

**A STUDY ON BUYING BEHAVIOR OF CONSUMER WITH
REGARD TO GREEN PRODUCTS IN SOLAN,
HIMACHAL PRADESH, INDIA**

Project Report

by

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(H-2019-03-ABM)

submitted to



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CERTIFICATE-I

This is to certify that the project report titled, “**A study on buying behavior of consumer with regard to green products in Solan, Himachal Pradesh, India**” submitted in partial fulfillment of the requirements for the award of the degree of Master of Business Administration in the discipline of Agribusiness Management of Dr. Yashwant Singh Parmar University of Horticulture and Forestry, (Nauni) Solan (HP) – 173 230 is a bonafied research work carried out by Mr. Ahmad Zia Naziry (H-2019-03-ABM) son of Shri Mohammad Naeem under my supervision and that no part of this project report has been submitted for any other degree or diploma.

The assistant and help received during the course of this investigation have been fully acknowledged.

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Place:

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Project Advisor

CERTIFICATE-II

This is to certify that the project report titled “**A study on buying behavior of consumer with regard to green products in Solan, Himachal Pradesh, India**” submitted by Mr. Ahmad Zia Naziry (H-2019-03-ABM) son of Shri Mohammad Naeem to the Dr. Yashwant Singh Parmar University of Horticulture and Forestry (Nauni) Solan (HP) – 173230 India in partial fulfillment of the requirements for the degree of Master of Business Administration in the discipline of **Agribusiness Management** has been approved by the Advisory Committee after an oral examination of the student in collaboration with and External Examiner.

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Chapter-1

INTRODUCTION

The biggest issue today is global warming and pollution of greenhouse gases everybody faces it. There is concern about this right from government and corporate bodies a crisis. Everyone is making attempts and inventions to reduce the emission of greenhouse gases. This has led to raising awareness of the brand and rebranding among marketers. Products to their questions regarding this global issue. There is a spur of curiosity as a result, towards protecting the environment and sustainable development. Many corporate houses in India reflect their determination and dedication to battle this, their logo brands have been updated to reflect A crisis. Environmental consumerism is one type of environmentally conscious behavior. (green purchasing)-the procurement and use of environmental-friendly goods. The growing number of customers who choose and can buy environmentally friendly goods are Creating opportunities for companies that use "eco-friendly" or "environmentally friendly "As an aspect of their value proposition, "friendly." This change in customer behavior and a marketer must predict future trends and sell its goods and services to customers. To retain market, share, and build green brands for the future. Many states, moreover, are forcing the adoption of green processes through policy changes. This evolving purchasing attitude behavior of many companies is forcing them to integrate green processes.

The earth's sources are not limitless and are supposed to be finished. More badly, it is the environment, the ecosystem, and human health are also threatened. The scenario puts the Action by governments, civil society organizations, and consumers. Factors like demographics Growth, global warming, threats to the future of human beings, natural exhaustion, Resources have given rise to the green marketing concept (Sevil, 2011).

In the late 1980s and early 1990s, the word Green Marketing came into prominence. The first workshop on "Ecology" was organized by the American Marketing Association (AMA). In 1975, 'marketing'. The conduct of this seminar culminated in one of the first books on Entitled Ecological Marketing for Green Marketing. The Second Wave of Green in the Year 2000 Marketing occurred. CSR and the Triple Bottom Line (TBL) were prevalent at this time. Such, such, Publication as a study from the United Nations in 2005, followed in

2006 by a book by Al Gore and the UK in a stern article, scientific-environment claims were introduced to a large public in an easy-to-use Comprehend the Route.

The promotion of goods that are presumed to be environmentally friendly is green marketing. Securely. Green marketing covers a wide variety of practices, including product marketing. Modification, improvements in the manufacturing process, changes in packaging, as well as modification of Publicity. "Green Marketing" refers to the principle of holistic marketing, in which development, Products, and services are sold, consumed, and disposed of in a way that is less than environmentally dangerous with increasing understanding of the consequences of global warming, solid waste that is not biodegradable and the negative effects of toxins, etc. Both Marketers and customers are becoming more and more open to the need to turn to Products and services that are green. "While the change to "green" may be costly in the short term, it will undoubtedly prove to be necessary and beneficial, cost-wise as well, in the Long Term (Mishra, 2010). In general, green marketing seeks to promote the climate. Pleasant goods and a secure place in which individuals can stay. Green at present in terms of our concerns, marketing is becoming a phenomenon around the world. In recent decades, the atmosphere has started to intensify. Each year, the population of those who turn to green labels or environmentally friendly goods is increasing, thereby exponentially magnifying the phenomenon. Businesses in almost every culture nowadays, the "green" features of their goods and services are flaunted in every industry Odds they will get.

1.1. Meaning of Marketing

The key mantra of today's marketing activities is the happiness of customers, a broad mantra of the growth of new markets, the range of consumer-producer products was planned and new selling opportunities have become a good profession for many marketers. Marketing is the duty of management, not just a function entrusted to experts. (Silk, A.J., 2008, in German) The American Marketing Association (Gundlach and Wilkieie). The American Marketing Association (Gundlach and Wilkieie), in addition (2009) described marketing as a role for the company and the course of processes for Communicating, creating, and supplying value to the customer, dealing with clients Relationships in a way that both the company and its stakeholders would benefit from. That is the market history of today is often said to be influenced by two strong powers, technology, and technology. With globalization. Problems concerning these technical advances and globalization Ecological concerns have been generated by industrial activities; a very good example of this is Global warming is

happening. The major role of marketing in the enterprise was drawn from the fact that marketing is a procedure through which a firm produces value for its selected purchasers. Moreover, value is created by meeting customer requirements, therefore a firm must define itself not by the product it offers in the market, but by the customer benefit it offers (Silk, 2008). To promote the device, the company featured its debut at tech events and is highly advertised on the web and television. Marketing is based on thinking about the business in terms of customer needs and satisfaction. The fundamental role of advertising in the company was taken from the truth is that marketing is a mechanism by which a business creates demand for its chosen product. The consumers, in addition, value is generated by meeting customer requirements, so a company must be characterized not by the commodity it sells on the market, but by the benefit of the consumer. Offers (Silk, 2008). The company unveiled its technology debut to market the device. Events are heavily promoted on the internet and there is no television. Marketing depends on thought and thinking. in terms of client needs and their satisfaction, the business. Marketing varies from "Selling because "selling wonders about the tricks and tactics of getting customers to for your product, exchange their cash. It is not about the beliefs that the trade is All about. And it does not perceive their entry business process as marketing in vector, as it does, as It consists of a closely organized effort to define, produce, arouse and satisfy customer requirements. In other words, marketing has little to do with getting the goods to be paid for by consumers as It creates the market for that commodity and meets the needs of the consumer (Levitt, 2009).

1.2. Concept of Green Marketing

Green marketing or environmental marketing consists of all activities designed to generate and facilitate any exchanges intended to satisfy human needs or wants, such as the satisfaction of these needs and wants occurs, with minimal detrimental impact on the natural environment. This description assimilates a great deal on the traditional part of the marketing definition that is "All activities designed to generate and facilitate any exchanges intended to satisfy human needs or wants". Consequently, it guarantees that the interest of the entire organization and all of its consumers are safeguarded because the voluntary exchange will not materialize unless both the buyer and seller will benefit equally. Furthermore, the definition above includes safeguarding nature by making an effort to lessen the unfavorable impacts of this exchange on the environment (Polonsky, 1994).

"A holistic and responsible strategic management process that identifies anticipates, satisfies and fulfills stakeholder needs, for a reasonable reward, that does not adversely affect human or natural environmental well-being (Charter, 1992). Green environmental and eco marketing is a part of the new marketing approaches which do not just refocus, adjust or enhance existing marketing thinking and practice, but seek to challenge those approaches and provide a substantially different perspective. In more details green, environmental and eco marketing belongs to the group of approaches that seek to address the lack of fit between marketing as it is currently practiced and the ecological and social realities of the wider marketing environment. There are many environmental problems affected by the production and rendering of goods, Services, and so there are also many ways in which a business can market it's environmentally friendly The Offers. A broad variety of these problems can be addressed by green marketing: an item can save water, reduce emissions of greenhouse gases, reduce toxic pollution, clean indoor air, and/or make it easy to just recyclable. The more environmental marketing, when put side by side with the competition, the more likely the customer will select your product or service, the more likely it is to make your claims, provided the price point isn't too much higher than the alternative (Surya and Banu, 2014).

1.3. History of Green Marketing

The term Green Marketing came into prominence in the late 1980s and early 1990s. The American Marketing Association (AMA) held the first workshop on "Ecological Marketing" in 1975. The proceedings of this workshop resulted in one of the first books on green marketing entitled "Ecological Marketing". (Surya and Banu, 2014).

The term Green Marketing came into prominence in the late 1980s and early 1990s.

