumers in the Kohima and Dimapur districts of Nagaland. However, of 600 questionnaires, 34 were found incomplete and therefore removed from the study. The study's sample size was 566, and the data were collected over 11 months, from September 2021 to July 2022. Sachdev et al. (2014) conducted a study on "Consumer Perception Regarding Eco-Friendly Fast Moving Consumer Goods in India" with a sample size of 500 respondents, comparable to the present study. The respondents were randomly selected and given the questionnaire at various locations such as streets, shopping malls, government offices, and educational institutions. This was done to enhance the validity and reliability of the results. Despite convenience sampling techniques, the survey was carried out at multiple locations and on various dates to mitigate any potential bias due to location or date.

1.6.5 Tests of Normality

A one-sample Kolmogorov-Smirnov Test was run to assess the normality of the data and determine if it follows a standard normal distribution. This is important for selecting the right test to evaluate the study's hypothesis. According to the test result at a significance level of 5%, the p-value obtained was 0.000, indicating that the data does not follow a normal distribution. As the data does not exhibit normality, the researcher used non-parametric tests such as the Mann-Whitney U Test and the Kruskal-Wallis Test instead of parametric tests like ANOVA and t-test to assess the study's hypothesis.

Table1.1: One-Sample Kolmogorov-Smirnov Test

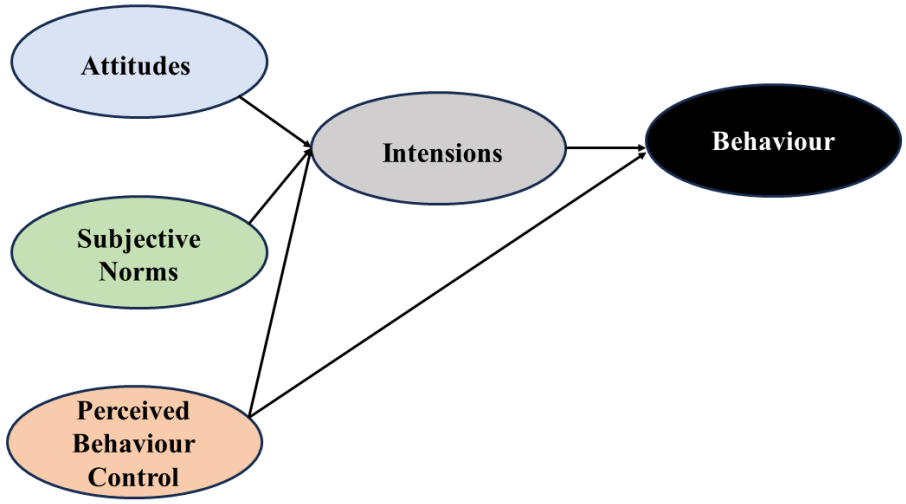
	Total Score
N	566
Normal Parameters Mean Std. Deviation	 140.9647 10.99745
Test Statistic	.062
p-value	.000

Source: Primary Data

1.6.6 Tools Used

A structured questionnaire was developed based on the Theory of Planned Behaviour (TPB) (Ajzen, 1991) to assess consumers' awareness, concern, attitude, and buying behaviour for green or eco-friendly products and their willingness to pay a premium price. The TPB is a widely accepted social psychological theory that explains how attitudes, subjective norms, and perceived behavioural control impact individuals' intentions and subsequent behaviours. The TPB states that individuals' intentions to perform a particular behaviour can be predicted by their attitudes towards that behaviour, their perceptions of social norms related to that behaviour, and their perceived behaviour control for performing the behaviour. Nekmahmud and Fekete-Farkas (2020) also used the TPB model to explore consumers' green purchase decisions.

Fig1.1 TPB Model



Source: (Ryan & Worthington, 2021)

In the context of consumer behaviour with respect to environmentally-friendly products, the constructs of environmental concern, green marketing, green products, advertising, pricing, convenience, and availability all play a role in shaping individuals' attitudes, subjective norms, and perceived control when it comes to

purchasing eco-friendly products. For instance, consumers' attitudes towards eco-friendly products might be influenced by their concern for the environment, yet their assessment of social norms related to purchasing these products may be influenced by advertising and green marketing campaign. Pricing, and convenience and availability may impact individuals' perceived control for purchasing eco-friendly products. The Theory of Planned Behaviour (TPB) offers a useful framework for comprehending the relationship of attitudes, subjective standards, and perceived control in forecasting customers' intentions and subsequent actions regarding the purchase of eco-friendly items.

The questionnaire included closed-ended questions to gather responds. All variables and statements were taken on a five-point Likert scale ranging from Strongly Agree (5) to Strongly Disagree (1). In this study, 37 statements based on their inter-relationship provided by the TPB theory were docked into five sections: concern for the environment; green marketing and green products; advertising; pricing, convenience and availability. Additionally, three distinct closed-ended questions were asked to the respondents that inquired about their shopping habits, their readiness to pay a premium for environmentally friendly products, and their opinion on who should take the lead in tackling environmental issues. The demographic profile included the respondents' names, gender, age group, marital status, education, occupation, and monthly income. The respondents were categorised into four age groups: under 18 years, 18-30 years, 31-50 years, and 51 years and over. The participants were categorised into four groups according to their level of education: undergraduate, graduate, postgraduate, and doctoral degree. The participants were further categorised according to their occupation: individuals employed in the public sector, individuals employed in the private sector, entrepreneurs, homemakers, students, and others. The demographic profile also encompassed the monthly income of individuals (for students and housewife family income), categorised as follows: below ₹ 30,000, between ₹ 30,000 and ₹ 60,000, and over ₹ 60,000.

The questionnaire for gathering data consisted of the demographics profile, including age, gender, marital status, educational qualification, occupation, and monthly income; the consumer's attitude towards environmental concerns such as climate change, global warming, and pollution; their familiarity with green marketing

and environmentally-friendly products; the behaviour of consumers towards components of green marketing, such as cost, convenience, promotion, and advertisement.

The survey data was then transformed into reliable information by data analysis using the statistical software SPSS. The data analysis tools employed in this study included descriptive statistics, mean score, percentage analysis, item analysis, Exploratory Factor Analysis (EFA), Kruskal-Wallis test, and Mann-Whitney U test. These tools examined various parameters, explored relationships between variables, and identified key factors influencing consumer behaviour towards green marketing and eco-friendly products.

1.7 LIMITATIONS OF THE STUDY

Like many social science research, this study also has certain limitations. The field of study is limited to Nagaland, and the data was collected only from Dimapur and Kohima districts. This study was conducted based on the factors identified by the Theory of Planned Behaviour. It was an attempt to analyse the identified factors empirically in the Dimapur and Kohima districts of Nagaland. Lack of awareness on the part of the respondents about various terminologies like ‘green marketing’ and ‘green products’ was challenging for many respondents when filling out the survey questionnaire.

The data was primarily collected using a structured questionnaire, and as the survey area was large and the data was collected from several locations, it was time-consuming. Due to the disinterest of the respondents in filling out the questionnaire, many questionnaires were found to be partially filled and were rejected while entering data into SPSS software. The researcher initially intended to gather data starting in April 2020. However, due to the Covid lockdown and subsequent pandemic-related limitations, the data collection was postponed until September 2021. Furthermore, many individuals were reluctant to participate in the survey when approached due to concerns about contracting a COVID-19 infection. This issue made collecting data more challenging, as many respondents were reluctant to complete the questionnaires.

1.8 CHAPTER SCHEME

The study consists of five chapters.

Chapter I: Introduction and Design of the Study

Chapter I introduces environmental issues and emphasises the importance, significance, justification, scope, methodology, and limitations of research.

Chapter II: Review of Literature

Chapter II provides a comprehensive overview of the literature review and identifies the research gap.

Chapter III: Green Marketing: A Theoretical Framework

Chapter III provides an overview of green marketing, including its history, consumer behaviour, adoption, challenges, benefits, green certificates, and eco-labels.

Chapter IV: Analysis and Interpretation

Chapter IV covers the demographic profile of respondents, descriptive statistics, factor analysis, and hypothesis testing.

Chapter V: Findings and Conclusion

Chapter V presents the study's findings, discussion, conclusion, contribution, future research scope, and policy implementation.

Bibliography

Annexure I: Questionnaire

Annexure II: Certificate of Publication and Seminar

CHAPTER II

REVIEW OF LITERATURE

CHAPTER II

REVIEW OF LITERATURE

2.1 INTRODUCTION

A literature review plays an essential role in research as it prevents the possibility of duplicating previous studies. Moreover, it assists researchers in overcoming the challenges and constraints of prior research endeavours. This study evaluates green marketing in Nagaland; thus, examining the current and past literature on green marketing is essential to determine the present study's need and identify research gaps. A thorough analysis of academic material on green marketing has been carried out for the proposed study. Many textbooks, articles published in journals, and reports published online have been thoroughly examined, and a gist of selected studies is written in this chapter.

2.2 LITERATURE REVIEW

2.2.1 Consumers' Environmental Concerns and Eco-Friendly Products

A study by Jain and Kaur (2004) examined the factors that impact consumers' purchasing decisions and found that individuals are increasingly aware of environmental issues and actively seeking eco-friendly solutions to address them. They identified the lack of government policy and law enforcement as the main contributor to growing environmental issues.

According to Polonsky (1994), as societal concern for the natural environment has increased, business organisations have rapidly adopted the principles of environmental management and waste minimisation, which helps organisations reduce the costs of waste handling, disposal and material usage. This is done with the help of green marketing, which involves altering products or packaging as organisations increasingly embrace green marketing due to corporate pressure from competitors and government regulations. The researcher concluded that

environmental protection is not solely the company's responsibility; the consumer is also accountable.

Mainieri et al. (1997) concluded that in order to maintain the environment, customers need to participate in environmentally friendly actions such as utilising public transportation and recycling household garbage.

Lee (2009) discovered that Asia has become a prime target for international marketers due to two key factors: the growing awareness among customers regarding environmental issues and the significant economic growth in the region, which has resulted in customers having more purchasing power. Young adults are highly aware of the importance of environmental protection and consistently choose to support products that positively impact society.

Menta et al. (2011) examined the challenges faced in dealing with hazardous issues such as air and water pollution, which has generated awareness among individuals regarding green marketing. Marketers exhibit a significant delay in developing ecologically sustainable strategies as only environmentally sustainable products can create a more promising future by ensuring a safer environment for current and future generations.

Ottman (2017) investigated water quality, hazardous nuclear waste, vehicular pollution, deforestation, global warming, and overpopulation as the primary environmental issues of global significance. The investigation revealed that people worldwide are anxious about environmental issues due to increasing environmental concerns. The demand for green products has increased due to their ability to generate more revenues and advantages for businesses and consumers. The media is also embracing environmentally friendly methods of communication, thereby becoming more environmentally conscious, and the government is also implementing appropriate measures. Individuals demonstrate environmentally conscious behaviour in their everyday lives by practising energy conservation, such as turning off lights and appliances when not in use, engaging in recycling and proper waste disposal, and opting for carpooling or public transportation.

Khan (2012) asserted that modifying human lifestyle is key to resolving environmental concerns. India faces considerable environmental challenges, including

deforestation, air pollution, water pollution, and greenhouse gas emissions. The Indian government has undertaken essential initiatives and actions to preserve the environment. Several Indian firms such as HCL, Wipro, Voltas, ACC, and Fevicol actively make eco-friendly products by employing environmentally conscious production practices. The study found that Indian companies in several sectors are willing to safeguard the natural world.

Zhan and Zhang (1999) advocated green marketing as an emerging practice that emphasises environmental conservation, which can be categorised into two distinct phases: before the entry of green products into the market and post-market entry. In the first phase, green products undergo the reduction, reuse, and recycling processes. The second phase involves implementing green pricing strategies, building effective sales channels, and actively marketing environmentally friendly products.

Oyewole (2001) established a conceptual link between industrial ecology, environmental justice, and green marketing in his study. Green marketing is a marketing strategy that focuses on promoting ecologically friendly products achieved by fulfilling the customer's demands while avoiding releasing harmful waste, pollution, and damage to natural habitats.

Nair and Menon (2008) observed a notable rise in the number of ISO14001-certified companies in India, which they attributed to the growing awareness and interest of Indian companies in environmental management.

Mishra and Sharma (2010) found that green marketing is crucial in achieving success due to the scarcity of resources, insatiable human desires, global warming, and the increasing consumer consciousness regarding environmental preservation. Green products possess the qualities of recyclability, biodegradability, reusability, non-harmfulness to the environment, and non-toxicity and are accompanied by eco-friendly packaging.

According to Shankar (2011), agriculture is a vital component of the Indian economy, and fertilisers significantly influence agricultural productivity. Farmers should utilise environmentally friendly fertilisers that do not negatively impact the ecosystem or crop productivity. The choice to acquire environmentally friendly fertilisers is influenced by factors such as the product's packaging, availability in the

market, eco-friendly features, potential to provide high crop production, brand preference, and cost.

Hoang and Nguyen's (2013) study found that educated individuals are more knowledgeable about eco-friendly products, emphasising the need for superior performance and product quality. They also emphasised that the responsibility of saving the environment lies solely with every individual, and government actions also play a significant role in this endeavour.

Manjunath and Manjunath (2013) emphasise the importance of green marketing, a holistic approach encompassing the production, marketing, consumption, and disposal of environmentally friendly products and services. They argue that this responsibility is not solely the responsibility of government or NGOs but also consumers. They suggest that firms should invest in technology, R&D, eco-designing, labelling, and packaging to thrive in this competitive market.

Raju (2013) highlighted the growing concern for environmental protection in marketing, leading to a shift towards green marketing. Despite its potential prospects, many problems are associated with implementing green marketing. The challenges include credibility issues, poor implementation, and confusion among marketers and customers.

Lu et al. (2022) study revealed that green buildings can decrease carbon emissions and enhance the economic efficiency of the construction industry. The study identified pure technical effectiveness as a significant contributing factor to this outcome.

Muma et al. (2014) found that implementing green supply chain management enhances their environmental performance of the firm.

Moshood et al. (2022) explored the role of biodegradable plastics in a sustainable plastics economy, focusing on their long-term viability and factors influencing their adoption. The research uses the triple bottom-line method to analyse social attitudes, environmental consequences, and economic characteristics. The study finds that economic factors are the most important, followed by environmental effects and social attitudes.

Almalki et al. (2023) argued that the Internet of Things (IoT) has revolutionised smart cities but also presents challenges like increased energy consumption and toxic pollution. Green IoT is being developed to address these issues, aiming for an eco-friendly environment. The study emphasised the importance of green IoT for efficient resource utilisation, creating a sustainable environment, and reducing energy consumption, pollution, and e-waste.

Mishra & Sharma (2010) highlight the growing importance of green marketing in the modern market, focusing on environmentally conscious consumers. They identified three green consumer segments, examined current trends in India, and concluded that green marketing will continue to grow in practice and demand.

According to Roy (2018), green marketing encompasses promoting ecologically safe products, altering current products to be more environmentally friendly, and encouraging consumers to embrace sustainable activities. The study investigated manufacturers' viewpoints on green marketing, specifically focusing on opportunities, challenges, and crucial factors for its successful implementation. It concluded that manufacturers choose green marketing due to the growing environmental awareness and consumers' desire for a clean environment.

2.2.2 Green Buying Behaviour

Chan and Lau (2000) examined the role of cultural values, ecological impacts, and ecological knowledge on consumers' green buying decisions. The study revealed that individuals possess limited ecological awareness and are less involved in green purchasing behaviours.

Kim and Choi (2005) examine the association between value, attitude, and behaviour in relation to green purchasing habits. Green shopping and the buying decisions of individuals are directly influenced by their environmental concerns. The findings indicated that marketers should focus on enhancing individuals' consciousness of environmental concerns.

Lasuin and Ng (2014) studied the factors influencing green purchase behaviour and discovered that social influence, environmental concern, perceived seriousness of the environmental problem, perceived environmental responsibility, environmental attitude, perceived effectiveness of environmental behaviour, and concern for self-image in environmental protection all impact green purchases. Environmental concern, perceived seriousness of environmental problems and perceived environmental responsibility substantially impacted green purchase behaviour.

Ginsberg and Bloom (2004) argued that consumers prefer eco-friendly products, but in real buying situations, consumers prioritise product attributes that fulfil their needs and desires over the environment. According to their survey, 41% of consumers hesitated to purchase eco-friendly products due to concerns about the quality of these alternatives. Marketers should prioritise traditional product attributes like convenience, availability, price, quality, and performance in order to attract a larger portion of consumers who may not typically consider purchasing green products.

According to Meyer (2001), customers' environmental knowledge is a prerequisite for green purchasing. The study claimed that corporations in the past divided the market based on the level of environmental consciousness among the consumers, and the individuals with a heightened level of consciousness were specifically targeted, with the anticipation that this group would grow in size. Corporations focus on emphasising the advantages of their products and strategically position them based on their additional value.

Bearse et al. (2009) examined the various factors that impact shopping habits for green products. Their findings revealed that awareness and education help individuals pursue sustainability.

Reijonen (2011) found that consumers' cultural values and belief systems can explain consumption patterns. Green consumers can be segmented based on psychographic criteria like environmental attitudes, norms, values, and concerns as customers often overlook situational variables when buying green items.

Akehurst et al. (2012) argued that demographic variables, such as gender, age, education, and income, are not efficient for assessing the behaviour of environmentally conscious consumers and found that psychographic variables are more effective in this regard. Ecologically conscious consumer behaviour has a positive impact on green purchase behaviour. Marketers should develop the right positioning strategies and adequate marketing programs to communicate the environmental and social benefits to consumers and motivate them to buy green products.

Gan et al. (2008) investigated the elements influencing customers' purchasing behaviour regarding green products. The study discovered several factors differentiating between those who purchase green products and those who do not. Research revealed that consumers who prioritise environmental concerns are more inclined to buy eco-friendly products even though they continue to prioritise traditional product attributes such as price, quality, and brand while making green purchase decisions.

Ferguson (2011) investigated the factors influencing consumers' intention to purchase environmentally friendly items, including their personal experiences, previous expectations, the influence of their social circles, and the availability of the products. Research has revealed that individuals' previous encounters favourably impact their inclination to buy environmentally friendly products. Nevertheless, the absence of prior experiences has an adverse impact on consumers' inclination to buy environmentally friendly products.

According to Junaedi (2012), products are evaluated not only on their performance and price but also on their social responsibility towards customers. Consumers' ecological knowledge fosters a favourable attitude towards safeguarding the environment, which motivates them to purchase eco-friendly products at a premium, provided that their income level supports this decision. Higher income and better consumer education enhance their inclination to acquire eco-friendly products with a higher price tag. In addition to income, several factors influence consumer purchasing behaviour: price, the product's environmental friendliness, its packaging, the potential improvement in users' life quality, and the promotion of a healthy lifestyle.

Kaufmann et al. (2012) identified eight crucial environmental concerns that influence consumer behaviour towards green purchasing viz. environmental knowledge, altruism, environmental awareness, environmental concern and attitude, belief in product safety use, perceived customer effectiveness, availability, collectivism, and transparency or fairness in trade procedures. The demographic characteristics of individuals play a role in influencing their green purchasing behaviour.

Maheshwari and Malhotra (2011) conducted a study targeting the youth demographic. Their objective was to get insight into the level of awareness among young people, their view of environmentally friendly products, and the various factors they consider when making purchasing decisions. Approximately 75% of the surveyed individuals are aware of green marketing. Consumers perceive that corporations are attempting to appeal to them by marketing the goods as eco-friendly.

According to Boztepe (2012), green marketing emerged because consumers prioritise the future and purchase eco-friendly products. Environmental awareness, product attributes, promotion, and pricing influence green purchasing. Age, gender, marital status, education, and income moderately impact buying behaviour.

Lin and Huang (2012) investigated factors influencing consumer behaviour towards green products, focusing on psychological benefit, knowledge desire, novelty seeking, and specific conditions. They found that social value, emotional value, functional value quality, price, and quality did not significantly influence consumer choice.

Iravani et al. (2012) identified factors like consumer belief, social influence, environmental attitude, perceived quality, and green purchasing behaviour that influence customers, emphasising the importance of high product quality for long-term customer relationships.

Nath et al. (2014) found that green consumer behaviour is influenced by factors such as product price, willingness to pay, green advertising, eco-labels, environmental awareness, perceived customer effectiveness, peer groups, socio-demographic variables, cultural values, legal constraints, availability of green products, and support services.

Samarasinghe (2012) found that cultural values strongly influence environmental sentiments and revealed that individuals' decision to construct or buy green homes is influenced by health consciousness, environmental values, and socioeconomic constraints, not just their perception of green homes.

Veluri (2012) reveals that marketing significantly influences consumer preference for green products, with brand name being the most reliable factor. To boost awareness, Indian marketers need consumer education, as low awareness levels hinder their success.

Zia (2012) identifies eco-friendly marketing and consumer buying behaviour as interrelated concepts. A model explains the impact of sustainable development strategies on consumer behaviour, suggesting that green advertising can convert non-users into aspirants and loyal users.

Seyrek and Gul (2017) found that environmentalism, economics, and knowledge influence consumers' green purchasing behaviour. Customers' green purchasing habits differ based on their age group and economic status. Nevertheless, gender does not substantially influence customers' environmentally conscious purchasing behaviour.

Kaur et al. (2022) studied the impact of green marketing mix strategies on millennials' green purchasing intentions in India. Results showed that green products, places, and promotional techniques significantly influence green buying intentions, with varying intentions based on education and income.

Skackauskiene and Vilkaite-Vaitone (2023) comprehensively analysed green marketing's impact on consumer buying habits. They analysed 166 articles from 1995-2022, focusing on the energy sector and found that green marketing significantly influences customer behaviour during and after the purchase stage, highlighting the importance of planned behaviour and reasoned action theories.

Correia et al. (2023) studied the impact of green marketing messages on consumers' propensity to make green purchases, focusing on gender, education, and environmental attitudes among respondents.

Nekmahmud and Fekete-Farkas (2020) utilised the Theory of Planned Behaviour (TPB) model to explore consumers' green purchase decisions, incorporating factors like environmental concerns, perceived quality, and future green estimates to fill the research gap.

Mahmoud (2018) investigated the impact of using a green marketing mix and found a significant correlation between using a green marketing mix and consumers' purchasing behaviour.

Rather and Rajendran (2014) found that consumers with green product awareness exhibit green buying behaviour. Marketers should educate customers about green buying using advertising and social networking sites.

2.2.3 Green Marketing and Consumer Attitude

Tantawi et al. (2009) conducted a study on the holistic management process of marketing green products involving identifying, anticipating, satisfying, and fulfilling the needs of stakeholders in exchange for an appropriate return while ensuring that the consumers of these products are not negatively impacted. The study investigated individuals' perspectives on environmental conservation and found a favourable attitude toward environmental protection.

