CHAPTER I
INTRODUCTION

1.1 Background of The Study

The term green marketing itself has undergone many changes with different terminology such as environmental marketing and ecological marketing being vaguely used. The word green marketing began to come to the surface in the 1980's since there was growing awareness of the global community regarding the environmental hazards and impeding holocausts. It was in this context that environmentalists began to exert pressure on business firms to minimize environmental pollution in the production of goods and services. The firm too have responded in equal measure by emphasizing and incorporating these environmental concerns in their business activities (Grant, 2007).

During the past two decades, there have been significant damages on environment such as ozone layer depletion, global warming effects, etc. and people are getting more concerned about taking necessary actions to help environment (Cao, 2011; Dangelico & Pontrandolfo,2010; Peattie & Charter,1994). According to Singh and Pandey (2012), "Green revolution, going green, environmental protection, sustainable life style, sustainable development, protecting our earth and many more has become a natural phenomenon in our everyday life". Boztepe, (2012) presented some detailed information about the impact of green marketing on customers purchasing behaviours.

Communication is the basis of human development and marketing is the means of communicating the value of product and service to the customers. Marketing is relatively a new field in comparison to economics, production and operations, accounting and other business area which emerged in 1990s. Prior to this time most issues that are now commonly associated with marketing were either assumed to fall within basic concepts of economics (e.g., price setting was viewed as a simple supply/demand issue), advertising (well developed by 1990), or in most cases, simply not yet explored (e.g., customer purchase intention, importance of distribution partners) History of marketing, 2014).

Green marketing involves establishing a link between the business and customer and the process entails holistic approach since business will naturally have to integrate all its activities in line with environmental concerns. As a strategy, green marketing involves strategic options such as green products, green packaging, green prices and green communication (Ottman,1998).

The growth of green marketing and green consumers is “perhaps the biggest opportunity for enterprise and invention the industrial world has ever seen” (Cairncross,1992). A green consumer can be identified to be one who avoids any products which may harm, damage any living organism, cause deterioration of the environment during process of manufacturing or during process of usage, consume a large amount of non-renewable energy, involves unethical testing on animals or human subjects (Elkington, 1994).

Consumers from the developed countries including USA and Western Europe were found to be more conscious about the environment (Curlo,1999). The industry for green products was estimated at over $200 billion in 2006 (Gupta and Ogden,2009). Green marketing is expected to strengthen and influence the market even more in Greece and the “green market” counts about $250 billion in USA (Papadopoulos et al.,2010). Though corporations made great investment in creating and labelling product effectively but their market share is still low (Rex & Baumann, 2007). The importance of attitude –behaviour gap was revealed, when 30% of U.K. consumers report concern over environmental issues, but was slow to translate such concerns into actually going concern (Lin & Huang, 2012). However, 87% of people from various nations like Brazil, Canada, China, France, Germany, India, UK and the USA have shown an interest in reducing their impact on the environment (McKinsey, 2007).

The overall market for Green Marketing is said to be worth $3.5 trillion by 2017 according to a report by Global Industry Analysis Inc. of 2011. The report also states that increasing awareness about the environmental issues amongst people, business and the government is one of the main reasons for such market potential. Another research study by Mintel, clearly showed that 12% of the American population actively sought green products (Cherian & Jacob, 2012).

According to Bukhari (2011), the public tends to be sceptical of green claims to begin with and companies can seriously damage their brands and their sales if green claim is discovered to be false or contradicted by a company's other products or practices. For green marketing to be effective, you have to do three things- be genuine, educate your customers and give them opportunity to participate.

In Nepal, consumption of organic foods hitherto constitutes only few percent of total food consumption of the country (Aryal, 2008). Nevertheless, the demand for organic products has increased during recent times, especially in Kathmandu, Chitwan and Pokhara. The number of market outlets for organic products has also increased. Traders have reported that consumers are willing to pay premium price (Aryal et. al., 2009). This shows the increase in consumer interest towards green, eco-friendly products in Nepal. There is a growing trend among urban consumers to consume organic products from places where they could get an assurance about the quality of the products. Market features of organic products in Nepal show that it is still in the "formative stage" of the product life cycle (Bhatta et al., 2008).

1.2 Statement of the problem

There has been an increasing concern about environmental issues in the world. Today aware consumers are concerned about how their purchasing habits can help to minimise negative impact on environment. These serious changes have stimulated business houses and production companies to be more socially and environmentally responsible. The production of green products is challenging to all business as requirement of quality, cost, performance and environmental issues needs to be met. Though the concept of green marketing has been quite successful in the developed countries, its impact has yet to be seen in Nepal. Nepali Times. (n.d.). *Nepali Times Buzz.*

Going green is becoming more than just a trend in Nepal; it has been seen as a means to gain sustainable growth. There has been emergence of eco fairs and initiatives supported by profit and not for profit organizations operating in service and manufacturing industries. NGO like Sustainable Nepal, Sustainable Agriculture

Development Program Nepal, Environmental Camps for Conservation Awareness, Eco-Nepal, Himalayan Climate Initiative, Green Homes and various organizations are supporting as well as taking initiatives. For example, going green has become a necessity for sustainable growth. Nepali Times hosted the second edition of Eco Fair, an exclusive exhibition for eco-friendly products and services on 5, 6 and 7 June at Nepal Academy Hall, Kamaladi.

The fair aims to develop a platform for showcasing sustainability ideas, products and services. It was an event to discover practical, new eco-living habits that will bring together green entrepreneurs, government bodies and innovators who are leading the charge into the future. This year's Eco Fair will exhibit several ideas about sustainable lifestyles and workable examples of how to live with shortages of everything: from solar home lighting to biogas, electric vehicles to organic agriculture. As a part of its Ujyalo Abhiyaan campaign, Laxmi Bank installed solar street lights at Bagmati Bridge in Thapathali and Saint Xavier's School in Godavari in 2012. Nepali Times. (n.d.). *Nepali Times Buzz.*

AEPC has been working in the areas of biogas, micro hydro, solar energy, improved cooking stove, improved water mill and bio fuel production in collaboration with donors and the government. Brihat Investments works with organisations to attract investments in the housing sector. One of their successful ventures includes a project in Sitapaila which incorporates a range of eco-friendly products. Their other project, Community Rental Home by Owner (CRBO) is already a pioneer in the field of hospitality and housing. They are also developing knowledgeable and trustworthy real estate marketing agents through training and education program. CIUD has been working vigorously for sustainable urban solutions to support and compliment the government's effort to tackle urban challenges since 2002. It will showcase products made from recycled plastic and bio briquette in the upcoming Eco Fair. Clean Energy Nepal conducts education and advocacy campaigns on the use of sustainable energy. It aims to influence both policy makers and those affected at the grass roots towards using cleaner energy sources and diminishing the ever-increasing dependence on bio fuels. Nepali Times. (n.d.). *Nepali Times Buzz.*

Gazzab-Co Tea promotes organic drinks including organic tea, coffee, honey, and aloevera juice in Nepal. Gazzab-Co will organise organic green tea tasting sessions and launch stevia sugar free powder during the three days Eco Fair. Choyali art is an independent organisation that promotes different types of thankas including tara thanka, manjushree thanka and traditional wooden windows. Solar Electricity, established in 1991, is a pioneer in solar home systems in the country. So far, the company has lit up over 1500 households across the country. Himalayan Naturals has sold over a million briquette pieces in the last three years. HN has partnerships with communities in Dolakha, Sindhupalchok, Dhading, Chitwan, Makawanpur, Rupandehi, Kapilvastu, Parbat and Arghakhanchi to produce and sell candies, teas, juices, coffee, and spices. Established in 2009, eSewa is the first online payment portal of Nepal. With eighteen banking partners and unique services like mobile wallet, pay out agent and internet wallet, one can send and receive money as well as make purchases online.

HCI has introduced programs to make the people in Himalayan region resilient to climate change through their Climate Smart Living initiatives. The HamriBahini: The Green Angel project has created green jobs for 200 rural and young Nepali women helping them in a self-sustained business of making, and distributing cloth and paper shopping bags to replace use of polythene bags in Kathmandu. Ministry of Environment addresses issues relating to environmental conservation, pollution control, renewable energy promotion, environmental standards enforcement and monitoring, environmental impact assessment and climate change adaptation and mitigation. It aims to promote sustainable development through environmental protection. Established in 1997 Karuna Natural Wears promotes natural fabrics such as hemp, bamboo, linen, allo and ramie through its clothing and accessory line. Infusing minimal design elements, Karuna Wears' products are a perfect mix of fashion and nature. It has showrooms at Lazimpat and Durbarmarg. The environment division at KMC has been raising awareness on reducing waste from the source while managing the waste generated by 8, 00,000 plus population of the valley. Though a ban on plastic had been announced few years ago, KMC is determined to implement

the ban strictly from next month. It encourages the use of paper and cloth bags as an alternative to plastic bags. Nepali Times. (n.d.). *Nepali Times Buzz.*

For the first time in Nepal, SV Gallery has launched Indian parquetting made with German technology. It is waterproof, shockproof, and fireproof. The HDF particle parquetting is available at the same price as other inferior products. Syakar Trading, the authorised distributor of Honda motors in Nepal recently introduced Honda Insight, a hybrid car in the market. The colour-coded instrument panel glows green when you are driving efficiently and turns to blue when you are guzzling gas. Free test drives on the Insight has been available during the Eco Fair. Sabah Nepal is an organisation of home-based workers that has more than 1100 members. These women produce finest quality accessories, home furnishing, apparel, and other hand-crafted products. The popular Village Café in Pulchowk run by members of Sabah Nepal serves mouth-watering traditional Newari delicacies.

Solar Solutions provides solar energy solutions to both residential and commercial customers. It was established in 2008 by energy professionals with wide range of experience in renewable energy technologies. The company has a wide network of branches to ensure quality of delivery, installation and after sales services. Estimated to be around 150 years old, Namuna Ghar was restored to its former glory by architect and owner Rabindra Puri in 2001. Designed in a traditional Newari style, the three-storey brick and wood structure has inspired many to follow in its footsteps. A perfect example of cultural restoration, the house today serves both as a residence and venue for art and cultural events. Nepal Academy of Science and Technology (NAST) is an autonomous apex body to promote science and technology in the country. NAST also lends its technical expertise to partner organisations working for environment conservation. Nerolac has introduced eco-friendly paints with low VOC (volatile organic compound), which means neither your house nor the environment is damaged when you use their range of interior and exterior emulsions. Nepal involved with the company producing macramé handicrafts, furniture and accessories, all made with recycled materials. Nepali Times. (n.d.). *Nepali Times Buzz.*

Though these green initiatives have had their share of benefits for companies, the impact of these initiatives are not fully known. It is also difficult to truly know the significant impact of these initiatives towards improving brand image and gaining customer preference. This research will help to understand the significance of green marketing and its effects on consumers buying intention. The consumer buying process is complex and many factors regulate the purchase and brand decision. This research will take a comprehensive look by taking different respondents from varying areas within Devchuli Municipality.

This research helps to answer the following questions:

1. What is the awareness level and belief regarding green marketing in consumers?
2. How green packaging and branding promote consumption of green products?
3. Can green advertising stimulate patterns of green purchasing amongst consumers?

1.3 Purpose of the study

The purpose of the study is:

1. To analyse the awareness level and belief regarding green marketing in consumers.
2. To identify the extent to which green packaging and branding can promote consumption of green products.
3. To examine whether green advertising can stimulate patterns of green purchasing amongst consumers.

1.4 Research Hypothesis

Previous studies have focused on examining factors influencing green purchasing intention like knowledge, attitude, and value apart from others. However, these studies have been limited to developed and developing countries. This research hypotheses have been developed considering the review of previous research done on the topics, which are reviewed above.

Ho1: Environmental belief has no significant relationship towards consumer purchase intention.

Ho2: There is no significant relationship between eco packaging and consumer purchase intention.

Ho3: There is no significant relationship between green branding and perceived brand image.

Ho4: There is no significant relationship between green advertisement and consumer purchase intention.

Ho5: There is no significant relationship between green labelling and consumer purchase intention.

1.5 Significance of the study

Consumer purchase intention is an important consideration when constructing marketing plan, product development and customer service and policy development. This study will focus on how individuals make decisions to spend their valuable resources (time, money, effort) on consumption-related items that includes what they buy it, how often they buy it, how often they use it, how they evaluate it after the purchase and the impact of such evaluations on future purchases, and how they dispose of it.

This research has been done to analyse the impact of green marketing on such consumer conscience to realize its effects on current and future purchase intention. It aims to explore relationship between consumer's actual purchase intention and green marketing tools. Similarly, the paper will highlight various aspects of consumer purchasing patterns that show preference of the consumers for environmentally friendly products and aspects of green marketing that influences such purchase intention. Likewise, the increase in environmental knowledge amongst consumers that are imparted from media, society, and educational has increased its awareness in both public and private lives. This has given rise to green consumers, one who avoids products that are likely to endanger health of consumers or others, which has and continues to pressure many companies to make more environmentally friendly offerings.

The green marketing tools such as green packaging, green labelling, green branding and green advertising helps to generate awareness, create interest and modify purchase intention towards a more sustainable purchase habit. The study examines such tools to find their effectiveness in context of Devchuli municipality.

This study will primarily benefit three stakeholders-businesses, managers and investors as key to any business success depend on knowing your customers. This study will give relevant information about awareness level of customers and what green marketing tools influence them the most. Similarly, this study has beennefit government from the study to know about the current customer belief and intention towards green purchase to develop policies and plans to encourage sustainable social development through green investments.

1.6 Limitations of the study

The limitations of the study are as follows:

1. The responses might not be very representative of the population due to sample limitations, areas limitations and result cannot be generalized since collected questionnaire has been small.
2. The study has been based in Devchuli Municipality which is not a representative of Gandaki Province and Nepal.
3. The study concentrates only working (employed/self-employed), students and homemakers in Devchuli Municipality.
4. The study does not cover the post purchase behaviour of the consumers.
5. Respondents may provide false information since data is collected from questionnaire.

1.7 Organization of the study

This study has organized into following five chapters.

Chapter I-Introduction:

This chapter deals with background of the study, statement of the problem, purpose of the study, significance of the study, research hypothesis, limitations of the study and organization of the study.

Chapter II- Literature Review:

This chapter includes review of literature which incorporates the review of previous studies, conceptual framework and research gap.

Chapter III- Research Methodology:

This chapter focuses on research methodology and it contains research design, population and sample size, sources of data, data collection processing & procedures, analysis tools and techniques.

Chapter IV-Results

This chapters includes results and discussion, which focuses on data presentation and analysis and this chapter deals with the main body of the research works and deals with data presentation and analysis of data and findings of the study through definite cause of research methodology.

Chapter V-Conclusions:

This chapter deals with summary, conclusion and implications. Bibliography and appendix are also attached at the end of the study.

CHAPTER II
LITERATURE REVIEW

This chapter contains the review of literature and the theoretical framework of the study.

Green Marketing has been an important academic research topic since the subject evolved in the late 1970s. From then on, there have been numerous research studies undertaken to address the issues of marketing of eco-friendly commodities and behaviour of consumers with respect to such products. This chapter is aimed at providing a conceptual understanding on the research problem, by presenting some of the theoretical and methodological contributions on this area. The study has drawn inspiration and information from an exhaustive review of relevant literature from across the world. A few of them are presented in this chapter which has given the researcher, a scope to plan the current study.

While reviewing through the different research articles it was known that the growing concern amongst consumers towards environment has forced business organizations to make changes in how they market and project themselves and their products. Today's consumers have become more aware towards their environmental beliefs, responsibilities and purchase choice.

2.1. Review of Previous Studies

Review of literature is the process of learning and understanding the concept of the related topic.

