

Consumer Perception towards Green Purchasing

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Abstract

Rapid economic growth and resulting overconsumption have accelerated environmental deterioration worldwide, prompting escalated consumption-related environmental concerns. The world has a fixed amount of natural resources, some of which are already scarce, depleted or ruined. The risks to human health are unexplainable. And it is important that every consumer have to take responsible decision to think green. There are multiple lines of thinking as far as Environment and Green Consumer Behaviour is concerned. It depends on environmental attitude, environmental concern, lifestyles, generational approach; various demographic variables, motivators so on and so forth. This study focuses on the different aspects of the consumer towards green consumer behaviour.

Keywords: Consumer Behaviour, Environment, Green Consumerism, Green Product, Green Behaviour.

Introduction

The environmental issues are not as big as the changes that are being stirred off to the basic physical and biological systems by the gigantic human actions. Indian environment has deteriorated remarkably in the past few years, the situation especially was worse between 1947 through 1995. Although later on between 1995 through 2010, based on data and environment assessment studies, World Bank (2010, 2011) affirmed that India has made one of the fastest progress in the world, in addressing its environmental issues and improving its environmental quality. This indicates that the serious attention of policymakers, implementers, scientists and general public with a concerted effort can save the environment and humanity provided everyone behaves in an environmental friendly way to provide generational equity [1].

2. Methodology

The bibliographic research was performed in the following databases: PubMed, Google Scholar, Scopus, and Science Direct, where these databases were searched for relevant studies which included at least one keyword from each of the following: No limit was placed on the search time frame in order to retrieve all relevant papers, and the last search was performed on may, 2019. About 64 papers have been reviewed including journal articles and proceedings as well as the reference lists of articles for additional relevant studies.

Research done in the last decade have indicated that consumers are aware and are willing to 'Go Green' Green product refers to a product that incorporates the strategies of recycling or is manufactured using recycled or recycle able content and/or uses

less toxic material to reduce the impact on the environment [2].

Environmental behaviour

Investigated the consumer behavior towards green products and how they will make their green purchase decision. The data was collected from 200 respondents through questionnaire and hypotheses were tested using Pearson correlation. It was found that brand and gender difference have a very weak relationship with consumer green behavior while price, quality and green marketing have a strongly positive one [3].

His research on green purchasing behaviour, environmental attitudes, environmental concerns, perceptions of the seriousness of environmental issues, environmental responsibility, and the effectiveness of environmental conduct, as well as social influence and self-image concerns, used a multi-staged random sampling methodology [4]. According to the findings, social influence has a significant impact on consumers' green purchasing decisions, followed by environmental concern, self-image concerns related to environmental protection, and perceived environmental duty as the final key predictor.

In another study attempted to explore the factors influencing consumer behaviour and attitudes towards green practices in the hospitality sector of India [5]. The study selected the sample of 66 consumers of National Capital Region (NCR) in order to study their attitude, behaviour and willingness to pay towards green practices in Indian lodging industry. Results of his study found that significant relationship between consumer attitude and behaviour towards green practices in the hotel industry. The

study also revealed that consumers preferred those hotels which had adopted green practices, but at the same time they were found to be very much conscious about the service quality. Also, it was found that despite of the positive attitude and behaviour towards green practices, consumers were not willing to pay extra for green practices in hotels.

Peer influence

Endeavored to explain the role of reference groups in purchasing green products using social dilemma theory and reference group theory [6]. Study made an effort to discriminate between green and non-green buyers using discriminant analysis. It was revealed that several characteristics of individual viz. Green and yellow groups were distinguished by trust, in-group identity, anticipation of others' cooperation, and perceived efficacy non green buyers. Considering the importance of green buyers' characteristics, the study suggested that in order to address the strong influence of 30 reference groups, marketers should use the related spokesperson in the marketing communication and also the marketing communication should focus on relative.

According to in a study conducted in Hong Kong attempted to examine the gender differences in adolescent consumers' green behaviour, including an environmental mind-set, an environmental concern, an understanding of how important environmental issues are, and an awareness of one's environmental responsibilities, peer influence, self-identity in environmental protection and green purchasing behaviour [7]. Results of the study revealed that female respondents displayed significantly higher involvement in all green behaviour variables as compared to male respondents except self-identity in environmental protection.