According to Ottman et al. (2006), it is important for green marketing to achieve two goals: enhancing environmental quality and ensuring customer satisfaction. Consumer safety and health issues should be the primary focus when developing and positioning new products.

Baverstam and Larsson (2009) concluded that most organisations must divide their target markets into segments based on the environmental attitudes of their customers. As each firm is unique, green marketing strategies should be tailored based on the company's objectives, resources and competitive advantage.

According to Grant (2008), green brands have a substantial edge over other brands targeting retail and business-to-business customers. For a green brand to be

successful, it should establish new benchmarks to serve the market and guide the entire industry towards that path.

Sarkar (2012) asserted that green marketing involves promoting and selling products and services based on their positive environmental benefits. These products and services are eco-friendly or manufactured and packaged in an eco-friendly manner. Companies embrace and implement green marketing as an ethical responsibility and a chance for growth. Competitive pressure, government regulations, and economic considerations related to waste disposal are significant drivers for implementing green marketing. There are numerous challenges associated with adopting environmentally friendly practices, such as the Research and Development department requiring considerable investment, the high cost of recyclable materials, and the company needs to make a significant financial commitment to raise public awareness.

Chang and Fong (2010) found that customers strongly desire high-quality products that positively impact society and the environment. They found a positive association between the quality of a sustainable product, the environmental reputation of a company, and consumer satisfaction and loyalty. The quality of green products directly influences consumer satisfaction and loyalty towards environmentally friendly products.

Murphy et al. (2010) asserted that being environmentally conscious is gaining popularity as individuals prefer products from companies that they believe are ecologically responsible. Marketers can improve their green marketing strategies by integrating environmental concerns with economic sustainability.

Saxena and Khandelwal (2010) examined industries' perspectives towards green marketing in three sectors: durable, non-durable, and services. It was discovered that companies from all three sectors exhibit a favourable attitude towards green philosophy and green practices. Companies believe embracing sustainable development and using green marketing strategies are the new mantras for achieving growth and success.

Ali et al. (2011) found a correlation between the attitude and intention to purchase green among university-going students. The perceived price and quality of the product influence green buying behaviours.

According to Michaud and Llerena (2011), the issue of product end-life is more significant in the present time than in the past, as product re-manufacturing conserves energy and resources. Consumers generally assign a lower value to re-manufactured products than conventional products unless they have been informed about the environmental advantages. Re-manufacturing and recycling are distinct processes, as re-manufacturing involves restoring things to their original purpose, whereas recycling involves converting products into raw materials for further manufacturing. Re-manufacturing obsolete vehicle parts in America conserves an additional 60% of energy compared to the energy consumed in making new parts. The re-manufacturing process disrupts the supply chain by reversing the flow of items. Re-manufactured products are less popular due to the perception that they are not brand-new items.

Lasuin and Ng (2012) tried to determine green buying behaviour. Social influence, environmental concern, perceived seriousness of the environmental problem, perceived environmental responsibility, environmental attitude, and perceived effectiveness of the environment were examined to determine their effects on green purchases. Environmental concern, perceived environmental severity, and perceived environmental duty influenced green purchasing.

Prakash (2002) emphasised incorporating environmentally friendly practices into the company's product and overall operations while considering the four elements of the traditional marketing mix. This study investigated the aspects that require environmental improvement, such as the product and the process, as well as the factors influencing consumers' decisions to buy eco-friendly products and concluded that environmental attributes of the products are an effective way to promote them.

According to Hartmann et al. (2005), effective communication and highlighting unique environmental features can position a brand as "green" and set it apart from competitors. When considering a positioning strategy, companies must

focus on the environmental advantages it offers compared to competitors and conventional products as green brand positioning significantly impacts brand attitude.

Ilic and Unnu (2012) state that social responsibility and green management are integral to any firm. The firms communicating through websites about their environmental activities are gaining the image of green companies.

Pradhan (2012) advocated for using eco-friendly packaging and avoiding plastic bags despite initial costs to reap long-term benefits.

Shil (2012) highlights the importance of green marketing in establishing credibility, educating customers, and actively involving them in the company's environmental goals. Ecologically conscious organisations manufacture environmentally friendly items and encourage suppliers to adopt eco-friendly practices.

Rao (2014) studied consumer awareness of green marketing and its impact on sustainable development and found that consumers are concerned about sustainability and have a positive attitude towards green branding. Green companies are more willing to tackle environmental problems, as green marketing is a social marketing concept, leading to more environmentally conscious business practices.

Sharma (2015) examined the relationship between demographic variables and consumer attitudes towards environmentally friendly products. The findings indicated that respondents' level of education, age, marital status, and income have a major impact on their perception and attitude towards green products.

Saleem et al. (2021) performed a bibliometric analysis of research articles on green marketing published from 1977 to 2020. The report indicates that green marketing research has consistently grown from 1977 to 2020, with a notable increase in the previous five years.

Podvorica and Ukaj (2019) highlight that green marketing emerged in Kosovo as a strategy for businesses to adapt to increasing market competition.

Ferraz et al. (2017) found a positive relationship between Brazilian and Canadian students' green purchase attitudes, intentions, and behaviour, with Canadian students showing higher support for green products.

According to Chen & Chai (2010), the rapid growth of the global economy and consumer behaviour are significant factors in the degradation of the environment. The researchers conducted a study to explore the correlation between environmental attitudes and the purchase of green products. They specifically analysed the influence of gender and personal norms on attitudes towards green products. The results revealed no significant differences between genders regarding environmental attitudes and attitudes towards green products. Nevertheless, environmental protection does not significantly influence consumer attitudes towards green products.

2.2.4 Role of Eco-Label and Green Advertising

Devi Juwaheer et al. (2012) concluded that most consumers are inclined to safeguard the environment. Green marketing positively correlates with customers' purchasing behaviours for environmentally friendly items, and companies can influence consumer attitudes towards green consumption. Eco-labels on green packaging significantly impact consumer purchasing behaviour, as consumers prefer products from recycled materials and prioritise brands with the least environmental impact.

Rashid (2009) found that consumers prefer environmentally friendly products due to their environmental concerns and respond well to eco-labels as they play a key role in making informed purchasing decisions.

Smith (2010) conducted a study to examine how millennials perceive marketing strategies for environmentally friendly products and found that women are more inclined to be receptive to green marketing than men. The company's reputation and green advertising techniques shape the opinion of millennials regarding environmentally friendly products. Millennials also encourage their friends to purchase environmentally friendly products due to the economic advantages and recyclability they offer.

Rahbar and Wahid (2011) argued that individuals prefer eco-friendly products over alternatives based on their trust in eco-labels and brands. The level of trust in eco-labels and eco-brands always affects customer purchasing behaviour. Marketers should prioritise eco-branded products as the government should establish eco-friendly regulations for sustainable product manufacturers and promote public knowledge of eco-labels and eco-brands.

Prothero et al. (1997) identified several obstacles that green enterprises have, like producing new products, determining pricing strategies, implementing effective promotion techniques, attracting new consumers, and establishing appropriate positioning in the market. Furthermore, good communication is crucial for organisations seeking to design and implement successful green strategies, as it is the core of marketing. The green marketing communications of many environmentally focused organisations have faced criticism for providing misleading and deceptive information, which can be avoided with the proper usage of eco-labels in their products, as customers place greater trust in these labels than green ads.

Tang et al. (2004) examined the role of eco-labels in assuring customers that the product is environmentally friendly compared to conventional alternatives. The design of eco-labels is important, and it may feature a visual logo and a verbal message that provides valuable information that can influence purchase decisions.

According to Biloslavo and Trnavcevic (2009), numerous companies have implemented environmentally-friendly strategies such as recycling, waste reduction initiatives, and efforts to reduce greenhouse gas emissions. They urged that effective communication is crucial for an organisation to create awareness and shape public perception. When a business embraces sustainable practices, it is essential to communicate effectively with its consumers to enhance its brand name.

D'Souza et al. (2006) conducted a study to examine consumers' responses with varying levels of environmentalists towards product labelling. The study findings claimed that customers seek out environmental information on the product labels as the information displayed on the product labels facilitates making well-informed purchasing decisions.

Rahbar and Wahid (2010) concluded that using eco-labels is a successful tactic in green marketing to raise customer awareness regarding the environmental advantages of products. The marketers could provide further information regarding the environmental advantages of their products with eco-labels, which will aid customers in gaining familiarity with eco-labels and, therefore, motivate them to purchase eco-labelled products.

Welling and Chavan (2010) discovered that the adoption of eco-labels among small and medium-scale enterprises is not widespread, with only a mere 3% of them utilising eco-labels. A staggering 56% of these enterprises are of the opinion that eco-labels contribute to the overall cost.

According to Laufer (2003), there has been a growing concern among social and environmental activists regarding corporate deception, also known as greenwashing, which involves creating a deceptive image or providing misleading information about a company's environmentally friendly products. These companies make false claims to trick consumers into thinking that their products are eco-friendly or have a more significant positive impact on the environment than they do.

According to Murthy (2010), the public consistently seeks clarification regarding the environmental claims made by corporations, and if they discover that a company's green claim is false, the company's sales and brand reputation are severely damaged, which can be classified as a form of greenwashing. Consumers associate green marketing with recyclability and environmental friendliness as companies embrace green marketing and sustainability practices due to financial considerations, regulatory demands, and the desire to gain a competitive edge. Corporations employing green marketing strategies should explicitly communicate their green products' environmental advantages.

Tiwari et al. (2011) argue that the market is filled with various initiatives focused on promoting and selling environmentally friendly products, and the consumer gets confused by the absence of transparency regarding environmental labels, certification, and numerous green ads.

Jamge (2012) suggested that green marketing is essential for holistic marketing as it enables organisations to promote their products and services while

considering the environmental factor. Green marketing offers several benefits as it emphasises the efficient utilisation of resources, resulting in cost savings and environmental protection. Most organisations embrace this strategy primarily because of the potential for growth and profit, the desire to fulfil their social obligations, and the influence of government regulations. Despite its importance, this technique is also accompanied by a few issues. For instance, companies that implement environmentally friendly marketing techniques should avoid misleading advertisements, known as greenwashing.

Azad et al. (2013) highlighted the importance of green marketing in attracting and retaining customers. They identified four key factors: green labelling, compatibility, product value, and green advertisements, which influence the development of green marketing strategies.

A study by Kong and Zhang (2013) found that consumers respond positively to green advertising due to its perceived social and environmental friendliness. The study found that environmental concern strengthens consumer purchase intention, but no connection was found for high-involvement products. An advertisement with a green appeal increases purchase intention among customers with a high environmental concern.

Vazifehdoust et al. (2013) found that consumer attitude towards green products is influenced by environmental concerns, knowledge, innovation characteristics, green labelling, advertising, and product quality, leading to a positive attitude and green purchase behaviour.

Shahlaee's (2014) study reveals a strong correlation between green promotion, pricing, product features, and consumer green behaviour, with green certificates positively influencing buying behaviour.

Delafrooz et al. (2014) found that environmental advertising significantly influences consumer purchase behaviour, suggesting marketers should educate the public about environmental issues and promote eco-friendly products.

Kong et al. (2014) found that green corporate perception, eco-labels, and product value positively influence people's green purchase intention, while green packaging and advertising do not.

Lai and Cheng (2016) discovered that green marketing strategies, particularly eco-labelling and eco-friendly communication, can influence consumer attitudes towards environmental issues, encouraging green purchases through packaging and advertising strategies.

2.2.5 Green Pricing and Willingness to Pay

According to a study conducted by Noblet et al. (2006), consumers do consider the vehicle's emission profile when making a purchase decision due to the impact of these gases on global warming. The study suggests a strong consumer preference for eco-friendly products, although vehicle prices and income levels significantly influence final purchase decisions.

Dale (2008) stated that entrepreneurs are developing new and innovative methods of harnessing renewable energy sources to solve rising energy costs.

According to Wing et al. (2011), there is a shift from non-green production to green production due to the increasing environmental concerns of society. However, green products have not attained the anticipated degree of success due to their higher price, less public awareness and understanding of the advantages of these products, and their failure to deliver the promised performance.

According to GreenBiz Editors (2010), the monthly green confidence index press release revealed that customers in the United States cite price as the primary deterrent to purchasing green products.

Bukhari (2011) claimed that the environmental benefits of a product have a substantial influence on consumers' buying decisions. A majority of respondents are not aware of the benefits of green products. Businesses can raise awareness by enhancing communication with consumers about their products' environmental advantages. Price and quality have a significant influence on purchasing decisions.

Drozdenko et al. (2011) found that situational circumstances and tax incentives are the primary drivers motivating consumers to spend more on environmentally friendly products. The reward for buying environmentally friendly products always exceeds the additional cost they incur.

Kauffman (2011) argued that individuals opt to acquire environmentally friendly products to safeguard the environment despite the cost of purchasing such products being higher than their conventional counterparts. The higher cost of environmentally-friendly products affects buyers' capacity or inclination to buy such products.

Chaudhary et al. (2011) concluded that green marketing promotes ecologically safe products that involve changing the product's production process, packaging, and promotional techniques. Several businesses are increasingly prioritising environmental safety by manufacturing eco-friendly products. The corporations believe that they are fulfilling their utmost Corporate Social Responsibility (CSR) by manufacturing environmentally friendly products to benefit the environment and customers.

In a comprehensive literature review, Bui (2005) presented a model highlighting the factors influencing consumers' willingness to pay more for environmentally friendly products. Education, age, values, environmental awareness, and attitudes towards protecting the environment significantly influence people's willingness to pay more for and purchase environmentally friendly products.

According to the research of McDaniel and Rylander (1993), consumer environmental awareness is the crucial business strategy of the future as environmental concerns affect the choice of the products even if consumers have to pay extra for such products.

Hartmann and Ibanez (2006) discovered that the place component of the green marketing mix is experiencing rapid growth due to the increased demand for environmentally friendly products.

Choy and Prizzia (2010) investigated how the government endorses environmental initiatives aimed at mitigating pollution and enhancing the

environmental condition through implementing clean energy projects and promoting hybrid automobiles. The study revealed that individuals were willing to buy a hybrid car provided its pricing was equivalent to a conventional gasoline-powered car.

Datta (2011) discovered a positive correlation between levels of education and concern for environmental issues. They are more inclined to purchase ecologically friendly items and are willing to pay a premium price for such products despite having reservations about their quality. In order to incentivise consumers to purchase environmentally sustainable products, companies need to carefully integrate the different components of the marketing mix to attract customers with eco-friendly options at an appropriate price effectively.

Kang et al. (2012) found that affluent and moderately priced hotel guests in the United States are more willing to pay higher prices for environmentally sustainable practices in hotels than those staying in budget accommodations. Regression research showed that consumers' willingness to pay more for a hotel's green activities directly relates to their environmental concerns. Individuals who value environmental conservation are more likely to invest in sustainable activities, and those not concerned with the environment will be less inclined to do so.

Sachdeva (2012) highlights the challenges and opportunities in green marketing, with companies adopting eco-friendly products to protect the environment and conserve energy. Despite the high research and development costs, people are willing to pay more for these products.

Sarkar (2012) highlights the increasing preference for green products due to their lower energy consumption and reduced waste. Consumers demand reliable proof from environmentally friendly manufacturers, and these products often command higher prices due to their superior environmental friendliness, a key factor for consumers.

Sharma and Trivedi (2016) identified eight factors that influence consumers' decisions to purchase green products. These factors include eco-labels, eco-brands, environmental advertising, environmental awareness, green products, green prices, green promotions, and demography. Among these factors, high prices were found to be the most significant barrier to adopting green products.

2.3 RESEARCH GAP

Society is increasingly becoming aware of environmental issues and seeking eco-friendly solutions (Jain & Kaur, 2004), resulting in leading businesses adopting green marketing strategies (Polonsky, 1994). There is a favourable attitude towards environmental conservation (Tantawi et al., 2009), which influences one's attitudes and behaviour when purchasing green products (Kim & Choi, 2005). Although consumers prefer eco-friendly products due to their environmental concerns (Rashid, 2009; Chang & Fong, 2010), they also prioritise product attributes to fulfil their needs (Ginsberg & Bloom, 2004). To ensure customer satisfaction in green marketing, emphasis should be given to enhancing the product's environmental and functional quality (Ottman et al., 2006).

Companies also favour green philosophy and practices (Saxena & Khandelwal, 2010) and employ green marketing strategies to adapt to increasing market competition (Podvorica & Ukaj, 2019), and due to growing environmental awareness and consumers' desire for a clean environment (Roy, 2018). The challenges green enterprises face includes product development, pricing, promotion, and market positioning. Marketers should develop positioning strategies and marketing programs to effectively communicate environmental and social benefits to consumers. Green brand positioning significantly impacts brand attitude, and good communication is crucial for the success of any green strategy.

Lai and Cheng (2016) found that eco-labelling and eco-friendly communication can influence consumer attitudes towards environmental issues. Eco-labels assure consumers of the product's environmental friendliness. Consumers with green product awareness exhibit green buying behaviour (Rather & Rajendran, 2014) and some factors influencing green purchasing are product packaging, market availability, eco-friendly features, brand preference, and cost.

Saleem et al. (2021) reported a consistent growth in green marketing research from 1977 to 2020 but fewer studies were undertaken on green marketing in India compared to other developed nations in the western hemisphere (Paul et al., 2016). The literature review revealed a scarcity of studies investigating consumer behaviour towards green marketing and evaluating customers' awareness of environmental

issues and eco-friendly products as the researcher encountered no comparable research undertaken in Nagaland, India. Therefore, extensive study is necessary for a deeper understanding of consumer behaviour towards environmentally friendly products in this region for the successful implementation and execution of green marketing strategies by various corporations and businesses.

CHAPTER III

GREEN MARKETING: A THEORETICAL FRAMEWORK

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3.1 HISTORY OF GREEN MARKETING

Although the concept of green marketing was first explored much earlier, it became mainstream in the late 1980s with an upsurge in green consumerism. The American Marketing Association organised the first workshop on "Ecological Marketing" in 1975 to talk about the effects of marketing on the environment following the 1973 oil crisis. The workshop's proceedings were published as "Ecological Marketing," one of the earliest books on green marketing. The wave of environmental concern in the 1970s gave rise to the idea of "ecological marketing," which saw the emergence of the first green marketing trend. The term “Green Marketing” was coined by McDaniel and Rylander (1993) to depict marketers’ efforts in developing strategies targeting eco-friendly consumers.

Sustainable development was described as "filling the requirements of the present generation without compromising the ability of future generations to fulfil their own need" in a report by the World Commission on Environment and Development 1987. This report, later known as the Brundtland Report, contributed to the growing awareness of sustainability in daily life. Two concrete achievements of the first wave of green marketing come from books released on green marketing. The authors were Jaquelyn Ottman (1993) in the United States of America and Ken Peattie (1992) in the United Kingdom. Peattie (2001) identified three stages in the development of green marketing. The first stage was known as "Ecological" green marketing; at this time, all marketing initiatives were focused on addressing environmental issues and offering solutions. This was mainly focused on the industries with the worst ecological effects and the development of new technology to address specific environmental problems. The second phase was "Environmental" green marketing, where the emphasis turned to clean technology and making new and improved goods to address the difficulties of waste and pollution. The third stage of green marketing was "Sustainable,” which gained popularity in the late 1990s and

early 2000s. Following the 1992 Rio Earth Summit, sustainability has become a more important objective for large corporations and governments worldwide as governments and major corporations have increasingly adopted the quest for sustainability as their goal (Palmer, 1992). The actual difficulty lies in making these excellent intentions into genuine achievements.

3.2 CONSUMER BEHAVIOUR TOWARDS GREEN PRODUCTS

Green consumers have emerged due to increased awareness of green products and their beneficial characteristics, such as being decomposable, energy efficient, or similar. Green eco-friendly products use green technology and do not pose any environmental risks as they do not harm or pollute the environment (Mishra & Sharma, 2010). Green technologies and products must be promoted to conserve nature and achieve sustainable development. Some broad characteristics of green products are that they are recyclable, reusable, and biodegradable; they are made from natural ingredients, recycled materials, and non-toxic chemicals; they are not subjected to animal testing; having eco-friendly packaging, such as reusable or refillable characteristics. Some examples of successful green products include energy-star-rated appliances, energy-efficient technology, environmentally friendly home goods, and alternative transportation.

Based on a survey conducted in India, Brazil, Canada, France, Germany, the United Kingdom, and the United States, consumers are concerned about the environment, as 87% of people express concern about how their purchases will impact society and the environment (Bonini et al., 2008). However, when it comes to purchasing, their behaviour does not seem to align with what they claim (Chan & Lau, 2000). It is possible that consumers are not adequately informed about the advantages of green products or that businesses cannot create products that satisfy customers by meeting their needs (Ginsberg & Bloom, 2004). There are many occasions when customers purchase green products for reasons other than being environmentally friendly.

A green consumer is defined as "one who avoids products that are likely to endanger the consumer's health; cause significant damage to the environment during manufacture, use, or disposal; consume a disproportionate amount of energy; cause

unnecessary waste; use materials derived from threatened species or environments; involve unnecessary use of, or cruelty to, animals" (Elkington, 1994). A green consumer is a person who prioritises eco-friendly practices and purchases green products over conventional alternatives and believes that individual consumers can significantly contribute to environmental conservation. They believe that environmental protection should not be left solely to the government, businesses, environmentalists and scientists, but they, as consumers, may also play a role in its conservation. As they are more open-minded and receptive to new products and ideas, adopting green practices and products is easier for them.

Consumers are a crucial component of the marketing process, as marketing conditions depend on the conduct and attitude of consumers. Consumers are concerned about their health and wish to protect their families from unwanted health problems. Most consumers are knowledgeable about the nature and contents of the products they use daily and know that they and the environment would suffer from the products' harmful ingredient content and packaging (Wing et al., 2011). According to a poll conducted in 2002, it was discovered that 58 per cent of US customers make an effort to conserve electricity at home, 46 per cent recycle newspapers, 45 per cent return bottles or cans, and 23 per cent purchase goods made from or packaged in recycled materials (Roper, 2005). The survey demonstrates that some consumers already exhibit this occasional green inclination in their routines and purchase decisions. Environmental awareness, rising customer interest in green products, and a willingness to pay for green features all prompted businesses to pursue green marketing. (Peattie and Crane, 2005). With the rise in consumer demand for eco-friendly goods and services, it becomes crucial for businesses to produce such goods and services. Marketers started creating green products and using green marketing strategies due to consumer awareness of environmental protection. Consumers are concerned about products and the ingredients used in their packaging and are aware of green marketing techniques. Urban, educated Indian consumers are becoming increasingly knowledgeable about the benefits of green products, although it is still a novel idea for most people.