After selecting the topic of research, researchers will study different materials (like Books, Journals, Magazines, Newspapers, Articles etc) to collect the information's about the subject matter of the study. This process of studying different education materials' which are related with the selected topic of the research is called "Review of Literature". It helps to find out the research gap.

Alwitt, L.F. & Berger, I.E.(1993) in their article have examined the structure and behavioural implications of a model of attitude in an environmentally sensitive product domain. The study measured attitude valence and the dimensions of attitude strength with respect to a single product category – single-serve aseptic fruit juices and puddings. Data was collected from 134 undergraduate students with the help of a survey instrument. The structure of attitude strength and its relationship with purchase intentions were examined. It was inferred from the analysis that general attitude toward environment is not significantly related with purchase intention whereas attitude towards the product is positively related to purchase intention. Regression analysis was also performed on behavioural intention as a function of attitude valence, attitude accessibility and extremity. The results of the attitude strength dimensions can be used by policy makers who want consumers to take environmentally positive actions.

Roberts, J.A. & Bacon, D.R. (1997) in their research paper have attempted to explore and measure the relationship between the New Environmental Paradigm (NEP) and the Ecologically Conscious Consumer Behavior (ECCB). NEP is the set of beliefs and values where the focus is on the desirability of restricting growth, protecting the integrity of ecosystems, and living in harmony with nature. NEP variables were the desire for balance in environment, allusions to biblical statements, concern for limited growth and human adaptation to nature. ECCB is defined the behavior of a person who purchases (avoids) products and services which he or she perceives to have a positive (negative) impact on the environment. ECCB variables were products recycling, energy saving, concern for biodegradability, consumers' purchase decisions, consumption of electricity, saving electricity. The corrected correlations and average correlations between the four identified dimensions of NEP and six dimensions of ECCB were analysed and each of the value in the correlation matrix was studied and interpreted. Man's need to adapt to the natural environment seems to be a motivating force behind decisions to avoid (choose) products which have a harmful (positive) impact on the environment. Shukla, S., Shah, D., Mehra, P.,

Muralikrishna & Gupta, A.K. (1998) in their research paper have presented their findings of an action research experiment conducted in their campus to find out the

response of their own colleagues to certain products such as organically grown wheat, pulses, oil seeds etc. The study was undertaken to test issues such as the image of eco-friendly products which consumers have in their minds, attributes that consumers look into in green products, factors influencing the purchase of green products, actual purchase behaviour and the premium they were willing to pay for green products. The study suggested that only about one fourth of the respondents were concerned about environmental safety and the rest were either concerned about their health and also about cost which became a crucial factor when the willingness to pay a premium for green products is concerned. Brand awareness of eco-friendly products was generally low and many of the eco-friendly brands were not necessarily so.

Straughan, R.D. & Roberts, J.A. (1999) in their research have examined the dynamic nature of ecologically conscious consumer behaviour (ECCB). The study has also provided a method of profiling and segmenting college students based upon ecologically conscious consumer behaviour. The questionnaire was administered to a convenient sample of 235 students at a major university. The dependent variable was ECCB which measured the extent to which individual respondents purchase goods and services believed to have a more positive (or less negative) impact on the environment. The independent measures were the demographic variables (age, family income, sex and academic classification) and the psychographic measures (perceived consumer effectiveness, environmental concern, altruism and liberalism). The first phase of the analysis consisted of basic correlation of each of the demographic variables with psychographic variables which indicated that all the demographic variables were significantly correlated with ECCB individually. The psychographic variables were also significantly correlated with ECCB. The second phase of the analysis involved the use of regression to develop a profile of the ecologically conscious consumer.

Prakash, A. (2002) in his article has explained green marketing as greening products as well as greening firms. This paper has focussed primarily on promoting products by employing claims about their environmental attributes or about firms that manufacture and / or sell them. Secondarily, it has focussed on product and pricing issues. Drawing on multiple literatures, it has examined issues such as what needs to

be greened (products, systems or processes), why consumers purchase / do not purchase green products and how firms should think about information disclosure strategies on environmental claims. Consumer apathy to green products is due to many factors, including inadequate information about levels of greenness, lack of credibility of firms' claims and the tendency to free ride. Firms should not advertise products' environmental benefits unless such claims can be credibly substantiated. Exaggerated claims often lead to decreased sales. Firms could also form strategic alliances, including product endorsements and corporate sponsorships from environmental groups that provide credibility to their environmental claims. In addition to this, firms must ensure that consumers have low-cost access to this information. The paper has thus identified key ideas in relation to promoting green products that may be most relevant to both scholars and practitioners of green marketing

Diamantopoulos, A., Schlegelmilch, B.B., Sinkovics, R.R. & Bohlen, G.M. (2003) in their paper have tried to explore whether socio-demographics still have a role to play in profiling green consumers. The paper aimed to take a closer look at the role of sociodemographic for profiling of green consumers. Specifically, hypotheses are developed concerning the relationship between six key socio-demographic variables and five valid and reliable measures of environmental consciousness. These hypotheses are subsequently tested on a large nationwide sample of British consumers and conclusions drawn on the utility of socio- demographic variables for profiling green consumers. It was concluded that the weak explanatory power of socio-demographic characteristics may be attributed to the widespread acceptance of environmental responsibility within Western culture. The environment is no longer a marginal issue and hence, high levels of environmental consciousness are not only reflected in certain sectors of the consumer base. It seems prudent, therefore, for companies to position their products not only according to environmental aspects, but also on the basis of other important product characteristics, where a combination of psychographic and socio-demographic variables can be applied more readily.

Kim, Y. & Choi., S.M., (2005) have applied the conceptual framework of value attitude-behaviour relationship in their research in order to identify the antecedents of

green purchase behaviour and has developed a model for explaining their influence on ecological consumption. The main purpose of this study was to systematically assess the effects of collectivism, environmental concerns and perceived consumer effectiveness (PCE) on green purchase behaviour and also to explicate the interrelationships among the constructs. Five hypothesised structural linkages were built among the variables. Data for the study was collected from 300 undergraduate students from a Midwestern university in the U. S. Greater PCE and environmental concerns directly influence the likelihood that consumers actually engage in green purchase behaviour. Findings of this study also highlight the importance of consumer attitudes towards issues closely related to the behaviour of interest in understanding the relationships between values and behaviour which offer implications for marketers and public policymakers who promote green products or programmes for pro-environmental behaviour.

Gupta, S. & Ogden, T.D., (2006) in their article have proposed two personal norm conditions to strengthen attitude – behaviour link: level of consumer involvement with the environmental issue and perceived consumer effectiveness. Consumers with high involvement and high perceived consumer effectiveness will display highest levels of attitude-behaviour consistency (Intentionally green consumers). Those with low involvement and high perceived consumer effectiveness will display high levels of attitude – behaviour inconsistency (Idealist consumer). Consumers with low involvement and low perceived consumer effectiveness exhibit high levels of attitude-behaviour consistency (Accidental purchase). Those with high involvement and low perceived consumer effectiveness will display high levels of attitude-behaviour inconsistency (Sometimes Green). This framework provides valuable information to the marketers to help segment the green consumer market. With demographic and psychographic variables having been proven as being inadequate in profiling the green buying segments in the market, shedding light on personal norms such as PCE and involvement produces invaluable knowledge to help accurately segment this market.

Dubey, P. (2007) in his research paper has emphasised the role of environmental information on consumers' decision-making process. To reduce the gap between the

environmental consciousness and environmentally friendly behaviour, a better understanding of various factors is needed. After briefing on the consumers' product adoption behaviour and information processing model, the article dealt with the survey conducted on 100 respondents in the city of Bhopal in India. It was a two-stage survey. In the first stage respondents were asked questions about environment and were also educated on topics such as recycling, reusing, energy efficiency etc. At the second stage, after giving information on the environmental impact, their responses were investigated to analyse any change in consciousness and behaviour due to the information. The study revealed that the information on environmental assessment changed their behaviour and they showed special concern about environmental impact. Consumers were found to be more receptive to, and most apt to act on, environmental information where there is a general level of awareness.

Aryal, et al. (2009), made a study on the topic "Consumers' willingness to pay for organic products: A case from Kathmandu Valley". The research presents consumers' willingness to pay a price premium for organic products in Kathmandu valley. From the surveyed 180 consumers using semi-structured questionnaires to examine peoples' perception about organic products and assess their willingness to pay for such products. The study revealed that all respondents are willing to pay price premium, but the level of acceptability varied considerably. A total of 58% of the consumers are willing to pay 6-20%price premium, whereas 13% are willing to pay up to 50% premium. The average premium was estimated about 30%. About 39% of the respondents feel the extra cost for organic products is reasonable, while 27% considered it too high. The survey also suggested that the consumption of organic products is increasing; however, product development and innovations in certification, processing, labelling and packaging are needed to further stimulate demand.

Gan, C., Wee, H.Y., Ozanne, L. & Kao, T.H. (2008) have empirically examined the factors impacting consumers' purchasing behaviour towards green products in New Zealand. The research has also tried to identify the factors that discriminate between those who purchase green products and those who do not. The research has revealed that traditional product attributes such as price, quality and brand are still the most

important ones that consumers considered when making purchasing decisions. The study suggested that marketers need to make sure their products are of high quality and competitively priced and need to adopt a better marketing mix for their products in order to change consumers' negative perception towards green products. Successful green marketing entails much more than simply adding an environmental attribute into a product. It is important that marketers integrate green marketing strategies carefully into the company strategic plan.

Andrews, C. & Devault, D. (2009)27 in their research paper have introduced a multi-agent simulation framework for investigating the emergence of niche markets for environmentally innovative products. It has clarified how consumer preferences; business strategy and government policy interact during market development. It is always hoped that humanity will innovate its way out of current environmental dilemmas. This optimistic view of technology and markets has been serially formed as ecological modernisation or industrial ecology or eco-innovation or eco-imagination. Businesses have encouraged this focus on innovation, and governments have adopted a range of innovation-oriented environmental policies. Consumer behaviour has also gained attention as a key driver of environmental problems. Green consumerism is therefore an emerging force for environmental protection. The three forces – producer innovations, green consumerism and government policies together offer great hope that society's environmental and economic objectives are reconcilable.

Bukhari (2011) made a study on the topic "green marketing and its impact on consumer behaviour". The research paper aims to study how consumer's buying behaviour is influenced by green marketing done by companies. Questionnaire was used to collect data from 50 respondents. Likert scale was used in most of the questions. The questions asked were like would you desire green products, would you pay extra for them, is your purchasing decision affected by green marketing etc. Various statistical tools were used for verification and interpretations, such as Descriptive Statistics to have an understanding on the basis of the respondents' group. The researcher concluded that though green marketing is in its infancy stage, marketers need to understand its implication. Companies need to increase their

communication with customer's ongoing green and attributes like price and quality are more important than environmental responsibility.

Rahbar & wahid (2011), made a study on the topic "Investigation of green marketing tools' effect on consumers' purchase behaviour". The research intended to examine if the green marketing tools (i.e. environmental advertisement, eco-label and eco brand) as a variable, affect the consumer's actual purchasing behaviour amongst Penang's consumers. A survey was carried out on 250 Chinese, Malay, Indian and other races that represent the Penang population. Only samples from individuals over 18 years were taken as they were considered familiar with purchasing of products. A questionnaire composed of five sections were developed focusing on demographics, perception towards advertisement, impact of eco-label, impact of eco-brand and actual purchase behaviour. Factor analysis, Cronbach's, alpha and multiple regressions were used to identify factors impact on Penang consumers actual purchase behaviour. The result revealed that customer's trust in eco-label and eco-brand and their perception of eco-brand show positive and significant impact on their actual purchase behaviour. Environmental advertisement was considered as a means of enhancing knowledge and that its guided consumers to make an informed purchase decision.

Joshi, S. (2011)54 in her article has illustrated the importance of green marketing , the terms and concepts of green marketing, the reasons behind firms opting for green marketing and has also highlighted some problems that organisations face to implement the strategy. Green marketing incorporates a broad range of activities including product modification, changes to the production process, packaging changes, as well as modifying advertising eventually to protect the environment. Firms perceive environmental marketing to be an opportunity that can be used to achieve its objectives. This is because it is assumed from earlier research that firms marketing goods with environmental characteristics will have a competitive advantage over firms marketing nonenvironmentally responsible alternatives. They have also started realising that as members of the wider community they must behave in an environmentally responsible fashion even without promoting this to the society. Government is also taking all possible steps to protect the consumers and the society

by liberal licensing for environmentally safe products and imposing restrictions on harmful goods.

Sarkar (2012), made a study on the topic “green marketing and sustainable development challenges and opportunities”. The research aimed to describe the current scenario of Indian market and explores the challenges and opportunities businesses have with green marketing. It attempts to explain the issues associated with green marketing. The research is exploratory in nature but also descriptive where the focus is on facts findings and interpretation. The secondary data needed were collected from newspaper, magazines, books, journals, conferences proceedings, government reports and websites. It was found that green marketing should not be considered as just one more approach to marketing, but has to be pursued with much greater vigour, as it has an environmental and social dimension to it. In green marketing consumers are willing to pay more to maintain a cleaner and greener environment. Thus, environmental committed organisation may not only produce goods that have reduced their detrimental impact on the environment, they may also be able to pressure their suppliers to behave in a more environmentally “responsible” fashion. Final consumers and industrial buyers also have the ability to pressure organizations.

Cherian & Jacob (2012), made a study on the topic “green marketing: A study of consumers’ attitude towards Environment Friendly products”. The paper studies the concept of green marketing and reviews some of the studies that have dealt with the concept of green marketing and identifies the relationship between the various consumer attitudes and green marketing. This research paper is a conceptual study into green marketing, therefore adopted a qualitative strategy. This study does adopt purely qualitative strategy as this research involves a dependent variable (consumer perception of green marketing) and its impact on independent variable (attitudes and behaviour towards green consumerism). The author concluded that though the level of green awareness is low, people are beginning to realize their role and responsibility towards the environment. Businesses are looking towards gaining an edge in the green market industry by trying to re-package their products into a more environmentally friendly product. They are cutting down on extras and wasted materials and turning

their operations into more efficient and green operation. Companies are also starting to educate the masses with an increase in advertising that puts emphasis on green products and how they are more beneficial for the consumers.

Mourad & Ahmed (2012), made a study on the topic “Perception of green brand in an emerging innovative market”. The research aimed to study the main factors affecting the green brand preference in the telecom industry in Egypt. A four-dimension construct of green brand preference was developed- green brand image, green satisfaction, green trust, and green awareness. A qualitative exploratory research was conducted followed by a quantitative research in the form of a survey distributed among 302 respondents. It was found that consumers tend to disagree that they are aware of environmental promotions or that they recognize the meaning of environmental slogans and labels for their preferred brand. The correlation between green awareness and green brand preference was the weakest. On the other hand, there was a strong correlation and positive effect of the other factors (green brand image, green awareness and green trust) and green brand preference. The effect of the factors on green brand preference was not significantly different for different genders, while it was significantly different for ages, income levels and educational levels.

Shen (2012), made a study on the topic “understanding the determinants of consumer’s willingness to pay for eco-labelled products: An empirical analysis of china environmental label”. The study focused on examining the determinants of consumer’s willingness to pay (WTP) for seven different products categories awarded with china Environmental Label and compare the mean WTP estimates among these categories. The interval regression method was used for estimation. Data was gathered using a web-based survey. The survey was conducted by a professional marketing firm (Sear china Research) in mainland China. A total of 1000 individuals covering each province of mainland China were taken for the survey. The result indicated that Chinese consumers who regard environmental conservation as being more important than life convenience, who believe purchasing the eco-labelled products is good for environment, and who believe purchasing the eco-labelled products are willing to pay more for those products with environmental label or eco-label. In addition, socio-demographic characteristics such as gender, age, education

and household income are found to be important factors to affect Chinese consumer's WTP amounts.