- Green marketing has evolved over this time. The evolution of green marketing had three phases. The first phase was termed "Ecological" green marketing, and during this period all marketing activities were concerned to help environmental problems and provide remedies for environmental problems. (Surya and Banu, 2014)
- The second phase was "Environmental" green marketing and the focus shifted on clean technology that involved designing innovative new products, which take care of pollution and waste issues. (Surya and Banu 2014)
- The third phase was "Sustainable" green marketing. It came into prominence in the late 1990s and early 2000. This was the result of the term sustainable development

which is defined as "meeting the needs of the present without compromising the ability of future generations to meet their own needs." (Surya and Banu, 2014)

1.4. Green Marketing in India

According to a new global study, India is the world leader in green IT potential, a sample of companies Among the businesses that have been successful in their green initiatives so far are Apple, HP, Microsoft, IBM, Intel, Sony, and Dell are among the companies with marketing campaigns. HCL's environmental protection scheme is driven by a rigorous strategy growth that is long-term HCL is obligated to produce eco-friendly products. From the moment goods are produced, they must comply with environmental management processes. Are sourced, assembled, purchased by consumers, and then reclaimed and recycled at the end of their useful lives.

1.5. Present Trends in Green Marketing in India

Google Analytics reports that more "green marketing" searches are focused on a relative basis. They came from India rather than from any other region. Indian respondents ranked over Participants from 10 other countries plan to pay 5% or more for the green Technology, if it is environmental and return on investment (ROI) benefits are demonstrated in a Green Factor report that explores and highlights green marketing Opportunities This is in line with the theory of sustainable growth and development. CSR, to create a friendship, a market awareness and thereby to engage in environmental conservation Organizations, assume they build wealth and are more economically and environmentally sustainable Responsible as a medium for marketing. Promoting environmentally friendly goods carries with it the promotion of A strategic advantage for businesses and people is likely to buy the goods that are It's not damaging. Organizations view ads as an incentive to accomplish their targets. Companies also recognized that buyers want commodities that do not affect the natural climate, as well as the welfare of individuals. Companies that sell such green goods are preferred to Not doing so over others and therefore creating a comparative edge at the same time, Meeting their corporate targets. Organizations assume they have a legal responsibility to be more publicly accountable. This is in line with the CSR ideology that has been successfully implemented to boost the public reputation of many business houses. In this case, businesses will take two Approaches: Use the idea that, as a selling instrument, they are environmentally friendly. Without prompting this reality, be accountable. Political bodies are pressuring businesses to compel themselves to become more accountable. In most

examples, the government pressures the organization to follow policies protecting the needs of consumers by reducing the output or production of hazardous products. Products that change the use and/or use of harmful goods by consumers and industry; or. Ensure the willingness of all groups of customers to determine the climate Material structure. To get even with rivals who, pretend to be environmentally friendly companies are transitioning to eco marketing. The result is orange. Marketing is percolating around the industry.

1.6. Benefits of Green Marketing

Companies are accountable to the preferences of customers for less eco-sustainable either negative or neutral goods. As an early-mover edge, many firms like to have eventually, they must shift towards being green. Some of the advantages of green marketing are:

- Along with profitability, it ensures sustainable long-term prosperity.
- In the long term, this saves money, while the cost is initially higher.
- It encourages businesses to sell their goods and services while preserving the environmental aspects of Spirit. It allows to enter and appreciate the comparative benefit of emerging opportunities.
- Many of the workers often feel proud and responsible for working for an individual. Ecologically sensitive company.

1.7. Need of the Study

Since resources are scarce and there is no limit to human needs, it is necessary for the Marketers can make effective use of capital without wasting and to accomplish the objective of the Organization. Green marketing is also unavoidable among the rising curiosity there is The protection of the environment for customers all over the world. Worldwide Evidence shows that people are worried about the climate and are improving their environmental Conduct. Green marketing has emerged as a result of this, which speaks for the growing market for products and services that are sustainable and socially responsible. The growing, therefore, Awareness among customers around the world and in India about the protection of The atmosphere they live in is very important. Various studies by ecologists show that people are concerned about the environment in India. Not just that we're able to see, most consumers in the world are becoming more concerned about environmentally friendly products.

1.8 Objectives of the Study

The objective of the study is as follows:

1. To research customers' general environmental values.
2. Evaluating consumer awareness of green goods and researching consumer awareness of green products purchasing actions against green goods.

Chapter-2

REVIEW OF LITERATURE

A literature review is a systematic, explicit, and reproducible method for identifying, evaluating, and synthesizing the existing body of completed and recorded work produced by researchers, scholars, and practitioners (Fink 2005).

Makhdoomi and Nazir (2016), Revealed that demographic variables should not impact the population Instead, the buying behavior of green goods depends on the purchasing behavior of the customer. The level of customer satisfaction with green goods. The behavior of buying and the features of green goods often impact consumer loyalty.

Bozepe (2016), his research aims to provide knowledge on the impact of green marketing on buying habits of consumers. The findings of the questionnaire administered to 540 customers in Istanbul will be statistically analyzed. Based on the findings of the study, environmental consciousness, green product attributes, green marketing practices, and green price effect on the green buying habits of the green buying behavior's Positive for customers. The model is mildly influenced by population characteristics.

Gan and Wee (2008), research was conducted on customer buying behavior against Green-based products. The research was carried out in New Zealand on 120 persons. The results revealed The characteristics of the product play a very important role in the production of the product as they control Market advertising choices and help brands fulfill the wants, expectations, and needs of consumers demands. It is hypothesized that a customer decides to buy a green commodity is a feature of Consciousness of costs, product consciousness, environmental awareness, and brand awareness Sight. The results showed that environmentally aware customers are Green goods are more likely to be bought. The report concluded that customer expectations of Green goods are some of the factors that cause their content to be costlier and inferior Refrain from switching brands.

Pandya (2016) assessed the potential of green marketing and studied consumer purchasing behaviors. The study was carried out on a sample size of 400 individuals in different cities of Ahmadabad, Gujarat. The results showed that most respondents were aware of the impact of climate change and global warming and its adverse effects on our

environment because of such threats, they also consider the environment at risk. This study revealed the strong confidence of customers in the well-known commercial brands and the weak behavior referring to the "green" claims, which were the main cause of consumption. Failure in their behavior to interpret their concerns beyond the environment. It was also required; Customers are very much in favor of investing in environmentally friendly products.

Marfo's (2014) research was done on the shopping behavior of customers against green goods. The research was performed on 200 persons in the district of Kancheepuram (73 men and 127 women). The results revealed the correlation between the customer purchasing Green product behavior and green product price ranges. The research concluded that It has been shown that green buyers can pay a premium price for the environment. Friendly items. It was observed that buyers value these labels in general and are not prepared to compromise on pricing. Green goods must then perform competitively, as eco-friendly advertisers can capture this demand for long-term growth.

Babita's (2013) research on green marketing and its effect on the shopping habits of customers has been published. The research was conducted in the Rohini district of Delhi with 100 respondents. The results revealed that by embracing green management, customers can be kept faithful for a long time. The study showed that buyers trust and like eco-labels and eco-brands and their eco-labels. Eco-brand awareness has a strong and important effect on their real purchases Behavior. It was proposed that recognition of the commodity can be accomplished by advertisements so that it is possible to alter consumer purchasing behavior that may affect the environment's health. The companies that plan to grow new eco-friendly businesses Products should ensure the competitive value of goods.

Zafar and Bilal (2014) a study on green consumer behavior towards green products and green purchasing decisions was conducted. The study was conducted at the University of Gujrat, Pakistan, with 200 respondents. The results showed that there is a strong positive relationship between green behavior and price, quality, and green marketing among consumers, while brand and gender differences have a very weak relationship with green behavior among consumers. The present study stated that there is a gap between environmental beliefs and customer green behavior, and if they are well aware of green advertising, consumers are not likely to be exposed to green advertising. Green-based products. Greater marketing of green products will encourage consumers to make green

products Eco-friendly behavior and those who are aware of the environment will do even more Commodities.

Yang's (2017) survey was performed and there were 568 validated responses received. This study showed that awareness of the brand is positively connected to perceived consistency. Brand knowledge in terms of brand value and brand perception has had a positive effect on the perceived quality of customers and eco-friendly goods are perceived to be of higher quality and have a strong positive co-relation with buying Purpose.

Chen and Tung's (2018) research on the intent of customers to buy green goods has been completed. The research was conducted at Feng Chia University with 120 respondents. The results revealed that customer conduct based on the decision to buy green goods is based on a model of decision making that combines cognitive characteristics, affective characteristics, and Countries' behavioral intentions Environmental consciousness means that when buying green goods, environmental effects affect market cognition. The research concluded that government agencies ought to support and promote school education services. Green strategies and safeguarding the climate. Social and perceived monetary effects Values greatly impact the intention of customers to buy green appliances.

Ghoshal (2011) Green marketing was also in its infancy. Green marketing applies to eco-level and market segmentation in the view of marketing researchers, and the role of systemic forces and economic incentives in shaping customer behavior. The orange one to achieve two targets, advertisers need to understand: better environmental sustainability and Customer delivery.

Sujith's (2015) research on green marketing perception and its effect on customer purchasing behavior has been completed. The research was carried out in Kerala on 100 persons. The results showed that the knowledge and enthusiasm of customers continued to push progress in the Marketplace, identifiable by the launch of more environmentally conscious goods. The research It was confirmed that most of the respondents were aware of eco-friendly goods, but If they are costlier, they are less likely to buy green goods.

Moses et al.'s (2016) study examine residents of industrial areas in Ibadan, southwestern Nigeria, for their understanding and comprehension of the causes, consequences, and prevention steps of global warming. Purposive sampling was used in this

descriptive survey. The procedure was used to pick 200 respondents from the local population. Data were obtained using a questionnaire with a reliability coefficient (r) of 0.78. Two study questions were asked, and three theories were tested at a significance level of 0.05. Chi-square, frequency count, basic fraction, and pie map are examples of statistical techniques that were used to interpret the results. Just 20% of those surveyed had a pessimistic outlook, while 34% had an optimistic attitude. All three theories were dismissed because 81 (40.5 percent) were undecided. As a consequence, it was deduced that the respondents had a clear understanding of global warming. In People's environmental health searching actions should be supported, according to the guideline via interdisciplinary and multidisciplinary research, as well as the development of inclusive societies. Intervention techniques for occupational protection and protection.