3.3 GREEN MARKETING DEFINITIONS

Green marketing is the promotion of products that are considered to be safe for the environment. As per the American Marketing Association, green marketing involves promoting products that are considered environmentally friendly, and it covers a wide range of tasks, such as product modification, adjustments to the way they are made to eliminate wastage, changing the advertising message as well as alterations of packaging, etc. Providing a precise definition of the term “green marketing” is a challenging endeavour. The following are some of the definitions of green marketing given by various authors.

According to Uydaci (2010), green marketing creates and promotes goods and services that customers want because of their high quality, effectiveness, affordability, and convenience without negatively impacting the environment.

According to Pride and Ferrell (1993), green marketing, also called environmental marketing and sustainable marketing, is "an organisation's attempts at designing, promoting, pricing, and distributing products that will not hurt the environment."

Green marketing was described by Mintu and Lozada (1993) as the use of marketing tools to allow exchanges that achieve corporate and personal goals while upholding the preservation, protection, and conservation of the natural environment.

Polonsky (1994) defined green or environmental marketing as “All activities designed to generate and facilitate any exchanges intended to satisfy any human needs or wants, such that the satisfaction of these needs and wants occurs, with the least possible adverse impact on the natural environment.”

According to Elkington (1994), a “green consumer” is "one who avoids products that are likely to endanger their own or others' health; cause significant damage to the environment during manufacture, use, or disposal; consume an excessive amount of energy; cause unnecessary waste; use materials derived from threatened species or environments; involve

unnecessary use of, or cruelty to, animals; or negatively impacting other countries."

According to Peattie (2001), green marketing is described as “the holistic management process responsible for identifying and addressing the needs of consumers and society profitably and sustainably.”

After carefully examining the above definitions, we can conclude that green marketing is not merely making green claims in advertising, packaging, or other forms of communication for image building. Green marketing involves activities like market research to identify the market and target segment for the green product, studying the consumers’ awareness, attitude, and behaviour towards the green products, positioning and creating a brand image of the product, and developing a green marketing mix (Jain & Kaur, 2006). Thus, it is a broad concept that encompasses all the marketing activities that the firms undertake to positively impact or lessen the detrimental effects of their product or services on the environment (Jain & Kaur, 2004). Green marketing can be seen as both a marketing activity and a marketing philosophy; for instance, making fuel-efficient cars and energy-efficient light bulbs etc. are a few examples of marketing activity, whereas “save oil” programs and “conserve natural habitat” etc. are some of the examples of marketing philosophy (Jain & Kaur, 2004). It is a holistic marketing concept wherein the manufacturing, marketing, consumption, and disposal of goods and services happen in a manner that is less damaging to the environment and forms a part of the corporate strategy (Menon & Menon, 1997). Thus, we can summarise that green marketing encompasses all product and service marketing operations that satisfy customer demands for quality, performance, affordable pricing, and convenience while having no or minimal negative environmental impact.

3.4 GREEN MARKETING MIX

The elements of green marketing are the same as traditional marketing, commonly referred to as the 4Ps, with the inclusion of three additional Ps - People, Planet, and Profit. The concept of the "Green Marketing Mix" encompasses the combination of the 4 "Green Ps" or "Green Elements," namely "Green Product," "Green Promotion," "Green Place," and "Green Price."

- **Product**

The ecological goal in product design is to reduce resource consumption and pollution while encouraging the conservation of scarce resources (Kellerman, 1978). These products or services are developed based on the consumer's needs and might be made from recycled resources. Green products minimise the negative environmental impact while saving energy, resources, and money; for example, Nike has dramatically decreased hazardous glue adhesives in its Air Jordan shoes and promoted these new sneakers range by highlighting that it has minimised waste and employed eco-friendly materials. Products with one of the following qualities are the most desirable such as they are created from recycled or organic materials, can be recycled, are less harmful to the environment, help in the conservation of precious natural resources, and come with eco-friendly packaging such as McDonald's packaging made of biodegradable paper.

- **Price**

According to Henion (1976), ecological marketing would not be necessary if the price of each commodity was set based on its actual total cost, which includes its social and environmental implications. Henion believed that through excellent education and merchandising, marketers can make every consumer concerned about the environment. A vital element of the green marketing mix is the price, and premium pricing may not only be justified by the environmental benefits of a product, as studies have shown that environmentally conscious consumers are not necessarily prepared to pay more for environmentally friendly products (Herberger & Buchanan, 1971). If the consumer can sense more excellent value in a product, such as better performance, function, taste, visual appeal, etc., they most likely will be willing to pay a premium price. Green pricing ensures efficiency while being less environmentally harsh by considering people, the planet, and profit. When product life cycle costs are considered, environmentally friendly items like fuel-efficient automobiles, energy-efficient lighting, non-toxic goods, etc., are frequently less expensive.

- **Promotion**

Our main objective for the green marketing promotion and campaign is to attract customers, particularly those who prioritise sustainability, by highlighting the product's functionality, affordability, health benefits, convenience, and overall environmental friendliness through various advertising channels such as signage, digital media, and more. Marketing professionals use green marketing strategies to promote environmentally friendly products to consumers, and green promotion involves the use of various marketing methods to raise awareness and encourage the purchase of eco-friendly products (Hossain & Rahman, 2018). According to Qader and Zainuddin (2011), green marketing promotion is a complex process that requires choosing which environmental information should be selected and how to communicate it. According to D'Souza et al. (2007), marketers should analyse the needs and wants of their target markets to create relevant offerings. Ottman (2008) suggested that corporations effectively communicate environmental information to consumers, ensuring that its credibility is easily identifiable. In addition, businesses can raise consumer awareness by promoting the advantages and uses of eco-friendly products.

- **Place**

Green place involves managing a company's supply chain by assessing and enhancing environmental performance by working with its channel partners to obtain recyclable or disposable raw materials. A "green place" refers to any method or system that reduces the amount of effort required by customers to obtain a product and by manufacturers to sell a product. Many companies have initiated the practice of selling their products through Internet platforms, which significantly reduces the expenses of customers physically visiting a marketplace, choosing a retailer, and making a purchase. Companies develop their websites to showcase their products, allowing potential clients to place orders online and receive delivery within a few days. Thus, the internet can be accurately described as an environmentally friendly space due to its unparalleled convenience for customers and its cost-saving benefits for manufacturers, who can avoid paying commissions or fees to intermediaries.

3.5 REASONS FOR ADOPTION OF GREEN MARKETING

When examining the literature, there are a host of reasons why businesses use green marketing, and some of the potential reasons why marketing managers use green marketing strategies are as follows:

- **Opportunities for Growth**

Many firms consider green marketing an opportunity to achieve a competitive advantage by incorporating eco-friendly attributes into their product offerings. This allows them to distinguish their environmentally friendly products from traditional ones and provide additional value to their customers. Consumers seem increasingly concerned and mindful of environmental issues and are shifting their purchasing habits toward ecologically friendly products; marketers grab this opportunity and advertise their products as environmentally responsible alternatives. It is reasonable to assume that companies selling products with environmental features will have a competitive advantage over companies. Many businesses have worked to increase their environmental responsibility to meet their customers' requirements better. This does not mean that all enterprises engaged in environmental marketing initiatives alter their behaviour, as, on some occasions, businesses have deceived customers by greenwashing (Laufer, 2003). Moreover, many companies have also hopped on the "green" bandwagon with false green marketing claims (Murthy, 2010).

- **Corporate Social Responsibilities (CSR)**

Many businesses have understood that since they are part of a much larger community, they are morally and legally required to operate environmentally responsibly. This translates into companies must accomplish environmental and profit-related goals. As a result, environmental concerns are incorporated into the company’s corporate culture. Generally, businesses follow either of the two options: whether to utilize their ecological responsibility as a marketing weapon or take steps to become environmentally responsible companies without promoting it (Chaudhary et al., 2011). There are instances of businesses using both tactics. Companies such as the Body Shop constantly promote their dedication to environmental responsibility,

which gives them a competitive advantage by offering consumers eco-friendly alternatives to conventional beauty products. In contrast, Coca-Cola exemplifies a company that refrains from promoting its environmental endeavours, such as its various recycling projects and packaging modifications aimed at reducing environmental harm. Coca-Cola is concerned about the environment, but it has not leveraged this concern for financial benefit and consequently many customers may not be aware of Coke's strong commitment to the environment. Walt Disney World another environmentally conscientious company that chooses not to widely promote this aspect of their operations, particularly to the public.

- **Governmental Role**

Governments all over the world are now tasked with the responsibility of protecting the environment. The development of green marketing has been driven by pressure from various sources for businesses to develop behaviour responsive to the ecological cause. Governmental entities strive to protect customers and society by pressuring companies to become more responsible by imposing multiple legislation and regulations requirements to satisfy environmental standards. The introduction of ISO 14001 certification is one such government initiative, and Nair and Menon (2008) observed a rise in ISO 14001-certified companies in India. Environmental legislation safeguards consumers through various means, such as curbing the manufacturing of detrimental products, altering consumer and industry behaviour towards unhealthy products, implementing regulations to restrict the generation of hazardous waste by businesses, and ensuring that all consumers have the minimum knowledge necessary to assess the environmental impact of the products they use. Many countries have implemented voluntary curbside recycling programmes to promote responsible consumer behaviour. For instance, in Germany, there exists a bottle return system where when consumers buy certain items, they need to provide a deposit (Pfand) for the container, and when the container is returned, the deposit is refunded, and the empty bottles are subsequently recycled or reused (Bouliane, 2021). Governments may also impose heavy taxes to disincentive those goods and services that pollute or harm the environment. For example, leaded gasoline has a higher gas tax in most countries worldwide. As the automobile industry has a reputation for

being a significant contributor to air pollution, the Indian government introduced the Bharat Stage Emission Standard BS6 in April 2020, which is based on the European emission standards to reduce the amount of car-related pollution and the whole Indian auto industry underwent a challenging transition to BS6 standards.

- **Competitive Pressure**

The businesses' determination to remain competitive has been a major driving factor in environmental marketing. Companies have shifted their traditional business strategies to embrace green marketing practices in response to the growing competition from rivals who have adopted environmentally friendly activities (Sarkar, 2012). Environmental efforts of rival companies urge businesses to initiate their ecological marketing strategies. As businesses need to remain competitive, firms frequently watch competitors promote their environmental activities and try to imitate them. In some cases, an entire industry has the potential to improve its environmental practices by reducing harmful behaviour, driven by competitive pressure. For example, Xerox's "Revive 100% Recycled paper" was introduced as a response to other manufacturers' introduction of recycled paper. Another example is that when one tuna manufacturer stopped using driftnets, the others followed suit.

3.6 BENEFITS OF GREEN MARKETING

Many businesses worldwide have embraced green marketing as multiple stakeholders are positively impacted by it in several ways. Numerous literature analyses have offered several explanations for why companies try to adopt green policies and practices.

- **Environmental Advantages**

Green marketing practices help significantly lower greenhouse gas emissions in the fight against global warming and climate change while reducing pollution. The environment is affected by greenhouse gases that are produced mainly due to the usage of fossil fuels, specifically the burning of coal for electricity and gasoline for

transportation. Green marketing strategies that cut back on the use of fossil fuels will benefit the environment.

- **Economic Advantages**

Although many green products are expensive compared to standard products now as they don’t enjoy economies of scale, it is worthwhile to purchase them in the long term. As the general economy gradually transforms into a sustainable and environment-friendly one resulting in a green economy, and as more and more green goods and services are sold, prices will eventually stabilize due to green economies of scale, and it will be beneficial for the environment as these products will have fewer hazardous component.

- **Global Sustainability**

Creating a sustainable world is among the most significant advantages of using green marketing techniques. Suppose we continue to deplete the planet's resources at the current rate, pollute the environment, contribute to global warming and ruin its ecosystem. In that case, we will eventually be left with nothing, and the world will experience great sadness on that day as no material gain or economic growth can comfort humans. Human civilization would be on the brink of collapse without clean air to breathe, water to drink, or food. Thus, it is the duty of each one of us to begin implementing green practices sooner than later. Every nation must advocate to pursue and aim for sustainable growth and development; otherwise, very soon, we will face a terrible scenario that cannot be fixed.

- **Low Cost**

Green marketing often encourages the implementation of sustainable practices by companies, which involve the reduction of resources such as energy and raw materials. Therefore, by decreasing resource usage, organisations can reduce expenses related to the acquisition and utilisation of these resources. Implementing green marketing strategies often involves minimizing waste generation and promoting

recycling and reuse and reducing waste can lead to lower disposal costs and potential revenue generation through recycling programs. Although some initial investments may be required to implement green marketing strategies, the long-term cost savings can outweigh these expenses. For example, investing in energy-efficient technologies may incur higher initial costs, but it can yield substantial long-term savings on energy expenditures.

- **Consumer Benefit**

Green marketing can also enhance a company's reputation as an environmentally responsible brand which can lead to increased customer loyalty and positive brand perception, which in turn can result in higher sales. The utilisation of environmentally friendly products greatly reduces an individual's susceptibility to illness resulting from exposure to toxins. Consumers are attracted to green products due to its added value, which includes safety, comfort, good taste, and energy conservation. Natural disasters have resulted in fatalities and illnesses worldwide, which can be prevented by inculcating green culture and the implementation of green marketing tactics by businesses, promoting a healthier way of life.

3.7 PROBLEMS AND CHALLENGES WITH GREEN MARKETING

Some challenges in implementing green marketing are that green products require renewable and recyclable materials, which are generally more expensive than their traditional counterparts. It also requires advanced technology, significantly increasing research and development expenditure. Most consumers might not be willing to pay a premium price for green items since they are largely unaware of them or their advantage over conventional items. Thus, green marketing often involves educating consumers about the ecological benefits of products and the importance of sustainability. Businesses may be required to allocate funds towards marketing campaigns, labelling, and communication efforts in order to enhance awareness and modify consumer behaviour, which might incur significant expenses. Firms that have pursued a green marketing strategy have faced a plethora of issues and a variety of problems, some of which are as follows:

- **Cost**

Implementing green marketing demands a significant investment, making it an expensive proposition. adopting green marketing strategies usually requires investments in research, development, and execution of eco-friendly processes. For instance, adopting renewable energy sources or modifying packaging to enhance sustainability can result in greater initial expenses in comparison to traditional approaches.

- **Trust**

Customers have shown a lack of confidence in green marketing due to reluctance to change. Despite the best efforts, especially in the green sector, businesses haven't been able to draw customers' attention to green marketing. A concept of eco-labelling has been initiated, although customers have exhibited a mixed response.

- **Only Long-Term Gains**

One significant challenge in green marketing is that the benefits are often seen as long-term gains rather than immediate rewards. Profits are likely to be low at first due to high investment in R&D and expensive operational costs. Green marketing will only succeed with the economics of scale in the long run.

- **Unwillingness to Pay More**

Customers have demonstrated a lack of willingness to pay a premium price for eco-friendly items compared to traditional products, affecting sales. Many consumers prioritize price over environmental considerations when they make purchasing decisions. Even if they acknowledge the importance of sustainability, some consumers may hesitate to pay a premium for green products, especially if they perceive cheaper alternatives to be comparable in quality.

- **Pricing War**

One significant challenge with green marketing is the risk of a pricing war, which has the potential to undermine the sustainability efforts of businesses. Intense competition can lead to price-driven marketing strategies, where businesses focus primarily on undercutting competitors to gain market share. In such a situation, companies might place more importance on price rather than sustainability. Engaging in a pricing war can significantly impact profit margins for businesses, making it challenging to prioritise investments in environmentally-friendly practices or sustainable product development. Firms trying to win price wars against conventional products and competitors may likely cause the green marketing revolution to fail.

Table 3.1: Barriers and Steps to Overcome the Barriers to Green Buying Behaviour

BARRIERS TO GREEN BUYING BEHAVIOUR	STEPS TO OVERCOME THE BARRIERS
Lack of Knowledge	**Educate the public**
Consumers know that reducing greenhouse gas emissions will benefit the environment and are keen to protect it. However, they are unsure of what to do and lack direction. Companies must communicate with customers about the benefits of environmentally friendly products and satisfy consumer needs.	Once a marketer understands what discourages consumers from purchasing green products, he can strive to remove these obstacles. Because most consumers are unaware of green products, their advantages, and their availability compared to conventional products, businesses need to educate their customers about them.
Negative Perceptions	**Create better products**
The issue of reputation affects a lot of green products due to consumers' perceptions of their inferior performance, lack of features, and not being value for money (Bonini & Oppenheim, 2008). The only way to change people's perceptions is to produce quality green products.	Companies need to make better products than conventional alternatives because consumers value reliability, durability, performance, and other attributes over environmental friendliness. This will help dispel the myth that green products don't perform as well as conventional products, subsequently making consumers choose them. For instance, when Toyota learned that the Prius has less power than non-hybrid vehicles, they redesigned the car to meet consumer performance and style preferences by marketing it as being "quick, roomy, and economical."
Distrust	**Be Honest**
According to Borin et al. (2011), consumers today question the quality of green products and doubt whether or not	Companies must be truthful in their claims supported by evidence, or else consumers won't believe the green claims

products labelled as “green” are green. Businesses should be honest with their customers to break down the distrust barrier.	made by businesses.
High Costs	**Offer better value**
Price is a significant roadblock to green marketing as consumers believe that buying green products is not worth the extra cost compared to buying conventional goods, as verifying environmental performance or "green" claims about a product is challenging (Stall-Meadows & Davey, 2013). Claims such as "organically grown," "biodegradable," and "recycled material" are never verifiable, and as a result, consumers frequently doubt the efficacy of environmentally friendly products (Cason and Gangadharan, 2002).	Businesses must guarantee that consumers receive a return on their investment, both monetary and environmental benefits. If consumers are convinced that a product offers both conventional and ecological benefits, they most likely will be willing to buy it.
Low Availability	**Making Products Easily Accessible**
Customers may occasionally want to buy green products, but locating them is difficult as they are not readily accessible in certain instances. For example, clean energy might not be possible because the local infrastructures do not permit it.	Generally, consumers face trouble finding green products. Businesses can solve this problem through effective communication and by making their products readily available to the public.

3.8 GUIDLINES FOR SUCCESSFUL GREEN MARKETING

Before jumping on the green bandwagon, a marketer must address specific steps, like justifying the claims, pricing, and fulfilling personal benefits by addressing the customer's latent needs. Today's consumers are well-informed and thoroughly researched reports, reviews, testimonials, suggestions, certification seals, labels, ingredient lists, and more. Therefore, it is crucial for all marketing initiatives, including the company website, sales materials, public relations, and social media handles, to exceed expectations in demonstrating the company's environmental commitments (Ottman, 2008). Additionally, price is a key factor for most consumers when purchasing, although a segment of eco-conscious consumers is ready to pay more for environmental protection (Shao et al., 2018). Marketers must recognise that customers strongly desire environmentally friendly and cost-effective products while meeting their quality requirements (Tiwari et al., 2011). When it's not possible to offer rock-bottom pricing for green products, providing great value can still help boost sales. Lastly, although many consumers favour products claiming to save the environment if the green marketer can connect that claim to personal gains, like enhancing one's health or saving money, it will have a better impact. For instance, consuming organically grown food with reduced use of toxic pesticides and herbicides is highly advantageous for both consumers and the environment; many organic food enthusiasts choose it because their families and children will be less exposed to hazardous chemicals.

Thus, before unquestioningly jumping onto the bandwagon of green marketing, companies must follow the golden rules of green marketing. The first rule is to know one's customers and ensure that they are aware of environmental issues and are concerned about its conservation from further degradation (Mishra & Sharma, 2014). Companies must spread awareness of why environmental protection is necessary because mere awareness among consumers might not encourage them to purchase eco-friendly products (Alamsyah et al., 2020). Businesses must prioritise authenticity and transparency when making green claims about their products to foster confidence and avoid employing greenwashing tactics at any cost. The product's performance should not be compromised and should fulfil users' needs and requirements. Generally, green products offered in the market are more expensive than the traditional alternatives due to the economics of scale and high-quality,

sustainable ingredients used in their manufacturing coupled with R&D cost, making many such products out of reach for ordinary citizens to afford and use. Green pricing is crucial for the success of green products, especially in India, where people are very price-sensitive, and the product should offer value to consumers.

3.9 GREEN MARKETING MYOPIA

It is crucial to remember that green marketing needs to satisfy two goals: environmental quality and customer satisfaction (Ottman et al., 2006). Green marketing myopia is the term for misjudging or overemphasising the former at the latter's expense. Green marketing myopia is the tendency to excessively concentrate on the environmental aspects of products or services, often disregarding broader sustainability factors. Companies' narrow focus during product development on the product's "greenness" and disregard for meeting customer needs could lead to a potential product failure (Parimaladevi, 2014). Green marketing requires the application of sound marketing principles to make green products appealing to the masses and avoid green marketing myopia. Marketing myopia occurs when marketers become obsessed with creating as many product features as possible rather than meeting consumer demands.

Green marketing should prioritise improving customer satisfaction and environmental quality, as green marketing myopia occurs from the incorrect perception of or overemphasis on one at the expense of the other as the products fail to offer verifiable ecological advantages (Smith et al., 2010). Finding a product that has no environmental impact is very challenging. Still, whatever environmentally friendly or green products are available, they help preserve and improve the environment by being energy efficient and minimising the use of toxic substances, pollution, and waste (Ottman et al., 2006). It is a well-established fact that consumers will be motivated to purchase a product if it offers them the desired benefit they are looking for, and it will be advantageous if the product is green. The average consumer will choose goods and services based on various factors, including environmental factors that maximise utility (Villarino & Font, 2015). A common mantra in green marketing is that marketer should concentrate their message on more conventional attributes like price, quality, or service if they want the general public to purchase

their product, as the "greenness" of a product is probably not crucial to many mainstream consumers. Green marketers should offer competitive products to generate higher sales for the environmental impact to be significant. Toyota Prius was the first hybrid electric car to be mass-produced globally and became an instant success as it offered a great value proposition. Thus, successful green products avoid green marketing myopia by adhering to the principles of consumer value position, consumer knowledge calibration, and credibility of the product claims.

3.10 GREEN CONSUMERISM

During the last few decades, environmentalism has emerged as a worldwide phenomenon as people started to face severe ecological issues and the condition of the natural environment worsened, leading to a rise in public concern and call for its conservation. In the initial days, various NGOs and policymakers of various developed countries raised these issues. However, of late, with increased literacy rates worldwide and increased use of social media, every concerned citizen is worried about the deteriorating environment. Laroche et al. (2001) found that most environmentally conscious consumers are educated as they have realised that they can bring a change by changing their consumption patterns. This group of customers is often called green consumers, who prioritise environmentally friendly or sustainable products in their purchasing decisions and avoid those that they believe would cause harm to the environment and their health (Elkington, 1994). This research is specially targeted to this group of consumers to determine their behaviour towards green marketing and eco-friendly products in the easternmost hilly and mountainous state of Nagaland in India.