Further, explained that Green Consumers are socially responsible, ethical, cultural creative's, environmentally responsible, consistently and primarily purchases product in support to the environment [8]. These consumers choose a particular brand of green products or environmental friendly products through packaging, labels, quality and other environmental practices while choosing or purchasing green products.

In a study, explored the profile of Greek green consumers based on their engagement in reduce-reuse-recycle activities to lessen the environmental harm [9]. Study observed respondents' perception regarding environmentally friendly products and found that 51% consumers perceived the environmentally friendly products to be expensive, whereas 82.6% consumers were willing to pay higher price for environmentally friendly products. It was further discovered that comparison to women, men were likely to identify green products as expensive and were more willing to pay higher price for green products.

Contradictory, determined the demographic and psychographic behavioral characteristics of Lithuanian female consumers of eco-friendly food products [10]. The study categorized green consumers on the basis of their disposition to contribute in environmental conservation, needs, motives and level of environmental awareness in order to determine the profile of green con-

sumers. Results revealed that female consumers of age 30-44 years with high educational qualification express their preferences to green products. It was also observed that female consumers who were more sensitive towards environmental issues were also willing to pay more for eco-friendly products.

Willingness to pay

Meanwhile, studied consumers' purchasing behaviour and their willingness to pay for eco-certified food products [11]. Results of the study reported that the level of awareness about the production conditions, eco-mark experience, credence attribute associations, household income and occupation were the major factors determining consumers' intention to purchase eco-certified product. Further the study also stated that the most preferred retailer could add value to the purchasing decision of consumers regarding eco-certified products and green products.

Investigated on consumers' motivation towards purchasing the organic food. He tested seven variables viz [12]. organic knowledge, environmental concern, price consciousness, health consciousness, quality, subjective norms and familiarity on consumers' attitude, purchase intentions and behaviour using Ajzen and Fishbein's theory of reasoned action on his study. The results cleared that there was a strong relationship between organic knowledge, subjective norms and environmental concern with attitude towards organic food.

Later, reciprocal deterministic theory was presented to comprehend sustainable customer behaviour [13]. This paradigm placed a strong emphasis on the significance of prior behaviour and saw it as a predictor of future sustainable behaviour. According to the approach, individual characteristics like attitude and historically sustainable behaviours and socio-cultural environments, future sustainable behaviour is influenced by settings. It follows from the foregoing discussion that a variety of other personal and environmental factors, in addition to attitude, also influence consumer behaviour. Additionally, these elements can either strengthen or weaken the relationship between attitude and behaviour.

According to differences exist between green consumerism and sustainable consumerism [14]. Green consumerism emphasizes activities related to green purchasing behavior, reuse and recycling of products, and efficient production. The author also elaborates the fact that green consumerism is facilitated by the governments for avoiding the emergence of environmental issues. The purchasing of green products, just in order to display in the society that the individual is concerned with the societal benefits, often leads to the misuse of green products.

Defines consumption as, an economic, a physical, and a social process influenced by the nature, circumstances, and psychology of individuals and the geography, culture, laws, politics and infrastructure of society in which they live [15]. On the basis of studies considered under this sub heading it's quite evident that the study of consumer behavior is not complete without touching its different dimensions. Green consumer can be understood as someone who says no to a product which involves damage to

any flora, fauna including humans and the environment by the product directly or by its production or distribution process.

Studied on consumers green purchasing decision and their behaviors towards green products by collecting data from 200 consumers [3]. The researchers also found that there are strong relationships between green marketing, price, quality and consumers' green behavior and weak relationships between brand, gender and consumer green behavior.

In a research by explained that consumers' perception can directly influence their purchase intention for organic or green products, because consumers perceive about the products to be more environmentally friendly and safe, hygienic, and good for consumers health as well [16].

In addition, stated that the costumers' perspective about green products and green initiatives by organizations are investigated [17]. The researcher studied the subject with respect to demographic characteristics of the customers. As a result, it was concluded that green marketing efforts should be customized according to the demographics of customers such as age, income and gender.

Two other significant elements discovered to influence green purchasing are perceived behavioural control and consumer effectiveness. It was discovered that perceived customer efficacy positively correlated with intention to make green purchases [6, 18]. By considerably impacting customers' green attitudes, subjective norms, and perceived behavioural control, which in turn drove green purchasing behaviour, it was also discovered that it indirectly affected consumer purchase intention [19]. Consumers' intentions to make green purchases and actual purchasing behaviour were found to be positively influenced by perceived behavioural control. The strong relationship between perceived consumer effectiveness and intention to make green purchases suggests that consumers are aware of how their consumption habits affect the environment and society. They rationally weigh the advantages of making green purchases and consider how their actions can benefit both.