Richards (2013), made a study on the topic "Examining green advertising and its impact on consumer scepticism and purchasing patterns". The research aimed to identify the impact of green advertising through evaluating consumer's connection to the environment, trust in advertising and willingness to purchase green products. A sample of 107 students was taken from students and faculty of Elon University, where questionnaire was designed to collect data. The participants sample covered a wide range of demographics and environmental activism in order to explore the correlation between enthusiasts and green purchasing patterns. The research method was designed to allow participants to openly share their opinions of green marketing and the "green washing" trend. The results showed that there is evidence linking environmental enthusiasm with consumer scepticism of both general and green advertising. It indicated that environmental enthusiasts are often more sceptical of both forms of advertising, with non- enthusiasts remaining more neutral. Consumers value green products and brands that are trustworthy, affordable, healthy and environmentally beneficial.

2.2 Conceptual Framework

It is a process of identifying a core set of connectors within a topic and showing how these independent variables are related to the dependent variable. Various research papers were referred for comprehensive model building.

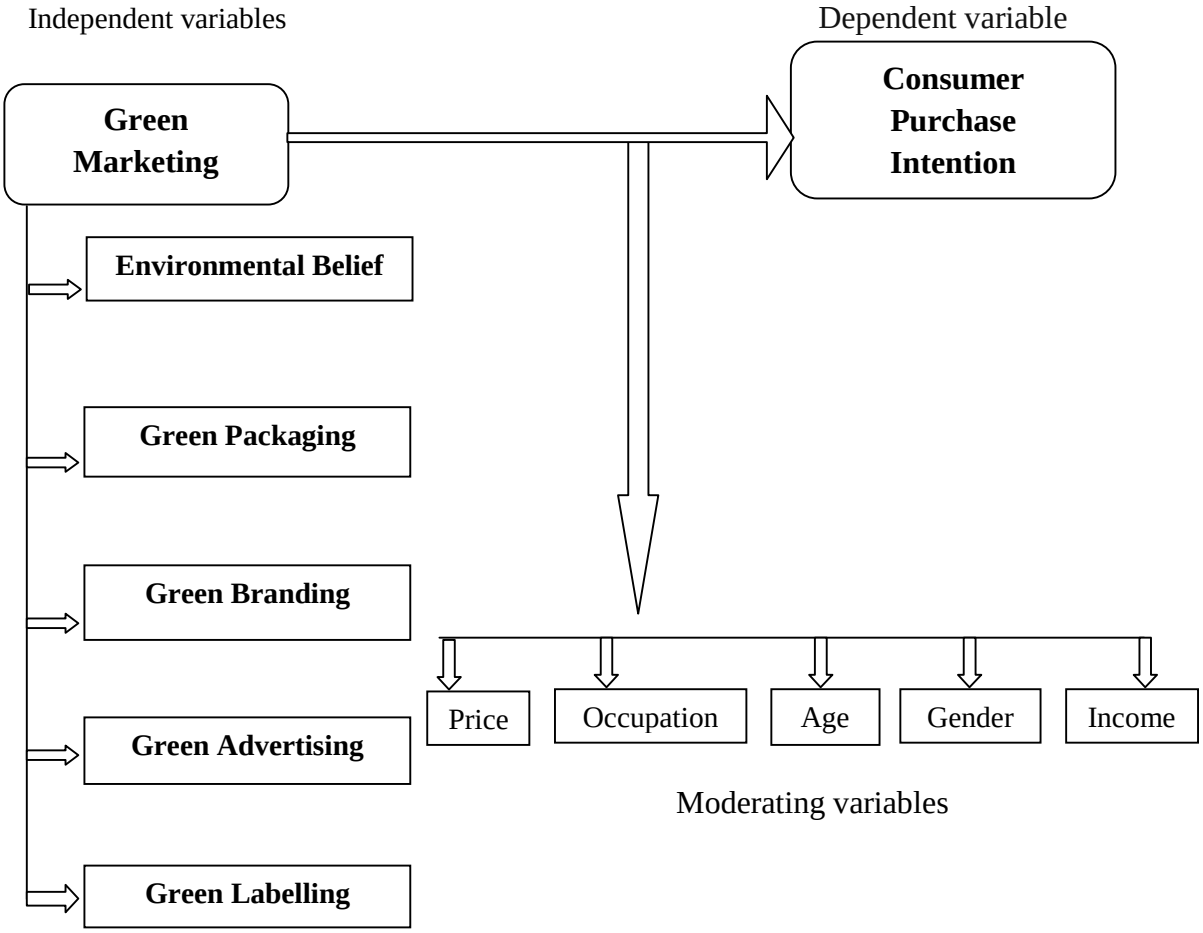

Figure 2.1: Schematic Diagram

2.3. Operational Variables

Dependent variable

1. Consumer purchase intention

Consumer purchase intention is a process by which an individual plans future purchase of goods and services. It is a sum total of a consumer's attitude, preference and decision regarding consumer's behaviour in marketplace. Whitlark, geurts and

Swenson (1993) define purchase intention as a purchase probability associated with an intention category at the percentage of individuals that will actually buy product. This study has analysed the effect on purchase intention of consumer due to green marketing tools.

Independent variables

1. Environmental belief

The environmental belief refers to convictions that are held to be true by individuals or groups regarding concepts, events or things. The environmental problems seem to concern all active citizens, enterprise and institutions all over the world much more than 30 years ago (Papadopoulos et al.,2010). International researchers show that the consumers worry more about the environment and have gradually changes their behaviour (Arbuthnot, 1977; Simon, 1992). Furthermore, consumers' value and beliefs need to be thought about when exploring the influences affecting purchase decisions (Hoyer and MacInnes, 2004). Theory of planned behaviour proposed by Ajzen's (1991) demonstrates that environmental belief shape attitude towards behaviour, which in turn is translated into buying intention.

2. Green packaging:

It is an approach towards product packaging that considers full environmental impact of the production and disposal of the packaging material. A sustainable package will generate less waste than conventional packaging and has been manufactured from materials that use much recyclables material as possible using least amount of energy. The concept of being environmentally friendly or green will have an effect on all parts of business from the conception of products to the use of subsequent disposal of the product by customers (Prahalad & Hamel, 1994). Packaging can be considered ecological depending on the degree of environment pollution (Delia, 2010).

3. Eco-Labelling:

Eco labels are symbols or marks given to a product on compliance to eco-friendly criteria laid down by government, associated or standard certification bodies. Morris et al. (1995) have stated that specific product claims on product labels like “eco-friendly”, “recyclable”, “biodegrable”, and “ozone friendly” used by marketers enabled companies to communicate the environmental benefits of products to their consumers.

4. Green Branding:

Green brands are those that people can associate with environmental conversions and ecological/ sustainable business practices. Several studies demonstrate that growing environment awareness of consumers have encouraged them to be more inclined towards brands that seemed to be environmentally friendly (Eagly and Kulesa, 1997). According to Pickett et al., (1995), if green brand attributed are not well communicated, environmentally sustainable products will not be commercially successful. Similarly, other researchers have suggested that green positioning is an important element in the success of green branding strategies (Coddington, 1993; Meffert & Kirchgrorg, 1993).

5. Green Advertising:

It refers to a form of communication that highlights the environment friendly aspect of the product or organization. It involves promotional activities centred on environmental aspects. The objective of green advertisements is to influence consumer’s purchase behaviour by encouraging them to buy products that do not harm the environment and to direct their attention to the positive consequences of their purchase behaviour, for themselves as well as the environment (Rahbar & Wahid, 2011). Environmental advertisements help to form a consumer’s values and translate these values into the purchase of green products (Baldwin, 1993).

2.3 Research Gap

There have been several researches concerning the effect of green marketing on the consumer purchase intention internationally. The concern of consumers towards environment well-being has been a major contributor in shaping the green movement. The intention of consumers to purchase green products is determined by the positive attitude that consumers have towards green products. Previous researchers have shown significant relationship between demographic characteristics like marital status, age and green marketing influence. In Nepalese context, majority of researchers have been on the consumer purchase intention towards organic and agricultural products.

Most of the studies related to green marketing were conducted in developed countries. It is to be acknowledged that when considered from a developing or underdeveloped country context there is a lack in number of studies. It is against this backdrop that there is a large research gap in terms conceptually identifying those areas of consumer awareness impacting the concept of green marketing.

This research aims to fulfil the gaps that exist which involve to understanding the consumer's knowledge about green marketing and green products in Devchuli Municipality. It studies the effect of green marketing elements on the consumers and their perception towards these products. The research also briefly explains the customer's preference and buying intention regarding eco and non-eco brands.

CHAPTER III
RESEARCH METHODOLOGY

This chapter deals with methodology aspect as different types of methodology has been use in various types of research depending upon purposes, nature of the problem and data. This section captures the research design, population and sample, sources of data, data collection and processing procedure and data analysis tools and techniques. In this study the following methodology was adopted.

3.1 Research Design

This research is descriptive and casual research design in nature, focused on hypothesis testing and structured interview. Existing theories and concepts are also applied in the research process. The primary data is collected using a structured questionnaire by a web-based survey. SPSS was used to analyse the data and come to a valid point. This research was conducted in Devchuli Municipality which include the respondents who are working (employed + self-employed), students and homemakers.

3.2 Population and Sample

This study is carried out on the topic “Green Marketing and its impact on consumer purchase intention in Devchuli Municipality”. The sampling method is Stratified random sampling .The total population in Devchuli municipality is 42,667 where male are 19,667 and female 23,000 out of which 150 questionnaire were distributed among the population where 120 dually filled and returned so that the respondents response rate is 80%. Owing to the need for a relatively large sample size while at the same time considering the research costs and time. The targeted population of the study consists of customers above 18 years, living in Devchuli Municipality. Consumers above this age are more familiar with the act of purchasing and also are dependent about their product choice. Therefore, they are more considerable to environmental issues while engaging in their purchasing decisions.

The population represents people who are employed, pursing higher education and homemakers as they represent the largest demographics in Devchuli Municipality. This study used Non-Probability sampling techniques. Under this technique's convenience sampling is used to minimise the complexity. Therefore, this study uses conveniences sampling techniques covering different location of Devchuli Municipality. However, the sample taken has considered respondents based on their occupation from the chosen population.

Table 3.1 Division of Respondents

Occupation	No. of Respondents
Working (Employed + Self-Employed)	60
Students	40
Homeworkers	20

Source: Field Survey, 2018

More than half of the respondents were either employed or self – employed while students and homemakers accounted for 33% and 17% respectively.

3.3 Sources of Data

The data collected for the research was only primary data. For the collection of primary data, structured questionnaire was designed and distributed among the people who reside in Devchuli Municipality. The questionnaire included demographics, single choice and a majority of Likert scale questions with 5 scales. Besides this, interview was conducted with various marketing personals.

The process of collecting data was done through using the online medium, google docs of which some have been researcher administered. Besides, questionnaire, face-to- face and telephonic interview was taken with the marketing managers and sales persons of different companies involved in green products, in order to truly realize the objectives and the essence of marketing implication on the consumption pattern of green products.

3.4 Data collection and Processing Procedures

The study collects from data respondents by approaching directly in their working place. Questionnaire were distributed to each and every individual and the researcher was present there to assist the respondents. After receiving the response, data were decoded into excel file.

3.5 Data analysis tools and techniques

This study uses the summary of descriptive statistics associated with the primary data analysis which is carried out on the basis of responses derived from questionnaire survey. In order to present the understanding of data analysis, the results from the SPSS was copied to an excel worksheet, where it was refined and made interpretable. Also, necessary graphs, table and charts have been derived using Microsoft Excel. For descriptive analysis: cross tabulation, mean analysis, and Cronbach alpha test have been done and in case of inferential analysis: Chi Square, t-test and ANOVA have been carried out to draw the inferences from the collected responses. Moreover, the conclusion and implications are totally based upon the findings.

3.6 Pilot Test

A Questionnaire should be piloted with a reasonable sample of respondents representing the target population. Weakness in design and instrumentation can be detected through a pilot study and it can provide proxy data for selection of suitable sample. A total of 20 respondents were chosen for the pilot test. The questionnaire was distributed among employees in Devchuli Municipality in order to determine the reliability of the instrument that is used to measure the variable of this study prior to performing data collection in order to achieve the objectives of the study.

3.7 Reliability and Validity

The purpose of the validity and reliability analysis is to determine whether data are trustworthy or not. The designed questionnaire is finalized before requesting the respondents to participate. For the reliability test, Cronbach’s Alpha was calculated

for this questionnaire. It is generally used to measure of internal consistency or reliability i.e. how closely related a set of items are as a group. A high degree of Alpha is often used as evidences that the items measure an underlying construct. However, a high Alpha does not imply that the measure is one-dimensional.

Table 3.2 Cronbach's Alpha of variables

No of items/ components	19
The variance associated with the observed score	24.5816
Sum of the variances of each item	244.70
Cronbach's Alpha	0.949519

Source: SPSS & Excel calculation

Table 3.2 shows the cronbach's alpha coefficient of independent variables. Cronbach's Alpha coefficient less than 0.6 is considered as 'poor', greater than 0.6 but less than 0.8 is considered 'acceptable' and greater than 0.8 is considered 'good' (Sekaran,2000). A Cronbach's alfa test carried out amongst all Likert scale questions (N=19) to test the data reliability which gave a value of 0.949 which is greater than 0.6. Therefore, the instruments used in this research are considered to be reliable.

3.8 Expert Opinions

According to the interview data with marketing personals regarding the influence of green marketing on intention to purchase and behavioural change in consumption of green products following insights were revealed. The interview was conducted with Mr. Bishnu Prasad Bhusal, Chief Administrative Officer, Devchuli Municipality Nawalpur, Mr. Rabin Bhusal, Niraj Baral and Mr Ramesh Bhusal.[1]

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[1] Mr. Bishnu Prasad Bhusal, Chief Administrative Officer, Devchuli Municipality Nawalpur (Face to face interview, December 20th December 201
Mr. Robin Bhusal, Sales National Head, Jasmin Paints (Face to face interview, 25th December 2018
Mr. Niraj Baral, Manager, CG Electronics (Telephonic interview, 26th December 2018
Mr. Ramesh Bhusal South Asian Content Coordinator, Environmentalist (Telephonic interview, 26th December 2018
8

The awareness level of consumers about green products, its benefits and positive effect in their lifestyle has been increasing. Consumers of present generation have greater concerns for products that are environmentally safe as well as those that help to achieve a better way of life, according to Mr Robin Bhusal, Niraj Baral and South Asian Content Coordinator, Environmentalist Mr Ramesh Bhusal have a similar view on the growing market of informed green consumers. Furthermore, Mr Niraj Baral Manager at CG Electronics adds that packaging helps to communicate a product's eco-friendliness.

However, Mr Baral argues that people still show intelligence towards green purchases. He explains that one-time purchase does not make a significant nor does it prove someone being environmentally friendly, it needs to be enacted in everyday life. Mr Rabin Bhusal National Head of Sales Department at Jasmin Paints on the other hand explains the need to put more effort in marketing the benefits of green products. He believes that consumers still need to be made more aware and responsible to really influence the green purchase intention.

Moreover, Mr Ramesh Bhusal adds the purpose of green marketing is varied, from avoiding waste through the use of biodegradable materials; creating products that protect rather than harm an environment; and educating the public through eco-friendly messaging. He further argued that Green marketing tries to produce, promote and recycle products that are friendly to the environment. Green marketing is a global concern and it is going to have a better future.