Green products have a minimal negative impact on the environment and are sometimes called ecologically safe or environmentally friendly, while green marketing promotes and sells these products (D'Souza et al., 2006). Khare (2015) concluded that consumer knowledge about green products influences their decision to purchase. Ottman (2008) states that many environmentally conscious consumers are interested in knowing about the raw materials used in manufacturing a product and its origin, and they have a strong preference for brands associated with green marketing. Green consumerism, called sustainable or eco-friendly consumerism, is purchasing

based on a product or service's environmental and social benefits (Sachdeva et al., 2015). Green customers prioritise products and companies that demonstrate some form of commitment to sustainability, environmental responsibility, and ethical conduct and often look for third-party certifications and labels, such as organic, Fair Trade, Energy Star, or other eco-friendly certifications, to confirm a product's compliance with particular environmental and ethical criteria (Darnall & Vázquez-Brust, 2018).

3.11 GREEN CERTIFICATIONS AND ECO-LABELS

Green products, also known as eco-friendly products, do not pollute the environment or deplete the earth's natural resources (Elkington & Hailes, 1989). These products are healthy and sustainable compared to conventional products (Ottman, 1993). Due to customer environmental concerns in recent times, demand has also increased significantly, and many firms are shifting their product line towards green products. In order to differentiate green products from conventional products and build trust, companies use different green certifications and eco-labels. This third-party green certification and eco-labels are powerful green marketing tools as many consumers recognise and differentiate green products from traditional counterparts just on the basis of this (Wang et at., 2018). More than 400 eco-labels and green certifications are used in different countries worldwide. When any company's products fulfil certain criteria set by this third-party green certification and eco-label issuing agency, they are allowed to use this certificate or labels, which companies put either in the packaging, user manual or the product itself. Some of the commonly used green certifications and eco-labels are as follows.

- **100% Natural**

Source: https://pngtree.com/so/100-natural

This eco-label is often seen in the FMGC sector, denoting that the product does not contain harmful chemicals or ingredients and is manufactured from natural or organic ingredients.

- **National Programme for Organic Production (NPOP)**

Source: https://apeda.gov.in/apedawebsite/organic/

Different countries have different certificates to indicate whether a particular agricultural product is organic, and in India, agricultural products free from chemical fertilisers, pesticides, and insecticides are granted this certification.

- **IMO Control**

Source: https://ioas.org/certification_bodies/imo-control-private-limited-imo-india/

IMO Control is an independent certification body for organic and sustainable agriculture certification that carries out inspection and certification of organic agriculture in India.

- **National Organic Program (NOP)**

Source: https://www.usda.gov/topics/organic

The United States Department of Agriculture (USDA) issues this label to farms and businesses that meet the requirement of national organic standards to serve the growing organic sector.

- **Global Organic Textile Standard (GOTS)**

Source: https://global-standard.org/

The Global Organic Textile Standard (GOTS) was developed by leading organisations responsible for establishing internationally recognised criteria for organic textiles. Textiles that are certified to the Global Organic Textile Standard (GOTS) provide customers with a trustworthy assurance of production processes that are both environmentally and socially ethical, including the entire process from raw material harvesting to labelling.

- **ISO 14001**

Source: https://www.iso.org/home.html

ISO 14001 is an internationally recognised standard for Environmental Management Systems (EMS). It provides a structure for companies to develop, implement, and improve their environmental performance. By following this standard, organisations can guarantee the implementation of

proactive actions to minimise their environmental impact, adhere to legal obligations, and achieve their environmental objectives.

- **EcoCert**

Source: https://www.naty.com/us/en/what-is-ecocert-certification.html

EcoCert is a French organisation established in 1991 that offers inspection and certification services for organic products. With a presence in over 80 countries, it is one of the leading organic certification organisations globally and is well-regarded for its expertise in setting standards for natural cosmetics.

- **Fair for Life**

Source: https://www.fairforlife.org/

The Fair for Life certification guarantees a purchasing price greater than the current market price and a minimum guaranteed price based on the production cost. Additionally, it ensures the maintenance of safe and fair working conditions across the whole supply chain, irrespective of the chain link or country, and empowers producers by giving them more autonomy. Furthermore, it advocates for adopting ecologically sustainable agricultural practices and fosters the transition to organic farming.

- **Energy Star**

Source: https://www.energystar.gov/about

The Energy Star is an official certification that the Environmental Protection Agency developed to endorse energy efficiency, and the products that are certified with the Energy Star label are proven to be energy efficient and contribute to energy conservation.

- **BEE Star Label**

Source: https://beeindia.gov.in/en/star-label

The BEE Star Label is an initiative in India overseen by the Bureau of Energy Efficiency, which operates under the Ministry of Power. Its primary purpose is to promote and support energy efficiency. The star rating is a measure of the energy efficiency of a product, where a higher number of stars indicates a higher amount of energy savings.

- **ECO Mark**

Source: https://www.bis.gov.in/product-certification/eco-mark-scheme/

The ECO Mark is a certification issued by the Bureau of Indian Standards (BIS) to indicate products with positive environmental impacts and covers various product categories. When a product displays both the ECO Mark and ISI Mark, it indicates that the product meets particular environmental standards as well as the quality criteria specified in the relevant Indian Standard.

3.12 ENVIRONMENTAL LAWS AND ACTS IN INDIA

Environmental legislation is a crucial government component that outlines regulations and laws regarding various environmental aspects. India's environmental laws regulate natural resources like fisheries, forests, and minerals (Ahmad, 2001). The Indian constitution acknowledges the need to safeguard, preserve, and ensure equitable use of these resources. Environmental conservation is a fundamental duty and one of the Directive Principles of State Policy. According to Article 51A: Fundamental Duties (Part IV A), every citizen has an obligation to protect and preserve the natural environment, including forests, lakes, and rivers, and to demonstrate compassion for all living beings (Kohli & Menon, 2022).

The United Nations' focus transitioned from the political order, such as securing and maintaining international peace, to the economic order, such as how to protect and enhance mankind's economic well-being, exemplified by the 1972 United Nations Conference on the Human Environment (Luchins, 1977). India established the National Council for Environmental Policy and Planning in 1972 due to this Conference held in Stockholm, which aimed to establish a regulatory authority for environmental matters and was subsequently renamed the Ministry of Environment and Forests. The Indian government has implemented several measures to safeguard the environment and biodiversity, and some of the significant and influential environmental laws and acts are listed below:

- The Wildlife (Protection) Act, 1972
- The Water (Prevention and Control of Pollution) Act, 1974
- The Air (Prevention and Control of Pollution) Act, 1981
- The Environment (Protection) Act, 1986

- The Energy Conservation Act, 2001
- Biological Diversity Act 2002
- Scheduled Tribes and Other Traditional Forest Dwellers (Recognition of Forest Rights) Act, 2006 (FRA)
- The National Green Tribunal Act, 2010
- Compensatory Afforestation Fund Act, 2016
- National Forest Policy, 1988
- Biological Diversity Act, 2002
- Wild Life Protection Act, 1972
- Prevention of Cruelty to Animals Act, 1960
- Batteries (Management and Handling) Rules, 2001
- Hazardous Wastes (Management and Handling) Amendment Rules, 2003

CHAPTER IV

DATA ANALYSIS AND INTERPRETATION

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DATA ANALYSIS AND INTERPRETATION

4.1 INTRODUCTION

Data analysis plays a crucial part in every research, and this chapter focuses on analysing and interpreting data, explicitly examining the study's hypotheses and objectives and presenting the findings. The report includes demographic information on the respondents, descriptive statistics, item analysis, exploratory factor analysis, and hypothesis test results.

4.2 THE DEMOGRAPHIC PROFILE OF THE RESPONDENTS

The demographic profile of the respondents includes gender, marital status, age group, educational qualification, occupation and income.

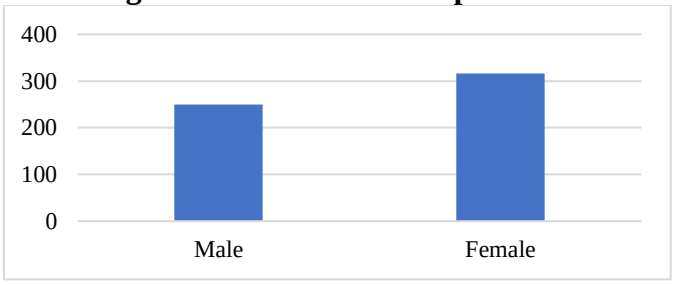
4.2.1 Gender

Table 4.1: Gender of the Respondents

Sl.No.	Gender	Nos.	Percentage
1	Male	250	44.17%
2	Female	316	55.83%
Total		566	100%

Source: Primary Data

Fig 4.1: Gender of the Respondents



Source: Primary Data

The survey findings revealed that 44.17% of participants were male, while 55.83% were female. The gender distribution is approximately equal, with a comparable number of males and females. Although India recognises the third gender, this study did not include it.

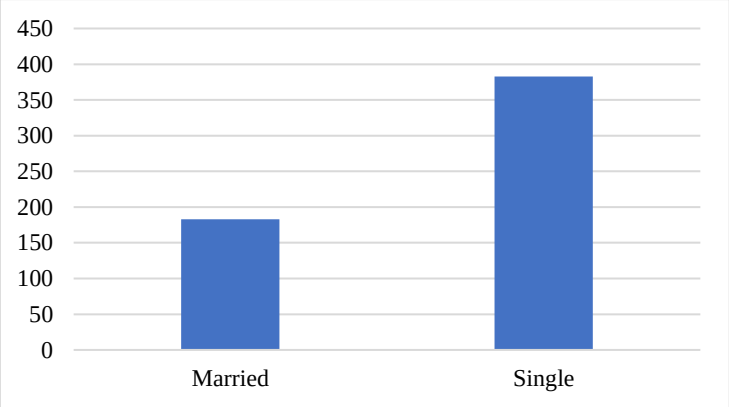
4.2.2 Marital Status

Table 4.2: Marital Status of the Respondents

Sl.No.	Marital	Nos.	Percentage
1	Married	183	32.33%
2	Single	383	67.67%
Total		566	100%

Source: Primary Data

Fig 4.2: Marital Status of the Respondents



Source: Primary Data

According to the data, 67.67% of the participants are unmarried, while 32.33% are married. Additional classifications such as divorcee, widowed, or separated were excluded due to the hesitancy of the individual respondents to disclose their marital status openly. This variable was selected based on the distinct lifestyles, consumption habits, and expenditure patterns exhibited by the two groups as marriage brings additional responsibilities and obligations, which in turn influence consumer behaviour. This information is valuable for comprehending the potential influence of marital status on consumer behaviour and attitudes towards eco-friendly products and

green marketing techniques. Married consumers may have distinct environmental concerns and purchase habits for eco-friendly products compared to single consumers.

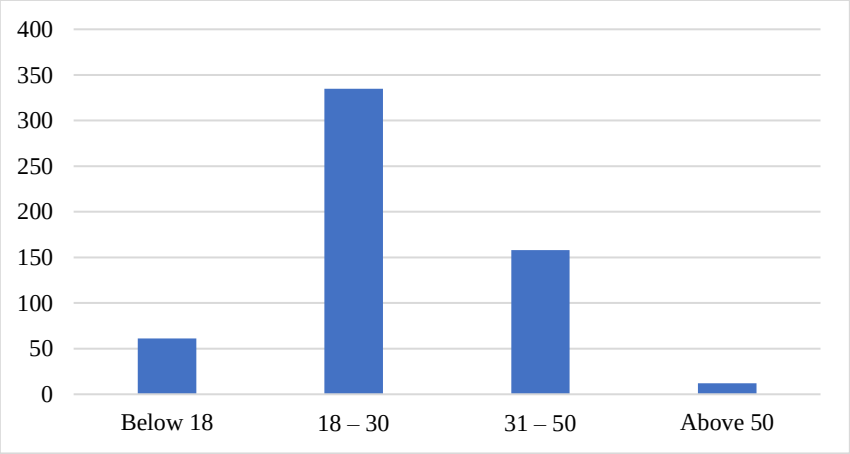
4.2.3 Age Group

Table 4.3: Age Group of the Respondents

Sl.No.	Age Group (in years)	Nos.	Percentage
1	Below 18	61	10.78%
2	18 – 30	335	59.19%
3	31 – 50	158	27.92%
4	Above 50	12	2.12%
Total		566	100%

Source: Primary Data

Fig 4.3: Age Group (in years) of the Respondents



Source: Primary Data

The data shows that 59.19% of the respondents are between the ages of 18 and 30 years, followed by 27.92% between the ages of 31 and 50 years, and 10.78% below the age of 18 years, while only 2.12% of the respondents were over the age of 50 years. Understanding the influence of age on consumer behaviour and attitudes towards eco-friendly products and green marketing tactics can be facilitated by this knowledge. For example, younger consumers may exhibit greater environmental awareness and be more open to green marketing communication, whereas elderly consumers may display less enthusiasm for eco-friendly products and be less inclined to engage with green marketing initiatives.

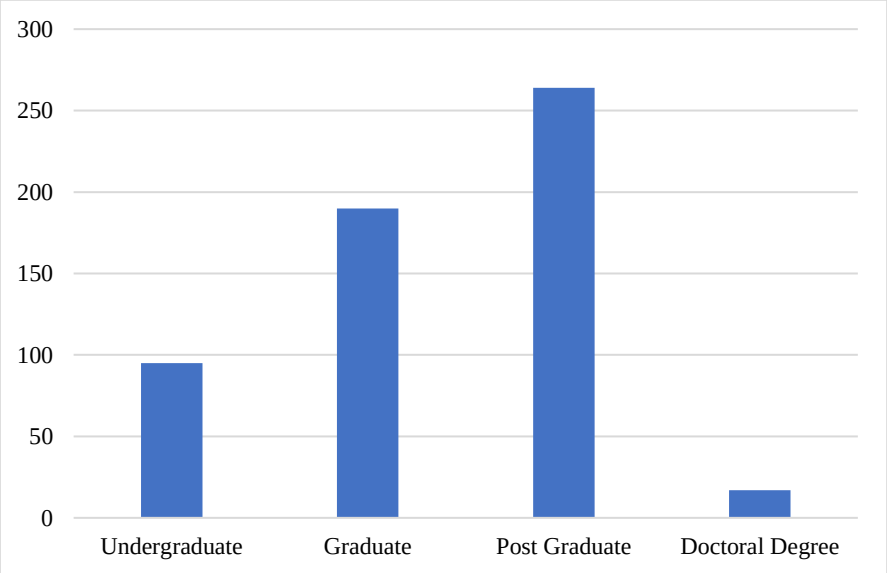
4.2.4 Educational Qualification

Table 4.4: Educational Qualification of the Respondents

Sl.No.	Education Qualification	Nos.	Percentage
1	Graduate	190	33.57%
2	Post Graduate	264	46.64%
3	Undergraduate	95	16.78%
4	Doctoral Degree	17	3.00%
Total		566	100%

Source: Primary Data

Fig 4.4: Educational Qualification of the Respondents



Source: Primary Data

The data presented in the table indicates that among the 566 respondents in the Kohima and Dimapur districts of Nagaland, the largest proportion (46.64%) possess a post-graduate degree, followed by 33.57% who hold a graduate degree, 16.78% with undergraduate qualifications, and a mere 3.00% who have attained a Ph.D. degree. This information is valuable for comprehending the influence of education level on consumer behaviour and attitudes towards eco-friendly products and green marketing techniques. For instance, customers with a higher level of education are likely to possess greater knowledge about environmental concerns and are more inclined to actively search for eco-friendly products or respond favourably to green marketing initiatives.

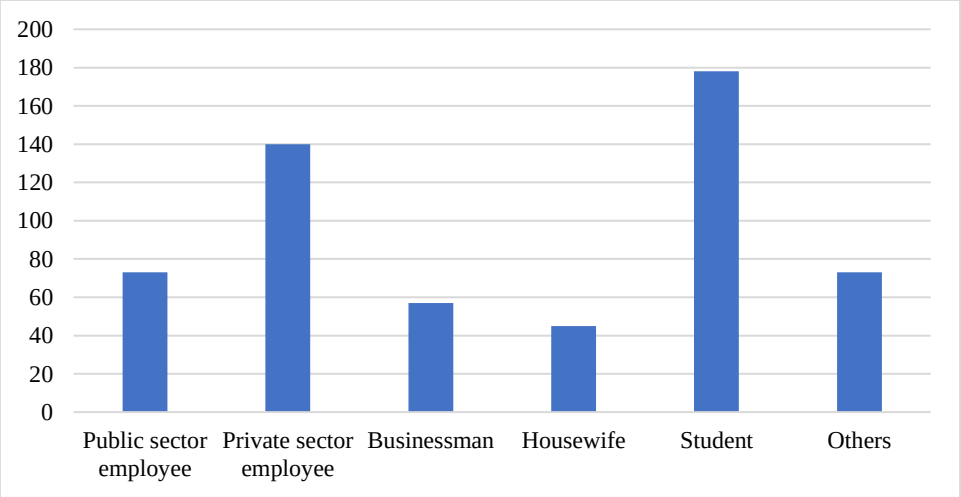
4.2.5 Occupation

Table 4.5: Occupation of the Respondents

Sl.No.	Occupation	Nos.	Percentage
1	Public sector employee	73	12.90%
2	Private sector employee	140	24.73%
3	Businessman	57	10.07%
4	Housewife	45	7.95%
5	Student	178	31.45%
6	Others	73	12.90%
Total		566	100%

Source: Primary Data

Fig 4.5: Occupation of the Respondents



Source: Primary Data

The largest proportion of respondents (31.45%) identified themselves as students, followed by private sector employees (24.73%), public sector employees (12.90%), self-employed individuals running their businesses (10.07%). Homemakers accounted for 7.95% of the respondents, while the remaining 12.90% identified as "others" and did not specify their occupation. This information is valuable for comprehending the influence of occupation on consumer behaviour and attitudes towards eco-friendly products and green marketing techniques. For instance, students are likely to possess a higher level of environmental awareness and be more open to green marketing communication, whereas big businessmen, high-ranking employees

with greater disposable income are more likely to prefer and buy green organic goods with premium price tags.

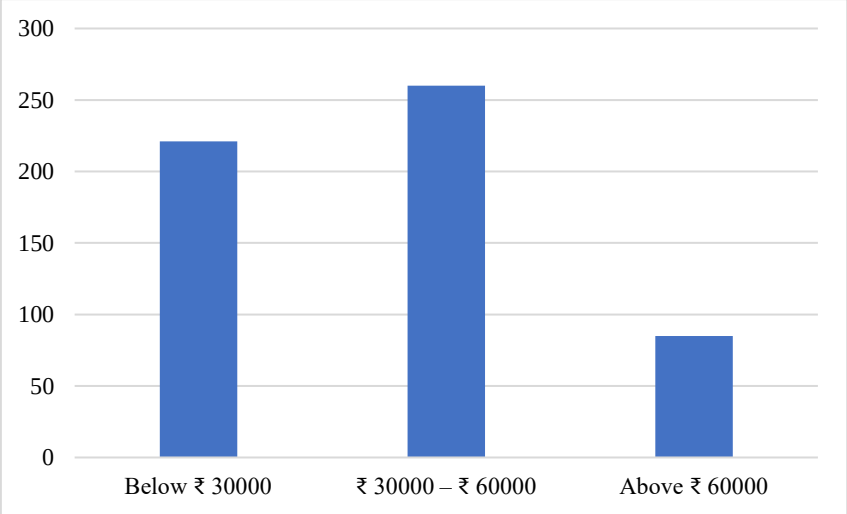
4.2.6 Monthly Household Income

Table 4.6: Monthly Income of the Respondents

Sl.No.	Monthly Income	Nos.	Percentage
1	Below ₹ 30000	221	39.05%
2	₹ 30000 – ₹ 60000	260	45.94%
3	Above ₹ 60000	85	15.02
Total		566	100%

Source: Primary Data

Fig 4.6: Monthly Income of the Respondents



Source: Primary Data

The data in the table shows that 39.05% of the participants reported having a monthly family income below ₹ 30000. The largest proportion of respondents (45.94%) reported earning between ₹ 30000 to ₹ 60000 per month, while 15.02% reported earning over ₹ 60000 per month. This information is valuable for comprehending the potential influence of income on consumer behaviour and attitudes towards eco-friendly products and green marketing techniques. Consumers with higher incomes are more inclined to value sustainability and are generally willing to pay a premium for eco-friendly items. Conversely, lower-income

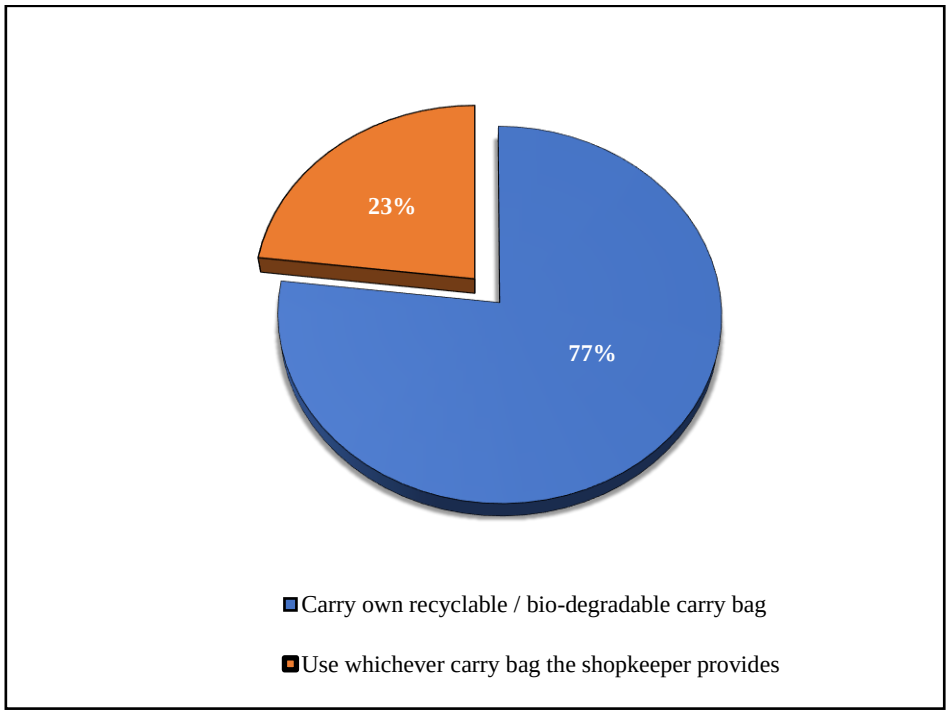
consumers tend to be more price-sensitive and less likely to prioritise sustainability when making purchase decisions.