Consumer Behaviour is directly related to environmental attitude. Environmental attitude is based on a person's cognitive evaluation of the importance of environmental preservation, similarly, defined environmental attitude is defined as a "learned propensity to consistently respond in a positive or negative manner with respect to the environment".

The study of green or environmental consumer behaviour is vital in the present circumstances. Environment is an issue which affects everyone on the planet yet the development of green consumer behaviour thought has so far principally been limited to certain developed countries only. The contention is that only after more basic human needs are met can environmental concern become a factor in decision making and only the wealthy can afford this attitude. When this line of thought is extended, it was assumed that emerging markets and developing nations should be less concerned about the environment than in the de-

veloped markets. Even though, these models were developed in the West and the traditional conviction that environmental concern is a luxury only afforded by those in developed nations must be examined [20]. Emphasizing the environmental benefits of ecological actions might not suffice to promote pro-environment behaviours. In fact, the reasons for engaging in several climate-related actions do not always seem to be connected to the environment. Saving electricity, for instance, might be motivated by the possibility of saving money. Some consumers, for instance right-wing voters, may not be encouraged by the climate benefit of changing their behaviors. Therefore, it might be more fruitful to relate environmental issues to concerns that are more of interest to them, such as the economic opportunities of technological innovation or the dependence on other countries for fossil fuels [21].

Still, it can be observed that global consumer health and wellness are increasingly in jeopardy due to the terrible environmental circumstances now in place. As a result, customers are showing greater environmental awareness in their attitudes, preferences, and purchases [22].

Alternatively from quantitative research on consumer motives for pro-environmental behaviours', it's also been repeatedly asserted that consumer motives have been inconsistent and have not helped to explain consumer behaviour in this area [23].

Explored that consumers who are environmentally sensitive are more expected to purchase green products [24]. Conventional consumers consider factors including price, quality, and brand when purchasing green products. Purchasing decision. Product attributes play a very significant role in product development since they affect consumer products and they facilitate marketers to satisfy customers' wants, requirements and demands.

Affirmed consumer behaviour can also be understood by researching from a generational approach, due to various lifestyles per generation [25]. The values belong to these lifestyles will probably influence consumers' buying behaviour more greatly than other demographic variables like, gender, income or education do.

The research which has been conducted on the issue of why consumers choose organic is very detailed and conclusive. It highlights three main types of green consumers, along the primary motivations to purchase green; the health-conscious consumer who purchases for his own health benefits; the environmentalist, who buys green as a contribution to the protection of the earth and the quality hunter, persuaded that green products have superior taste or superior performances. Consumers might have a mix of these motivations, but nonetheless one predominates in purchase contexts.

The young consumers are known for contradicting themselves when it comes to their behaviour and their thoughts about certain topics, which makes this cohort especially interesting to research. However, the young consumers' green buying behaviour is never researched extensively [26].

Aimed to investigate the factors that influence environmentally conscious customer behavior and profile of the green consumers; they also tried to examine the relationship of ecologically conscious consumer behaviour with green purchase intention and green purchase behaviour. They took a sample of 186 respondents from Portugal. Results of the analysis revealed that 34 psychographic variables were more appropriate than socio demographic variables in explaining the ecologically conscious consumer behaviour. It was further found that respondents with higher ecologically conscious behaviour exhibited higher green purchase intention. Also, ecologically conscious consumer behaviour influenced green purchase behaviour positively with the mediator effect of green purchase intention. Therefore, the study suggested using environmental and social benefits in addition to regular benefits to motivate the consumers to buy green products.

Investigated green consumer behaviour of post graduate teachers of arts, commerce, science and technology and pharmaceutical sciences of Andhra Pradesh University, Andhra Pradesh, India [27]. The study found that university teachers preferred Magazines and TV as most important sources of environmental information of products. Also, 82.5% respondents were found to be aware of all of the green products. Besides this, the study explored eight factors that influence green consumer behaviour viz. energy saving, eco-label, need for environmental information, shopping behaviour, purchase criteria, purchasing behaviour, preference of green outlet and awareness of green outlets.