Anirban (2012) conducted a study on green marketing. The study was conducted on 80 people in West Bengal Kolkata. The findings reported that the general ecological attitude of consumer change has changed positively. The study noted the strong faith of consumers in the known commercial brand and the feeble behavior referring to the green climate. It was noted that consumers also can pressure the organization to integrate the environment into their cooperative efforts. It was concluded that the green product is safe and environmentally harmless thus should be promoted.

Shamsi and Siddiqui (2017) Market activity and green goods have studied a total of 170 people were interviewed in the Uttar Pradesh districts of Aligarh and Bareilly (West). Consumers are inspired to use green goods, according to the results. environmental sustainability, as well as their environmental awareness. However, owing to a lack of understanding and the lack of affordability of such items, they are unable to use the goods. The study's results should be used by retailers, suppliers, and the government to successfully encourage green goods. Along with the various forms of green products, educational campaigns on environmental pollution and the benefits of green products must be introduced. Consumers may use those goods.

Poongodi and Gowari (2017) Green marketing's ability and effect on customer purchasing habits for green goods were evaluated. The research was performed in Tamilnadu with a sample size of 450 people. The results revealed that customers are not only savvy but also resourceful. They are mindful of the different labels and their perceived consistency, but they have also begun to pay heed, more environmental consciousness, and therefore

becoming more environmentally friendly. Consumer perception of eco-friendly product labeling and brands was strong, according to the report. According to the report, ads can be done enticingly by using celebrity endorsements. Intrude on the minds of customers about the idea of a green commodity This will boost the Consumers are becoming mindful of green goods, which contributes to improved buying activity.

Divyapriyadharshini *et al.* (2019) the key aim of this paper is to learn about market awareness of green products and how transitioning to green products can benefit the environment. Green product recognition among consumers is important in suggesting the method of making a green product purchase The data is correctly gathered from 30 respondents through a survey approach a well-organized questionnaire The method of convenience sampling is used. Frequency analysis is used to analyze the results. According to the results, promotional efforts for environmentally sustainable goods have an impact. Green food recognition by customers. The overwhelming majority of the Green goods are common to respondents. In addition, this report shows that market perception of green goods is a key factor that Influences customers' green buying choices.

Mahesh Wari (2014) researched green marketing beliefs and behaviors, as well as their effect on customer purchasing habits. The research also examines the effect of advertisers' marketing efforts on customers. The analysis was carried out in Madhya Pradesh, 120 women consumers ranging in age from 21 to 45 years old were interviewed in different cities. Pradesh is a state in India. This research demonstrates the presence of a value-action difference in the climate. There is a disparity between customer expectations and behavior when it comes to going green. It has highlighted different facets of customer behavior and shown how ads can affect consumer expectations for greener products. According to the report, Indian producers are yet to find a niche. Despite customer awareness of green goods being poor due to the recession, there is a demand for them. Marketers' efforts were inadequate Embracing the green imperative, on the other hand, and Indian brands will break this vicious circle by engaging in green initiatives and customer education a loop.

Mahesh & Gomathi (2016) this study aims to examine the factors that influence consumers' decisions to buy green goods, as well as the factors that influence consumers' decisions to buy green products Purchasing the green substance has proved to be problematic for them. Data were obtained from 200 respondents using a standardized questionnaire and a planned interview process. For this study, five villages were selected in Tiruppur district,

Namely Valliarachal, Mettupalayam, Veeracholapuram, Nathakkadaiyur, and Palayakottai. The study's key results show that, despite a few obstacles such as high price, lack of availability, and so on, the majority of respondents want to do it. purchase goods that are good for their wellbeing and often taking care of the climate.

Vasanthi and Kavitha (2016) conducted a study on consumer awareness and purchasing behavior of green products. The study was conducted on 100 respondents in Tirpur city. The findings showed that there is a significant relationship between variables which affects consumer buying behavior for green product. The study reported that most of the consumers in the city are aware of environmental problems and green products in the market and have a positive attitude and behavior towards green products. The study concluded that consumer was ready to pay a high price for eco-friendly products which cause less population to the environment where consumer.

Since (2014) investigated the impact of green marketing practices on consumer buying behavior. The study has been conducted on 100 respondents in various retailer stores in Kolkata. The findings reported that consumer purchasing decisions are not influenced by the green marketing undertaken by the company. It was also noted that consumer agrees to fact that company must undertake green marketing. Moreover, the majority of buyers were noted willing to pay an extra amount for the green product. It was noted that respondents have various opinions on the green environment. The study concluded that green marketing is still in its infancy in India and more research needs to be undertaken on different aspects of green marketing to explore its potential to the maximum possible extent. When companies adopt green marketing activities, they should ensure that the economic aspect of marketing is not neglected. A thorough understanding of the implications of green marketing activities must be undertaken by the companies to ensure that they achieve a competitive advantage in the markets.

Bhatiya and Jan (2017) investigated the participant's preference towards green marketing participation practice and products. The study was conducted on 160 respondents in Distt. Chittoor. The findings showed that consumers are aware of green marketing practices and products. The study revealed that overall green values, awareness about green products, and practice had a positive significant impact on consumer persuasion to buy and prefer green products over conventional products.

Chapter-3

MATERIALS AND METHODS

The research methodology is the systematic, theoretical analysis of the procedures applied to a field of study (Kothari, 2004). It involves procedures of describing, explaining, and predicting phenomena to solve a problem; it is the 'how's'; the process or techniques of conducting research. A Methodology does not set out to provide solutions but offers the theoretical underpinning for understanding which procedure set of procedures can be applied to a specific case. Research methodology encompasses concepts such as research designs, target population, sample size and sampling procedure, data collection instruments, and data analysis procedure.

3.1 Data collection

Data collection is a process of collecting data for research purposes using both primary and secondary sources. The task of data collection begins after a research problem has been defined (Kothari, 2004). Both primary and secondary data have been used in the present study.

3.1.1 Primary data

Primary data is collected by the investigator for a specific purpose. Primary data is costlier to obtain than secondary data, which is obtained through published sources, but it is also more current and more relevant to the research project.

Area of the study

The current research has been conducted in the Solan Town of Himachal Pradesh.

The population of the study

The population of the present study has been the consumers of Solan Town in Himachal Pradesh.

Sampling

A sample is a subset of a population that is used to represent the entire group as a whole that is used to conclude the entire group. Sampling is a technique used in a statistical

analysis in which a predetermined number of observations are taken from a larger population. To select the sample size out of the total population convenient sampling is used. Convenience sampling is a sample taken from a group you have easy access to.

Sample size

The sample size for the present study has been 60 consumers.

Survey instrument

The questionnaire in the present study consisted of two parts. Part I was designed to get the information based on demographic variables such as name, gender, age, marital status, education qualification, occupational status. Part II of the questionnaire gave the opinion of the respondents on green products. Part III was designed to assess the buying behavior of consumers towards green products. Part IV gives the information on the importance given to various factors determining purchase decisions and perceptions of respondents on environmental issues.

3.1.2 Secondary data

The secondary data, on the other hand, are those which have already been collected by someone else and which have already been passed through the statistical process (Kothari 2004). The secondary data has been collected through past surveys, books, journals, newspapers, company websites, other research works, and websites.

- **Data analysis**

Data analysis refers to the computing of certain measures along with searching on the pattern of relationships that exist among data groups. The data collected from different sources were classified and tabulated according to the requirement of the study. The analysis of the present study has been done through appropriate statistical and mathematical tools.

- a) Percentage analysis**

The percentage method refers to a special kind of ratio that is used in making a comparison between two or more series of data. The formula used for the percentage method is:

$$P = \frac{X}{Y} \times 100$$

Where

X = number of respondents falling in a specific category to be measured.

Y = total number of respondents.

b) Mean

The arithmetic mean has been applied to study the opinion of the sample respondents on a 5-scale for different statements. The arithmetic mean has been calculated by assigning a numerical value to the quantitative statements. These values have been assigned for these qualitative respondents as one for strongly disagree, two for disagree, three for neutral, four for agree, and five for strongly agree. The formula used for Arithmetic Mean is:

$$\bar{X} = \frac{\sum X}{N}$$

Where

\bar{X} = Arithmetic Mean

$\sum X$ = Sum of the value of observation on the variables

N = Number of observation

c) Standard Deviation

The standard deviation concept was introduced by Karl Pearson in 1823. The standard deviation measures the absolute dispersion (or variability of distribution; the greater the amount of dispersion or variability), the greater the standard deviation, the greater will be the magnitude of the deviation of the values from their mean. A small standard deviation means a high degree of uniformity of the observation as well as homogeneity of the series; a larger standard deviation means just the opposite. The formula used for standard deviation is;

$$\text{Standard Deviation (S.D)} = \sqrt{\frac{\sum (x - \bar{x})^2}{N}}$$

Where x (x - mean)

N - Number of observation

Chapter-4

RESULTS AND DISCUSSION

In this chapter, an attempt has been made to study the perceptions of consumers towards green products, buying behavior of consumers, and the environmental beliefs of the consumers. The profile of respondents concerning gender, age, qualification, income, marital status has been discussed.