4.3 DESCRIPTIVE STATISTICS

The respondents' preferences for environmentally friendly products and their level of concern for the environment are shown in the ensuing subsections:

4.3.1 Shoppers Carry Bag Usage

Fig 4.7: Figure Showing the Type of Carry Bag Used by The Respondents While Going for Shopping



Source: Primary Data

Table 4.7: Table Showing the Type of Carry Bag Used by The Respondents While Going for Shopping

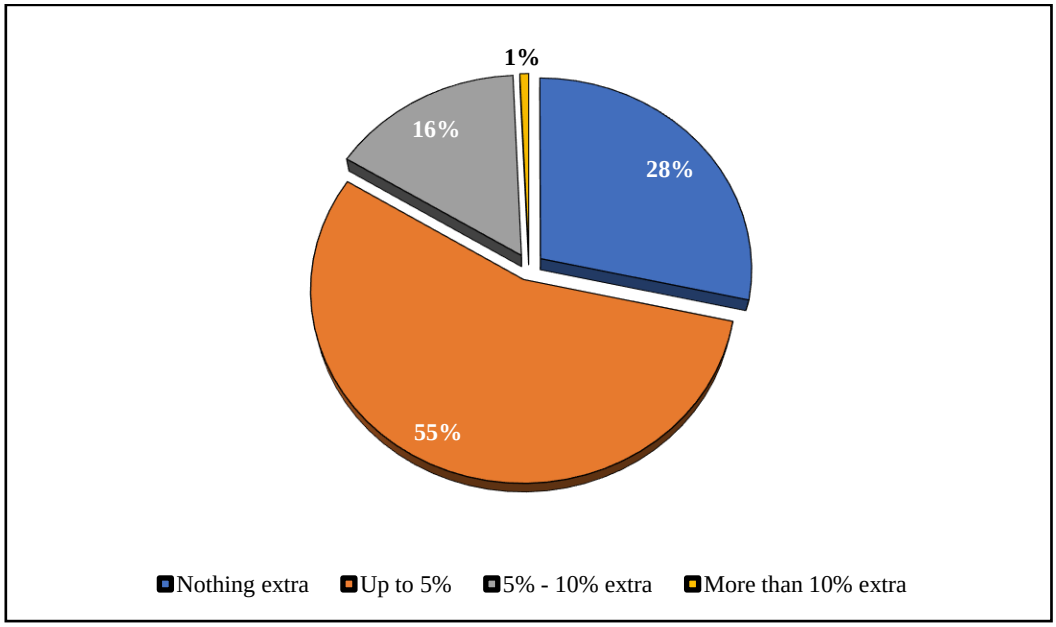
1	Carry own recyclable / bio-degradable carry bag	435	76.86%
2	Use which ever carry bag shopkeeper provides	131	23.14%
Total		566	100%

Source: Primary Data

From the data gathered on the carry bags used by shoppers in Nagaland, it can be concluded that most shoppers bring their bags when shopping, while only a smaller percentage rely on the carry bags provided by the shopkeeper. This information highlights the importance of promoting the use of recyclable and biodegradable carry bags to reduce the environmental impact of single-use plastic bags. It can also be concluded that irrespective of the shoppers' concern for the environment, they demonstrate positive behaviour by bringing their shopping bags when they go shopping. The result also suggests that a significant portion of shoppers may not be aware of the harmful effect of single-use plastic carry bags on the environment, which can be rectified through awareness campaigns and the implementation of stringent government policies banning such products from the market.

4.3.2 Willingness to Paying Premium for Eco-Friendly Products

Fig 4.8: Figure Showing How Much the Respondents Are Willing to Pay for Environmentally Friendly Goods



Source: Primary Data

Table 4.8: Table Showing How Much the Respondents Are Willing to Pay for Environmentally Friendly Goods

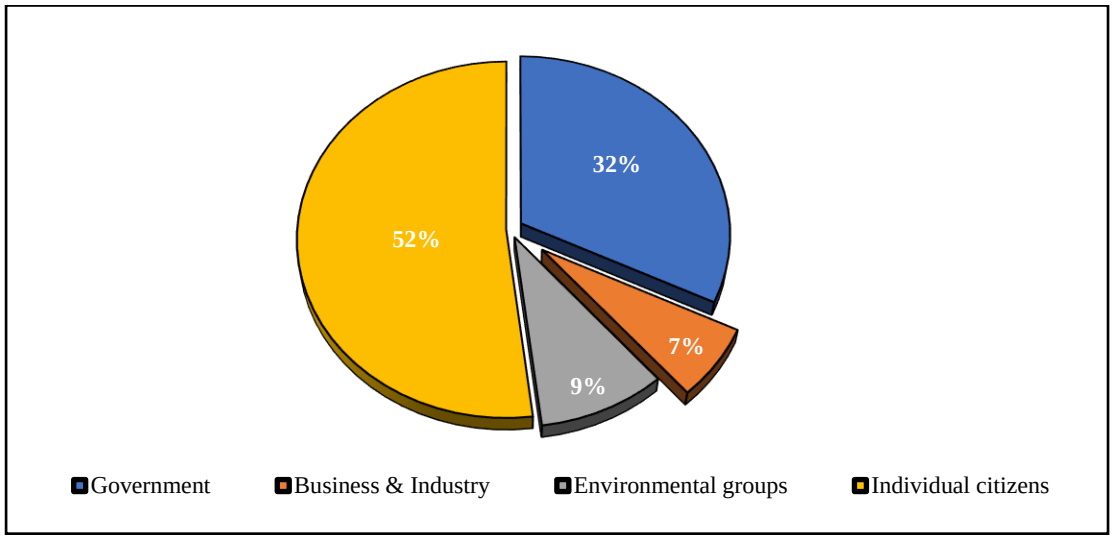
1	Nothing extra	161	28.45%
2	Up to 5%	313	55.30%
3	5% - 10% extra	88	15.55%
4	More than 10% extra	4	0.71%
Total		566	100%

Source: Primary Data

According to the survey data on the willingness to pay extra for environmentally friendly goods indicates that over half (55.30%) of the respondents are willing to pay up to 5% extra for environmentally friendly goods, while 28.45% of respondents are not willing to pay anything extra. Only a minor fraction (15.55%) demonstrates a willingness to pay between 5 to 10% extra, and a mere 0.71% are willing to pay an excess of 10%. These findings indicate that most consumers are willing to spend a small additional cost for ecologically friendly items. Nevertheless, the majority of individuals would refrain from paying a substantial extra cost for environmentally friendly products compared to their conventional alternatives. This highlights the importance of setting competitive prices for ecologically friendly items to make them affordable to the general public and stimulate the demand for sustainable products.

4.3.3 Responsibility for Spearheading Efforts to Tackle Environmental Issues

Fig 4.9: Figure Showing Whom the Respondents Think Should Take Lead in Addressing Environmental Problems



Source: Primary Data

Table 4.9: Table Showing Whom the Respondents Think Should Take Lead in Addressing Environmental Problems

1	Government	182	32.16%
2	Business & Industry	37	6.54%
3	Environmental groups	53	9.36%
4	Individual citizens	294	51.94%
Total		566	100%

Source: Primary Data

Based on the survey data, 51.94% of respondents believe that individual citizens should be responsible for addressing environmental problems. The government is seen as the second most important stakeholder, with 32.16% of the respondents expressing that they should take the lead in addressing environmental issues, followed by environmental groups (9.36%) and business & industry (6.54%), respectively. These findings suggest that dealing with environmental problems is mainly viewed as a collective effort, with most respondents placing the onus on individual citizens. This highlights the need for environmental education and awareness campaigns to engage and empower citizens to tackle environmental problems. The government is crucial in establishing regulatory frameworks and providing incentives to promote sustainable behaviour.

4.3.4 Item Analysis

The questionnaire's items on the respondents' awareness, attitude, and behaviour towards environmental concerns, green marketing, green products, advertising, pricing, and convenience and availability were examined using item analysis, as displayed in the table below. The table measures awareness, attitude, and behaviour on a scale ranging from 1 to 5, where 1 represents significant disagreement, and 5 represents strong agreement and is arranged in descending order of mean value.

Table 4.10: Item Analysis for Consumer Awareness, Attitude and Behaviour Measurement Scale

Sl. No.	Items	Mean Value
1	Parents should educate children the importance of preserving the nature and eco-system.	4.6
2	Schools/Colleges should introduce courses related to environmental protection.	4.59
3	The condition of the environment affects the quality of my life.	4.42
4	Environmental activities undertaken by me today will help save the environment for future generations.	4.42
5	I am aware of environmental issues like pollution, climate change, global warming etc.	4.32
6	Given a choice between two similar products, I would purchase green product over conventional products.	4.25
7	Eco-friendly products are healthier, less polluting, energy efficient than their conventional counterparts.	4.19
8	Green advertising is good at addressing environmental problems.	4.19
9	Green products help in safeguarding the environment and preserving the natural resources.	4.18
10	I am familiar with green marketing	4.16
11	It is important to me that the products I use do not harm the environment.	4.14
12	I think my participation in environmental protection would influence my family and friends to participate too.	4.08
13	I will recommend eco-friendly products to my family and peer group.	4.06
14	I make every effort to reduce the use of single use plastic.	3.99
15	I have a positive attitude towards green products and prefer brands which are associated with green marketing.	3.99
16	Products which pollute the environment during manufacturing/consumption/disposal should be heavily taxed.	3.91
17	I would prefer to use public transportation and ride a bicycle to	3.88

	reduce air pollution.	
18	I avoid products having harmful effect on environment.	3.86
19	I feel most of the eco-friendly products I buy are overpriced.	3.78
20	I would purchase an electric car in my budget over a gasoline powered car.	3.77
21	I am satisfied with every green product that I have used earlier.	3.77
22	I am willing to pay little extra price to buy products that do not harm environment.	3.65
23	I make special effort to buy green products.	3.61
24	I look for and buy products made from or packaged in recycled material.	3.59
25	The quality of most eco-friendly products conforms to my expectations.	3.56
26	When buying any product, I am influenced by Green Certification / Eco-label / Eco-rating on the packaging.	3.55
27	Most of the environmentally safe products I use are hard to find.	3.55
28	Companies use green advertising to charge higher price.	3.54
29	Companies use green advertising to protect their reputation.	3.49
30	I actively seek out environmental information about the products I buy.	3.48
31	Companies are promoting awareness programs for environmental protection and green buying.	3.41
32	Buying eco-friendly products put extra burden on my budget.	3.29
33	I am satisfied towards availability of green products.	3.22
34	Sufficient information is being provided on Eco-label	3.19
35	Advertising claims for green products are trustworthy.	3.19
36	Information on Eco-labels are accurate.	3.13
37	Companies do not cheat consumers in the name of eco-friendly product.	2.94

Source: Primary Data

From the item analysis, it has been observed that most respondents believe that education plays a crucial role in environmental protection, as most agree that education on ecological conservation should be prioritised. Respondents were of the opinion that environmental education should be incorporated into the syllabus of school and college curricula to make the younger generation aware of its importance and conservation. A vast majority of the respondents feel that the condition of the natural environment affects the quality of their lives. They are aware of various environmental issues such as pollution, climate change, and global warming, and this realisation is essential for the success of green marketing campaigns as people have become aware that their active participation today will help safeguard the environment for future generations, leading to a sustainable consumption pattern and reducing waste. They agree to buy eco-friendly products over conventional products if made available as they believe they are healthier, less polluting, and energy efficient than their traditional counterparts. The consumers of Nagaland are familiar with green marketing and have a favourable attitude towards green advertising, which is good at addressing environmental problems, helping safeguard the environment and preserving natural resources. They believe that their participation in environmental protection would influence their family and friends to participate and would recommend eco-friendly products to them. They strive to minimise the use of single-use plastic, exhibit a favourable attitude towards green products, and prefer brands associated with green marketing. They advocate for the government to impose taxes on environmentally polluting products as a means to discourage their purchase.

4.3.5 Measurement of Consumer Knowledge and Concern for the Environmental

In the questionnaire, the respondents were asked to rate their responses on a five-point scale, using nine questions to assess the respondents' overall level of environmental knowledge and concern. Therefore, the overall maximum score possible was 45 (9x5), and the minimum score possible was 9 (9x1). The score here represents the overall level of consumer knowledge and concern for the environment, and high scores indicate favourable consumer awareness and consideration for the environment. The overall consumer awareness and concern for the environment calculated can be interpreted as follows:

Table 4.11: Interpretation of Overall Score of Consumer Environmental Concern

Interpretation of Scale Value	Very Minimal Concern	Minimal Concern	Moderately Concern	High Concern	Very High Concern
Scale Value for Overall Score	9-16.2	16.2-23.4	23.4-30.6	30.6-37.8	37.8-45

Source: Primary Data

The mean value of the consumer environmental concern score was 38.20, which falls under very high concern. Therefore, it can be concluded that the consumers in Nagaland are highly knowledgeable about environmental problems. **Hence, the first objective of the study has been achieved.**

As the data analysis reveals that consumers are highly aware of environmental issues and are concerned for their protection, these finding corroborate Jain and Kaur's (2004) assertion that people are becoming more conscious of environmental issues and actively seeking eco-friendly solutions to tackle them. Polonsky (1994) also found in his research that societal concern for the environment is increasing and businesses are adopting the principles of environmental management and waste minimization. Lee (2009) found a growing awareness, particularly among young individuals, regarding environmental issues. Ottman (2017) concluded that people are anxious about environmental issues due to their increasingly environmental concern, as they believe that solving environmental issues requires the collective effort of every citizen worldwide rather than just depending on the government, environmental groups, NGOs, or businesses.

4.3.6 Correlation Between Concern for Environmental and Consumer Attitude Towards Green Marketing Products

Correlation refers to the association between two or more variables where the change in the magnitude is linked to the change in the magnitude of another variable, either in the same direction (a positive correlation) or in the opposite direction (a negative correlation). Typically, "correlation" refers to a linear connection between two continuous variables and the Pearson correlation coefficient is commonly employed for normally distributed data whereas the Spearman rank correlation is

employed to measure monotonic links when data are not normally distributed. The correlation coefficients range from -1 to +1 where 0 indicates no linear or monotonic relationship. As the coefficient approaches an absolute value of 1, we can say that the relationship becomes stronger and approaches either a straight line (Pearson correlation) or a consistently increasing or decreasing curve (Spearman correlation). In this study, the researcher used Spearman correlation as the data was not normally distributed to check the correlation between respondents' environmental concerns and consumer attitudes towards green marketing products.

Table 4.12: Correlations Between Concern for the Environment and Consumer Attitude Towards Green Marketing Products

			Concern for Environment	Consumer Attitude Towards Green Marketing Products
Spearman's rho	Concern for Environment	Correlation Coefficient	1.000	
		Sig. (2-tailed)	.	
		N	566	
	Consumer Attitude Towards Green Marketing Products	Correlation Coefficient	.470**	1.000
		Sig. (2-tailed)	.000	.
		N	566	566
**. Correlation is significant at the 0.01 level (2-tailed).				

Source: Primary Data

Based on the p-value of .000 at a 0.05 significant level, the concern for the environment and consumer attitude towards green marketing products correlate, and there is a moderate positive correlation between them (Schober et al., 2018). If the concern for the environment rises, there will be a moderate increase in consumer attitudes towards green marketing products.

4.3.7 Measurement of Consumer Awareness and Attitude Towards Green Marketing Products

The respondents answered 13 questions about green marketing and products on a five-point scale to indicate their awareness and attitude towards these products. The highest attainable score was 65, while the lowest was 13, reflecting the overall degree of consumer understanding and attitude towards green marketing products. High scores reflect positive customer awareness and attitude towards products marketed as environmentally friendly. The overall consumer awareness and attitude level for green marketing products calculated can be interpreted as follows:

Table 4.13: Interpretation of Overall Score of Consumer Awareness and Attitude of Green Marketing Products

Interpretation of Scale Value	Very Low Awareness	Low Awareness	Moderate Awareness	High Awareness	Very High Awareness
Scale value for overall score	13-23.4	23.4-33.8	33.8-44.2	44.2-54.6	54.6-65

Source: Primary Data

The mean value of the consumer awareness and attitude toward green marketing products score was 51.10, which falls under the high awareness category. It can be concluded that the consumers in Nagaland have a high awareness of and attitude toward green marketing products. **Hence, the second objective of the study has been achieved.**

The study found that the majority of the respondents possess extensive knowledge and have a favourable attitude towards green marketing products. There is an upward correlation between environmental concern and customer attitude towards green marketing products. Since they are aware of environmental issues, they are more inclined to adopt a sustainable consumption pattern. Bearse et al. (2009) found that awareness and education help individuals pursue sustainability. They have a positive attitude towards green advertising, acknowledge its usefulness in raising public awareness about safeguarding the environment, and encourage the consumption of green products. Because of their favourable attitude towards

environmental concerns, they are willing to reduce their carbon footprint by opting for public transportation and cycling. They unanimously agree with the statement that they have a positive attitude towards green products and prefer those brands that are associated with green marketing. A positive attitude towards green marketing products can resolve many environmental issues in both the long and short term (Khan, 2012). With a positive attitude towards eco-friendly goods and sustainable practices, most of the mega-future projects aim for sustainability. For instance, 'Neom', an ambitious future city in Saudi Arabia, aims to achieve zero carbon emissions by sourcing all its energy needs from 100% clean sources. The respondents' environmental care and attitude towards green products directly influence their green shopping and buying decisions (Kim & Choi, 2005), as Meyer (2001) asserts that consumer environmental concern is a prerequisite for green purchase.

4.4 FACTOR ANALYSIS

Factor analysis is a statistical technique used to identify underlying relationships between variables, particularly useful in large datasets. It aims to uncover latent variables or constructs that influence observed variables. Researchers extract these factors from observed variables using methods like principal component analysis or common factor analysis. This technique is widely used in psychology, sociology, economics, and market research to understand complex relationships and inform decision-making.

4.4.1 Reliability Test

The reliability test checks the stability and consistency of data scores. Cronbach’s alpha value was found to be 0.842, more significant than 0.7 (Nunnally, 1978), which signifies that the internal consistencies of datasets are solid and reliable. Thus, the researcher can proceed with the factor analysis.

Table 4.14: Results of the Reliability Test

Reliability Statistics	
Cronbach's Alpha	N of Items
.842	37

Source: Primary Data

4.4.2 Exploratory Factor Analysis

In order to find the factors that influence consumer behaviour towards green marketing and eco-friendly products, Exploratory Factor Analysis (EFA) was conducted using SPSS software. The items for EFA are listed in the table below.

Table 4.15: Items for Exploratory Factor Analysis

Sl.No.	Statements	Code
	CONCERN FOR ENVIRONMENT	**EC**
1	The condition of the environment affects the quality of my life.	EC1
2	I am aware of environmental issues like pollution, climate change, global warming etc.	EC2
3	Environmental activities undertaken by me today will help save the environment for future generations.	EC3
4	Parents should educate children the importance of preserving the nature and eco-system.	EC4
5	Schools/Colleges should introduce courses related to environmental protection.	EC5
6	I think my participation in environmental protection would influence my family and friends to participate too.	EC6
7	I would prefer to use public transportation and ride a bicycle to reduce air pollution.	EC7
8	I make every effort to reduce the use of single use plastic.	EC8
9	Products which pollute the environment during manufacturing/consumption/disposal should be heavily taxed.	EC9
	GREEN MARKETING AND GREEN PRODUCTS	**GP**
10	I am familiar with green marketing	GP1
11	Green products help in safeguarding the environment and preserving	GP2

	the natural resources.	
12	It is important to me that the products I use do not harm the environment.	GP3
13	I will recommend eco-friendly products to my family and peer group.	GP4
14	I avoid products having harmful effect on environment.	GP5
15	I actively seek out environmental information about the products I buy.	GP6
16	Eco-friendly products are healthier, less polluting, energy efficient than their conventional counterparts.	GP7
17	Given a choice between two similar products, I would purchase green product over conventional products.	GP8
18	I would purchase an electric car in my budget over a gasoline powered car.	GP9
19	I look for and buy products made from or packaged in recycled material.	GP10
20	I have a positive attitude towards green products and prefer brands which are associated with green marketing.	GP11
21	I am satisfied with every green product that I have used earlier.	GP12
22	The quality of most eco-friendly products conforms to my expectations.	GP13
	ADVERTISING	**AD**
23	Green advertising is good at addressing environmental problems.	AD1
24	Companies are promoting awareness programs for environmental protection and green buying.	AD2
25	Companies use green advertising to protect their reputation.	AD3
26	Companies do not cheat consumers in the name of eco-friendly product.	AD4
27	When buying any product, I am influenced by Green Certification / Eco-label / Eco-rating on the packaging.	AD5
28	Sufficient information is being provided on Eco-label	AD6
29	Information on Eco-labels are accurate.	AD7
30	Advertising claims for green products are trustworthy.	AD8

	PRICING	PR
31	I feel most of the eco-friendly products I buy are overpriced.	PR1
32	I am willing to pay little extra price to buy products that do not harm environment.	PR2
33	Buying eco-friendly products put extra burden on my budget.	PR3
34	Companies use green advertising to charge higher price.	PR4
	CONVENIENT AND AVAILABILITY	**CA**
35	I make special effort to buy green products.	CA1
36	I am satisfied towards availability of green products.	CA2
37	Most of the environmentally safe products I use are hard to find.	CA3

Source: Primary Data

Table 4.16: Kaiser Meyer Olkin (KMO) and Bartlett's Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.759
Bartlett's Test of Sphericity	Approx. Chi-Square	8036.880
	df	666
	Sig.	.000

Source: Primary Data

In order to perform EFA, it is essential to establish the reliability and validity of the obtained reduction, and the sample should also be adequate. It was done with the Kaiser-Meyer-Olkin (KMO) and Bartlett's test of sphericity (Chawla & Sondhi, 2011). The KMO measures the sampling adequacy and determines whether the responses given with the sample are adequate, ideally close to 0.5, for a satisfactory factor analysis to proceed. Kaiser (1974) recommends 0.5 (value for KMO) as the minimum barely acceptable value and between 0.7 – 0.8 good values. Bartlett's test indicates the strength of the relationship among variables. This tests the null hypothesis that the correlation matrix is an identity matrix. An identity matrix is a matrix in which all diagonal elements are one and all off-diagonal elements are close to zero. The KMO and Barttlet's test result generated a KMO statistics value of 0.759, which is more than 0.5. Barttlet's test p-value of 0.000, which is less than the significance level of 0.05, i.e. we reject the null hypothesis, which implies that the correlation matrix is not an identity matrix. Therefore, the sample data of the study was suitable for Exploratory Factor Analysis.

Eigenvalue represents the amount of variance contained by a factor, and the table below displays the total variance explained at two stages for factors that affect consumer behaviour towards green marketing and products. 11 groups or dimensions were extracted because their Eigenvalues were more than one. With the two groups extracted, 65.163% of the variance was explained.