A review on 'personal and social factors that influence pro-environmental behaviour' by shows that there can be various personal and social influences on whether a given person will tend to have concern about the environment or act in pro-environmental ways [28]. These influences on environmental concern and behaviour including knowledge and education, attitude, values, political and world views, responsibilities, subjective norms, demographic factors, religion and regional differences, environmental problems, and social and cultural values.

Another major player that has role in consumers' green behaviour is the motivators. Identified that there are key motivators that drive people's green buying behavior [29]. Promotional tools affect the understanding and improve their awareness about buying eco-friendly products to deal with environmental issues. Legal norms have a considerable impact on the decisions of the consumers for towards the use of green products. Reference groups act as an accommodating factor towards going green. Green buying behavioral perspective is also actively shared by the people on their social networks and that affects the behavior due to the reference groups, which is in compliance to the theory of planned behavior, which specifies subjective norms influence purchase decisions.

Conducted a study in order to understand green buying behavior of consumers [30]. They studied factors like environmental consciousness, environmental knowledge, familiarity with eco-friendly products, and the education level of consumers. Based on data from a sample of 150 consumers, the researchers

found that there is a growing concern about environment and there is an increasing trend towards green products.

Owing to growing environmental concerns, consumers are placing greater emphasis on environmental-friendly products [31]. Environmental protection activities are lauded by consumers, government and the general public, among these, consumers are more willing to buy green products and services that are harmless to the environment [31]. It appears that environmental concerns and consciousness motivate the consumers to adopt environmentally sustainable behaviour.

Found that Environmental knowledge has significant positive influence on attitude, subjective norm, and perceived behavioral control for green products [32]. Consumers will have a positive attitude towards purchasing green products if they have a high level of environmental knowledge. For this the government, private sector, entrepreneur, and marketers should develop public interventions showcasing how consumption of green products by the environmentally concerned could help in reducing adverse impacts on the environment and increase in the consumers' purchase intention for green products.

It is pointed that there is a correlation between consumer trust level toward buying green product and consumers' confident level to green products [33]. They claimed that consumers prefer to choose products that are produced by pro-environment companies, when they do not have emotional bonding or relevant need on the existing products.

Psychographic-behavioural profile reveals the psychographic characteristics of a green consumer (personality, lifestyle, hobbies, activity, etc.) and behaviour (attitude, knowledge, motives, benefit, response for buying eco-friendly product, etc.) [34]. these variables have strong impact on buying the green products. On the other hand, scientific studies show that different aspects of green consumer's psychographic characteristics and especially behaviour are emphasized in the analysis of psychographic-behavioral profile of a green consumer.

Found, psychographic variables influence more than socio-demography in explaining the Ecologically Conscious Consumer Behaviour (ECCB). The consumers with higher ECCB exhibited higher green purchase intention (GPI); and the ECCB had a positive impact on green purchase behaviour higher than GPI. Psychographic variables characterize the consumer ecological behaviour. These psychographic variables, highlights the role of knowledge, concern, intent and the values of individuals of consumer.

Performed a study on topic 'Consumer Types and Influential Factors and Non-Purchasing Ecological Behaviours' [35]. The research article attempted to identify influential factors for non-purchasing ecological behaviour. The research found that educated respondents are the people who engage themselves in recycling. Positive environment post purchase behaviour, traditional behaviour and social responsibility were mostly influenced by positive attitude towards recycling. It was also

found that once involved in non-purchase pro-environmental behaviour there are high chances that they will be involved in similar other activities.

Also suggested similar finding about consumer trust toward action to buy green brands [2]. Stated that individual trust toward green product influence action to buy, plus these customer expect that other people will also do the same [6]. In the context of personal trust found that consumers' confident level and credibility of the product are dominant factors that have relationship with pro-environment behavior adoption. Lastly, claimed that positive attitude and willingness to buy green products are influenced by combination of personal benefit perception, low risk perception and cultural value.

Noted the different features of green and non-green consumers [36]. To understand green consumers better, they felt it is necessary to investigate their characteristics, their personalities, their lifestyle, and their motivations. Many authors have focused on the influence of individual differences and personal traits on ecological behaviour.

Have established that consumers who care about social or environmental issues do have certain psychographic characteristics, own that socially or ecologically concerned consumers do possess certain psychographic traits, such as motivational factors and human values, than other consumers who rank low [28]. They predicted that environmental behaviour carry human values, views on sustainability, and concern about sustainability-relevant issues.