4.1 Sample profile

This section of the chapter deals with the general information about the respondents classified in terms of gender, age, educational qualification, marital status, annual income has been discussed below.

Table 4.1.1 Age-wise distribution of sample

Age(in years)	Frequency	Percentage
Below-21	16	26
21-35	36	60
36-50	5	8
Above-50	4	6
total	60	100

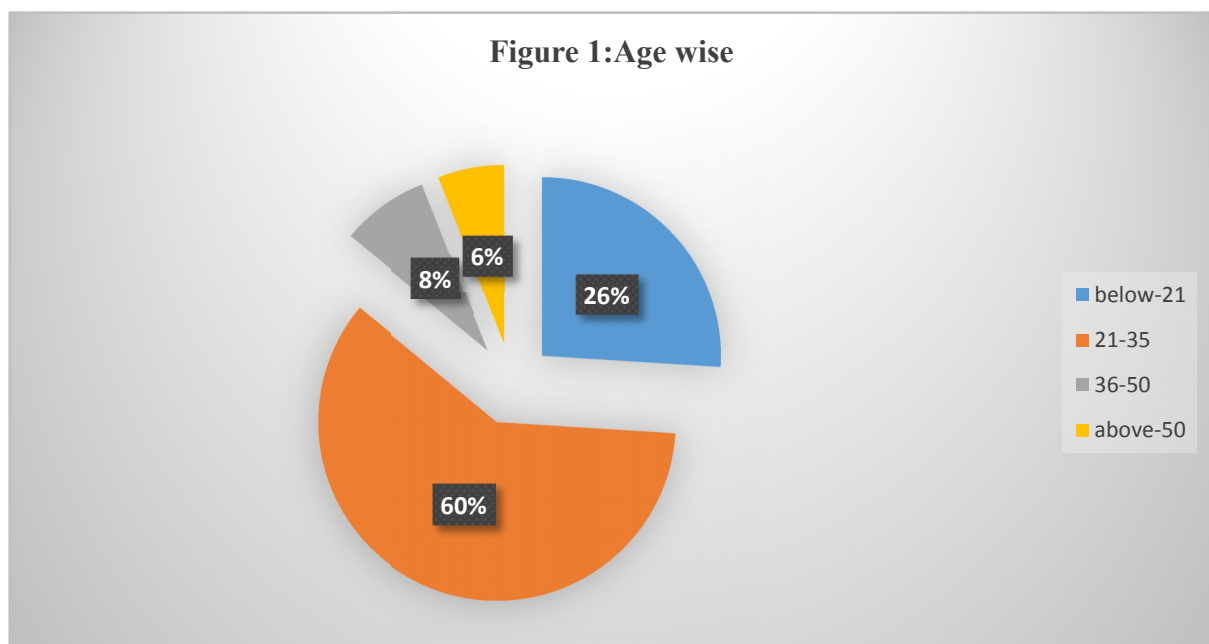


Table 4.1.1 portrayed various age groups of respondents. It can be observed that out of 60 respondents 60 percent of respondents presented (21-35 years) of age, 26 percent (below-21 years) 8 percent respondents are of age group (36-50 years) and 6 percent respondents presented (Above-50) Thus, majority of the respondents belonged to the youngest age group.

Table 4.1.2 Distribution of sample concerning gender

Gender	Frequency	Percentage
Female	26	43.3
Male	34	56.7
Total	60	100

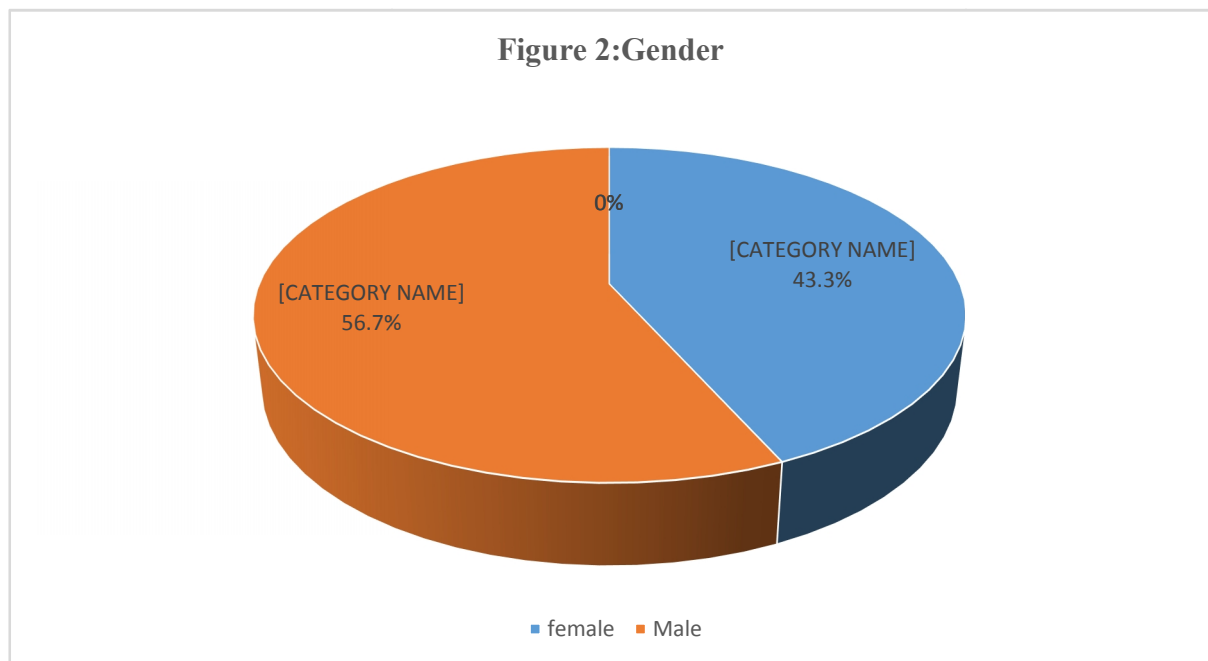


Table 4.1.2 show the distribution of the sample about gender. It can be observed that out of 60 respondents 56.7percent presented male and 43.3 belonged to a female.it wasrealized that most of the respondents were male.

Table 4.1.3 Distribution of sample with Residential status

Residential status	Frequency	Percentage
Rural	27	45
Urban	33	55
Total	60	100

Table 4.1.3 shows that slightly more than 50 percent of the respondents (55 percent) belong to urban backgrounds whereas the remaining had a rural family background.

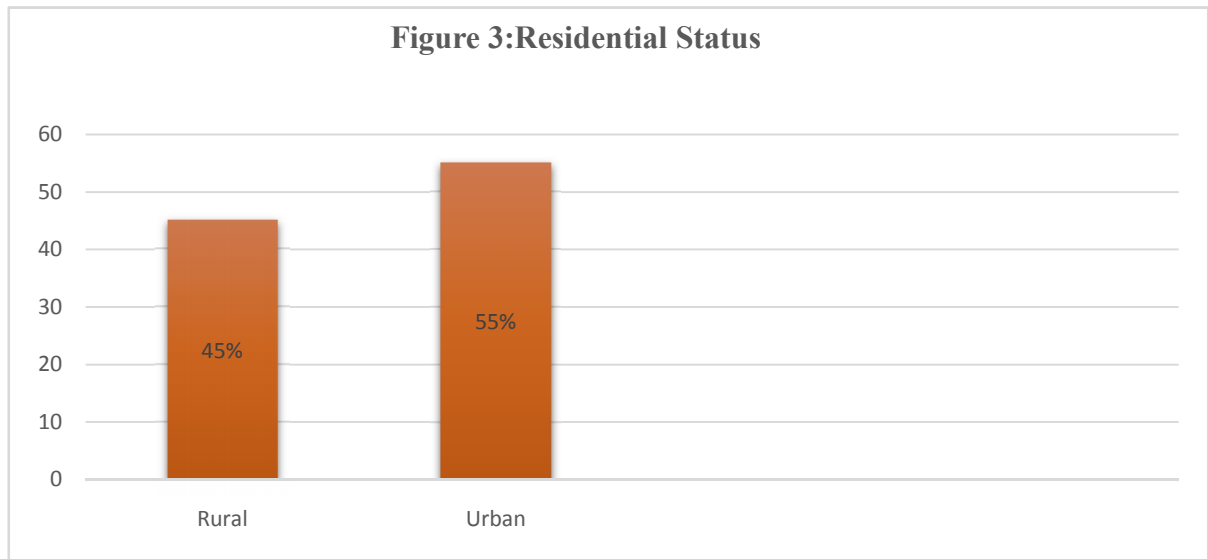


Table 4.1.4 Sample profile for education qualification

Education	Frequency	Percentage
Matric	3	5.0
Secondary	28	46.7
Graduate	26	43.3
Post Graduate	4	5.0
Total	60	100