Table 4.17: Initial Eigenvalues

Initial Eigenvalues			
Component	**Total**	**% of Variance**	**Cumulative %**
1	6.259	16.916	16.916
2	4.209	11.377	28.292
3	2.914	7.877	36.169
4	1.722	4.654	40.823
5	1.605	4.338	45.161
6	1.394	3.768	48.929
7	1.366	3.692	52.621
8	1.322	3.574	56.195
9	1.155	3.122	59.316
10	1.112	3.005	62.322
11	1.051	2.842	65.163
12	0.96	2.594	67.758
13	0.895	2.419	70.177
14	0.848	2.291	72.468
15	0.838	2.265	74.732
16	0.763	2.061	76.793
17	0.674	1.822	78.615
18	0.644	1.741	80.357
19	0.623	1.683	82.039
20	0.581	1.57	83.609
21	0.541	1.463	85.072
22	0.525	1.419	86.492
23	0.511	1.382	87.873
24	0.474	1.28	89.154
25	0.46	1.243	90.397
26	0.426	1.151	91.549
27	0.406	1.096	92.645
28	0.366	0.988	93.633
29	0.348	0.942	94.575
30	0.342	0.923	95.498
31	0.307	0.829	96.328
32	0.287	0.776	97.104
33	0.252	0.681	97.784

34	0.248	0.671	98.456
35	0.209	0.565	99.021
36	0.194	0.523	99.544
37	0.169	0.456	100

Source: Primary Data

Table 4.18: Extraction Sums of Squared Loadings

Extraction Sums of Squared Loadings		
Total	**% of Variance**	**Cumulative %**
6.259	16.916	16.916
4.209	11.377	28.292
2.914	7.877	36.169
1.722	4.654	40.823
1.605	4.338	45.161
1.394	3.768	48.929
1.366	3.692	52.621
1.322	3.574	56.195
1.155	3.122	59.316
1.112	3.005	62.322
1.051	2.842	65.163

Source: Primary Data

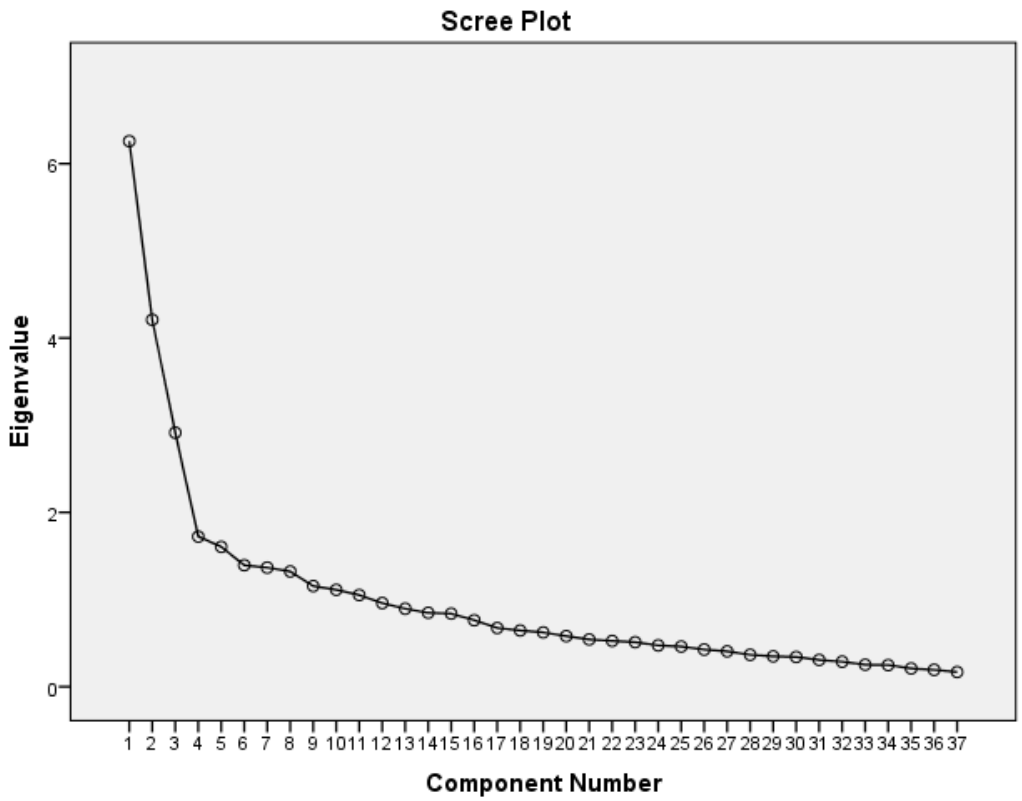
Table 4.19: Rotation Sums of Squared Loadings

Rotation Sums of Squared Loadings		
Total	**% of Variance**	**Cumulative %**
3.496	9.448	9.448
3.267	8.83	18.279
2.478	6.696	24.975
2.175	5.878	30.853
2.029	5.483	36.335
1.957	5.288	41.623
1.887	5.101	46.724
1.857	5.019	51.743
1.782	4.817	56.561
1.677	4.532	61.092
1.506	4.071	65.163

Source: Primary Data

4.4.3 Scree Plot

Fig4.10: Scree Plot



Source: Primary Data

The scree plot is a graph of the eigenvalues against all the factors, and the graph helps determine how many factors to retain. In the above figure, the curve begins to flatten between factors 11 and 12 as from factor 12 onwards, the eigenvalue is less than one, so only 11 factors have been retained for consumer behaviour on green marketing and eco-friendly products.

4.4.4 Rotated Component Matrix

The rotated component matrix reduces the number of factors on which the variables under investigation have high loadings. Rotation does not change anything but makes the analysis interpretation easier. The rotated component matrix is shown in Table 4.18. In order to interpret the results, a cut-off point of the co-efficient is decided, which is generally above 0.5 (Chawla & Sondhi, 2011).

Table 4.20: Rotated Component Matrix

Items	Component										
	1	2	3	4	5	6	7	8	9	10	11
EC1											.768
EC2											
EC3	.743										
EC4	.531										
EC5											
EC6	.697										
EC7							.591				
EC8					.608						
EC9	.599										
GP1										.724	
GP2	.554										
GP3											
GP4	.575										
GP5					.792						
GP6					.500						
GP7	.559										
GP8						.742					
GP9											
GP10								.714			
GP11											
GP12				.745							
GP13				.754							
AD1									.692		
AD2											
AD3									.752		
AD4		.678									
AD5								.522			
AD6		.798									
AD7		.875									
AD8		.773									
PR1			.791								
PR2							.715				
PR3			.800								
PR4			.729								
CA1											
CA2											
CA3											
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.											

Source: Primary Data

After performing the varimax rotation method with Kaizer normalisation using the SPSS software, Group 1 comprises seven items (EC3, EC4, EC6, EC9, GP2, GP4

and GP7), Group 2 comprises four items (AD4, AD6, AD7 and AD8), Group 3 comprises three items (PR1, PR3, and PR4), Group 4 comprises two items (GP12 and GP13), Group 5 comprises three items (EC8, GP5 and GP6), Group 6 comprises only one item (GP8), Group 7 comprises two items (EC7 and PR2), Group 8 comprises two items (GP10 and AD5), Group 9 comprises two items (AD1 and AD3), and lastly Group 10 and Group 11 comprise only one item each, which are GP1 and EC1 respectively. Out of these 11 groups, Group 6, 10 and 11 include only one factor each. Similarly, Group 4, 7, 8 and 9 comprise only two items. According to Fabrigar et al. (1999) and Costello and Osborne (2005), each group in factor analysis must contain at least three items. Therefore, Groups 4, 6, 7, 8, 9, 10, and 11 (20 items) were excluded for further research and interpretation due to poor factor loading. Groups 1, 2, 3, and 5 comprise 17 items, the most important and relevant factors that impact consumer behaviour toward green marketing and eco-friendly products.

An EFA was performed again consisting of the 17 items revealed by the previous factor analysis using principal component analysis and varimax rotation, and the minimum factor loading criteria was set at 0.50. Table 4.19 shows the KMO and Bartlett's Test of the new EFA. The KMO and Bartlett's test of sphericity generated a KMO statistic value 0.717, surpassing the required value of 0.5. The p-value of Bartlett's Test was 0.000, less than the significance level of 0.05. Therefore, the null hypothesis is rejected, indicating that the correlation matrix is not an identity matrix. Hence, the sample data used in the study was appropriate for conducting another Exploratory Factor Analysis.

Table 4.21: Kaiser Meyer Olkin (KMO) and Bartlett's Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.717
Bartlett's Test of Sphericity	Approx. Chi-Square	3237.356
	df	136
	Sig.	.000

Source: Primary Data

4.4.5 Total Variance Explained

Table 4.22: Initial Eigenvalues

Initial Eigenvalues			
Component	**Total**	**% of Variance**	**Cumulative %**
1	3.556	20.919	20.919
2	2.966	17.446	38.366
3	2.057	12.098	50.464
4	1.402	8.249	58.712
5	.978	5.752	64.464
6	.874	5.140	69.604
7	.764	4.492	74.096
8	.648	3.809	77.905
9	.597	3.509	81.415
10	.562	3.304	84.719
11	.509	2.992	87.711
12	.486	2.861	90.572
13	.440	2.587	93.159
14	.350	2.056	95.216
15	.337	1.980	97.196
16	.280	1.646	98.842
17	.197	1.158	100.000

Source: Primary Data

Table 4.23: Extraction Sums of Squared Loadings

Extraction Sums of Squared Loadings		
Total	**% of Variance**	**Cumulative %**
3.556	20.919	20.919
2.966	17.446	38.366
2.057	12.098	50.464
1.402	8.249	58.712

Source: Primary Data

Table 4.24: Rotation Sums of Squared Loadings

Rotation Sums of Squared Loadings		
Total	**% of Variance**	**Cumulative %**
3.217	18.924	18.924
2.849	16.759	35.683
2.075	12.204	47.887
1.840	10.825	58.712

Source: Primary Data

Table 4.25: Rotated Component Matrix

Items	Component			
	1	2	3	4
EC3	.707			
EC4	.618			
EC6	.640			
EC8				.609
EC9	.659			
GP2	.686			
GP4	.620			
GP5				.877
GP6				.634
GP7	.638			
AD4		.746		
AD6		.771		
AD7		.880		
AD8		.794		
PR1			.829	
PR3			.792	
PR4			.778	
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.				

Source: Primary Data

The new exploratory factor analysis results confirmed that the four-dimensional structure explained 58.71% of the total variance. Factor 1 includes seven items (EC3, EC4, EC6, EC9, GP2, GP4 and GP7), referring to as "Environmental Awareness and Concern," Factor 2 gathers four items (AD4, AD6, AD7 and AD8), which represents "Trust in Eco-labels & Green Ads," Factor 3 included three items (PR1, PR3 & PR4), which was named as "Green Pricing & Cost" and finally, Factor 4

includes three items (EC8, GP5 and GP6), referring to as "Perception of Green Products". Factor Loadings are presented in the table below.

Table 4.26: Factor Loadings

Items	1	2	3	4
Environmental Awareness and Concern				
EC3	.743			
EC4	.531			
EC6	.697			
EC9	.599			
GP2	.554			
GP4	.575			
GP7	.559			
Trust in Eco-labels and Green Ads				
AD4		.678		
AD6		.798		
AD7		.875		
AD8		.773		
Green Pricing and Cost				
PR1			.791	
PR3			.800	
PR4			.729	
Perception of Green Products				
EC8				.608
GP5				.792
GP6				.500

Source: Primary Data

Table 4.27: Group Variables for Each of The Extracted Four Factors

Factors	Factor Statement	Factor Loading
Environmental Awareness and Concern	Environmental activities undertaken by me today will help save the environment for future generations.	.743
	Parents should educate children the importance of preserving the nature and eco-system.	.531
	I think my participation in environmental protection would influence my family and friends to participate too.	.697
	Products which pollute the environment during manufacturing/consumption/disposal should be heavily taxed.	.599
	Green products help in safeguarding the environment and preserving the natural resources.	.554
	I will recommend eco-friendly products to my family and peer group.	.575
	Eco-friendly products are healthier, less polluting, energy efficient than their conventional counterparts.	.559
Trust in Eco-labels and Green Ads	Companies do not cheat consumers in the name of eco-friendly product.	.678
	Sufficient information is being provided on Eco-label	.798
	Information on Eco-labels are accurate.	.875
	Advertising claims for green products are trustworthy.	.773
Green Pricing and Cost	I feel most of the eco-friendly products I buy are overpriced.	.791
	Buying eco-friendly products put extra burden on my budget.	.800
	Companies use green advertising to charge higher price.	.729
Perception of Green Products	I make every effort to reduce the use of single use plastic.	.608
	I avoid products having harmful effect on	.792

	environment.	
	I actively seek out environmental information about the products I buy.	.500

Source: Primary Data

Table 4.28: Name of New Groups and Details

Sl.No.	Item included	Name of New Factor	Percentage of variance
1	EC3, EC4, EC6, EC9, GP2, GP4, and GP7.	Environmental Awareness & Concern	18.924
2	AD4, AD6, AD7, and AD8	Trust in Eco-label & Green Ads	16.759
3	PR1, PR3, and PR4	Green Pricing & Cost	12.204
4	EC8, GP5 and GP6	Perception of Green Products	10.825
		Total	**58.712**

Source: Primary Data

Therefore, the Exploratory Factor Analysis identified four primary constructs for consumer behaviour towards green marketing and eco-friendly products in Nagaland, as mentioned in Table above. These factors explain 58.71% of the total variance in consumer behaviour.

4.4.6 Measurement of Consumer Behaviour towards Environmentally Friendly Products

The measurement scale used in this study was a five-point scale for the identified 17 items, identified by Exploratory Factor Analysis as mentioned in the previous section. Therefore, the overall maximum score possible was 85, and the overall minimum score possible was 17, and the score here signifies the overall level of consumer behaviour towards environmentally friendly products. Thus, high scores

indicate favourable consumer behaviour for environmentally friendly products. The overall consumer behaviour level calculated, thus, can be interpreted as follows:

Table 4.29: Interpretation of Overall Score of Consumer Behaviour

Interpretation of Scale Value	Highly Unfavourable Behaviour	Unfavourable Behaviour	Moderately Favourable Behaviour	Favourable Behaviour	Highly Favourable Behaviour
Scale value for overall score	17-30.6	30.6-44.2	44.2-57.8	57.8-71.4	71.4-85

Source: Primary Data

The mean value of the consumer behaviour score was 63.84, which falls under the favourable category. Therefore, it can be concluded from the above that consumers in Nagaland have favourable behaviour towards environmentally friendly products. **Hence, the third objective of the study has been achieved.**

Green consumers have emerged due to increased awareness of green products and their beneficial attributes in combating the deteriorating environment. In this research, the respondents exhibited favourable behaviour towards environmentally friendly products. The findings are in contrast to Chan and Lau (2000), who claimed that individuals have limited ecological awareness and are thus less involved in green purchasing behaviour. A plausible explanation could be that the study took place two decades ago, during a time when environmental issues were not as severe as they are today and consumer behaviour shifted towards green products. Environmental concerns influence consumer behaviour towards green products (Kim & Choi, 2005). Consumers, although they might prefer eco-friendly products, also give priority to product attributes that fulfil their needs. Ginsberg and Bloom (2004) demonstrated that merely having a green product with minimal or no functional benefits compared to conventional goods will not necessarily translate into sales.

4.5 TESTING OF HYPOTHESIS

Hypothesis testing is a statistical analysis used to assess the validity of assumptions made about a population parameter and is employed to assess the

correlation between two statistical variables. Hypothesis testing was performed to determine the demographic aspects that impact customer buying behaviour for environmentally friendly products. The study employed the Mann Whitney U Test and Kruskal Wallis Test to examine the hypotheses and assess the relationship between the factors identified by EFA, namely "Environmental Awareness & Concern," "Trust in Eco-label & Green Ads," "Green Pricing & Cost," and "Perception of Green Products," and demographic variables, that is "Gender," "Marital Status," "Age Group," "Educational Qualification," "Occupation," and "Income."

4.5.1 Environmental Awareness & Concern

H_1: There is no significant difference among the respondents regarding their environmental awareness and concern in relation to their gender.

Table 4.30: Mann-Whitney U Test – Environmental Awareness and Concern in Relation to Gender

Environmental Awareness & Concern		The Gender of the Respondents	
Mann-Whitney U	38045.500	Male	250
p-value	.450	Female	316
		Total	566

Source: Primary Data

Result: Based on the Mann-Whitney U Test result, there is no significant difference among the respondents regarding their environmental awareness and concern in relation to their gender. As shown in the table, the p-value is 0.450, more than the significance level of 0.05, and the researcher failed to reject the null hypothesis.

H_2: There is no significant difference among the respondents regarding their environmental awareness and concern in relation to their marital status.

Table 4.31: Mann-Whitney U Test – Environmental Awareness and Concern in Relation to Marital Status

Environmental Awareness & Concern		Marital Status of the Respondents	
Mann-Whitney U	34858.000	Single	383
p-value	.918	Married	183
		Total	566

Source: Primary Data

Result: Based on the Mann-Whitney U Test result, there is no significant difference among the respondents regarding their environmental awareness and concern in relation to their marital status. As shown in the table, the p-value is 0.918, more than the significance level of 0.05, and the researcher failed to reject the null hypothesis.

H_3: There is no significant difference among the respondents regarding their environmental awareness and concern in relation to their age groups.

Table 4.32: Kruskal-Wallis Test – Environmental Awareness and Concern in Relation to Age Group

Environmental Awareness & Concern		Age Group of the Respondents (in years)	
Chi-Square	1.081	Below 18	61
df	3	18 - 30	335
p-value	.782	31 - 50	158
		Above 50	12
		Total	566

Source: Primary Data

Result: Based on the Kruskal-Wallis Test result, there is no significant difference among the respondents regarding their environmental awareness and concern in relation to their age group. As shown in the table, the p-value is 0.782, more than the significance level of 0.05, and the researcher failed to reject the null hypothesis.

H_4: There is no significant difference among the respondents regarding their environmental awareness and concern in relation to their educational qualifications.

Table 4.33: Kruskal-Wallis Test – Environmental Awareness and Concern in Relation to Educational Qualification

Environmental Awareness & Concern		Educational Qualification of the Respondents	
Chi-Square	2.698	Undergraduate	95
df	3	Graduate	190
p-value	.441	Post Graduate	264
		Doctoral Degree	17
		Total	566

Source: Primary Data

Result: Based on the Kruskal-Wallis Test result, there is no significant difference among the respondents regarding their environmental awareness and concern in relation to their educational qualifications. As shown in the table, the p-value is 0.441, more than the significance level of 0.05, and the researcher failed to reject the null hypothesis.

H_5: There is no significant difference among the respondents regarding their environmental awareness and concern in relation to their occupation.

Table 4.34: Kruskal-Wallis Test – Environmental Awareness and Concern in Relation to Occupation

Environmental Awareness & Concern		Occupation of the Respondents	
Chi-Square	8.655	Public sector employee	73
df	5	Private sector employee	140
p-value	.124	Businessman	57
		Housewife	45
		Student	178
		Others	73
		Total	566

Source: Primary Data

H_6: There is no significant difference among the respondents regarding their environmental awareness and concern in relation to their income.

Table 4.35: Kruskal-Wallis Test – Environmental Awareness and Concern in Relation to Income

Environmental Awareness & Concern		Monthly Income of the Respondents	
Chi-Square	4.256	Below ₹ 30000	221
df	2	₹ 30000 - ₹ 60000	260
p-value	.119	Above ₹ 60000	85
		Total	566

Source: Primary Data

Result: Based on the Kruskal-Wallis Test result, there is no significant difference among the respondents regarding their environmental awareness and concern in relation to their income. As shown in the table, the p-value is 0.119, more than the significance level of 0.05, and the researcher failed to reject the null hypothesis.

4.5.2 Trust in Eco-label and Green Ads

H_7: There is no significant difference among the respondents regarding their trust in eco-label and green advertisements in relation to their gender.

Table 4.36: Mann-Whitney U Test – Trust in Eco-label and Green Ads in Relation to Gender

Trust in Eco-label and Green Ads		The Gender of the Respondents	
Mann-Whitney U	38746.000	Male	250
p-value	.695	Female	316
		Total	566

Source: Primary Data

Result: Based on the Mann-Whitney U Test result, there is no significant difference among the respondents regarding their trust in eco-label and green advertisements in relation to their gender. As shown in the table, the p-value is 0.695, more than the significance level of 0.05, and the researcher failed to reject the null hypothesis.

H_8: There is no significant difference among the respondents regarding their trust in eco-label and green advertisements in relation to their marital status.

Table 4.37: Mann-Whitney U Test – Trust in Eco-label and Green Ads in Relation to Marital Status

Trust in Eco-label and Green Ads		Marital Status of the Respondents	
Mann-Whitney U	32645.500	Single	383
p-value	.185	Married	183
		Total	566

Source: Primary Data

Result: Based on the Mann-Whitney U Test result, there is no significant difference among the respondents regarding their trust in eco-label and green advertisements in relation to their marital status. As shown in the table, the p-value is 0.185, more than the significance level of 0.05, and the researcher failed to reject the null hypothesis.

H_9: There is no significant difference among the respondents regarding their trust in eco-label and green advertisements in relation to their age groups.

Table 4.38: Kruskal-Wallis Test – Trust in Eco-label and Green Ads in Relation to Age Group

Trust in Eco-label and Green Ads		Age Group of the Respondents (in years)	
Chi-Square	9.138	Below 18	61
df	3	18 - 30	335
p-value	.028	31 - 50	158
		Above 50	12
		Total	566

Source: Primary Data

Result: Based on the Kruskal-Wallis Test result, there is a significant difference between the respondents' age group and their trust in eco-label and green advertisements. As shown in the table, the p-value is 0.028, less than the significance level of 0.05, and the researcher rejects the null hypothesis and concludes that respondents between the ages of 18 and 30 years (mean rank 299.41) have a greater level of trust in eco-labels and green advertisements, and they favour brands that engage in green marketing.

H_{10}: There is no significant difference among the respondents regarding their trust in eco-label and green advertisements in relation to their educational qualifications.

Table 4.39: Kruskal-Wallis Test – Trust in Eco-label and Green Ads in Relation to Educational Qualification

Trust in Eco-label and Green Ads		Educational Qualification of the Respondents	
Chi-Square	5.395	Undergraduate	95
Df	3	Graduate	190
p-value	.145	Post Graduate	264
		Doctoral Degree	17
		Total	566

Source: Primary Data

Result: Based on the Kruskal-Wallis Test result, there is no significant difference among the respondents regarding their trust in eco-label and green advertisements in relation to their educational qualifications. As shown in the table, the p-value is 0.145, more than the significance level of 0.05, and the researcher failed to reject the null hypothesis.

H_{11}: There is no significant difference among the respondents regarding their trust in eco-label and green advertisements in relation to their occupation.