According to 'Hofstede's demission of cultural value', Asian countries have high uncertainty avoidance. Uncertainty avoidance refers to uncertainty acceptance culture. In high uncertainty avoidance culture people tend to avoid the risk, change in their life that lead to the social risk of trying a new product is very high [37]. Values are commonly defined as desirable trans-situational goals that serve as leading principles in life these values have been proven to be relatively stable and predictive of a broad spectrum of environmentally significant behaviors.

Existing literature suggests that people's cognitive styles vary significantly across nations and cultures [38]. As it has been mentioned before, attitudes are linked to the way people think, their self-image, but also the importance they attach to the image others can have about them. Hence, the cognitive style of individuals that refers to the way someone thinks, perceives and remembers information is influenced by one's culture.

Environmental concern

Changing consumer attitudes, consideration for environmental issues and willingness to bear social responsibilities are frequently observed tendencies dominating the market place. The literature of social psychology in the area of behavioral research has successfully established the relationship between attitude, behavioural intentions and explanatory factors and individual behaviour [20]. The underlying the relationship between attitude and behaviour was also established by the theories of reasoned

action (TRA) and planned behaviour (TPB) where attitude serves the role of predictor of consumer behaviour. Consumers' attitude affects their thoughts and feelings and thereby influence their purchase behaviour [33].

In spite of their concern and understanding for environmental issues, green customers do not always act in a green way, according to a 2007 study by Ohtomo and Hirose. It claims that while having the intention to do so, consumers have not transformed into real performance for a variety of reasons.

Stated that environmental knowledge can be general or specific while a few studies examined the relationship between general environmental knowledge and specific environmental knowledge, and found that product specific environmental knowledge had significant impacts on green purchase intention, whereas general environmental knowledge had little impact [39].

Having specific ideas about an item or an action might result in having certain attitudes, which can then result in having certain intentions. The opposite of determination is intention, according to [40]. The positive or negative assessment an individual has of a particular behaviour is known as an attitude. Attitudes have an impact on intentions, and the stronger the intention to engage in the behaviour, the more positive the attitude. In addition, attitudes are the determinants of purchasing intentions and, subsequently, purchase behaviour. In addition, attitudes are fundamental because consumers need to understand attitudes and motivations in order to get over perceived barriers to buy [12].

Proposed that when people perceive that others expect them to know about environmental issues, they might purposely present themselves as knowing a lot about this issue [41]. Thus, people who act according to social norms might have paid more attention to environmental information and actually developed a greater knowledge base. Knowledge of the environment includes what people know about the environment, the reactions that environmental impacts cause and the collective responsibilities which are needed for sustainable development. Studies shown that while buying green products, consumers tend to look for straightforward information. Special labels that describe the product's environmental sustainability features could be used to display this information [42].

Consciousness and concern are rising among current consumers about their social responsibilities and their immediate influence on the environment by means of their purchasing behaviour. As an Individual consumers are enlightening themselves on the perceived advantages of making environmentally responsible choices and practices. It is essential for individuals to practice green behaviour in order to preserve the environment and its scarce resources [18, 43].

Consumer Behaviour Report (2007) on eco-friendly shopping behavior of online shoppers conducted in September 2007 reported that 50% online shoppers purchased eco-friendly products because it reduced the impact on future generations, whereas 15% today more and more customers prefer green products

and services that fulfill their green needs and are also willing to pay higher for the same. Similarly, a study in China led to the conclusion that Shanghai customers would pay more for energy efficiency.

Discovered, in contrast to this research, that customers' positive attitudes and behaviours did not convert into a willingness to spend more [5]. Other researchers attempted to investigate consumers' willingness to pay more for green goods and services, but their findings were conflicting. Found that consumers were willing to pay a mark-up price for green electricity at one point, even if there is an increase in the cost of electricity. Added that the majority of consumers were willing to pay more for eco-clothing. Consumers in the United States and Canada are prepared to take action on environmental issues, according to the GFK Roper Yale study on environmental issues, which was conducted in July 2008.

Behaviours such as recycling and buying green did not predict willingness to pay more for green products and services. Comment that even though consumer might have a positive attitude towards recycling and recycles on a regular basis, but may not be willing to pay more. However, committed environmentalists do not worry about price as a major factor in determining their behaviour finds that consumers who care about environmental issues are also prepared to spend more to be environmentally responsible, but businesses must improve the functionality of their products and make them more environmentally friendly, even if doing so means raising the cost of such products [44]. As a result, the quality and performance of green products can also be taken into account as a factor that influences consumers' intentions to buy a specific green product.