The views given by experts and the findings of the research present the similar picture on the increased awareness amongst consumers about green purchases and increasing environmental enthusiasm. It is also relevant on the fact that a high price of green product has been a constraint towards its greater purchase. Research also support the impact and need of green branding and advertisement being the useful to promote and convenience consumers towards green purchases. Environmental responsibility is looked upon as something that needs to be enhanced by marketing experts, the research findings contradicts as it revealed that environmental responsibility is the one

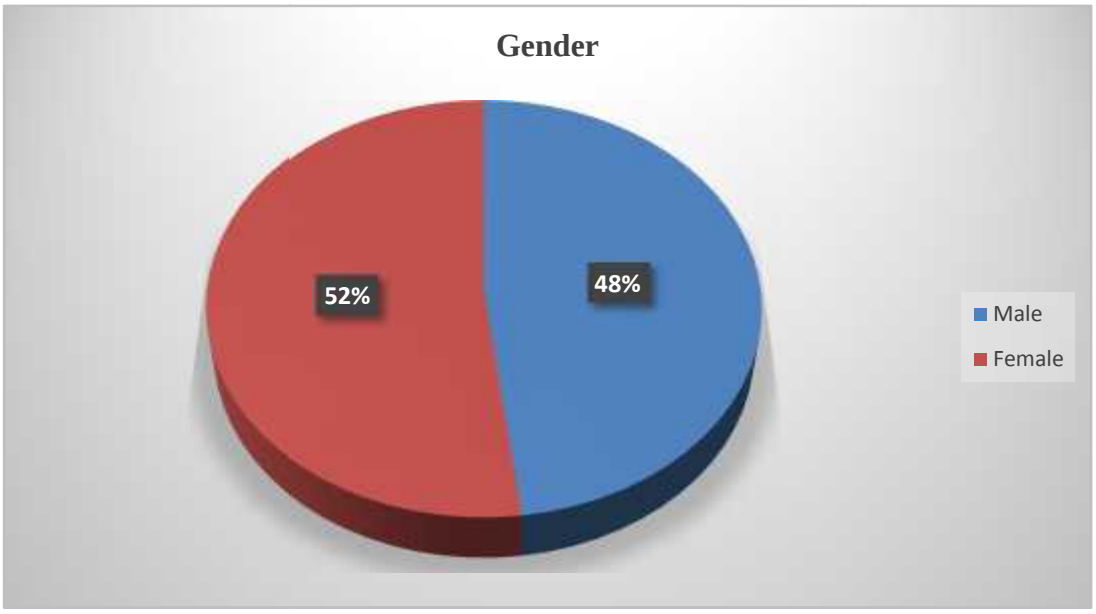
thing that makes a consumer willing to pay more for green products, which is already acknowledge by consumers therefore, leaving a question about is there some other thing that needs to be dealt with. A new way came into being that effects of green marketing are different for different product type and one-time purchase does not reflects on someone being environmentally aware, which opens the door for research.

CHAPTER IV
RESULTS

This chapter describe the analysis results generated from the data collection. It deals with the analysis and interpretation of the primary data collected through questionnaire from 120 respondents. Data were analyzed with reference to the purpose of research as mentioned in the earlier chapter. The primary purpose of this chapter is to analyze and interpret the collected data and present the results of the questionnaire survey. The main purpose of this research study has been fulfilled with the outcomes derived from the analysis of the data. Furthermore, it includes respondent's demographics, purchase intention towards green products and services, leading to the analysis of the hypothesis and answering the research question.

4.1. Diagrammatic Presentation of General Information

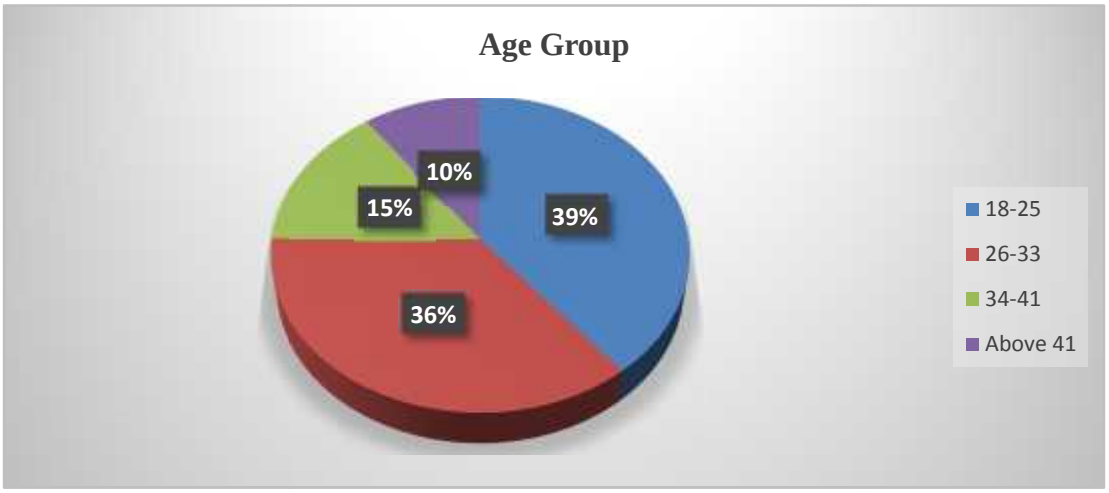
The respondents were asked to fill in four demographic question (gender, age group, income level and education qualification) in the questionnaire. The distribution of collected sample based on these demographic profiles is presented as follows.



Source: Field Survey, 2018

Fig.4.1 Percentage distribution of gender

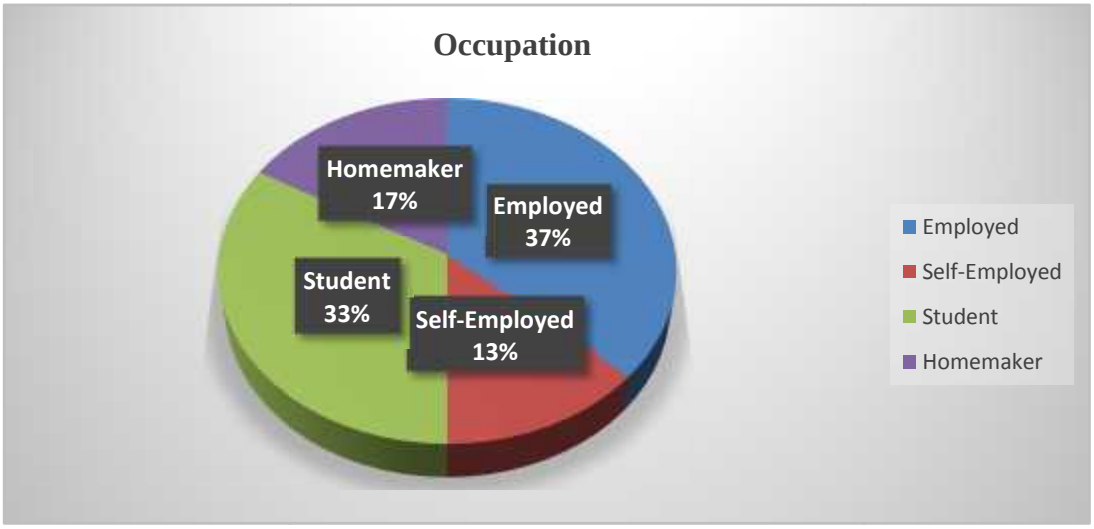
Out of total 120 respondents, 48% were male and 52% were female.



Source: Field Survey, 2018

Fig.4.2 Age group distribution

The maximum number of respondents fell into the age group 18-25 (39%), while 36% of respondents were in between 26-33 years and 15% between 34-41 years. Only 10% of the respondents were above the age of 41.



Source: Field Survey, 2018

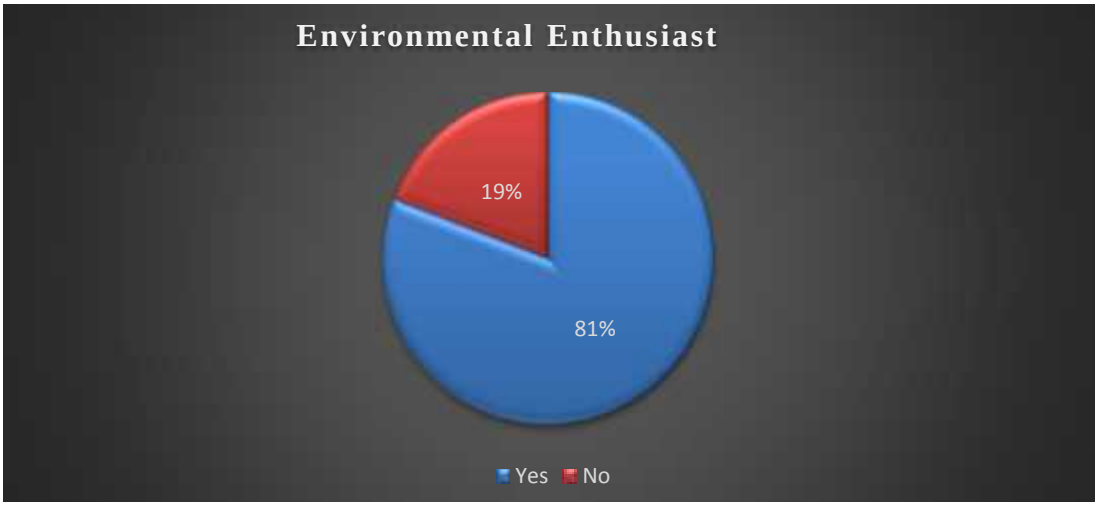
Fig.4.3 Distribution of occupation of respondents

Employed respondents accounted for the highest number of respondents (i.e. 44 respondents). This is followed by students who represent 33.3% of the total respondents. 17% homemaker and 13% self-employed respondents were considered.

Source: Field Survey, 2018

Fig. 4.4 Income level distribution of respondents

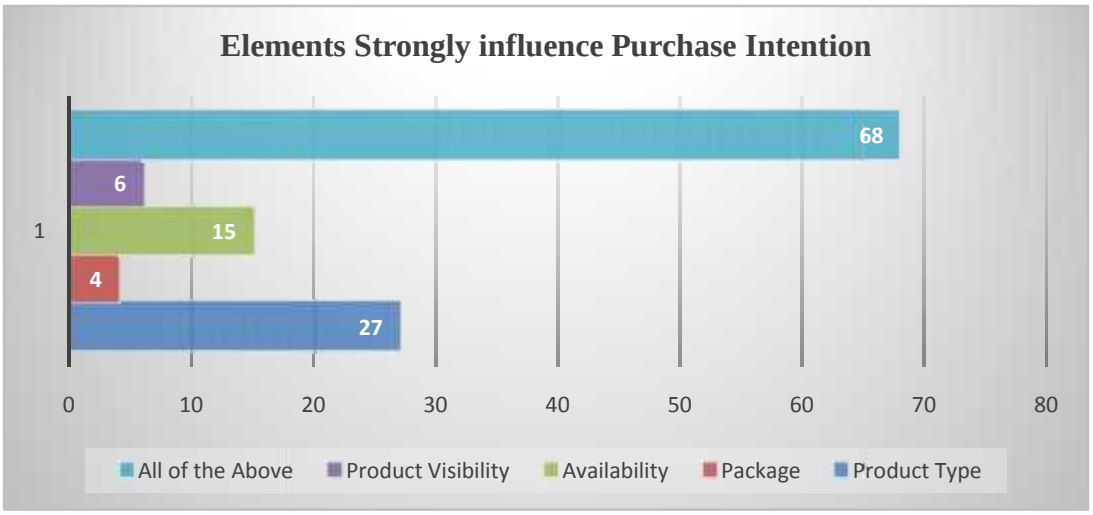
The maximum number of respondents fell in the income level of Rs.0-Rs. 12,000 per month (53 respondents accounting to 44.2%). This was followed by 31 respondents falling in between income level of Rs. 12,001-Rs.25,000. The number of respondents that earned in between Rs.25,001-Rs.40,000 a month was 22 (i.e. 18.3%). However, only 14 of the respondents earned above Rs. 40,000 per month.



Source: Field Survey, 2018

Fig.4.5 Distribution of respondents considering themselves an environmental enthusiast

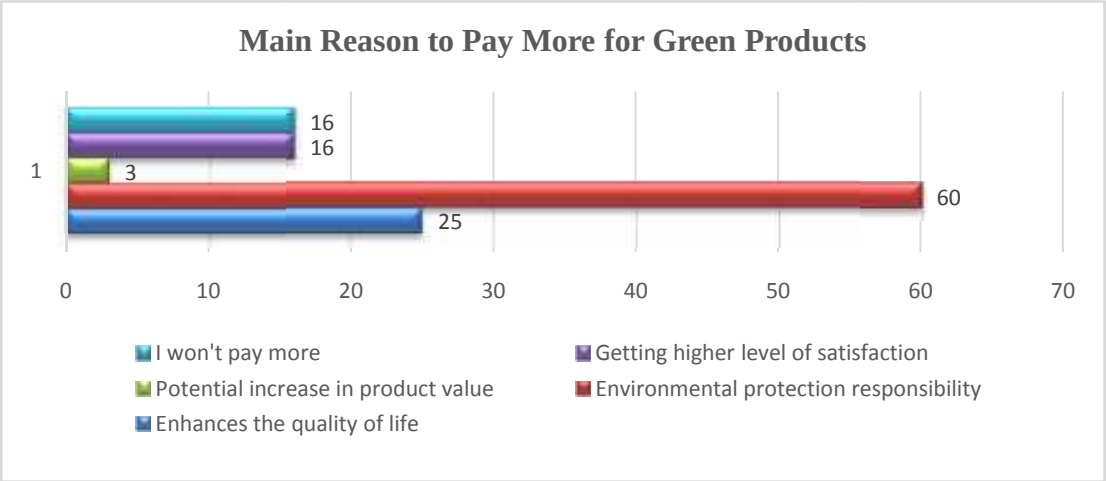
From the figure above we can see that, out of the total 120 respondents 81% considered themselves to be an environmental enthusiast and 19% did not consider themselves as one.



Source: Field Survey, 2018

Fig.4.6 Marketing element that strongly influence purchase intention of green products

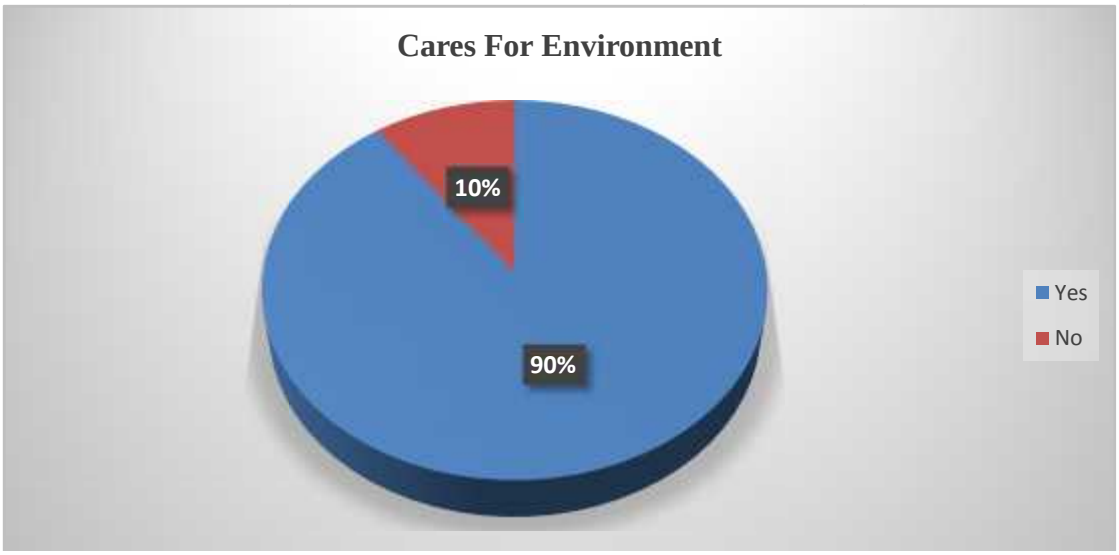
Out of the total respondents, 57.5% agreed that all of the marketing elements (i.e. Product type, package, Available, Visibility) were equally important influence on purchase intention towards green products. 23.3% said that product type, 14% said availability, 5% said product visibility and 4% said package was the marketing element that influenced their purchase intention towards green product.