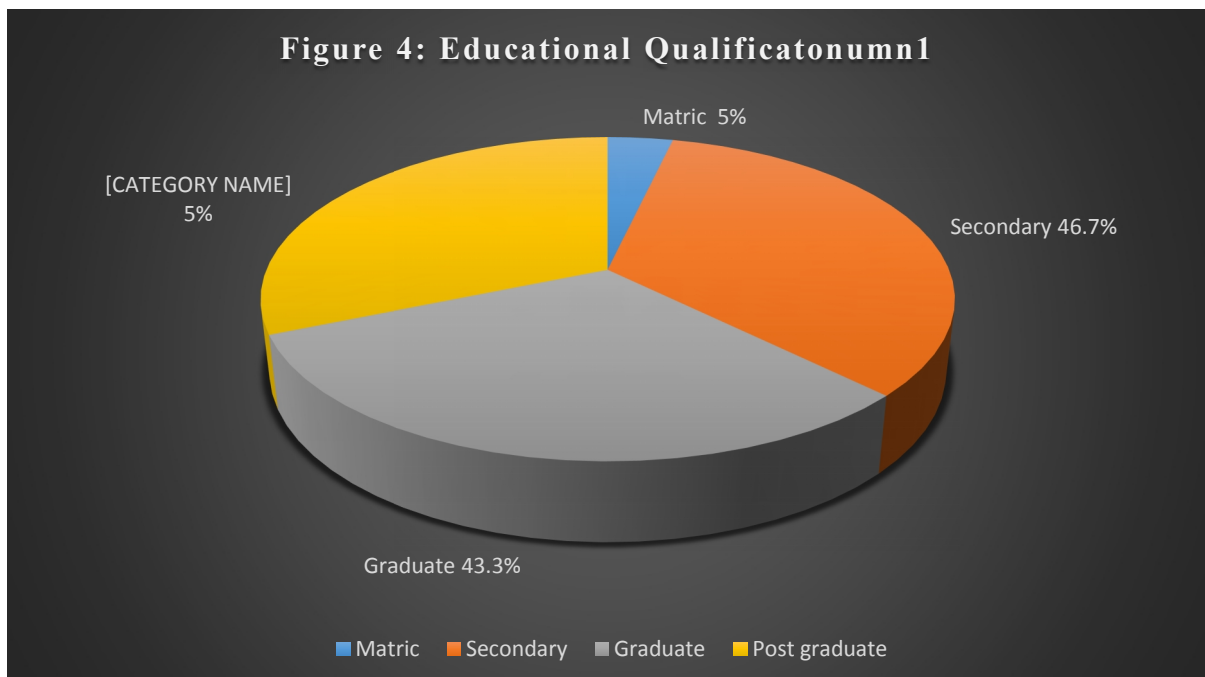


Table 4.1.4 presented the sample profile of respondents for education. It is an indication from table 4.1.4 that 5 percent of the respondents are matric, 46.7 percent followed by secondary education. 43.3 percent of the respondents are graduates and 5 percent of the respondents are post-graduate.

Table 4.1.5 Sample profile for income

Income (Rs. in Lakhs)	Frequency	Percentage
<= Rs. 2	20	33.3
Rs.2- Rs.5	27	45.0
Rs.5 - Rs.10	11	18.3
Above Rs. 10	2	3.4

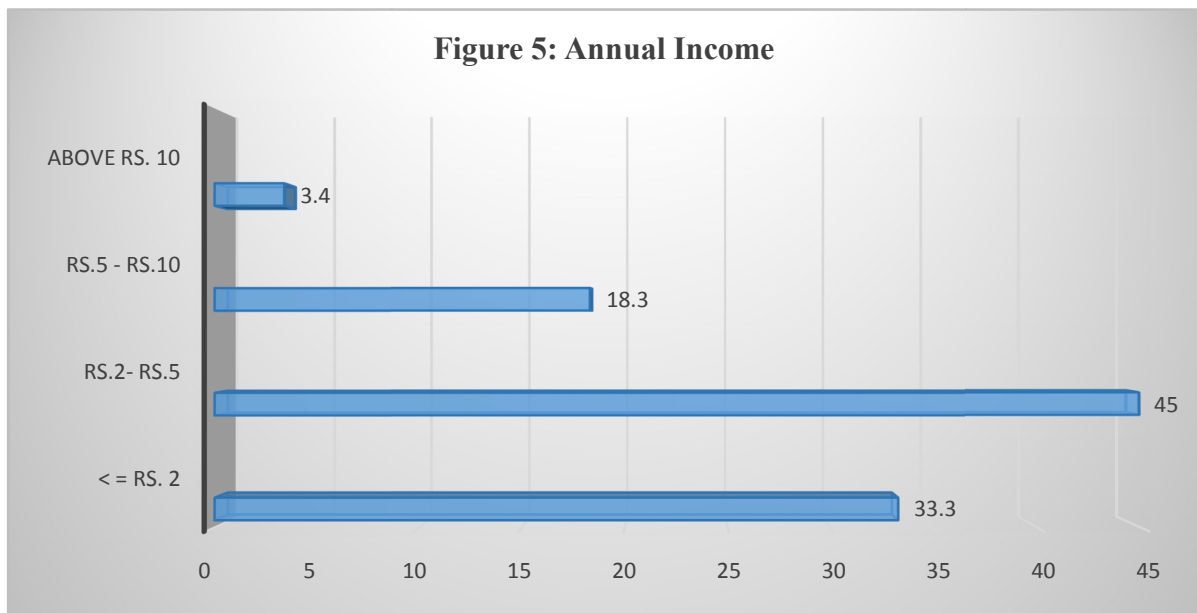


Table and Figure 4.1.5 reveal that 33.3 percent of respondents have their annual income below Rs.2 Lakhs whereas a very small percentage of respondents i.e. 3.4 percent of respondents have their annual income above Rs.10 Lakhs. 45 percent of the respondent's annual income lies between Rs.2-Rs.5 Lakhs and 33.3 percent of respondents lie in the category of annual income between Rs.5-Rs.10 Lakhs. So it can be concluded that most respondents are well educated having annual income above Rs.2-Rs.5 Lakhs.

4.2. Buying behavior of consumers of green products

In the following part, the awareness of consumers about green products, the opinion of the consumer on green products, and the buying behavior of the consumer are studied. The findings are discussed below:

Table4.2.1 Percentage response of consumers on green/eco-friendly products

Sr. No	Statements	YES		NO	
		Number	Percent	Number	Percent
1.	Are you aware of “green products” or Eco-friendly products?	56	93.3	4	6.7
2.	If green features increase the price of the product, are you willing to pay more?	11	18.3	49	81.7
3.	Do you think there is enough information about “green” features when you buy the product?	34	56.7	26	44.3
4.	Do you think being environmentally friendly is important?	49	81.7	11	18.3
5.	Have you ever purchased eco-friendly product?	45	75.0	15	25.0
6.	When purchasing a product, will your first consider eco-friendly product?	23	38.3	37	61.7
7.	Do you always purchase eco-friendly Product?	8	13.3	52	86.7
8.	Do you purchase the eco-friendly product more than common product?	27	45.0	33	55.0

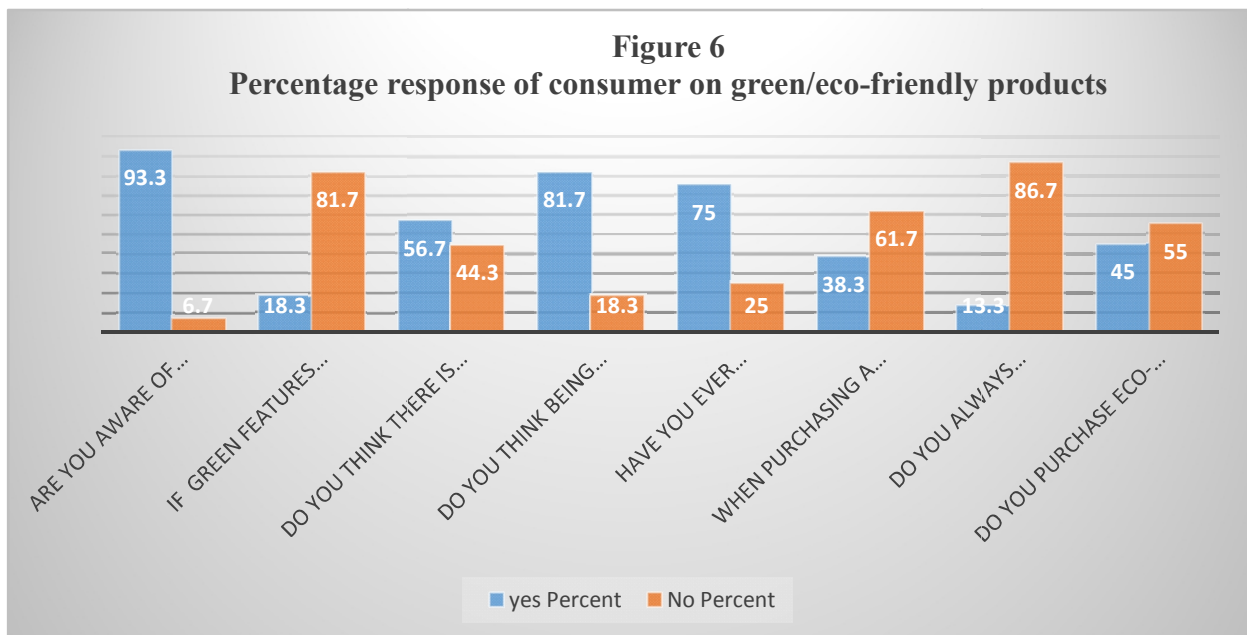


Table 4.2.1 percent the opinion of respondents towards green products. The findings reported that out of 60 respondents 93.3 percent are aware of green/eco-friendly products, however, if green features increase the price of products only 18.3 percent have shown their willingness to pay while 81.7 percent are found unwilling. It was also observed that 56.7 percent feel that enough information about "green features" is available while buying green products. The results also pointed at 81.7 percent think that being environmentally friendly is

important. About 75 percent of respondents have purchased eco-friendly products and 25 percent have not yet purchased. Only 13.3 percent of respondents always purchase eco-friendly products and whenever purchasing any product 38.3 percent will first consider eco-friendly.