Recommended that companies need to develop products with both green features and high-value attributes to attract consumers [45]. They further argued that increasing the consumer perceived value towards green products may ease customer skepticism about green products and enhance consumer purchase intention.

The diverse practical findings could probably insinuate a more intricate correlation between environmental understanding and conduct. The buying experience and understanding accrued from every buying activity, in addition to the self-condemnation from not buying the most environmentally favourable product, reinforces the consumers establish green ethics and understanding, which impacts the subsequent purchase. Understanding may serve as an effectuating variable for environmental approaches and conduct. Complementarily, an increase in understanding of environmental concerns may culminate in more favourable environmental approaches [46].

Price

Consumers are price sensitive when it comes to going green. Identified price as a barrier to Green Purchase Behaviour by stating that it reduces the influence of green values and attitude in making purchase decisions [23]. Customer willingness to pay and price perceptions have been considered as two important

factors when studying the construct of price in relation to attitude and behaviour.

The price of a product must adjust to the personal income of the consumer. Most of the firms are using low price strategies to encourage the consumers to buy green products. In this situation, the firms create a competitive advantage in the marketplace in order to increase the business growth. If the price of a product is higher; the firms have to differentiate the value of the premium product in the terms of quality, specification and appearance.

A study conducted in India by found that price and quality of the products are more important for customers than environmental responsibility. The author recommends that companies should increase their communication with the customers about going green.

Marketing

Furthermore, proposed that this type of marketing allows companies to access new markets as well as giving businesses a competitive edge [44]. The green marketing mix encompasses product development and the implementation of pricing, promotional, and distribution plans created expressly to advance and protect the welfare of the environment.

Provided information on the many green marketing variables and the influence of green products on consumers' purchasing decisions. They also believed that the government, businesses, and consumers in general are aware of how important the environment is and how everyone contributes to its deterioration. To preserve our own existence, it is now absolutely necessary to change the way we live. Additionally, there may be significant improvements as a result of changes in marketing strategies. They added that it is necessary to determine the demands and preferences of consumers as well as the factors that have the most impact on them, including demographics, eco-labels, eco-brands, environmental advertising, environmental awareness, green products, green prices, and green promotions.

Availability of green products includes the ease with which consumers trace and purchase the product for their use. The availability and non-availability can largely influence the consumers decision and alter the purchase intention into actual. It is worth echoing that green purchase have been inhibited in certain regions of the world because of non-availability of the product at the point of sales. Evidences from empirically tested studies indicate that green availability affects the intention to purchase green products positively. On the contrary, showed that it does not have any significant influence on purchase intention.

Brand

The brand as "Shorthand" is to increase the speed and brevity, representing utilitarian and psychological individualities. This is to improve recollection of information, resulting in faster transaction judgments. The brand achieves an advantage of "Risk reducer" as consumers perceive before making purchases. This allows brands to present their products in order to increase confidence and lower perceived risk. It becomes increasingly import-

ant for brands to provide consistent quality within products and services in order to realise potential as a risk reducer.

Empirical evidences on brand show the inconsistency between consumers' brand knowledge and purchasing behavior of green products. Most studies have been focused on brand image and brand awareness. Brand image is related to what consumers think and feel about a brand, and brand awareness is regarding to how consumers recognize a brand. Brand image and brand awareness are two different concepts of marketing, and only a few empirical studies have used both of them together to investigate consumers' perceived quality and purchasing intention towards green products.

Anticipated that packaging is a communication tool between businesses and consumers and it is capable of attracting consumers' attention. Packaging, shape, size, colour, materials, and labelled information is the overall perception a consumer look after the product. It is important to investigate how consumers perceive packaging and understand how packaging communicates and affects consumers buying behaviour.

Furthermore, it has been found that there exist qualitative differences among some green labels which can affect their effectiveness: the need of criteria consistency and the difficulty of making direct functional comparisons between products which can also become a barrier when it comes to simplicity aims. It is believed that the use of green labels alone is not considered enough to protect the environment. There is little evidence that green labeling is benefiting the environment.

From a consumer perspective green label can be seen as a tool for supporting decision making regarding environmentally essential products. A consumer may use a green labeling as a decision making tool but they may still reject green labeled product after going through the different advantages and disadvantages with the product.