Source: Field Survey, 2018

Fig.4.7 Main reason that increases willing to pay more for green product

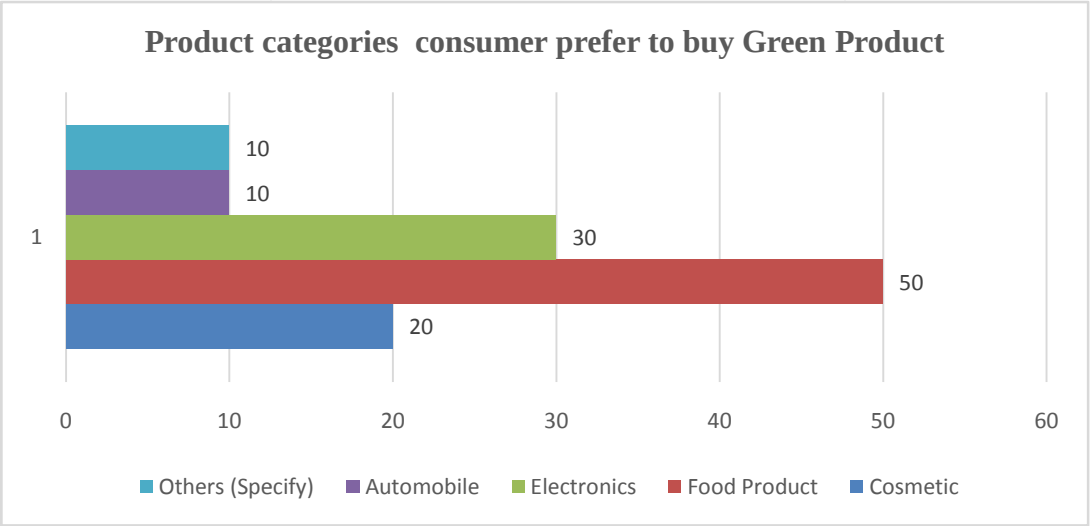
Out of the total respondents who were asked about their main reason that makes them willing to pay more for green products, 51.7% claimed environment protection responsibility as the main reason while 21.7% said it enhance quality of life 14% said it was for getting higher level of satisfaction and the same percentage of respondents' wouldn't pay more green products. Only 4% believed that it would potentially increase value of the product.



Source: Field Survey, 2018

Fig.4.8 Distribution of respondents who consider themselves attracted to purchase from company that cares for the environment

From the figure above we can see that 90% of the respondents are attracted to purchase products and services from a company that cares for the environment while only 10% of them are not attracted.



Source: Field Survey, 2018

Fig.4.9 Product category preferred to buy green product

59.2% of the total respondents preferred food as a category to buy green products. 20.8% preferred automobiles while 11.7% preferred electronics. Only 8.3% preferred to buy cosmetics with reference to it being green.

4.2. Cross Tabulation Analysis

Table 4.2.1: Analysis of Gender and Environment enthusiasm Consideration

Gender	**Would you consider yourself an environmental enthusiast?**			P-value
	Yes	No	Total	
Male	47 (82.5%)	10 (17.5%)	57 (100%)	0.667
Female	50 (79.4%)	13 (20.6%)	63 (100%)	
Total	97 (80.8%)	23 (19.2%)	120 (100%)	

Source: Field Survey, 2018

The table shows cross tabulation between gender and environment enthusiasm consideration. 80.8% of the respondents (82.5% male and 79.4% female) claimed that they would consider themselves an environment enthusiast and 19.2% (17.5% male and 20.6 female) claimed they were not. The p value is 0.667 which is greater than 0.05, therefore there is no significant relationship between gender and environmental enthusiasm consideration.

Table 4.2.2: Analysis of age Group and Environmental Enthusiasm Consideration

Age Group	**Would you consider yourself an environmental enthusiast?**		Total
	Yes	No	
18-25	38 (80.9%)	9 (19.1%)	47 (100%)
26-33	35 (81.4%)	8 (18.6%)	43 (100%)
34-41	14 (77.8%)	4 (22.2%)	18 (100%)
above 41	10(83.3%)	2 (16.7%)	12 (100%)
Total	97 (80.80%)	23 (19.20%)	120 (100%)

Source: Field Survey, 2018

The table shows cross tabulation between age group and environmental enthusiasm consideration. Respondents above the age of 41 (81.3%) were found to be the most enthusiastic about the environment, this is followed by respondents from age group 18-25 (80.9%), 26-33 (81.4%) and 34/41 (77.8%) respectively.

Table 4.2.3: Analysis of occupation and environment enthusiasm consideration

Occupation	**Would you consider yourself an environmental enthusiast?**		Total
	Yes	No	
Employed	35 (79.5%)	9 (20.5%)	44 (100%)
Self-employed	15 (93.8%)	1 (6.2%)	16 (100%)
Student	33 (82.5%)	7 (17.5%)	40 (100%)
Homemaker	14 (70.0%)	6 (30.0%)	20 (100%)
Total	97 (80.8%)	23 (19.2%)	120 (100%)

Source: Field Survey, 2018

The table shows cross tabulation between occupation and environment enthusiasm consideration. 93.8% of self-employed, 79.5% of employed, 82.5% student and 70% of homemaker agreed that consider themselves an environmental enthusiast.

However, 30% of homemaker, 20.5% of employed 17.5% of student and 6.2% of self-employed denied.

Table 4.2.4: Analysis of Occupation and Green product Consideration While Purchasing a Product

Occupation	**When I am purchasing a product, I care to think about whether the product is eco-friendly**				Total
	Strongly Agree	Agree	Neither agree nor disagree	Disagree	
Employed	3 (6.8%%)	18 (40.9%)	50 (45.5%)	3 (6.8%)	44 (100%)
Self-employed	3 (18.	7 (43.8%)	6 (37.5%)	0 (0.00%)	16 (100%)
Student	7 (17.5%)	16 (40%)	16 (40%)	1 (2.5%)	40 (100%)
Homemaker	3 (15%)	9 (45%)	6 (30%)	2 (10%)	20 (100%)
Total	16 (13.3%)	50 (41.7%)	48 (40%)	6 (5%)	120 (100%)

Source: Field Survey, 2018

The table shows cross tabulation between occupation and green product consideration while purchasing a product. Amongst the employed 45.5% neither agree nor disagree, 40% agree, 6.8% agree and the same percent disagree to the statement. Amongst the self-employed 43.8% agreed, 37.5% neither agreed nor disagreed, 18% strongly agreed and none disagreed to the statement. Amongst the student respondent 40% agreed and the same percent neither agreed nor disagreed, 17.5% strongly agreed and 2.5% disagreed. Amongst the homemaker 45% agreed, 30% neither agreed nor disagreed, 15% strongly agreed and 10% disagreed to the statement.

Table 4.2.5: Analysis of Gender and Brand's Greening Process

Gender	I feel brand do not truly satisfy the greening process					Total
	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly Disagreed	
Male	3 (5.3%)	19 (33.3%)	26 (45.6%)	8 (14%)	1 (1.8%)	57 (100%)
Female	3 (4.8%)	11 (17.5%)	28 (44.4%)	19 (30.2%)	2 (3.2%)	63 (100%)
Total	6 (5%)	30 (25%)	54 (45%)	27 (22.5%)	3 (2.5%)	120 (100%)

Source: Field Survey, 2018

The table shows cross tabulation between gender and brand's greening process. Amongst the male respondents 33.3% agree, 45% neither agreed not disagreed, 14% disagreed, 5.3% strongly agreed and 1.8% strongly disagreed to the statement. However, amongst the female respondents 44.4% neither agreed nor disagreed, 30.2% disagreed, 17.5% agreed, 4.8% strongly agreed and 3.2% strongly disagreed to the statement.

Table 4.2.6: Analysis of Occupation and Brand's Greening process

Occupation	I feel brand do not truly satisfy the greening process					Total
	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly Disagreed	
Employed	3 (6.8%)	14 (31.8%)	19 (43.2%)	7 (15.9%)	1 (2.3%)	44 (100%)
Self-employed	1 (6.2%)	4 (25%)	7 (43.8%)	4 (25%)	0 (0.00%)	16 (100%)
Student	1 (2.5%)	7 (17.5%)	19 (47.5%)	12 (30%)	1 (2.5%)	40 (100%)
Homemaker	1 (5%)	5 (25%)	9 (45%)	4 (20%)	1 (5%)	20 (100%)
Total	6 (5%)	30 (25%)	54 (45%)	27 (22.5%)	3 (2.5%)	120

Source: Field Survey, 2018

The table shows cross tabulation between occupation and brand's greening process. Amongst the employed 43.2% neither agreed nor disagreed, 31.8% agree, 15.9% disagreed, 6.8% strongly agreed and 2.3% strongly disagreed to the statement. Amongst self-employed 43.8% neither agreed nor disagreed 25% agreed and the same percent disagreed, 6.2% strongly agreed and none strongly disagreed to statement. Amongst student 47.5% neither agreed nor disagreed, 30% disagreed, 17.5% agreed, 2.5% strongly agreed and the same percent strongly disagreed. Amongst the homemakers 45% neither agreed nor disagreed, 25% agree, 20% disagreed, 5% strongly agreed and the same percent strongly disagreed.

Table 4.2.7: Analysis of Gender and Distinguishing Green product by packaging

Occupation	Packaging helps me distinguish a green product					Total
	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly Disagreed	
Male	8 (14%)	30 (52.6%)	14 (24.6%)	2 (3.5%)	3 (5.3%)	57 (100%)
Female	12 (19%)	34 (54%)	13 (20.6%)	4 (6.3%)	0 (0.00%)	63 (100%)
Total	20 (16.7%)	64 (53.3%)	27 (22.5%)	6 (5%)	3 (2.5%)	120 (100%)

Source: Field Survey, 2018

The table shows cross tabulation between gender and distinguishing green product by packaging. From the total male respondents 52.6% agreed, 24.6% neither agreed nor disagreed, 14% strongly agreed, 5.3% strongly disagreed and 3.5% disagreed to the statement. However, amongst the female respondents, 54% agreed, 20.6% neither agreed nor disagreed, 19% strongly agreed, 6.3% disagreed and none strongly disagreed to the statement.

Table 4.2.8: Analysis of Occupation and Distinguishing green product by packaging

Occupation	Packaging helps me distinguish a green product					Total
	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly Disagreed	
Employed	6 (13.6%)	22 (50%)	12 (27.3%)	1 (2.3%)	3 (6.8%)	44 (100%)
Self-employed	4 (25%)	9 (56.2%)	2 (12.5%)	1 (6.2%)	0 (0.00%)	16 (100%)
Student	8 (20%)	21 (52.5%)	8 (20%)	3 (7.5%)	0 (0.00%)	40 (100%)
Homemaker	2 (10%)	12 (60%)	5 (25%)	1 (5%)	0 (0.00%)	20 (100%)
Total	20 (16.7%)	64 (53.3%)	27 (22.5%)	6 (5%)	3 (2.5%)	120 (100%)

Source: Field Survey, 2018

The table shows cross tabulation between occupation and distinguishing green product by packaging. Amongst the employed 50% agreed, 27.3% neither agreed nor disagreed, 13.6% strongly agreed, 6.8% strongly disagreed and 2.3% disagreed to the statement. Among the self-employed 56.2% agreed, 25% strongly agreed, 12.5% neither agreed nor disagreed, 6.2% disagreed and none strongly disagreed. Amongst the student 52.5% agreed, 20% strongly agreed and the same percent neither agreed nor disagreed, 7.5% disagreed and none strongly disagreed. Amongst the homemakers 60% agreed, 25% neither agreed nor disagreed, 10% strongly agreed, 5% disagreed and none strongly disagreed to the statement.

Table 4.2.9: Analysis of Gender and Green Branded Product Reliability

Occupation	Packaging helps me distinguish a green product					Total
	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly Disagreed	
Male	3 (5.3%)	27 (47.4%)	21 (36.8%)	4 (7%)	2 (3.5%)	57 (100%)
Female	5 (7.9%)	40 (63.5%)	15 (23.8%)	2 (3.2%)	1 (1.6%)	63 (100%)
Total	8 (6.7%)	67 (55.8%)	36 (30%)	6 (5%)	3 (2.5%)	120 (100%)

Source: Field Survey, 2018

The table shows cross tabulation between gender and green branded product reliability. From the total male sample of 54,47.4% agreed, 36.8% neither agreed nor disagreed, 7% disagreed, 5.3% strongly agreed and 3.5% strongly disagreed to the statement. Amongst female respondents 63.5% agreed, 23.8% neither agreed nor disagreed, 7.9% strongly agreed, 3.2% disagreed and 1.6% strongly disagreed to the statement.

Table 4.2.10: Analysis Occupation and Green Branded Product Reliability

Occupation	**I find green branded product reliable**					Total
	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly Disagreed	
Employed	0 (0.00%)	27 (61.4%)	14 (31.8%)	1 (2.3%)	2 (4.5%)	44 (100%)
Self-employed	2 (12.5%)	7 (43.8%)	5 (31.2%)	1 (6.2%)	1 (6.2%)	16 (100%)
Student	5 (12.5%)	19 (47.5%)	13 (32.5%)	3 (7.5%)	0 (0.00%)	40 (100%)
Homemaker	1 (5%)	14 (70%)	4 (20%)	1 (5%)	0 (0.00%)	20 (100%)
Total	8 (6.7%)	67 (55.8%)	36 (30%)	6 (5%)	3 (2.5%)	120 (100%)

Source: Field Survey, 2018

The table shows cross tabulation between occupation and green branded product reliability. Amongst the employed respondents 61.4% agreed, 31.8% neither agreed not disagreed, 4.5% strongly disagreed, and 2.3% disagreed while none strongly agreed to the statement. Amongst self-employed 43.8% agreed, 31.2% neither agreed nor disagreed, 12.5% strongly agreed, 6.2% disagreed and the same percent strongly disagreed to the statement. Amongst student, 47.5% agreed, 32.5% neither agreed nor disagreed, 12.5% strongly agreed, 7.5% disagreed and none strongly disagreed to the statement. Amongst homemaker 70% agreed, 20% neither's agreed nor disagreed 5% strongly agreed and the same percent disagreed, none however, strongly disagreed to the statement.

Table 4.2.11: Analysis of Gender and Green Label's Influence to Purchase Green Product

Respondent's gender	**Green labels influence me to purchase the product**					Total
	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly Disagreed	
Male	6 (10.5%)	20 (35.2%)	23 (40.4%)	5 (8.8%)	3 (5.3%)	57 (100%)
Female	10 (15.9%)	26 (41.3%)	19 (30.2%)	7 (11.1%)	1 (1.6%)	63 (100%)
Total	16 (13.3%)	46 (38.3%)	42 (35.0%)	12 (10.0%)	4 (3.3%)	120 (100%)

Source: Field Survey, 2018

The table shows cross tabulation between gender and green label's influence while purchasing green product. Majority of the respondents (38.3%) agreed to the statement. However, amongst male respondents 40.4% neither agreed nor disagreed, 35% agreed 10.5% strongly agreed, 8.8% disagreed and 5.3% strongly disagreed to the statement. Amongst female respondents 41.3% agreed, 30.2% neither agreed nor disagreed, 15.9% strongly agreed. 11.1% disagreed and 1.6% strongly disagreed to the statement.