Table 4.40: Kruskal-Wallis Test – Trust in Eco-label and Green Ads in Relation to Occupation

Trust in Eco-label and Green Ads		Occupation of the Respondents	
Chi-Square	6.932	Public sector employee	73
Df	5	Private sector employee	140
p-value	.226	Businessman	57
		Housewife	45
		Student	178
		Others	73
		Total	566

Source: Primary Data

Result: Based on the Kruskal-Wallis Test result, there is no significant difference among the respondents regarding their trust in eco-label and green advertisements in

relation to their occupation. As shown in the table, the p-value is 0.226, more than the significance level of 0.05, and the researcher failed to reject the null hypothesis.

H_{12}: There is no significant difference among the respondents regarding their trust in eco-label and green advertisements in relation to their income.

Table 4.41: Kruskal-Wallis Test – Trust in Eco-label and Green Ads in Relation to Income

Trust in Eco-label and Green Ads		Monthly Income of the respondents	
Chi-Square	1.744	Below ₹ 30000	221
Df	2	₹ 30000 - ₹ 60000	260
p-value	.418	Above ₹ 60000	85
		Total	566

Source: Primary Data

Result: Based on the Kruskal-Wallis Test result, there is no significant difference among the respondents regarding their trust in eco-label and green advertisements in relation to their income. As shown in the table, the p-value is 0.418, more than the significance level of 0.05, and the researcher failed to reject the null hypothesis.

4.5.3 Green Pricing and Cost

H_{13}: There is no significant difference among the respondents regarding green pricing and cost in relation to their gender.

Table 4.42: Mann-Whitney U Test – Green Pricing and Cost in Relation to Gender

Green Pricing & Cost		The Gender of the Respondents	
Mann-Whitney U	37023.000	Male	250
p-value	.194	Female	316
		Total	566

Source: Primary Data

Result: Based on the Mann-Whitney U Test result, there is no significant difference among the respondents regarding green pricing and cost in relation to their gender. As

shown in the table, the p-value is 0.194, more than the significance level of 0.05, and the researcher failed to reject the null hypothesis.

H_{14}: There is no significant difference among the respondents regarding green pricing and cost in relation to their marital status.

Table 4.43: Mann-Whitney U Test – Green Pricing and Cost in Relation to Marital Status

Green Pricing & Cost		Marital Status of the Respondents	
Mann-Whitney U	32052.500	Single	383
p-value	.096	Married	183
		Total	566

Source: Primary Data

Result: Based on the Mann-Whitney U Test result, there is no significant difference among the respondents regarding green pricing and cost in relation to their marital status. As shown in the table, the p-value is 0.096, more than the significance level of 0.05, and the researcher failed to reject the null hypothesis.

H_{15}: There is no significant difference among the respondents regarding green pricing and cost in relation to their age groups.

Table 4.44: Kruskal-Wallis Test – Green Pricing and Cost in Relation to Age Group

Green Pricing & Cost		Age Group of the respondents (in years)	
Chi-Square	7.398	Below 18	61
df	3	18 - 30	335
p-value	.060	31 - 50	158
		Above 50	12
		Total	566

Source: Primary Data

Result: Based on the Kruskal-Wallis Test result, there is no significant difference among the respondents regarding green pricing and cost in relation to their age group.

As shown in the table, the p-value is 0.060, more than the significance level of 0.05, and the researcher failed to reject the null hypothesis.

H_{16}: There is no significant difference among the respondents regarding green pricing and cost in relation to their educational qualifications.

Table 4.45: Kruskal-Wallis Test – Green Pricing and Cost in Relation to Educational Qualification

Green Pricing & Cost		Educational Qualification of the Respondents	
Chi-Square	7.206	Undergraduate	95
df	3	Graduate	190
p-value	.066	Post Graduate	264
		Doctoral Degree	17
		Total	566

Source: Primary Data

Result: Based on the Kruskal-Wallis Test result, there is no significant difference among the respondents regarding green pricing and cost in relation to their educational qualifications. As shown in the table, the p-value is 0.066, more than the significance level of 0.05, and the researcher failed to reject the null hypothesis.

H_{17}: There is no significant difference among the respondents regarding green pricing and cost in relation to their occupation.

Table 4.46: Kruskal-Wallis Test – Green Pricing and Cost in Relation to Occupation

Green Pricing & Cost		Occupation of the Respondents	
Chi-Square	4.362	Public sector employee	73
df	5	Private sector employee	140
p-value	.499	Businessman	57
		Housewife	45
		Student	178
		Others	73
		Total	566

Source: Primary Data

Result: Based on the Kruskal-Wallis Test result, there is no significant difference among the respondents regarding green pricing and cost in relation to their occupation. As shown in the table, the p-value is 0.499, more than the significance level of 0.05, and the researcher failed to reject the null hypothesis.

H_{18}: There is no significant difference among the respondents regarding green pricing and cost in relation to their income.

Table 4.47: Kruskal-Wallis Test – Green Pricing and Cost in Relation to Income

Green Pricing & Cost		Monthly Income of the Respondents	
Chi-Square	13.262	Below ₹ 30000	221
df	2	₹ 30000 - ₹ 60000	260
p-value	.001	Above ₹ 60000	85
		Total	566

Source: Primary Data

Result: Based on the Kruskal-Wallis Test result, there is a significant difference among the income group of the respondents in their assessment of green pricing and the cost of eco-friendly products. As shown in the table, the p-value is 0.001, less than the significance level of 0.05, and the researcher rejects the null hypothesis. Individuals with a monthly income below ₹ 30000 per month (mean rank 253.13) have a significantly lower assessment of the pricing of green products compared to those with monthly income above ₹ 60000 (mean rank 292.80) and between ₹ 30000 to ₹ 60000 (mean rank 306.28). To summarise, income significantly influences the perception of pricing of green products, with lower income having a lower perception of pricing.

4.5.4 Perception of Green Products

H_{19}: There is no significant difference among the respondents regarding their perception of green products in relation to their gender.

Table 4.48: Mann-Whitney U Test – Perception of Green Products in Relation to Gender

Perception of Green Products		The Gender of the Respondents	
Mann-Whitney U	38569.500	Male	250
p-value	.623	Female	316
		Total	566

Source: Primary Data

Result: Based on the Mann-Whitney U Test result, there is no significant difference among the respondents regarding their perception of green products in relation to their gender. As shown in the table, the p-value is 0.623, more than the significance level of 0.05, and the researcher failed to reject the null hypothesis.

H_{20}: There is no significant difference among the respondents regarding their perception of green products in relation to their marital status.

Table 4.49: Mann-Whitney U Test – Perception of Green Products in Relation to Marital Status

Perception of Green Products		Marital Status of the Respondents	
Mann-Whitney U	31409.500	Single	383
p-value	.041	Married	183
		Total	566

Source: Primary Data

Result: Based on the Mann-Whitney U Test result, there is a significant difference among the respondents regarding their perception of green products in relation to their marital status. As shown in the table, the p-value is 0.041, less than the significance level of 0.05, and the researcher rejects the null hypothesis. Those respondents who are unmarried (mean rank 274.01) have a significantly lower perception towards green products compared to married respondents (mean rank 303.36).

H_{21}: There is no significant difference among the respondents regarding their perception of green products in relation to their age groups.

Table 4.50: Kruskal-Wallis Test – Perception of Green Products in Relation to Age Group

Perception of Green Products		Age Group of the Respondents (in years)	
Chi-Square	6.914	Below 18	61
df	3	18 - 30	335
p-value	.075	31 - 50	158
		Above 50	12
		Total	566

Source: Primary Data

Result: Based on the Kruskal-Wallis Test result, there is no significant difference among the respondents regarding their perception of green products in relation to their age group. As shown in the table, the p-value is 0.075, more than the significance level of 0.05, and the researcher failed to reject the null hypothesis.

H_{22}: There is no significant difference among the respondents regarding their perception of green products in relation to their educational qualifications.

Table 4.51: Kruskal-Wallis Test – Perception of Green Products in Relation to Educational Qualification

Perception of Green Products		Educational Qualification of the Respondents	
Chi-Square	2.548	Undergraduate	95
df	3	Graduate	190
p-value	.467	Post Graduate	264
		Doctoral Degree	17
		Total	566

Source: Primary Data

Result: Based on the Kruskal-Wallis Test result, there is no significant difference among the respondents regarding their perception of green products in relation to their educational qualifications. As shown in the table, the p-value is 0.467, more than the significance level of 0.05, and the researcher failed to reject the null hypothesis.

H_{23}: There is no significant difference among the respondents regarding their perception of green products in relation to their occupation.

Table 4.52: Kruskal-Wallis Test – Perception of Green Products in Relation to Occupation

Perception of Green Products		Occupation of the Respondents	
Chi-Square	2.780	Public sector employee	73
df	5	Private sector employee	140
p-value	.734	Businessman	57
		Housewife	45
		Student	178
		Others	73
		Total	566

Source: Primary Data

Result: Based on the Kruskal-Wallis Test result, there is no significant difference among the respondents regarding their perception of green products in relation to their occupation. As shown in the table, the p-value is 0.734, more than the significance level of 0.05, and the researcher failed to reject the null hypothesis.

H_{24}: There is no significant difference among the respondents regarding their perception of green products in relation to their income.

Table 4.53: Kruskal-Wallis Test – Perception of Green Products in Relation to Income

Perception of Green Products		Monthly Income of the Respondents	
Chi-Square	3.964	Below ₹ 30000	221
df	2	₹ 30000 - ₹ 60000	260
p-value	.138	Above ₹ 60000	85
		Total	566

Source: Primary Data

Result: Based on the Kruskal-Wallis Test result, there is no significant difference among the respondents regarding their perception of green products in relation to their income. As shown in the table, the p-value is 0.138, more than the significance level of 0.05, and the researcher failed to reject the null hypothesis.

4.5.5 Findings of Hypothesis Testing

Table 4.54: Hypothesis Testing Results

Hypothesis No.	Null Hypothesis Description	Test	P-value	Result
H_1	There is no significant difference among the respondents regarding their environmental awareness and concern in relation to their gender.	Mann-Whitney U Test	**.450**	Failed to reject the null hypothesis
H_2	There is no significant difference among the respondents regarding their environmental awareness and concern in relation to their marital status.	Mann-Whitney U Test	**.918**	Failed to reject the null hypothesis
H_3	There is no significant difference among the respondents regarding their environmental awareness and concern in relation to their age groups.	Kruskal-Wallis Test	**.782**	Failed to reject the null hypothesis
H_4	There is no significant difference among the respondents regarding their environmental awareness and concern in relation to their educational qualifications.	Kruskal-Wallis Test	**.441**	Failed to reject the null hypothesis
H_5	There is no significant difference among the respondents regarding their environmental awareness and concern in relation to their occupation.	Kruskal-Wallis Test	**.124**	Failed to reject the null hypothesis
H_6	There is no significant difference among the respondents regarding their environmental awareness and concern in relation to their income.	Kruskal-Wallis Test	**.119**	Failed to reject the null hypothesis
H_7	There is no significant difference among the respondents regarding their trust in eco-label and green advertisements in relation to their gender.	Mann-Whitney U Test	**.695**	Failed to reject the null hypothesis
H_8	There is no significant difference among the respondents regarding their trust in eco-label and green advertisements in relation to their marital status.	Mann-Whitney U Test	**.185**	Failed to reject the null hypothesis
H_9	There is no significant difference among the respondents regarding their trust in eco-label and green advertisements in relation to their age groups.	Kruskal-Wallis Test	**.028**	Reject the null hypothesis

H_{10}	There is no significant difference among the respondents regarding their trust in eco-label and green advertisements in relation to their educational qualifications.	Kruskal-Wallis Test	**.145**	Failed to reject the null hypothesis
H_{11}	There is no significant difference among the respondents regarding their trust in eco-label and green advertisements in relation to their occupation.	Kruskal-Wallis Test	**.226**	Failed to reject the null hypothesis
H_{12}	There is no significant difference among the respondents regarding their trust in eco-label and green advertisements in relation to their income.	Kruskal-Wallis Test	**.418**	Failed to reject the null hypothesis
H_{13}	There is no significant difference among the respondents regarding green pricing and cost in relation to their gender.	Mann-Whitney U Test	**.194**	Failed to reject the null hypothesis
H_{14}	There is no significant difference among the respondents regarding green pricing and cost in relation to their marital status.	Mann-Whitney U Test	**.096**	Failed to reject the null hypothesis
H_{15}	There is no significant difference among the respondents regarding green pricing and cost in relation to their age groups.	Kruskal-Wallis Test	**.060**	Failed to reject the null hypothesis
H_{16}	There is no significant difference among the respondents regarding green pricing and cost in relation to their educational qualifications.	Kruskal-Wallis Test	**.066**	Failed to reject the null hypothesis
H_{17}	There is no significant difference among the respondents regarding green pricing and cost in relation to their occupation.	Kruskal-Wallis Test	**.499**	Failed to reject the null hypothesis
H_{18}	There is no significant difference among the respondents regarding green pricing and cost in relation to their income.	Kruskal-Wallis Test	**.001**	Reject the null hypothesis
H_{19}	There is no significant difference among the respondents regarding their perception of green products in relation to their gender.	Mann-Whitney U Test	**.623**	Failed to reject the null hypothesis
H_{20}	There is no significant difference among the respondents regarding their perception of green products in relation to their marital status.	Mann-Whitney U Test	**.041**	Reject the null hypothesis
H_{21}	There is no significant difference among the respondents regarding their perception of green products	Kruskal-Wallis Test	**.075**	Failed to reject the null

	in relation to their age groups.			hypothesis
H_{22}	There is no significant difference among the respondents regarding their perception of green products in relation to their educational qualifications.	Kruskal-Wallis Test	**.467**	Failed to reject the null hypothesis
H_{23}	There is no significant difference among the respondents regarding their perception of green products in relation to their occupation.	Kruskal-Wallis Test	**.734**	Failed to reject the null hypothesis
H_{24}	There is no significant difference among the respondents regarding their perception of green products in relation to their income.	Kruskal-Wallis Test	**.138**	Failed to reject the null hypothesis

Source: Primary Data

Most of the demographic factors do not seem to significantly impact consumer behaviour toward green products, except for a few exceptions. The results of hypothesis testing suggest that the demographic profile of the respondents does not have a statistically significant impact on their environmental awareness and concern. Marital status appears to be the only demographic element that affects consumer sentiment towards green products, with married individuals tend to have a more favourable opinion of green products than unmarried individuals. When it comes to trust in eco-labels and green advertisements, only the age group have a significant impact, with young adults between the ages of 18 and 30 exhibiting higher levels of confidence in eco-labels and green advertisements, and other demographic characteristics do not seem to have any meaningful effect. Regarding the pricing and cost of environmentally friendly products, no demographic variables appear to influence people's opinions except income. Individuals with lower incomes typically have a less favourable opinion of the pricing. Thus, the factors influencing consumer buying behaviour for environmentally friendly items have been identified, and **the fourth objective of the study has been achieved**.

Most of the demographic factors do not seem to significantly impact consumer behaviour toward green products, except for a few exceptions. The respondents' marital status has an impact on consumer perceptions of green products, with married individuals having a favourable perception of green products. The respondents' income significantly influences their perception of green product pricing; those with lower incomes have a less favourable opinion of pricing. The age group is another

demographic factor that influences respondents' trust in eco-label and green advertising, with younger individuals favouring green brands and having greater trust in eco-label and green ads. These findings fall between the findings of Akehurst et al. (2012), which suggest that demographic variables of respondents are not effective in assessing consumer behaviour for environmentally friendly goods, and the findings of Sharma (2015) and Kaufmann (2012), which show that individual demographic characteristics significantly influence consumers' perception of green products and influence their green purchasing behaviour. Environmental awareness and consumer education are the factors that influence consumer purchasing behaviour for green products (Bearse et al., 2009). According to Nath et al., 2014, the marketing mix: product, price, promotion, and place have a impact on affecting consumer behaviour for green products.

4.6 SUMMARY OF DATA ANALYSIS AND INTERPRETATION

The study was carried out in the Kohima and Dimapur districts of Nagaland with the aim of examining consumer behaviour towards green marketing and eco-friendly products. Of the 566 respondents, 44.17% identified as male and 55.83% as female. 67.67% of the respondents were unmarried, while 46.64% had completed a post-graduate degree. Students constituted the greatest proportion of the occupational category, accounting for 31.45%, and 45.94% of individuals earned an income ranging from ₹ 30000 to ₹ 60000. The majority of responders (59.19%) fell within the age range of 18-30 years. 76.86% of shoppers bring their shopping bags when they go shopping. The respondents expressed a willingness to pay a higher price for green products compared to conventional items, as 55.30% of participants expressed willingness to pay up to 5% premium for environmentally friendly goods. Almost half of the respondents (51.94%) expressed the belief that it is the responsibility of every citizen to take the initiative in tackling environmental issues.

Based on the item analysis, the respondents unequivocally agreed that education plays a vital role in environmental conservation and that environmental education should be integrated into the academic programs of educational institutes to raise awareness about its significance among the younger generation. The overwhelming majority of respondents believe that the state of the natural

environment impacts their quality of life. They are knowledgeable about various environmental issues, like pollution, climate change, and global warming. The respondents are familiar with green marketing and advertising. They are willing to purchase eco-friendly products instead of conventional ones, as they perceive them to be healthier, less polluting and more energy efficient than their traditional counterparts.

Exploratory Factor Analysis identified 17 items, the most important and relevant factors that impact consumer behaviour towards green marketing and eco-friendly products. These factors are consistent with the findings of earlier research conducted by Vazifehdoust et al. (2013) and Kong et al. (2014). The following are the names of the new factors:

- Environmental Awareness and Concerns
- Trust in Eco-label and Green Ads
- Green Pricing and Cost
- Perception of Green Products

So, taking the 17 items identified by EFA, the author measured consumer behaviour towards green marketing and eco-friendly products and found that the mean value of consumer behaviour falls in the favourable category (63.84) and concluded that consumers in Nagaland have favourable behaviour towards green marketing products. Through hypothesis testing, it was found that the demographic profile of the respondents does not have a major impact on their level of concern for the environment and their behaviour towards green products. Marital status appears to influence consumer attitudes towards green products, as married individuals tend to have a more positive perception of green products than unmarried individuals. With the exception of the age group, none of the demographic variables appears to significantly impact their trust in eco-label and green advertising. Individuals aged 18 to 30 have more confidence on eco-label and green promotion and preference towards brands associated with green marketing. Lee (2009) found that young adults are highly aware of the importance of environmental protection and they prefer products that have a positive impact on society. Regarding pricing and cost of green products, none of the demographic variables appear to influence their perception except for income, with individuals with lower income tend to have a lower perception of pricing.

CHAPTER V

FINDINGS AND CONCLUSION

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5.1 INTRODUCTION

There is immense growth potential in green marketing, and it offers extensive opportunities considering the current trends, as eco-friendly products are expected to gain popularity and become mainstream in the near future. According to Kumar (2015), green marketing has become increasingly prevalent as businesses recognise the importance of maintaining a loyal customer base by addressing environmental concerns due to customers' awareness and care for environmental issues due to the emergence of climate change and global warming as pressing concerns. Ensuring the preservation of our environment and preventing further degradation is a top priority for nations across the globe. With its large population, India ranks as the most populous country in the world and has placed significant emphasis on environmental conservation, making it one of its top priorities. The goal of environmental protection is achievable when each individual takes responsibility and adopts eco-friendly practices to conserve the environment, such as preferring green products instead of conventional ones (Rashid, 2009; Chang & Fong, 2010). This study offers a comprehensive overview of the current attitude and behaviour of individuals in Nagaland towards environmentally friendly items.

This chapter summarises the research findings, which aim to examine consumer behaviour in relation to green marketing and eco-friendly products. The first objective of the study aims to assess the awareness of the respondents regarding their environmental knowledge and concern; the study's second objective was to evaluate the respondents' level of awareness regarding green marketing and their attitude towards green products; the third objective was to assess consumer behaviour towards environmentally friendly products; and the fourth objective is to ascertain the factors influencing customer purchasing behaviour for environmentally-friendly goods.

5.2 DEMOGRAPHICS DESCRIPTION OF RESPONDENTS

Table 5.1: Demographic Profile

Variables	Frequency	Percentage
Gender		
Male	250	44.17
Female	316	55.83
Age Group (in years)		
Below 18	61	10.78
18 – 30	335	59.19
31 – 50	158	27.92
Above 50	12	2.12
Marital Status		
Married	183	32.33
Single	383	67.67
Education		
Undergraduate	95	16.78
Graduate	190	33.57
Postgraduate	264	46.64
Doctoral Degree	17	3.00
Occupation		
Public sector employee	73	12.90
Private sector employee	140	24.73
Businessman	57	10.07
Housewife	45	7.95
Students	178	31.45
Others	73	12.90
Household Income (Monthly)		
Below ₹ 30,000	221	39.05
₹ 30,000 – ₹ 60,000	260	45.94
Above ₹ 60,000	85	15.02

Source: Primary Data

The sample used for the study is heterogeneous, since meticulous attention was given to ensure that it accurately reflects the population. The study's sample has a balanced gender distribution, with 44.17% males and 55.83% females. Out of the respondents, the unmarried individuals accounted for the largest portion at 67.67%, while the married individuals made up 32.33%. Household responsibilities do not influence the shopping habits of unmarried individuals; instead, they choose items and services according to their personal preferences. The data reveals that 10.78% of the respondents are below the age of 18, 27.92% fall between the age range of 31 and 50, and a mere 2.12% are above the age of 50. Furthermore, 46.64% own a postgraduate degree, 33.57% hold a graduate degree, 16.78% have an undergraduate degree, and

3% have obtained a Ph.D. Among the respondents, the largest group consisted of students, accounting for 31.55% of the total. They were followed by private sector employees (24.73%), public sector employees (12.90%), and self-employed individuals (10.07%). Homemakers made up 7.95% of the respondents, while 12.90% identified themselves as "others" without providing details about their occupation. According to the data, 39.05% of the participants have a monthly household income that is less than ₹ 30000, while 45.94% earn between ₹ 30000 and ₹ 60000 per month. Furthermore, 15.01% of the participants stated that their monthly household income exceeds ₹ 60000, suggesting that a majority of them have the financial resources to buy environmentally friendly products, should they decide to. In summary, the survey participants should generally hold modern perspectives and have the financial means to purchase eco-friendly goods, as they consist of students and young individuals belonging to the working class.

5.3 FINDINGS OF THE STUDY

The data analyses reveal that the respondents from Kohima and Dimapur strongly understand the environmental challenges that humanity is currently confronting, and they express deep concern about these issues. They possess extensive knowledge and have a favourable attitude towards green marketing products. There is an upward correlation between environmental concern and customer attitude towards green marketing products.