Table 4.2.2 Percentage response of consumers on the source of information about green products

Sources of information about green products	Number	percentage
Television	24	40.0
Magazines	16	26.7
Class lectures	7	11.7
Newspapers	12	20.0
Others	1	1.6
Total	60	100

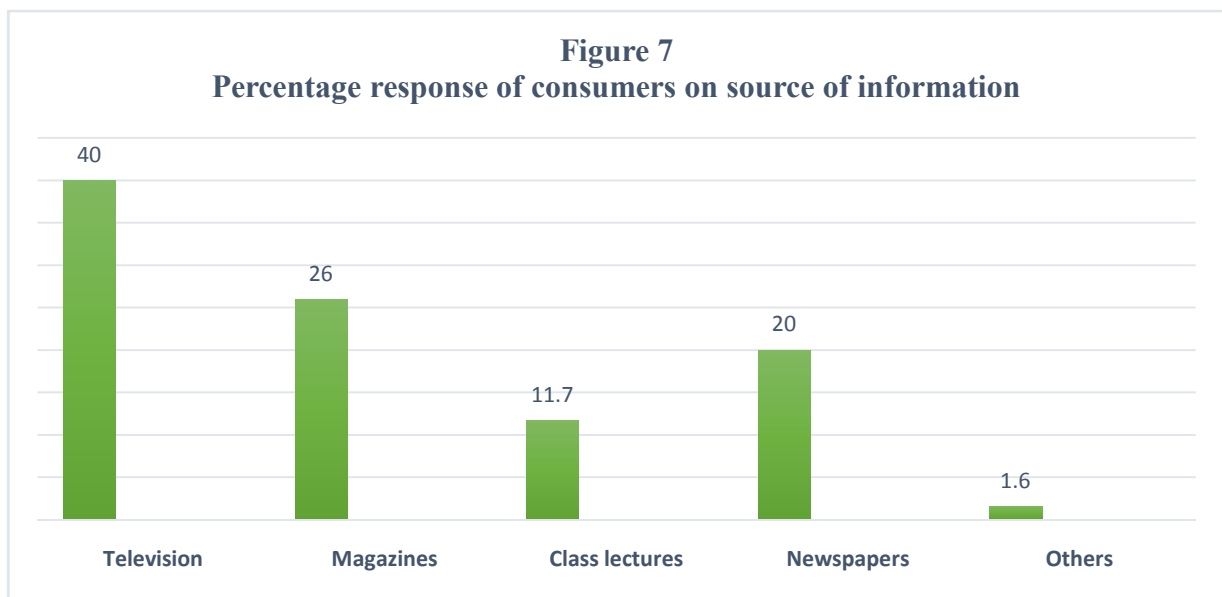
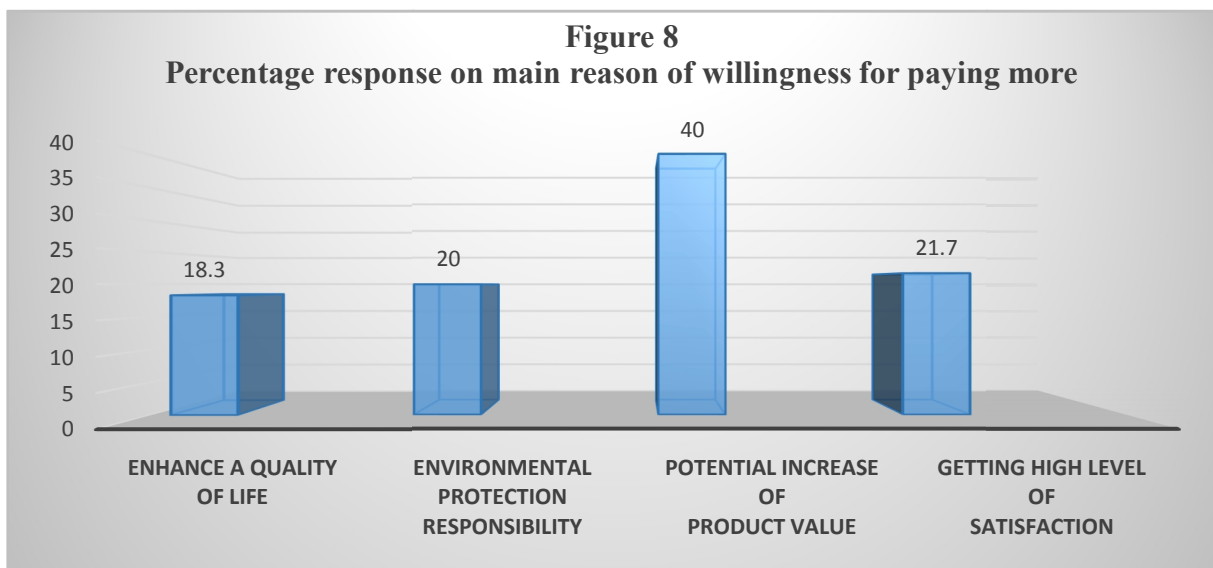


Table 4.2.2 presented the percentage of consumers on the basis of their source of information about green products. The findings show that the majority of respondents that is 40 percent became aware of green products through television, 26.7 percent through magazines, 20 percent through a newspaper. It was also noted that through class lectures 11.7 percent of consumers came to know about green products. Thus television, magazines, and newspaper have been important sources of generating awareness on green/eco-friendly products.

Table 4.2.3 Percentage response on the main reason of willingness for paying more for green products

The main reason, for willingness to pay more for green products	Number	percentage
Enhance the quality of life	11	18.3
Environmental protection responsibility	24	40.0
Potential increase of product value	12	20.0
Getting a high level of satisfaction	11	21.7



The data shown in table 4.2.3 give the percentage of consumers attributing main reason to pay more for the green products. It is seen that the majority of consumers 40 percent are willing to pay more as they feel that they have environmental protection responsibility while 21.7 consumers' reason is attributed to the high level of satisfaction. It was also seen 20 percent of respondents have shown willingness due to a potential increase of product value while the remaining 18.3 percent feel that it enhances the quality of life. Thus it can be said that the main reason why consumers are willing to pay more for green products is their feeling of sense of responsibility towards environmental protection.

Table 4.2.4 Percentage response of consumers on the reason for green marketing in headlines

Green marketing in headlines to make	Number	Percentage
Consumers aware of green products	20	33.3
Company increasing its competitive edge	26	43.4
Company's attempt to address society's new concern	14	23.3
Total	60	100

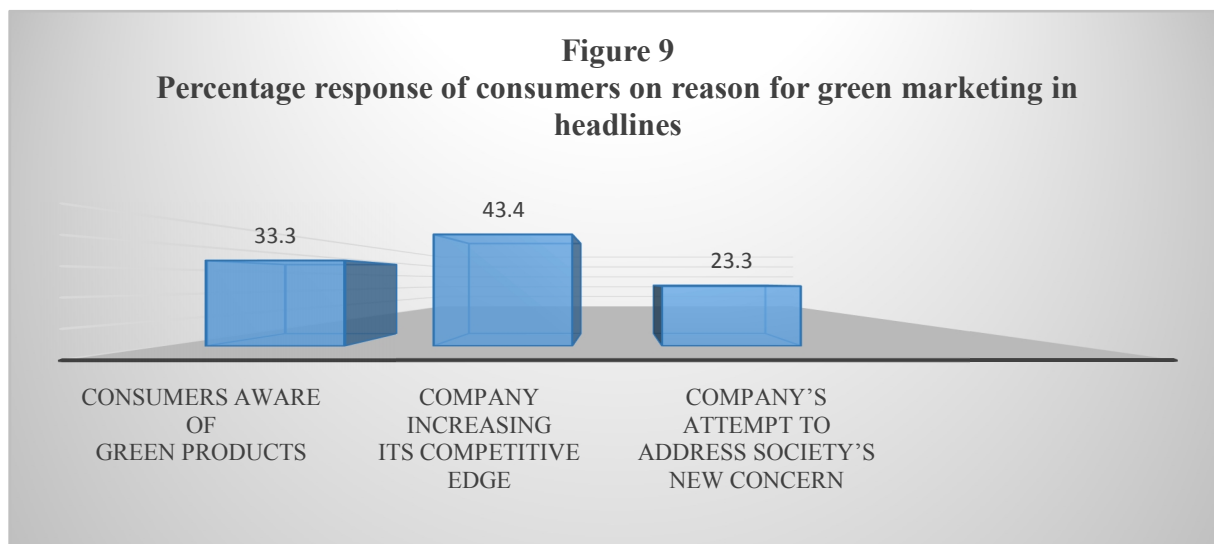


Table 4.2.4 presented the opinion of consumers on reasons for green marketing in headlines by companies. The findings revealed that 43.4 percent of respondents think that due to such headlines company gains its competitive edge. Whereas 33.3 percent of the respondents feel that companies are making consumers aware of green products. About 23.3 percent of respondents feel that it's a company's attempt to address society's new concern.