Table 4.2.12: Analysis of Occupation and Green Label's Influence to Purchase Green Product

Occupation	**Green labels influence me to purchase the product**					Total
	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly Disagreed	
Employed	3 (6.80%)	15 (34.10%)	18 (40.90%)	6 (13.60%)	2 (4.50%)	44 (100%)
Self-employed	3 (18.8%)	8 (50%)	3 (18.8%)	0 (0.00%)	2 (12.5%)	16 (100%)
Student	6 (15%)	17 (42.5%)	15 (37.5%)	2 (5%)	0 (0.00%)	40 (100%)
Homemaker	4 (20%)	6 (30%)	6 (30%)	4 (20%)	0 (0.00%)	20 (100%)
Total	16 (13.30%)	46 (38.30)	42 (35%)	12 (10%)	4 (3.3%)	120 (100%)

Source: Field Survey, 2018

The table shows cross tabulation between occupation and green label's influence while purchasing green product. Amongst the employed 40.9% neither agreed nor disagreed, 34.1% agreed, 13.6% disagreed, 6.8% strongly agreed and 4.50 strongly disagreed to the statement. Amongst self-employed respondents 50% agreed, 18.8% strongly agreed and the same percent neither agreed nor disagreed, 12.5% strongly disagreed and none disagreed to the statement. Amongst the student's respondents 42.5% agreed, 37.5% neither agreed nor disagreed 15% strongly agreed, 5% disagreed and none strongly disagreed. Amongst the homemaker respondents 30% agreed while the same percent neither agreed nor disagreed, 20% strongly agreed and the same disagreed while none strongly disagreed to the statement.

Table 4.2.13: Analysis of Gender Advertisement

Gender	**Green advertising catches my attention**				Total
	Strongly agree	Agree	Neither agree nor disagree	Disagree	
Male	13 (22.8%)	29 (50.9%)	11 (19.3%)	4 (7%)	57 (100%)
Female	13 (20.6%)	35 (55.6%)	14 (22.2%)	1 (1.6%)	63 (100%)
Total	26 (21.7%)	64 (53.3%)	25 (20.8)	5 (4.2%)	120 (100%)

Source: Field Survey, 2018

The table shows cross tabulation between gender and green advertisement. From the total male respondents 50.9% agreed, 22.8% strongly agreed, 19.3% neither agreed nor disagreed and 7% disagreed to the statement. Amongst female respondents 55.6% agreed, 22.2% neither agreed nor disagreed, 20.6% strongly agreed and 1.6% disagreed to the statement.

Table 4.2.14: Analysis of Occupation and Green Advertisement

Occupation	**Green advertising catches my attention**				Total
	Strongly Agree	Agree	Neither agree nor disagree	Disagree	
Employed	8 (18.2%)	24 (54.5%)	9 (20.5%)	3 (6.8%)	44 (100%)
Self-employed	7 (43.8%)	4 (25%)	4 (25%)	1 (6.2%)	16 (100%)
Student	8 (20%)	22 (55%)	9 (22.5)	1 (2.5%)	40 (100%)
Homemaker	3 (15%)	14 (70%)	3 (15%)	0 (0.00%)	20 (100%)
Total	26 (21.7%)	64 (53.3%)	25 (20.8%)	5 (4.2%)	120 (100%)

Source: Field Survey, 2018

The table shows cross tabulation between occupation and green advertisement. Amongst the employed 54.5% agreed, 20.5% neither agreed nor disagreed, 18.2% strongly agreed and 6.8% disagreed to the statement. Amongst self-employed 43.8% strongly agreed, 25% agreed, 25% neither agreed nor disagreed and 6.2% disagreed. Amongst the students 55% agreed, 22.5% neither agreed nor disagreed, 20% strongly agreed and 2.5% disagreed to the statement. Amongst the homemakers 70% agreed, 15% strongly agreed and the same percent neither agreed nor disagreed, while none disagreed to the statement.

Table 4.2.15: Analysis of Gender and Enjoyment on watching Advertisement focusing on product's environmental values.

Gender	**I enjoy watching advertisement focusing on product's environment values.**					Total
	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly Disagreed	
Male	14 (24.6%)	33 (57.9%)	6 (10.6%)	3 (5.3%)	1 (1.8%)	57 (100%)
Female	15 (23.8%)	35 (55.6%)	12 (19%)	1 (1.6%)	0 (0.00%)	63 (100%)
Total	29 (24.2%)	68 (56.7%)	18 (15%)	4 (3.3%)	1 (0.8%)	120 (100%)

Source: Field Survey, 2018

The table shows cross tabulation between gender and enjoyment on watching advertisement focusing on product's environment values. From the total male respondents of 57,57.9 agreed, 24.6 strongly agreed, 10.6% neither agreed nor disagreed, 5.3% disagreed and 1.8% strongly disagreed to the statement. Amongst the female respondents 55.6% agreed,23.8% strongly agreed, 19% neither agreed nor disagreed, 1.6% disagreed and none strongly disagreed to the statement.

Table 4.2.16: Analysis of Occupation and Enjoyment on Watching Advertisement focusing on product's environmental values.

Occupation	**I enjoy watching advertisement focusing on product's environment values**					Total
	Strongly Agree	Agree	Neither agree nor disagree	Disagree	Strongly Disagreed	
Employed	11 (25%)	24 (54.5%)	6 (13.6%)	2 (4.5%)	1 (2.3%)	44 (100%)
Self-employed	5 (31.2%)	7 (43.8%)	3 (18.8%)	1 (6.2%)	0 (0.00%)	16 (100%)
Student	10 (25%)	23 (57.5%)	6 (15%)	1 (2.5%)	0 (0.00%)	40 (100%)
Homemaker	3 (15%)	14 (70%)	3 (15%)	0 (0.00%)	0 (0.00%)	20 (100%)
Total	29 (24.2%)	68 (56.7%)	18 (15%)	4 (3.3%)	1 (0.8%)	120 (100%)

Source: Field Survey, 2018

The table shows cross tabulation between occupation and enjoyment on watching advertisement focusing on product's environmental values. Amongst the employed 54.5% agreed, 25% strongly agreed, 13.6% neither agreed nor disagreed, 4.5% disagreed and 2.3 strongly disagreed with the statement. amongst self-employed 43.8% agreed 31.2% strongly agreed, 18.8% neither agreed nor disagreed, 6.2% disagreed and none strongly disagreed. Amongst student respondents 57.5% agreed, 25% strongly agreed 15% neither agreed nor disagreed, 2.5% disagreed and none strongly disagreed to the statement. Amongst homemaker respondents, 70% agreed, 15% strongly agreed and the same neither agreed nor disagreed to the statement.

Table 4.2.17: Analysis of Gender and Pricing Preference of green product

Gender	**When it comes to green products pricing won't be my major concern**					Total
	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly Disagreed	
Male	2 (3.5%)	15 (26.3%)	22 (38.6%)	15 (26.3%)	3 (5.3%)	57 (100%)
Female	3 (4.8%)	16 (25.4%)	19 (30.2%)	23 (36.5%)	2 (3.2%)	63 (100%)
Total	5 (4.2%)	31 (25.8)	41 (34.2)	38 (31.7%)	5 (4.2%)	120 (100%)

Source: Field Survey, 2018

The table shows cross tabulation between gender and pricing preference of green product. Amongst the male respondents 38.6% neither agreed nor disagreed, 26.3% agreed and the same percent disagreed, 5.3% strongly disagreed and 3.5% strongly agreed to the statement. Amongst the female respondents 36.5% disagreed, 30.2% neither agreed nor disagreed, 25.4% agreed 4.8% strongly agreed and 3.2% strongly disagreed to the statement.

Table 4.2.18: Analysis of Occupation and pricing Preference of green products

Occupation	When it comes to green products pricing won't be my major concern					Total
	Strongly Agree	Agree	Neither agree nor disagree	Disagree	Strongly Disagreed	
Employed	0 (0.00%)	11 (25%)	14 (31.8%)	16 (36.4%)	3 (6.8%)	44 (100%)
Self-employed	2 (12.5%)	5 (31.2%)	5 (31.2%)	4 (25%)	0 (0.00%)	16 (100%)
Student	2 (5%)	10 (25%)	18 (45%)	9 (22.5%)	1 (2.5%)	40 (100%)
Homemaker	1 (5%)	5 (25%)	4 (20%)	9 (45%)	1 (5%)	20 (100%)
Total	5 (4.2%)	31 (25.8%)	41 (34.2%)	38 (31.7%)	5 (4.2%)	120 (100%)

Source: Field Survey, 2018

The table shows cross tabulation between occupation and pricing preference of green product. Amongst the employed 36.4% disagreed, 31.8% neither agreed nor disagreed, 25% agreed, 6.8% strongly disagreed and none strongly agreed to the statement. Amongst the self-employed respondents 31.2% agreed and the same percent neither agreed nor disagreed, 25% disagreed,12.5% strongly agreed and none strongly. disagreed. Amongst the student's respondents 45% neither agreed nor disagreed 25% agreed 22.5% disagreed,5% strongly agreed and 2.5% strongly disagreed. Amongst the homemaker 45% disagreed, 25% agreed, 20% neither agreed nor disagreed, 5% strongly agreed and the same percent strongly disagreed to the statement.

Table 4.2.19: Analysis of Gender and Attraction to Purchase from company that cares for the environment.

Gender	**Are you attracted to purchase products or services from a company that cares for environment**			P-Value
	Yes	No	Total	
Male	50 (87.7%)	7 (12.3%)	57 (100%)	0.428
Female	58 (92.1%)	5 (7.9%)	63 (100%)	
Total	108 (90%)	12 (10%)	120 (100%)	

Source: Field Survey, 2018

The table shows cross tabulation between gender and attraction to purchase from company that cares for the environment. 92.1% of female and 87.7% of male were attraction to purchase product from company that cared for the environment where as 12.3% of male and 7.9% of female did not. The p value is 0.428 which greater than 0.05 therefore there is no significant relationship between gender and being attracted to purchase products or services from company that cares for environment.

Table 4.2.20: Analysis of Occupation and Attraction to Purchase from company that cares for the environment.

Occupation	**Are you attracted to purchase products or services from a company that cares for environment?**		Total
	Yes	No	
Employed	40 (90.9%)	4 (9.1%)	44 (100%)
Self-employed	15 (93.8%)	1 (6.2%)	16 (100%)
Student	35 (87.5%)	5 (12.5%)	40 (100%)
Homemaker	18 (90%)	2 (10%)	20 (100%)
Total	108 (90%)	12 (10%)	120 (100%)

Source: Field Survey, 2018

The table shows tabulation between occupation and attraction to purchase from company that cares for the environment. 93.8% of self-employed 90.9% of employed, 90% of homemakers and 87.5% of students are attraction to purchase product and services from company that cares for environment. However, 12.5% of student, 10% of homemaker, 9.1% of employed and 6.2% of self-employed are not attracted.

Table 4.2.21: Analysis of Occupation and willingness to pay more for green products

Occupation	**If green features increase the price of a product are you willing to pay more?**			Total
	Yes	No	A little	
Employed	10 (22.7%)	4 (9.1%)	30 (68.2%)	44 (100%)
Self-employed	7 (43.8%)	0 (0.00%)	9 (56.2%)	16 (100%)
Student	12 (30%)	2 (5%)	26 (65%)	40 (100%)
Homemaker	6 (30%)	4 (20%)	10 (50%)	20 (100%)
Total	35 (29.2%)	10 (8.3%)	75 (62.5%)	120 (100%)

Source: Field Survey, 2018

The table shows cross tabulation between occupation and willingness to pay more for green product. 68.2% of employed, 65% of students, 56.2% of self-employed and 50% of homemakers were content on paying only a little increase in price for increased green feature, while 20% of homemaker, 9.1% of employed, 5% of students and none self-employed said no to paying more for increased green features. However, 43.8% of self-employed, 30% of students and homemakers,22.7% of employed were willing to pay more for increased green product features.

Table 4.2.22: Analysis of Income Level and willingness to pay more for green products.

Income	If green features increase the price of a product, are you willing to pay more?			Total
	Yes	No	A little	
0-12000	15 (28.3%)	5 (9.4%)	33 (62.3%)	53 (100%)
12001-25000	9 (29%)	2 (6.5%)	20 (64.5%)	31 (100%)
25001-40000	6 (27.3%)	2 (9.1%)	14 (63.6%)	22 (100%)
Above 40000	5 (35.7%)	1 (7.1%)	8 (57.1%)	14 (100%)
Total	35 (29.2%)	10 (8.3%)	75 (62.5%)	120 (100%)

Source: Field Survey, 2018

The table shows cross tabulation between income level and willingness to pay more for green products. 64.5% of respondents within income level 12001-25000, 63.6% of respondents within income level 25001-40000, 62.3% of respondents within income level 0-12000 and 57.1% of respondents of income above 40000 are willing to pay only a little rise in price for added green features. While 9.4% between 0-12001-25000 are not willing to pay. However, 35.7% of respondents with income level above 40000, 29% of respondents within income level 12001-25000, 28.3% of respondents within income level 0-120010 and 27.3% of respondents within income level 25001-40000 were willing to pay the increased price for added green features in a product.

Table 4.2.23: Analysis of Gender and preference to buy products using Eco-friendly packaging.

Gender	**I prefer to buy products that use eco-friendly packaging**				Total
	Strongly Agree	Agree	Neither agree nor disagree	Disagree	
Male	10 (17.5%)	32 (56.1%)	13 (22.8%)	2 (3.5%)	57 (100%)
Female	14 (22.2%)	30 (47.6%)	19 (30.2%)	0 (0.00%)	63 (100%)
Total	24 (20%)	62 (51.7%)	32 (26.7%)	2 (1.7%)	120 (100%)

Source: Field Survey, 2018

The table shows cross tabulation between gender and preference to buy products using eco-friendly packaging. From the total male respondents 56.1% agreed, 22.8% neither agreed nor disagreed, 17.5% strongly agreed and 3.5% disagreed to the statement. Amongst the female respondents 47.6% agreed, 30.2% neither agreed nor disagreed, 22.2% strongly agreed and none disagreed to the statement.

Table 4.2.24: Analysis of Occupation and Preference to buy products using eco-friendly packaging.

Occupation	**I prefer to buy products that use eco-friendly packaging**				Total
	Strongly Agree	Agree	Neither agree nor disagree	Disagree	
Employed	4 (9.1%)	25 (56.8%)	14 (31.8%)	1 (2.3%)	44 (100%)
Self-employed	5 (31.2%)	7 (43.8%)	4 (25%)	0 (0.00%)	16 (100%)
Student	10 (25%)	20 (50%)	9 (22.5%)	1 (2.5%)	40 (100%)
Homemaker	5 (25%)	10 (50%)	5 (25%)	0 (0.00%)	20 (100%)
Total	24 (20%)	62 (51.7%)	32 (26.7%)	2 (1.7%)	120 (100%)

Source: Field Survey, 2018

The table shows cross tabulation between occupation and preference to buy products using eco-friendly packaging. Amongst the employed 56.8% agreed, 31.8% neither agreed nor disagreed, 9.1% strongly agreed and 2.3% disagreed to the statement. Amongst the self-employed 43.8% agreed, 31.2% strongly agreed 25% neither agreed nor disagreed and none disagreed. Amongst the student's respondents 50% agreed, 25% strongly agreed, 22.5% neither agreed nor disagreed and 2.5% disagreed to the statement. Amongst the homemaker respondents 50% agreed, 25% strongly agreed and the same percent neither agreed nor disagreed and none disagreed to the statement.