- Consumers in Nagaland are familiar with green marketing and have extensive knowledge and a positive attitude towards green marketing products, as they are increasingly aware of environmental issues and seek eco-friendly solutions. They believe their participation in environmental protection will influence others to adopt eco-friendly products.
- Green consumers emerge due to increased awareness of green products. They are aware of environmentally harmful products and actively strive to minimise their use. They prefer brands that promote green marketing, and they advocate for the government to impose taxes on environmentally polluting products to discourage their production and usage.

- The majority of respondents believe education is critical to environmental protection and advocate for its inclusion in school and college curricula, urging educational institutes to raise awareness of ecological conservation for future generations.
- They believe the quality of the environment affects their quality of life, are aware of environmental issues like pollution, global warming, and climate change, and are willing to change their behaviour for the betterment of the ecosystem, such as opting for green products. They are willing to buy eco-friendly products due to their perceived health benefits, less pollution, and energy efficiency. They are also willing to use public transportation or cycle to reduce their carbon footprint.
- When shopping, most shoppers (76.86%) bring their bags, while fewer rely on shopkeepers for carry-on bags. Thus, promoting recyclable and biodegradable bags is important to reduce their environmental impact. Awareness campaigns and stringent government policies can rectify the harmful effects of single-use plastic bags that some shoppers may not be aware of.
- 30% of respondents are willing to pay up to 5% extra for eco-friendly goods, while 28.45% are not willing to pay anything extra. 15.55% are willing to pay an additional 5 to 10%, and 0.71% are willing to pay an excess of 10%. The majority would avoid paying a significant premium for eco-friendly products. This underscores the necessity of competitive pricing to render eco-friendly products affordable and foster demand.
- According to the survey findings on environmental responsibility, 51.94% of respondents believe that individual citizens should address ecological problems. The government ranks as the second most significant stakeholder, with 32.16%, followed by environmental groups at 9.36% and business and industry at 6.54%. People view ecological problems as collective efforts, believing that working together is the key to solving them. The government plays a crucial role in establishing regulatory frameworks and promoting sustainable behaviour.

- Marital status and income significantly influence consumer perceptions of green products. Young people have a greater trust in eco-label and green advertising.

5.4 CONCLUSIONS

The study reveals that consumers in Nagaland have similar opinions towards green marketing products, irrespective of demographic differences. The study also examines 17 factors affecting consumers' behaviour towards environmentally friendly products. Thus, the study concluded that consumers in Nagaland are highly knowledgeable and environmentally conscious, leading to a favourable attitude towards environmentally friendly products. It also indicated a moderate positive correlation between environmental concerns and attitudes towards green marketing products. As environmental awareness increases, so does the attitude towards green marketing products. Overall, consumers demonstrated a strong commitment to environmental sustainability. Consumers in Nagaland are increasingly aware of environmental issues and are seeking eco-friendly solutions. They believe their participation in environmental protection will influence others to adopt eco-friendly products. They prefer brands that promote green marketing, and they advocate for the government to impose taxes on environmentally polluting products to discourage their production and usage. They believe education is critical to environmental protection, and the quality of the environment affects their quality of life; are willing to change their behaviour for the betterment of the ecosystem, such as opting for green products, and are willing to buy the same. Competitive pricing is necessary to make eco-friendly products affordable and foster demand. People view ecological problems as collective efforts and believe that working together is the key to solving them.

5.5 CONTRIBUTIONS OF THE STUDY

This is undoubtedly the first study in Nagaland that assesses consumer perceptions regarding environmentally friendly products. The study found that people have favourable perceptions and behaviour towards environmentally friendly products. This is a promising sign for leaders and policymakers who are working

towards implementing practical environmental protection rules. However, there is a lack of readily available alternatives to non-biodegradable goods in the market, which hinders the effective implementation of governmental mandates on environmental conservation. This study will inspire further research and understanding of ecological preservation and people's attitudes and behaviour.

5.6 SCOPE FOR FUTURE RESEARCH

As the study was conducted in the Dimapur and Kohima districts of Nagaland, it is suggested that the territorial jurisdiction of the study can be expanded to include rural areas of the state. Longitudinal and cross-sectional comparative studies can also provide more insights into consumer attitudes towards green eco-friendly products. The study used a non-probabilistic convenience sampling technique, so there may be errors in estimating statistical results. Similar studies can be conducted using other random sampling techniques. Confirmatory Factor Analysis (CFA) and Structural Equation Modelling (SEM) can be used to further confirm the factors identified in the study. While the study found no significant difference in consumer attitudes based on demographic variables except a few, further research can explore other variables that impact consumer attitudes towards green eco-friendly products. Overall, there is a growing global concern and coordinated efforts to protect the environment, and with the active involvement of the public, environmental goals can be achieved.

5.7 POLICY IMPLICATION

Marketers can effectively formulate their marketing strategies by understanding consumer behaviour towards green marketing and eco-friendly products. Because consumers are highly aware of environmental issues in this region, marketers should raise public awareness extensively about the benefits of their products in tackling environmental issues and promote their green products extensively through green ads and eco-labels, as consumers favour green eco-friendly products. Companies can modify their existing products to make them environmentally friendly and develop innovative green products to meet consumer needs. Consumers, regardless of their demographic affiliations like age, gender,

educational qualification, occupation, marital status, or income, have similar attitudes and behaviours toward green marketing and eco-friendly products; market segmentation for green products should not be based on demographic factors. Environmental education should be integrated into every educational institution's curriculum to promote a culture of environmental protection. The government should improve public transportation and make bicycle lanes as most respondents prefer public transportation or cycling to reduce their carbon footprint and pollution; it should ban once and for all the use of single-use plastic and levy higher taxes on those goods that are harmful to the environment.

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ANNEXURE I:

Questionnaire

QUESTIONNAIRE

Dear Sir/Madam,

Thank you for taking out your time to complete this questionnaire. This questionnaire is for the purpose of Doctoral Thesis: ***"Consumer behavior towards Green Marketing and Eco-friendly products: A study in Kohima and Dimapur districts of Nagaland"***. I solicit your sincere response for the following statements. I assure you that information collected will be kept confidential and will be used for the purpose of my thesis. This questionnaire is about Green Marketing and a quick glance of the related terms is given.

Green Marketing is defined as marketing of products that are presumed to be environmentally safe and it consists of all the activities designed to generate and facilitate any exchanges intended to satisfy human needs and wants, such that the satisfaction of these needs and wants occurs with minimum detrimental impact on the natural environment.

Green Products/Eco-friendly products are those products which cause minimum or no harm to the environment. Some of the characteristic features of such products are renewable, recyclable, energy efficient, less polluting, health caring having green tag or eco-label.

Green consumers are the consumers who are environmentally conscious and guide their actions towards the protection of the environment.

Shamim Ahmed
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Department of Management
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Sl. No.	CONCERN FOR ENVIRONMENT	*Strongly Agree*	*Agree*	*Neutral*	*Disagree*	*Strongly Disagree*
1.	The condition of the environment affects the quality of my life.					
2.	I am aware of environmental issues like pollution, climate change, global warming etc.					
3.	Environmental activities undertaken by me today will help save the environment for future generations.					
4.	Parents should educate children the importance of preserving the nature and eco-system.					
5.	Schools/Colleges should introduce courses related to environmental protection.					
6.	I think my participation in environmental protection would influence my family and friends to participate too.					
7.	I would prefer to use public transportation and ride a bicycle to reduce air pollution.					
8.	I make every effort to reduce the use of single use plastic.					
9.	Products which pollute the environment during manufacturing/consumption/disposal should be heavily taxed.					
	GREEN MARKETING AND GREEN PRODUCT	***Strongly Agree***	***Agree***	***Neutral***	***Disagree***	***Strongly Disagree***
10.	I am familiar with green marketing					
11.	Green products help in safeguarding the environment and preserving the natural resources.					
12.	It is important to me that the products I use do not harm the environment.					
13.	I will recommend eco-friendly products to my family and peer group.					
14.	I avoid products having harmful effect on environment.					
15.	I actively seek out environmental information about the products I buy.					
16.	Eco-friendly products are healthier, less polluting, energy efficient than their conventional counterparts.					

17.	Given a choice between two similar products, I would purchase green product over conventional products.					
18.	I would purchase an electric car in my budget over a gasoline powered car.					
19.	I look for and buy products made from or packaged in recycled material.					
20.	I have a positive attitude towards green products and prefer brands which are associated with green marketing.					
21.	I am satisfied with every green product that I have used earlier.					
22.	The quality of most eco-friendly products conforms to my expectations.					
	ADVERTISING	***Strongly Agree***	***Agree***	***Neutral***	***Disagree***	***Strongly Disagree***
23.	Green advertising is good at addressing environmental problems.					
24.	Companies are promoting awareness programs for environmental protection and green buying.					
25.	Companies use green advertising to protect their reputation.					
26.	Companies do not cheat consumers in the name of eco-friendly product.					
27.	When buying any product, I am influenced by *Green Certification / Eco-label / Eco-rating* on the packaging.					
28.	Sufficient information is being provided on Eco-label					
29.	Information on Eco-labels are accurate.					
30.	Advertising claims for green products are trustworthy.					
	PRICING	***Strongly Agree***	***Agree***	***Neutral***	***Disagree***	***Strongly Disagree***
31.	I feel most of the eco-friendly products I buy are overpriced.					
32.	I am willing to pay little extra price to buy products that do not harm environment.					
33.	Buying eco-friendly products put extra burden on my budget.					
34.	Companies use green advertising to charge higher price.					
	CONVENIENCE AND AVAILABILITY	***Strongly Agree***	***Agree***	***Neutral***	***Disagree***	***Strongly Disagree***
35.	I make special effort to buy green products.					
36.	I am satisfied towards availability of green products.					
37.	Most of the environmentally safe products I use are hard to find.					

38. While going for shopping which type of carry bag do you use? (Tick one)

Carry your own recyclable / Bio-degradable carry bag
Use which ever carry bag shopkeeper provides

39. How much extra are you willing to pay for environmental friendly goods?

Nothing extra	*Up to 5% extra*	*5% -10% extra*	*More than 10% extra*

40. Who do you think should take lead in addressing environmental problems?

Government	*Business & industry*	*Environmental groups*	*Individual citizens*

RESPONDENTS PERSONAL INFORMATION BASED ON THEIR DEMOGRAPHIC PROFILE

Name:					**Gender:**	Male	Female
Age Group: (in years)	Below 18	18 – 30	31 – 50	Above 50	**Marital Status:**	Single	Married
Education:	Undergraduate		Graduate		Postgraduate		Doctoral Degree
Occupation:	Public sector employee		Private sector employee		Businessman	Housewife	Student / Others
Monthly Income: (In case of student/housewife family income)	Below ₹ 30,000		₹ 30,000 – ₹ 60,000		Above ₹ 60,000		

ANNEXURE II:

Certificate of Publication and Seminar

PUBLICATION

- IOSR Journal of Business and Management (IOSR-JBM)
  Title: ***Consumer Attitudes Towards Green Eco-Friendly Products In Nagaland***
  Volume 25, Issue 10
  Published on 27/10/2023
  Page 36-46
  https://www.iosrjournals.org/iosr-jbm/papers/Vol25-issue10/Ser-8/E2510083646.pdf

- TWIST (International Multidisciplinary Journal)
  Title: ***Consumer Attitude Towards Green Products: Evidences from Nagaland, India***
  Volume 18, Issue 4
  Published on 16/12/2023
  Page 243-251
  https://twistjournal.net/twist/article/view/74/76

- International Journal for Research in Engineering Application & Management (IJREAM)
  Title: ***Factors Influencing Consumer Perceptions of Green Products: Empirical Findings from Nagaland, India***
  Volume 09, Issue 09
  December 2023
  Page 26-32
  https://ijream.org/papers/IJREAMV09I09105103.pdf

SEMINAR

- Department of Agricultural Economics, School of Agricultural Sciences (SAS), Nagaland University, Medziphema Campus
  National Seminar (Hybrid Mode) on **"Sustainable Emerging Approach In Agri-Business Development"**
  Date: Nov 1-3, 2023
  Title: ***Green Marketing as A Tool for Sustainable Development: A Case Study of Nagaland***

- Department of Commerce, Unity College, Dimapur
  ICSSR Sponsored Two-Day National Seminar on **"Entrepreneurship, Innovation, And Infrastructure For Sustainable Development In North East India: Priorities And Perspectives"**
  Date: Nov 3-4, 2023
  Title: ***Sustainable Development Through Green Marketing: A Nagaland Perspective***

- Centre for Management Studies, Dibrugarh University, Dibrugarh
  National Seminar on **"Management Practices for Sustainable Development Goals"**
  Date: Feb 15-16, 2024
  Title: ***Consumer Perceptions of Environmentally Sustainable Products in Nagaland***

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Consumer Attitudes Towards Green Eco-Friendly Products In Nagaland

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Abstract
Due to environmental degradation, marketers have adopted the concept of green marketing. Green consumers prioritize environmentally friendly products/services in their purchasing decisions. This study examines the impact of various factors on consumers' attitudes regarding green eco-friendly products. The questionnaire was based on the Theory of Planned Behaviour (TPB). The primary data was collected from the respondents of Dimapur and Kohima cities of Nagaland. The data was analyzed by using Exploratory Factor Analysis (EFA). The EFA generated 11 constructs contributing to consumers' attitudes regarding green, eco-friendly products of which only four were found to be significant in this study. The four identified constructs were "Environmental Concern and Green Products", "Consumer Trust and Green Brand Equity," "Expensive Sustainability," and "Pollution Prevention." The study also confirmed that the consumers of Nagaland have a favorable attitude towards green, eco-friendly products. The demographic factors do not influence consumers' attitudes towards adopting green, eco-friendly products.

Key Words: *Green marketing, green consumers, TPB, EFA, Nagaland*

Date of Submission: 17-10-2023 Date of Acceptance: 27-10-2023

I. Introduction

Green Marketing:

The term Green Marketing was coined by McDaniel and Rylander (1993) to depict marketers' efforts in developing strategies targeting eco-friendly consumers. According to the American Marketing Association, green marketing is the marketing of products that are perceived to be environmentally friendly, and it encompasses a wide range of activities, including product changes, changes in the production process, packaging changes, and altered advertising. Green marketing is also known as environmental marketing or sustainable marketing (Coddington, 1993), is an organization's efforts to design, promote, price, and distribute products that do not harm the environment (Pride and Ferrell, 1993). Polonsky (1994) defines green marketing as all activities aimed at generating and facilitating exchanges to satisfy human needs or desires in such a way that satisfies those needs and desires with minimal harmful impact on the natural environment. According to Elkington (1994), a green consumer is someone who avoids goods that could endanger their own or others' health or cause serious harm to the environment in production, use, or disposal, that use disproportionate amounts of energy, that create unnecessary waste, that use materials derived from endangered species, that involve unnecessary use of animals or animal cruelty, and that have negative impacts on other countries.

Green, eco-friendly, and ecological marketing are among the new marketing approaches that not only realign, adapt, or improve existing marketing thinking and practices but seek to challenge those approaches and offer a substantially different perspective. More specifically, green, ecological, and eco-marketing are among the approaches that seek to address the mismatch between marketing as it is currently practiced and the environmental and social realities of the broader marketing environment (Peattie and Crane, 2005). The most recent definition of green marketing has fully evolved in terms of its variables, and it states that it encompasses the marketing strategies used to achieve a company's financial and strategic goals while reducing its negative impact on the environment. (Leonidou et. al., 2013). Thus, it is a holistic marketing idea wherein goods and services are produced, sold, consumed, and disposed of in a less harmful way to the environment and form a part of the corporate strategy (Menon and Menon, 1997).

Green Consumer:

It's necessary to understand the green consumer to understand the concept of green marketing. Green or eco-conscious, or sustainable consumers prioritize environmentally friendly and sustainable products and services

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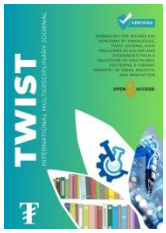

Consumer Attitude towards Green Products: Evidences from Nagaland, India

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Abstract
Environmental issues are becoming increasingly popular as people and governments worldwide grow more conscious of them. Green marketing emerged as a result, and businesses now employ it as one of their profit-making and environmental-protection strategies. The late 1980s and early 1990s saw a gradual rise in the use of green marketing. Green eco-friendly items are now the focus for both consumers and manufacturers, leading to product innovation. When making purchases, green consumers, also called eco-conscious or sustainable consumers, prefer goods and services that are sustainable and favourable to the environment. Today's media and social movements are also raising consumer awareness of the potential environmental effects of products. Marketers have embraced the idea of green marketing in order to thrive in the face of these societal shifts. This study aims to investigate how green marketing affects consumers' attitudes and buying behaviour. The study was conducted in Nagaland using a structured questionnaire based on the Theory of Planned Behaviour (TPB), and the data was analysed using Exploratory Factor Analysis (EFA). The EFA identified three constructs of consumers' attitudes toward green marketing and eco-friendly products, viz. "Environmental Concerns and Green Products", "Customer Trust", and "Purchase Intention". The survey revealed that Nagaland consumers have a positive outlook on eco-friendly and green products. Consumer behaviour toward purchasing green eco-friendly products are unaffected by demographic factors.

Keywords
Green marketing, Green consumers, Theory of Planned Behaviour

INTRODUCTION

Promoting and selling goods and services based on their positive environmental impact is known as green marketing. These goods and services should be environmentally friendly by nature or through their production process. The term "green" has gained popularity in the modern era as debates about sustainable and equitable ways to produce, consume, and live in harmony are starting to take place globally with the increase in public opinion to address green issues (Van Dam & Apeldoorn, 1996). Green marketing is very important because environmental issues are being discussed in numerous international forums, and society is becoming more concerned with ecology. For instance, the Conference of the Parties (COP) is an international climate summit held annually under the aegis of the United Nations Convention to fight climate change. Nearly all countries in the world have adopted the Paris Agreement, also known as the Paris Climate Accords, which addresses climate change and reduces greenhouse gas emissions globally. Its primary goal is to keep a check on the rise in global temperature to no more than 2°C and ideally to 1.5°C. To address the effects of marketing on the environment, the American Marketing Association (AMA) held the first workshop on ecological marketing in 1975. One of the first books on green marketing, "Ecological Marketing," was written from the workshop proceedings. Globally, big businesses and governments have increasingly adopted the quest for sustainability as their goal and top priority. Numerous studies have argued that the current consumption pattern is unsustainable and will eventually lead to

Factors Influencing Consumer Perceptions of Green Products: Empirical Findings from Nagaland, India

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Abstract: The global awareness and concern surrounding environmental issues have witnessed a significant surge, with individuals and governments displaying a growing interest in these matters. Green marketing has arisen as a strategic approach corporations employ to generate profits and safeguard the environment simultaneously. During the late 1980s and early 1990s, there was a gradual increase in the adoption and implementation of green marketing strategies. There is currently a significant emphasis on green eco-friendly products among customers and manufacturers, which has resulted in a notable surge in product innovation to address environmental issues. Green consumers, also known as eco-conscious or sustainable consumers, prefer sustainable goods and services that are not harmful to the environment. The media and social movements play a crucial role in augmenting consumer consciousness regarding the potential environmental impacts associated with unchecked consumerism. Marketers have adopted the concept of green marketing to flourish in the face of these societal shifts. This study aims to examine the impact of green marketing on customers' perceptions and purchasing behaviour. The research was conducted in Nagaland, employing a structured questionnaire based on the Theory of Planned Behaviour (TPB). The collected data was subsequently analysed using Confirmatory Factor Analysis (CFA). The CFA examined the influence of customers' views towards green marketing and eco-friendly products using five factors, namely "concern for the environment", "perception of green products", "advertising", "pricing", and "convenience and availability". The survey findings indicate that customers in Nagaland hold a favourable perspective towards green eco-friendly products.

Keywords — Green marketing, green consumers, theory of planned behaviour

I. INTRODUCTION

The practice of promoting and selling products and services by emphasising their favourable environmental attributes is sometimes referred to as green marketing. These goods and services must be environmentally friendly or exhibit ecologically friendly characteristics in their production process. The concept of green marketing has experienced a surge in prominence in recent times, as discussions surrounding sustainable and equitable methods of production and consumption have gained attention on a global scale, and there is a shift in public sentiment towards addressing green concerns (Van Dam & Apeldoorn, 1996). Green marketing and sustainability are being discussed in numerous national and international forums. The Conference of the Parties (COP) is an annual international climate summit that takes place under the auspices of the United Nations Convention on Climate Change to address global climate challenges. The vast majority of nations across the globe have embraced the Paris Agreement, alternatively referred to as the Paris Climate Accords, which is aimed at tackling climate change, limiting the release of greenhouse gases and controlling the increase in global temperature. In 1975, the American Marketing Association (AMA) organised the inaugural ecological marketing workshop to examine the impacts of marketing activities on the environment. On a global scale, there has been a growing trend among large corporations and governmental entities to prioritise and pursue sustainability as a paramount objective. Several studies have speculated that the prevailing consumption pattern is not sustainable and could potentially result in catastrophic consequences if it continues without intervention (Enkvist & Vanthournout, 2008). Unsustainable consumption patterns contribute to numerous environmental issues. For sustainable development, it is of utmost importance that meeting the

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NATIONAL SEMINAR
ON
SUSTAINABLE EMERGING APPROACH IN AGRI-BUSINESS DEVELOPMENT

CERTIFICATE
OF AWARDS

This certificate is awarded to Prof./Dr./Mr./Ms. Shamim Ahmed, Research Scholar of NU, Merima Campus for securing I[st] / II[nd] / III[rd] position in oral / poster presentation (online / offline) during the National Seminar on *"Sustainable Emerging Approach in Agri-Business Development"* from **01[st] to 03[rd] November 2023,** organized by **Department of Agricultural Economics,** Nagaland University, School of Agricultural Sciences, Medziphema Campus, Nagaland.

03/November/2023.

PROF. AMOD SHARMA
Organizing Secretary

03/11/2023

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3 - 4 November, 2023

Certificate of Presentation

THIS IS TO CERTIFY THAT

Shamim Ahmed

Research Scholar, Department of Management, Nagaland University

has presented the research paper titled ***"Sustainable Development Through Green Marketing: A Nagaland Perspective"*** during the **ICSSR Sponsored Two-Day National Seminar** organized by the Department of Commerce, Unity College, Dimapur on 3rd - 4th November, 2023.

Dr. Tongpangkumla
Convenor, National Seminar

Dr. Tabassum Khan
Co-Convenor, National Seminar

Dr. Lichumo Enie
Principal, Unity College

Centre for Management Studies
Dibrugarh University

Certificate of Presentation

This certificate is proudly presented to

Mr. Shamim Ahmed

for presenting his paper, *Consumer Perceptions about Environmentally Sustainable Products in Nagaland* at the National Seminar on **Management Practices for Sustainable Development Goals** organized by the Centre on 15 & 16 February, 2024. We wish him all success.

Prof. Pratim Barua
Chairperson
CMSDU

Dr. Himadri Barman
Chief Coordinator
MPSDG 2024

CN: MPSDG202420