The environmental attributes of a product are more difficult for a consumer to assess compared with other easily observable product attributes. A report by the Massachusetts Department of Environmental Protection recommends that the difficulty in detecting and locating green products is one of the barriers to green product purchases. One way to overcome this issue is to utilize green labeling programs to provide the customers with information while at the same time addressing environmental issues. A green label is a voluntary claim that a product has less impact on the environment with either production or consumption of that product [24]. Noted the classification done by SIRIM (Standards and Industrial Research Institute of Malaysia) for eco-labeling under energy conservation, degradable, agricultural products, chemical products, non-toxic plastic packaging material, hazardous metal-free electrical and electronic equipment, biodegradable cleaning agents and recycled paper ware as a schemes protecting the environment through packaging.

Explored that researchers and marketers are interested to work on normative reference groups and comparative reference

groups, parents, co-workers, teachers, and peers who provide the individual with norms, values, and attitudes through direct interaction which are parts of normative reference groups. Comparative reference groups have been defined as sports heroes and entertainment figures that provide standards.

Explained consumer behaviour depends on the people around (e.g., family, friends, surroundings and other). Family will transfer the traditional and the building block of a harmonious society. There are many theories confirmed that consumer behaviour is reinforced from social group. This is clear that the social group can influence the consumer behaviour by group each consumer belong to.

According to consumers' trust, sense of belonging to a community, expectations of others' cooperation, and perceptions of their own efficacy can be used to distinguish between green and non-green behaviour [6]. Their research helped to explain the factors that led to the discrepancy between attitude and behaviour in green consumerism.

Explain that the value-action gap identifies a crucial point of influence where many consumers would be reactive due to the presence of others [33]. For instance some people might throw rubbish in bins when other people are around them and would not do so otherwise.

Further, according to a study by Ado-logy Research, social media and social networking sites significantly influence consumers' purchase decisions. For instance, information about environmental events like Earth Hour is widely disseminated online. In order to inform the public about diverse environmental actions, social media is crucial. Social media can influence how consumers buy environmentally friendly products when the information is put into practise.

Found that the gain of reducing sales taxes significantly decreases with the product's durability. These researchers measured the effects of reducing sales tax on the firms' profits and sales. They stated that the benefits of sales tax reductions were still inconclusive and further research should examine product durability, dynamic supply and demand problems and policy issues.

Environmental legislation has progressed at disparate rates among industrialized and developing countries. List and Co have proposed that a country's likelihood of attracting new organizations is generally reduced equivocally to the rise in consolidated abatement costs; in addition, this reveals that international investors may be more susceptible to pollution acts as opposed to local investors [18].

Governments ought to provide more training to organizations in relation to the utilization of eco-friendly strategies and practices; organizations ought to be motivated to adopt an environmental management system to monitor their footprint on the environment, organizations' yearly consolidated reporting ought to incorporate environmental performance and organizations ought to implement green certification such as ISO 14001 [18, 47-53].

3. Conclusion

The review on environmental factors affecting green consumer behaviour indicates that a large number of researches to study on the green consumer behaviour have been done; the review also indicates that the environmental factors are varying widely due to region, time and other reasons. Many researchers have done on green marketing, branding, labeling and demographical and subjective norms, legislatives etc, which states that going green is very important in the present scenario.

In the present era of development and growth, environment is being degraded at a rapid rate. It is hence, necessary to worry now rather than regret later. Green products can lower the negative impact on environment and ensure a sustainable future for the coming generations. The study highlighted that except for educational qualification, other demographic variables such as age, gender and income have no relationship with consumers' purchase decision of green products. Moreover, irrespective of demographic variables, most consumers intend to purchase such products to safeguard the environment. Suggest that researchers need to explore factors that motivate consumers towards green product usage. The present study finds out that, consumers are motivated to use green products because of environmental sustainability and their personal consciousness towards the environment. However, unavailability of such products and unawareness refrain them from using such products.

Unawareness and unavailability of the green products should be countered so as to remove the obstacle in its usage. Advertisements and promotional activities must be taken to make people aware, focusing on the environmental aspect as it is found to be the most influential factor motivating green product purchase and usage. Moreover, personal consciousness of consumers must be given due consideration, besides promotion, as it is also found to be a motivating factor. Awareness programs of environmental degradation and benefits of green products must be launched along with the different types of such products that consumers can use.

Knowing the factors that consciously or unconsciously affect the decision to purchase green products can have positive effects on the consumption with better products as well as protecting the environment.

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