From the cross-tabulation data, it was seen that mostly female self-employed and respondents within 10-25 years age group considered themselves an environmental enthusiast. Most of the self-employed respondents cared to think if the product was eco-friendly before purchasing. Moreover, females and self-employed respondents were willing to pay more for green products and agreed that green labels influenced them to purchase green products. However mostly male and employed respondents felt that green products do no truly satisfy the greening process. Most of the female and homemaker respondents belonging to all occupation agreed that green advertisement catches their attention and enjoy watching it and also distinguished a green product by its packaging. However more of female and self-employed respondents preferred to purchase products packed using eco-friendly measures.

4.3. Correlation Analysis

Table 4.3.1: Correlation amongst factors influencing environmental belief.

Statement	The environment is being severely damaged	I as a consumer have a bigger role in protecting environment	Green products are better option for future sustainability	If green features increase the price of a product are you willing to pay more?
The environment is being severely damaged	1	0.470 0	0.314 0	0.149 0.104
I as a consumer have a bigger role in protecting environment		1	0.475	0.200 0.028
Green products are better option for future sustainability			1	0.231 0.011
If green features increase the price of a product are you willing to pay more?				1

Source: Field Survey, 2018

The correlation between statements 'The statement is being severely damaged' and 'I as a consumer have a bigger role in protecting the environment' is 0.475 and the corresponding p value is 0, which is less than 0.05. therefore, there is a significant relationship between the two statement.

The correlation between statement ' The statement is being severely damaged' and ‘Green products are better option for future sustainability' is 0.314 and the corresponding p valued is 0, which is less than 0.05 therefore is a significant relationship between the two statement.

The correlation between statements 'The statement is being severely damaged' and ' If green features increase the price of a product are you willing to pay more?' is 0.149 and the corresponding p value is 0.104 which is more than 0.05 therefore there is no significant relationship between the two statement.

The correlation between statements 'I as a consumer have a bigger role in protecting environment' and 'Green product are better option for future sustainability' is 0.475 and the corresponding p value is 0, which is less than 0.05 therefore there is a significant relationship between the two statements.

The correlation between statements 'Green products are better option for future sustainability' and 'If green features increase the price of a product, are you willing to pay more?' is 0.231 and the corresponding p value is 0.011, which is less than 0.05. Therefore, there is a significant relationship between the two statements.

Table 4.3.2: Correlation amongst factors influencing green labeling

Statement	Green labels are easy to recognize and real	I find green labels very useful in choosing a product	Green labels influence me to purchase the product
Green labels are easy to recognize	1	0.550 0	0.410 0
I find green labels very useful in choosing a product		1	0.636 0
Green labels influence me to purchase the product			1

Source: Field Survey, 2018

The correlation between statements 'Green labels are easy to recognize' and ' I find green labels very useful in choosing a product' is 0.550 and the corresponding p value is 0, which is less than 0.05. Therefore, there is a significant relationship between the two statements.

The correlation between statement 'Green labels are easy to recognize' and 'Green labels influence me to purchase the product' is 0.410 and the corresponding p value is 0,

Which is less than 0.05. Therefore, there is a significant relationship between the two statement.

The correlation between statements ' I find green labels very useful in choosing a product' and 'Green labels influence me to purchase the product' is 0.636 and the corresponding p value is 0, which is less than 0.05. Therefore, there is a significant relationship between the two statements.

Table 4.3.3: Correlation amongst factors influencing green branding

Statement	I find green branded products reliable	Green products are better than non-green products	I feel brands do not truly satisfy the greening process.
I find green branded products reliable	1	.314 0	-0.016 0.863
Green products are better than non-green products		1	-0.075 0.417
I feel brands do not truly satisfy the greening process.			1

Source: Field Survey, 2018

The correlation between statements 'I find green branded products reliable' and ' Green products are better than non-green products' is .314 and the corresponding p value is 0, which is less than 0.05 therefore there is a significant between the two statement.

The correlation between statements’ I find green branded products reliable' and ' I feel brands do not truly satisfy the greening process' is -0.016 and the corresponding p value is 0.863. The negative correlation indicators that respondents who find green products reliable also feel that brand do satisfy their greening process.

The correlation between statement 'Green products are better than non-green products' and 'I feel brands do not truly satisfy the greening process' is -0.075 and the corresponding p value is 0.147. The negative correlation indicates that respondents who agree that green are better than non-green products also feel that green brands do satisfy the greening process.

Table 4.3.4: Correlation amongst factors influencing green advertising.

Statement	Green advertising catches my attention	I enjoy watching advertisement focusing on product's environment	Attractive environmental advertisement will encourage me to buy green products
Green advertising catches my attention	1	0.787 0	0.564 0
I enjoy watching advertisement focusing on product's environment		1	0.567 0
Attractive environmental advertisement will encourage me to buy green products			1

Source: Field Survey, 2018

The correlation between 'Green advertising catches my attention' and ' I enjoy watching advertisement focusing on product's environmental value's is 0.787 and the corresponding p value is 0, which is less than 0.05. Therefore, there is a significant relationship between the two statements.

The correlation between statements 'Green adverting catches my attention' and 'Attractive environmental advertisement will encourage me to buy green products is .564 and the corresponding p value is 0, which is less than 0.05. Therefore, there is a significant relationship between the two statement.

The correlation between statement 'I enjoy watching advertisement focusing on products environment values' and 'Attractive environmental advertisement will encourage me to buy green products is 0.567 and the corresponding p value is 0, which is less than 0.05 therefore is a significant relationship between the two statements.

Table 4.3.5: Correlation amongst factors influencing green packaging

Statement	Packaging helps me distinguish a green product	I find eco-friendly packaging more appealing than non-eco-friendly packaging	I prefer to buy products that use eco-friendly packaging
Packaging helps me distinguish a green product	1	0.355 0	0.359 0
I find eco-friendly packaging more appealing than non-eco-friendly packaging		1	0.697 0
I prefer to buy products that use eco-friendly packaging			1

Source: Field Survey, 2018

The correlation between statements 'packaging helps me distinguish a green product' and 'I find eco-friendly packaging more appealing than non-eco-friendly packaging' is 0.355 and the corresponding p value is 0, which is less than 0.05 therefore there is a significant relationship between the two statements.

The correlation between statements 'Packaging helps me distinguish a green product' and ‘I prefer to buy products that use eco-friendly packaging' is 0.359 and the cross-ponding p value is 0, which is less than 0.05 therefore there is significant relationship between the two statements.

The correlation between statements ' I find eco-friendly packaging more appealing than non-eco-friendly packaging' and 'I prefer to buy products that use eco-friendly

packaging' is 0.697 and the cross-ponding p value is 0, which is less than 0.05 therefore there is a significant relationship between the two statements.

4.4 Inferential Analysis

4.4.1 One Sample T-Test between green marketing tools and purchase intention

Table 4.4.1.1: Independent T-Test between green marketing tools and consumer purchase intention

Environmental concerns and beliefs	**Mean**	**SD**	**T**	**Sig**	**Remarks**
The environment is being severely damage.	1.54	0.709	-22.537	0.00	Significant
I as a consumer have a bigger role in protecting environment.	1.88	0.822	-14.885	0.00	Significant
Green products are better option for future sustainability.	1.67	0.781	-18.691	0.00	Significant
If green features increase the price of a product, are you willing to pay more?	2.33	0.901	-8.103	0.00	Significant
Green labeling and consumer purchase intention	**Mean**	**SD**	**T**	**Sig**	**Remarks**
Green labels are easy to recognize	2.55	0.915	-5.386	0.00	Significant
I find green labels very useful in choosing a product	2.38	0.889	-7.698	0.00	Significant
Green labels influence me to purchase the product	2.52	0.961	-5.508	0.00	Significant
Green branding and consumer purchase intention	**Mean**	**SD**	**T**	**Sig**	**Remarks**
I find green branded products reliable	2.41	0.794	-8.165	0.00	Significant

Green product is better than non-green products	2.18	0.809	-11.052	0.00	Significant
I feel brands do not truly satisfy the greening process.	2.93	0.881	-0.933	0.353	Significant
Green advertising and green purchase intention	**Mean**	**SD**	**T**	**Sig**	**Remarks**
I enjoy watching advertisement focusing on product's environment values.	2	0.778	-13.181	0.00	Significant
Green adverting catches my attention	2.07	0.769	-12.966	0.00	Significant
Attractive environmental advertisement will encourage me to buy green products	1.63	0.819	-13.571	0.00	Significant
Green packaging and green purchase intention	**Mean**	**SD**	**T**	**Sig**	**Remarks**
Packaging helps me distinguish a green product	2.23	0.877	-9.579	0.00	Significant
I prefer to buy products that use eco-friendly packaging.	2.1	0.76	-12.966	0.00	Significant
I find eco-friendly packaging more appealing than non-eco-friendly packaging	2.1	0.726	-13.571	0.00	Significant

Test Value=3

Source: Field Survey, 2018

The mean of environment being severely damaged is 1.54. which is smaller than 3. Hence most of the respondents agree that the environment is indeed being severely damaged. The significant value (p-value) is 0.00, which is less than 0.05 which indicated that statement is significant.

The mean of the statement 'I find green labels very useful in choosing a product' is 1.88 which is less than 3. Hence most of the respondents find the green label useful in choosing a green product. the significant value (p-value) is 0.00, which is less than 0.05 which indicated that statement is significant.

The mean of the statement 'Green products are better option for future sustainability' is 1.67 which is less than 3. Hence most of the respondents believe that green products are a better option for a sustainable future. the significant value (p-value) is 0.00, which is less than 0.05 which indicated that statement is significant.

The mean of the statement ' If green features increase the price of a product, are you willing to pay more?' is 2.33 which is less than 3. Hence most of the respondents are willing to pay that extra premium for a greener product. the significant value (p-value) is 0.00, which is less than 0.05 which indicated that statement is significant.

The mean of the statement 'Green labels are easy to recognize' is 2.55 which is less than 3. Hence most of the respondents find it easier to recognize a green label. the significant value (p-value) is 0.00, which is less than 0.05 which indicated that statement is significant.

The mean of the statement 'I find green labels very useful in choosing a product' is 2.38, which is less than 3. Hence the greatest number of respondents found green

labels useful while choosing a product. the significant value (p-value) is 0.00, which is less than 0.05 which indicated that statement is significant.

The mean of the statement 'Green labels influence me to purchase the product' is 2.52 which is less than 3. Hence, the greatest number of respondents agreed that green labels influence them to purchase a product. the significant value (p-value) is 0.00, which is less than 0.05 which indicated that statement is significant.

The mean of the statement 'I find green branded products reliable' is 2.41 which is less than 3. Hence, most of the respondents find green branded product reliable. the significant value (p-value) is 0.00, which is less than 0.05 which indicated that statement is significant.

The mean of the statement ‘Green products are green products' is 2.18 which is less than 3. Hence, most of the respondents believe that green products are better than non-green products. the significant value (p-value) is 0.00, which is less than 0.05 which indicated that statement is significant.

The mean of the statement 'I feel brands do not truly satisfy the greening process' is 2.93 which is less than 3. Hence the greatest number of respondents believe that green brands do not truly satisfy the greening process. the significant value (p-value) is 0.00, which is less than 0.05 which indicated that statement is significant.

The mean of the statement ' I enjoy watching advertisement focusing on products environmental values' is 2 which is less than 3. Hence, the greatest number of respondents enjoys watching advertisement with environmental values. the significant value (p-value) is 0.00, which is less than 0.05 which indicated that statement is significant.

The mean of the statement ' Green advertising catches my attention' is 2.07 which is less than 3. Hence most of the respondents agree that green advertisement catches their attention. the significant value (p-value) is 0.00, which is less than 0.05 which indicated that statement is significant.

The mean of the statement 'Attractive environmental advertisement will encourage me to buy green product's' is 1.63 which is less than 3. Hence, the greatest number of respondents’ attractive environmental advertisement acts as an incentive to buy green products. the significant value (p-value) is 0.00, which is less than 0.05 which indicated that statement is significant.

The mean of the statement ' Packaging helps me distinguish a green product' is 2.23 which is less than 3. Hence most of the respondents agree that packaging helps them distinguish a green product. the significant value (p-value) is 0.00, which is less than 0.05 which indicated that statement is significant.

The mean of the statement 'I find eco-friendly packaging more appealing than non-eco-friendly packaging' is 2.1 which is less than 3. Hence, most of the respondents

find eco-friendly packaging more appealing than regular packaging. the significant value (p-value) is 0.00, which is less than 0.05 which indicated that statement is significant.

The mean of the statement ' I prefer to buy products that use eco-friendly packaging' is 2.1 which is less than 3. Hence most of the respondents prefer to buy products that use eco-friendly packaging. the significant value (p-value) is 0.00, which is less than 0.05 which indicated that statement is significant.

4.4.2 One-Way ANOVA

Table 4.4.2.1: ANOVA analysis between age group and consumer purchase intention indicators.

Statements	Age Group	Mean	Std. Deviation	F Test	P value	Remarks
Green products are better option for future sustainability	18-25 26-33 34-41 above 41 **Total**	1.64 1.65 1.72 1.75 **1.67**	0.735 0.87 0.752 0.754 **0.781**	0.1	0.96	Not Significant
Green labels influence me to purchase the product	18-25 26-33 34-41 above 41 **Total**	2.51 2.56 2.39 2.58 **2.52**	0.882 0.934 1.29 0.9 **0.961**	0.149	0.93	Not Significant
Green products are better than non-green products	18-25 26-33 34-41 above 41 **Total**	2.19 2.16 2.22 2.17 **2.18**	0.711 0.974 0.732 0.718 **0.809**	0.026	0.994	Not Significant
Attractive environmental advertisement will encourage me to buy green products	18-25 26-33 34-41 above 41 **Total**	1.7 1.58 1.61 1.58 **1.63**	0.998 0.731 0.698 0.515 **0.819**	0.184	0.907	Not Significant
I prefer to buy product that use eco-friendly packaging	18-25 26-33 34-41 above 41 **Total**	2.19 2.14 1.83 2 **2.1**	0.741 0.743 0.707 0.603 **0.726**	1.181	0.32	Not Significant

Source: Field Survey, 2018

The statement green products are better option for future sustainability has p value 0.96 which is greater than 0.05, hence there is no significant different in opinion about the statement amongst respondents amongst different age group. Also, the mean of the respondents amongst different age groups is 1.67. Hence most of the respondents agree to the statement.

The statement green labels influence me to purchase the products has p value 0.93 which is greater than 0.05. hence there is no significant different in opinion about the statement amongst respondents amongst different age groups. Also, the mean of the respondents amongst different age groups is 2.52. Hence most of the respondents agree to the statement.

The statement green products are better than non-green products have p value 0.994 which is greater than 0.05 hence there is no significant difference in opinion about the statement amongst respondents amongst different age groups. Also, the mean of the respondents amongst different age groups is 2.18. Hence most of the respondents agree to the statement.

The statement attractive environmental advertisement will encourage me to buy green products has p value 0.907 which is greater than 0.5 hence there is no significant difference in opinion about the statement amongst respondents amongst different age groups. Also, the mean of the respondents amongst different age groups is 1.63 Hence most of the respondents agree to the statement.

The statement I Prefer to buy products that use eco-friendly packaging has p value 0.32 which is greater than 0.05 hence there is no significant difference in opinion about the statement amongst respondents amongst different age groups. Also, the mean of the respondents amongst different age group is 2.1. Hence most of the respondents agree to the statement.