Table 4.2.5 Percentage response on factors strongly influencing consumer's buying behavior towards green products

Influencing buying behavior towards green products	Number	Percentage
Product	27	45.0
Package	14	23.4
Place	8	13.3
Promotion	11	18.3
Total	60	100

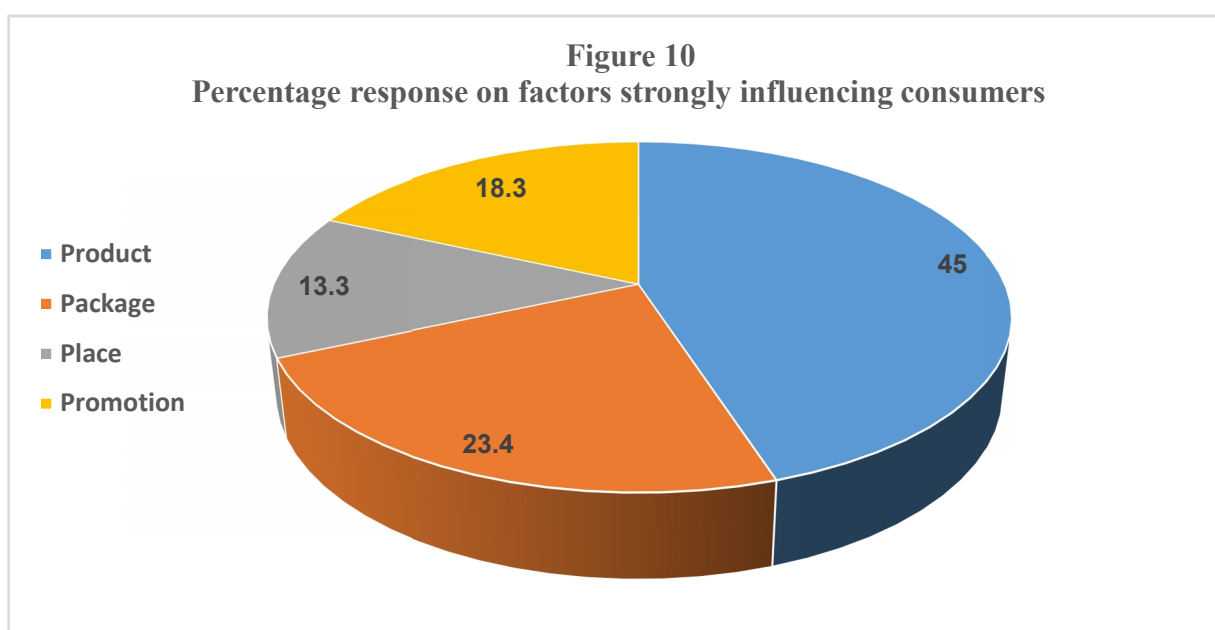


Table 4.2.5 presented percentage response on factors that strongly influences the consumer buying behavior of green products. The findings show that 45 percent of the customer's buying behavior is influenced by-products, 23.4 percent are influenced by the package of the product. It also can be observed that 18.3 percent of the customers are being influenced by the promotion of the green products while the least number of customers i.e. 13.3 percent through the place. Thus it can be said that out of four P's, the product is the major factor followed by packaging that strongly influences consumers buying behaviors.

Table 4.2.6 Percentage response on kind of eco-friendly product purchased by consumers

Kind of eco-friendly product that consumers have bought	Number	Percentage
Clothes	15	25.0
Organic food	31	51.7
Electrical appliance	10	16.7
Furniture	2	3.3
Others	2	3.3
Total	60	100

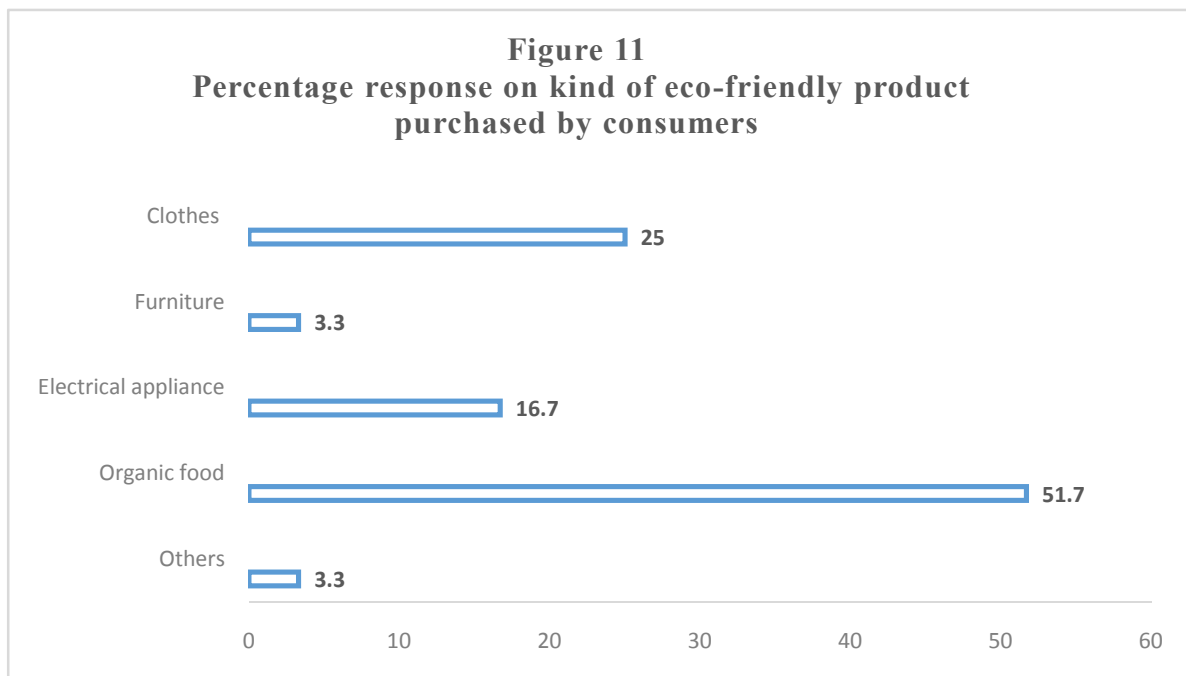


Table 4.2.6 given detailed information about the eco-friendly product being purchase by consumers. It is seen that majority of the consumers 51.7 percent had purchased organic food followed by 25 percent who have purchased clothes while 16.7 percent have bought electrical appliances and 3.3 percent furniture and other products. Thus it can be said that more demand is for organic food followed by clothes.

Table 4.2.7 Percentage response on reasons restricting the purchase of green products

Reason restricting purchase of green products	Number	percentage
Eco-friendly assurance	8	13.3
Not easy to find	31	15.7
Relatively Expensive	20	33.3
Others	1	1.7
Total	60	100

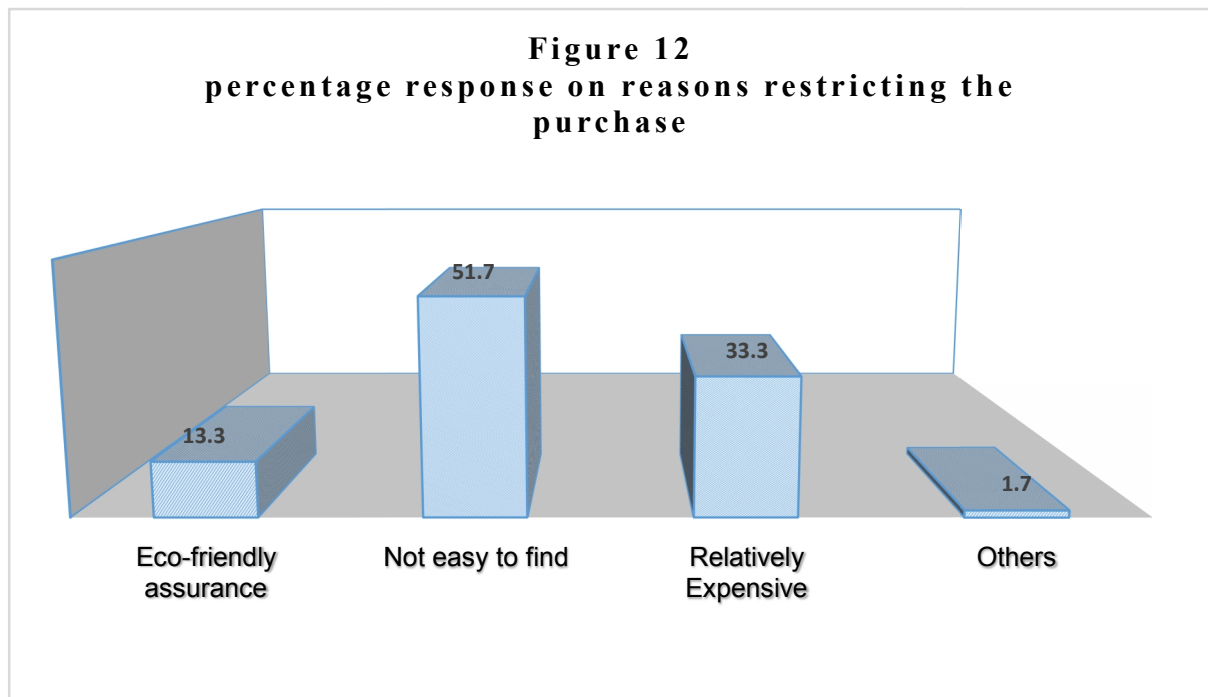


Table 4.2.7 presented the percentage response on reasons that restrict consumers from purchasing the green product. The findings indicated that the majority of respondents 51.7 percent reported that it is not easy to find the products followed by 33.3 percent who feel that green products are relatively expensive. However, 13.3 percent of consumers are doubtful about the assurance of eco-friendly products. Thus it can be said that major factors that restrain consumers from purchasing eco-friendly products are their availability, expensiveness, and assurance.