Table 4.4.2.2: ANOVA analysis between occupation and consumer purchase intention indicators

Statements	Occupation	Mean	Std. Deviation	F Test	P value	Remarks
Green products are better option for future sustainability	Employed	1.84	0.834	2.041	0.112	Not Significant
	Self Employed	1.44	0.814			
	Student	1.5	0.679			
	Homemaker	1.8	0.768			
	Total	1.67	0.781			
Green labels influence me to purchase the product	Employed	2.75	0.943	1.532	0.21	Not Significant
	Self Employed	2.38	1.204			
	Student	2.32	0.797			
	Homemaker	2.5	1.051			
	Total	2.52	0.961			
Green branded products are better than non-green products	Employed	2.32	0.934	0.931	0.428	Not Significant
	Self Employed	2.06	0.68			
	Student	2.05	0.738			
	Homemaker	2.25	0.639			
	Total	2.18	0.809			
Attractive environmental advertisement will encourage me to buy green products	Employed	1.7	0.823	0.186	0.906	Not Significant
	Self Employed	1.62	0.957			
	Student	1.58	0.874			
	Homemaker	1.6	0.598			
	Total	1.63	0.819			
I prefer to buy product that use eco-friendly packaging	Employed	2.27	0.66	1.377	0.253	Not Significant
	Self Employed	1.94	0.772			
	Student	2.02	0.768			
	Homemaker	2	0.725			
	Total	2.1	0.726			

Source: Field Survey, 2018

The Statement green products are better option for future sustainability has p value 0.112 which is greater than 0.05 hence there is no significant difference in opinion

about the statement amongst respondents amongst different age groups. Also, the mean of the respondents amongst different age groups is 1.67. Hence most of the respondents agree to the statement.

The statement green labels influence me to purchase the product has p value 0.21 which is greater than 0.05 hence there is no significant difference in opinion about the statement amongst respondents amongst different age group. Also, the mean of the respondents amongst different age groups is 2.25. Hence most of the respondents agree to the statements.

The statement green branded products are better than non-green products have p value 0.428 which is greater than 0.05 hence there is no significant difference in opinion about the statement amongst respondents amongst different age groups. Also, the mean of the respondents among different age group is 2.18. Hence most of the respondents agree to the statements.

The statement attractive environmental advertisement will encourage me to buy green product has p value 0.906 which is greater than 0.05 hence there is no significant difference in opinion about the statement amongst respondents amongst different age groups. Also, the mean of the respondents amongst different age groups is 1.63. Hence most of the respondents agree to the statements.

The statement I prefer to buy product that use eco-friendly packaging has p value 0.253 which is greater than 0.05 hence there is no significant difference in opinion about the statements amongst respondents amongst different age groups. Also, the mean of the respondents amongst different age groups is 2.1. Hence most of the respondents agree to the statement.

Table 4.4.2.3: ANOVA analysis between education and consumer purchase intention indicators.

Statements	Mean	Mean	Std. Deviation	F Test	P value	Remarks
Green products are better option for future sustainability	Elementary School	2.25	0.957	2.145	0.065	Not Significant
	High School	2	0.953			
	Undergraduate	1.73	0.654			
	Graduate	1.51	0.796			
	Total	1.67	0.781			
Green labels influence me to purchase the product	Elementary School	2	0	1.003	0.394	Not Significant
	High School	2.83	1.03			
	Undergraduate	2.58	0.941			
	Graduate	2.44	0.987			
	Total	2.52	0.961			
Green product is better than non-green products	Elementary School	2	0	0.411	0.746	Not Significant
	High School	2.33	0.651			
	Undergraduate	2.24	0.743			
	Graduate	2.12	0.911			
	Total	2.18	0.809			
Attractive environmental advertisement will encourage me to buy green products	Elementary School	1.25	0.5	1.197	0.314	Not Significant
	High School	2	0.953			
	Undergraduate	1.64	0.857			
	Graduate	1.58	0.77			
	Total	1.63	0.819			
I prefer to buy product that use eco-friendly packaging	Elementary School	1.25	0.5	2.808	0.043	Not Significant
	High School	2.33	0.651			
	Undergraduate	2.2	0.757			
	Graduate	2.03	0.694			
	Total	2.1	0.726			

Source: Field Survey, 2018

The statement green products are better option for future sustainability has p value 0.065 which is greater than 0.05 hence there is no significant difference in opinion about the statement amongst respondents amongst different level of education. Also, the mean of the respondents amongst different education levels is 2.1. Hence most of the respondents agree to the statements.

The statement green labels influence men to purchase the product has p value 0.394 which is greater than 0.05 hence there is no significant difference in opinion about the statement amongst respondents amongst different level of education. Also, the mean of the respondents amongst different education levels is 2.52 Hence most of the respondents agree to the statements.

The statement green product is better than non-green products has p value 0.746 which is greater than 0.05 hence there is no significant difference in opinion about the statement amongst respondents among different level of education. Also, the mean of the respondent amongst different education levels is 2.18 Hence of the respondents agree to the statements.

The statement attractive environmental advertisement will encourage me to buy green products has p value 0.314 which is greater than 0.05 hence there is no significant difference in opinion about the statement amongst respondents amongst respondent amongst different level of education. Also, the mean of the mean of the respondents amongst different education levels is 1.63. Hence most of the respondents agree to the statement.

The statement I Prefer to buy product that use eco-friendly packaging has p value 0.043 which is less than 0.05 hence there is a significant difference in opinion about the statement amongst respondents amongst different level of education. Also, the mean of the respondents amongst different education level 2.1. Hence most of the respondents agree to the statements.

Table 4.4.2.4: ANOVA analysis between income level and consumer purchase intention indicators

Statements	Income level	Mean	SD	F Test	P value	Remarks
Green products are better option for future sustainability	0-12000 12001-25000 25001-40000 above 40000 Total	1.64 1.71 1.64 1.71 1.67	0.762 0.783 0.848 0.825 0.781	0.076	0.973	Not Significant
Green labels influence me to purchase the product	0-12000 12001-25000 25001-40000 above 40000 Total	2.47 2.58 2.5 2.58 2.52	0.89 1.025 0.802 1.342 0.961	0.099	0.96	Not Significant
Green product is better than non-green products	0-12000 12001-25000 25001-40000 above 40000 Total	2.19 2.1 2.09 2.5 2.18	0.709 0.7 0.921 1.16 0.809	0.927	0.43	Not Significant
Attractive environmental advertisement will encourage me to buy green products	0-12000 12001-25000 25001-40000 above 40000 Total	1.72 1.74 1.36 1.5 1.63	0.968 0.729 0.492 0.76 0.819	1.294	0.28	Not Significant
I prefer to buy product that use eco-friendly packaging	0-12000 12001-25000 25001-40000 above 40000 Total	2.19 2.13 2 1.86 2.1	0.786 0.619 0.617 0.864 0.726	0.939	0.424	Significant

Source: Field Survey, 2018

The statement green products are better option for future sustainability has p value 0.973 which is greater than 0.05 hence there is no significant difference in opinion about the statement amongst respondents amongst different income level. Also, the mean of the respondents amongst different income levels is 1.67 hence most of the respondents agree to the statements.

The statement green influence me to purchase the product has p value 0.96 which is greater than 0.05 hence there is no significant difference in opinion about the statement amongst respondents amongst different income level. Also, the mean of the respondents amongst different income levels is 2.52 hence most of the respondents agree to the statements.

The statement green products are better than non-green products have p value 0.43 which is greater than 0.05 hence there is no significant difference in opinion about the statement amongst respondents amongst different income level. Also, the mean of the respondents amongst different income levels is 2.18 hence most of the respondents agree to the statements.

The statement attractive environmental advertisement will encourage me to buy green product has p value 0.28 which is greater than 0.05 hence there is no significant difference in opinion about the statement amongst respondents amongst different income level. Also, the mean of the respondents amongst different income levels is 1.63 hence most of the respondents agree to the statements.

The statement I prefer to buy product that use eco-friendly packaging has p value 0.424 which is greater than 0.05 hence there is no significant difference in opinion about the statement amongst respondents amongst different income level. Also, the mean of the respondents amongst different income levels is 2.1. hence most of the respondents agree to the statements.

Based on the data given inferential analysis it is seen that green marketing elements (green labeling, green branding, green advertising and green packaging) play a major and significant role in attracting consumers towards green purchase. It has been seen that the environmental belief and enthusiasm is present and has influence on the purchase.

CHAPTER 5
CONCLUSIONS

5.1 Summary

The concept of green marketing has gone through a constant transformation as a business strategy since its first appearance in 1980s. today it highlights the Holistic concept which incorporates production, marketing, consumption and disposal pf products and services taking place in manner that is less damaging to the environment. This implicit growth has been a response to global warming, non-biodegradable solid waste and harmful impacts of pollutants apart from other causes. Green marketing is also known as environmental marketing and sustainable marketing.

This study focusses on understanding the impact of green marketing on consumer's purchase intention in Devchuli Municipality. It analyses the impact of different variables on the purchase intention and seek to know the influence of some key demographic variables on the very process.

The major highlights of the research findings are summarized below:

- The total respondents were 120 out of which 52% were female and 48% were male.
- 90% of the respondents agreed that they were attracted to purchase product from a company that cared for the environment. However, 81% of the respondents considered themselves an environment enthusiast.
- Majority of the respondents were only willing to pay a little more for any green products and the main reason behind a consumer's willingness to purchase a green product was found to be there perceived responsibility towards the environment.
- The customers view is towards marketing elements they are [product type, packaging, availability and product visibility] and considered these elements equally important while choosing a green product. Food products were the most preferred product category for green purchase.

- Most of the respondents agreed to the statements supporting environmental belief's positive influence on purchase intention as the average mean of environmental belief on the purchase intention towards green products is 1.855 on a 5-point scale.
- A significant relationship among consumer purchase intention and environmental belief can be reflected.
- In order to distinguish a green product packaging plays an important role therefore majority of the respondents preferred to purchase products with green packaging.
- The average mean of green packaging on the consumer purchase intention towards green products is 2.14 on a 5-point scale. This shows that most respondents agreed to the statements supporting green packaging has a positive influence on purchase intention.
- There is a positive relationship between eco packaging and consumer purchase intention.
- Most of the respondents found green branded products reliable. The average mean of green branding on the consumer purchase intention towards green products is 2.51 on a 5-point scale. This bring forth that most of the respondents agreed to the statements supporting green branding has a positive influence on consumer purchase intention.
- There is also a positive relationship between green branding and perceived brand image.
- Advertisement and consumer purchase intention has a significant relationship as majority agreed that green advertisement caught their attention also enjoyed watching advertisement with environment values. Average mean of green advertisement on the consumer intention towards purchase intention towards green products is 1.9 on 5 scale. This signifies that the most respondents agree that green advertising has a positive influence on consumer purchase intention so there is a significant relationship between green advertisement and purchase intention.

- Green elements played a key role element as that influenced product purchase as we can see the average mean of green labelling on consumer purchase intention towards green products are 2.48 on 5 scale this highlight that the most of the respondents agreed to the statements supporting green labelling has a positive influence on consumer purchase intention therefore there is a significant relationship between green labelling and consumer purchase intention.
- The relationship cannot be seen between age group, occupation, income level, and consumer purchase intention indicators as well as no relationship between education and consumer purchase intention indicators, except the preference to buy products that are eco-friendly packed for which a significant relationship exists.
- Correlation exist between statements describing the environmental belief and consumer purchase intention, the influence of green labelling and consumer purchase intention, influence of green branding and consumer intention, influence of green advertising and consumer intention, influence of green packaging and consumer purchase intention.
- Market specialist revealed that the environmental belief and awareness in growing however there is still needs efforts to increasing feeling of environmental responsibility amongst consumer. Branding plays an important role for increasing green purchase intention and making value addition to the consumers.

5.2 Conclusions

The study mainly focuses on the consequences of green marketing on consumer purchase intention in Devchuli Municipality. The main issues regarding positive health effects of green products, recyclability or re-usability, biodegradables, and global warming have drawn interest and intention on green purchase and created a new breed of consumers known as “green-consumers”.

An investigation on the variables indicating the significance of environmental belief shows the positive and significant impact on the purchase intention of the consumers.

Eco-packing adds an entire new dimension to green marketing ads it has a significant impact on the purchase intention of consumers. Packaging helps consumers to find out the difference a green product from a non-green product. Consumers also preferred products that used green medium of packaging over an old packaging material. It even can be seen that eco brands are establishing a positive image on the mind of the customers and has been able to develop trust and reliability. It seems that awareness of eco-brands amongst customers in Devchuli Municipality is increasing, though mostly limited to food products, automobiles, electronic and paints products are also considered.

As we analyse the findings found that green marketing elements did impact on purchase intention of customers towards developing an image as well as perception towards purchasing green products. Environment protection responsibility is the key aspect of driving consumers green purchase intention. Price is the first concern before purchasing a green product and the second concern is willingness to pay reflect only a little increase over price. Some respondents believed that environmental issues are being used by many companies as a medium to boost sales, as majority of them were neutral to these issues. Similar results found while asking about if companies were only claiming the products as green but in actual it is not. Moreover, majority of the respondents agreed that they did check if the products they were buying was environmentally friendly before purchasing them. These finding reflects that the interest regarding eco-friendly products is spreading all over Devchuli municipality, which also agreed by the marketing experts from Chaudhary Group (CG) Dumkauli Nawalparasi which also located inside Devchuli Municipality. However, they argued that there is still is a need to inform and educate consumers about unique value addition that green features bring and benefits associated with it. Since lifestyle is not depicted by one-time purchase or association with an event, it’s a continuous process which needs to be enacted upon every day.

The Environmental problems in Nepal are growing rapidly. The increasing economic development, rapid growth of population and growth of industries in Nepal is putting a strain on the environment, infrastructure and the countries natural resources. Industrial pollution, soil erosion, deforestation, rapid industrialization, urbanization,

and land degradation are all worsening problems. Environmental pollution is one of the most serious problems facing humanity and other life forms on our planet today. So, it's the right time to implement the Green Marketing in Nepal.

Green Marketing makes drastic change in the business not even in Nepal but save the world from pollution. Corporate should create the awareness among the consumers, what are the benefits of green as compared to non-green ones. In green marketing, consumers are willing to pay more to maintain a cleaner and greener environment.

Consumers, industrial buyers and suppliers need to pressurize effects on minimize the negative effects on the environment-friendly. Green marketing assumes even more importance and relevance in developing countries like Nepal.

5.3 Implications

Based on the finding following recommendations are taken into consideration.

For Consumers: -

- Consumers should be more aware towards eco-friendly products.
- Consumers are aware towards green and sustainable products is seen positive so it is recommended to continue and increase such efforts.
- Consumers should also be aware about sustainable development so they have to focus on eco-friendly products in coming future.

For Business Organisation /Managers/Investors: -

- Businesses should better brand their products as eco-friendly and should be able to communicate the green values with effectiveness.
- Green marketing activities should be carried out which can perceive consumer's self-environmental responsibility.
- These organisations should enhance communication and be able to deliver promise value frequently.
- The more familiar green products category among consumers are food, electronics and automobiles therefore there should be more investment on these areas.

- Price should be fixed by considering the market prices of close substitutes.
- Businesses should concentrate on focusing on developing a green product that have a demand from the general public and which also aligns to the company's core positioning. Furthermore, businesses should also present efforts in a manner that reduces the risk related to costs.

For Regulatory Bodies: -

- Effective marketing strategies can be implemented on public level to grab the attention of the consumers who are employed, students and homemakers.
- Environmental belief and environmental protection responsibility are two key touch points to enhance consumer involvement in green purchase and facilitate sustenance.
- Less educated consumers should be informed about the importance of eco-packaging.
- Strategies and policies in relation to the green products be developed and implemented so as to guide and help the retailers and customers towards green change.
- Devchuli Municipality officials should inspect the market in regular basis and should give more focus for eco- friendly projects while formulating the plans.

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