4.3. Environmental beliefs of consumers

In this section, the beliefs of consumers pertaining to the environment are studied. The findings are discussed below:

Statement	Mean	S.D.
I believe our climate is changing.	3.60	.494
I am concerned about global climate change.	3.31	.676
Global climate change will impact future generations.	3.23	.721
Global climate change will impact our environment in the next 10 years.	2.96	.822
The actions of individuals can make a positive difference in global climate change.	3.35	.633
I can do my part to make the world a better place for future generations.	3.25	.727

Table 4.2.9 described the mean values showing the perceptions of consumers on environmental change. It was perceived that the respondents have given higher mean values above 3 to all the statements by reproducing a higher degree of agreement with these statements. The highest mean value was noted for the statement; I believe our climate is changing (M=3.60). However, the least mean value (M=2.96) was observed for the statement, global climate change will impact our environment in the next 10 years. Thus it can be said that people are concerned about the impact of climate change on the environment and future generations.

Chapter-5

SUMMARY AND CONCLUSION

The outcomes from data analysis and interpretation have been reviewed in this chapter and major conclusions have been formed. There are some more suggestions based on the findings of this study. The study's findings and conclusion are as follows:

Finding and conclusions

The majority of respondents are aware of green products, according to the research. While just a small percentage of people are prepared to pay more for a green product. However, the majority of respondents believe that being environmentally friendly is important. It was also shown that despite the majority of respondents have purchased eco-friendly items, only about 40% of them stated that when purchasing any goods, they would first consider eco-friendly items. It was also discovered that television was the primary source of information for raising awareness of green products, followed by magazines and newspapers. It was also discovered that classroom lectures increased student knowledge of green products.

According to the findings, the majority of consumers are prepared to spend more on green products. items owing to a sense of environmental responsibility, while others have noted Reasons include a high degree of contentment. The majority of respondents believe that the rationale for green marketing in the headline by a firm is to get a competitive advantage. While some respondents believe that firms make decisions based on such headlines, others disagree. Green products are well-known among customers. Only a small percentage of respondents believe it is a means for the corporation to address society's new worry.

It was observed that the major factor that strongly influences the consumers' buying behavior of green products is the product followed by package, promotions, and place of seen the majority of the consumers have purchased the organic food. Some brought clothes others have purchased electrical appliances and very few have brought furniture.

The findings indicate that the main reason that restricts the purchase of the green product is its known availability. The cost of the green product has also been cited by several

responders as a factor. Many people also limit themselves because they want to be sure they're buying eco-friendly items. The data also revealed that respondents assigned greater mean values to all of the variables. Environmental concerns are reflected in the statements. The respondents can be described as Concerned about the consequences of global climate change on the environment and future generations.

Suggestions

On the basis of the above analysis, the following suggestions have been proposed to create more and more awareness about green products:

1. Already there is awareness about eco-friendly products, companies should focus on advertising eco-friendly branding, in-store displays, and pamphlets. Educational campaigns may be used to further promote the use of eco-friendly products.
2. Media also plays an important role in creating awareness among the public, so it can also take some initiatives.
3. The majority of respondents are aware of green products, but they are hesitant to buy them due to a lack of availability and high cost. Efforts should be made to increase availability and lower costs.
4. The effects of global climate change on the environment and future generations were a major worry for the responders. As a result, firms should make an effort to raise knowledge about the advantages of green products.
5. Marketers should use strong marketing strategies and methods to influence consumers' purchasing decisions.

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QUESTIONNAIRE

Dear Sir/Madam

I'm working on a project entitled "A study on buying behavior of consumers with regard to green products in Solan, Himachal Pradesh" as part of the MBA(Agribusiness) curriculum. Please read the following statement and react carefully. I can assure you that the data generated by Your information will only be used for academic and research purposes and will not be shared with anyone else I'll be there. Thank you so much for your cooperation.

PART I

PERSONAL DETAILS

- 1) Name:
- 2) **Age of the Respondent (years)**
 Below 20 21 - 35 36-50 Above 50
- 3) **Gender of the Respondent**
 Male Female
- 4) **Residential state**
 Rural Urban
- 5) **Income**
 < = Rs. 2 Rs.2- Rs.5 Rs.5 - Rs. 10 Above Rs. 10
- 6) **Qualification:**
 Matric Secondary Graduate Post Graduate

PART- II

Please read the following statements and place an (✓) in the appropriate box as per your understanding

S.NO	STATEMENTS	YES	NO
1.	Are you aware of “green products” or Eco-friendly products?		
2.	Are you willing to pay a higher price for a product with green features?		
3.	Do you believe there is enough detail about the product's "green" features when you purchase it?		
4.	Do you believe it is important to be environmentally conscious?		
5.	Have you ever bought an environmentally friendly product?		
6.	Will you first prefer eco-friendly products when making a purchase?		
7.	Do you make eco-friendly purchases on a regular basis?		
8.	Have you made more eco-friendly purchases than regular purchases?		

PART- III

Kindly read the following and give your response by putting (✓) on the options

- How did you become aware of "green" or "environmentally conscious" products?
 - Television
 - Magazines
 - Class lectures
 - Newspapers
 - Others _____
- Have you ever brought or used any green product?
 - Yes
 - No
- What's the main reason you're able to pay a high for "green" products?
 - Improve one's quality of life
 - Responsibility for environmental conservation
 - potential increase of product value
 - achieving a high level of satisfaction

4. Why do you believe green marketing is making news these days?
 - Consumers are becoming more aware of green products.
 - The competitive benefit of the company is increasing.
 - Company's attempt to address society's new concern.

5. Which element of green product marketing has the greatest impact on your purchasing decisions?
 - Product
 - Package
 - Place
 - Promotion

6. What kind of environmentally friendly item did you purchase? (You can choose more than one)
 - Wears & Clothes
 - Organic Food
 - Electrical Appliance
 - Furniture
 - Others

7. What is the most constraint of choosing an eco-friendly product?
 - Eco-friendly assurance
 - Not easy to find
 - Relatively Expensive
 - Others

PART: IV

Please indicate how strongly you agree or disagree with the following statements

General Beliefs	Strongly agree	Agree	Disagree	Strongly Disagree
I believe our climate is changing				
I am concerned about global climate change.				
Global climate change will impact future generations.				
Global climate change will impact our environment in the next 10 years.				
The actions of individuals can make a positive difference in global climate change				
I can do my part to make the world a better place for future generations.				

Department of Business Management
Dr. Yashwant Singh Parmar University of
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Title of the Project : **A study on buying behavior of consumer with regard to green products in Solan, Himachal Pradesh” India**
Name of the Student : Ahmad Zia Naziry
Admission Number : H-2019-03-ABM
Major Discipline : Human Resources Management
Minor Discipline : Agricultural Marketing Management
Date of Project Submission :
Total Pages of the Project : 39
Major Advisor : **Dr. Krishan Kumar**

ABSTRACT

The rising interest in the environment, green products have seen considerable growth in India. Today's consumer is increasing "thinking green" and prepared to pay a higher price for ecologically friendly goods. The purpose of this research is to look at customer purchase habits when it comes to green products. Consumer attitudes toward green products and the environment in Solan, Himachal Pradesh The research was carried out 60 residents of the town were polled. The majority of respondents were aware of green products, according to the data. It was also discovered that television was the primary source of information for raising awareness of green products, followed by periodicals and newspapers Because of this, consumers are ready to spend extra on green items. While some have stated a high degree of pleasure as the reason, others have cited a sense of environmental preservation obligation. Reasons. The primary element that has had a significant impact on customers' purchasing decisions for green products is the price. The product comes first, followed by the package, promotion, and location. Non-availability has been blamed by several customers. The high cost of items is one of the factors that prevent people from buying green products. Consumers are very concerned about the effects of global climate change on the environment and future generations, according to research. As a result, businesses should make an effort to raise knowledge about the advantages of green products and services. Marketers should use strong marketing strategies and methods to influence consumers' purchasing decisions.

Signature of Student
Name

Date

Signature of the Major Advisor
(Dr. Krishan Kumar)

Prof. & Head

BRIEF BIO-DATA

Name : Ahmad Zia Naziry
Father's Name : Sh. Mohammad Naeem
Date of Birth : 9th Oct. 1995
Permanent Address : Kabul, Afghanistan .

Academic Qualifications

	Month & Year	School	Board / University	Marks (%)	Division
10 th Class					
12 th Class	2012	Hakim Naser Kheraw Balkhi, Kabul, Afghanistan.		67.93%	
B. Sc Agriculture	2018	Kabul, Agriculture University		7.25 CGPA	
MBA (ABM)	August (2021)	Dr. Yashwant Singh Parmar University of Horticulture & Forestry (Nauni) Solan	Dr. Yashwant Singh Parmar University of Horticulture & Forestry (Nauni) Solan		

Interpersonal Skills

- Strongly Cooperative
- Leadership quality
- Good Listener
- Adaptability