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A STUDY OF CONSUMER AWARENESS TOWARDS GREEN PRODUCTS AND ITS IMPACT ON PURCHASING DECISION IN NAINITAL

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ABSTRACT

Green product awareness among consumers is important in determining the path of buying behavior of Green products. The purpose of this study is to look into the consumers' awareness regarding Green products and how that affects their purchase decisions. A structured questionnaire contains various items was used to collect data from 200 respondents using survey method. The sampling procedure is convenient and judgmental. Frequency analysis, percentage and cross tabulation are used to analyze the data. According to the findings, self-employed men under the age of 30 who earn less than 2.5 lakh per annum frequently buy green products because they are aware of Green products, and as their income rises, they buy it because these products are relevant to their shopping needs and provide good value for money, whereas homemakers over the age of 40 do not frequently buy green products because they believe these products are more expensive than conventional products. This research also identifies Green product awareness as a major component that influences consumers' Green purchasing decisions.

KEYWORDS: GREEN PRODUCTS, CONSUMER PERCEPTION, COMMUNICATION, ENVIRONMENTAL ISSUES.

I. INTRODUCTION

Our society is shifting towards being more environmentally conscious with the shift in consumer preference towards more environmentally friendly goods and services. Firms that do not incorporate environmental friendly practices in their corporate model are punished by their consumers. The shift to being more naturally conscious is presuming a large number of corporate to adopt and implementing environmentally friendly practices. All over the world, the Green movement is growing rapidly at a rapid speed. Consumers are increasingly engaging in appropriate actions and responding to environmental change. As a result of changing consumer behavior, such as increased environmental consciousness and aims to improve the environment more eco-friendly products are being introduced to the market.

A Green product is indicate as naturally produce, bio-degeneratable non-toxic, nonexperimental on living thing, pollution free, nominally packed with natural and permitted factors (**Ottman, 1993**). Environmentally friendly activities deal, for instance, with better pollution controls, energy-efficient operations, and recycled materials (**Kotler & Armstrong, 2009**).

The goal of this study is to determine the level of consumer awareness of Green products Uttarakhand state. Environment-friendly, eco-friendly, nature-friendly and green marketing are phrases used to describe goods and services, as well as laws, standards, and policies, that cause little or no harm to ecosystems or the environment. The term of green marketing (offering Green products) encompasses a wide range of activities aimed at enforcing consumer rights, preserving the environment, and meeting customer demand, requirements, and preferences. Consumers are more concerned of their personal safety in today's world, and they want everything to be environmentally friendly, resulting in a greener world.

II. REVIEW OF LITERATURE

- (a) **Banerjee (1995)** from the consumer's point of view, sustainability is a way of life with minimal impact on the environment, or at best, making decisions that are helpful and beneficial to the environment. In order to minimize damage to the environment, consumers are faced with many solutions. A majority of marketers in the sample attempted to project a green marketer image rather than focusing on the environmental benefits of their product or service.
- (b) **Pranee (2010)** found that Green advertising must be true, legal and comply with environmental standards, regulations and guidelines. In this study, communication ethics and social responsibility are considered. Besides, it addresses advertising ethics. This is followed by ethical implications of technology. In addition, green marketing ethics and social responsibility are discussed. Moreover, it illustrates green marketing and advertising.

- (c) **Anitha, Mrs & Vijai, C. (2020).** An Empirical Study on Green Products and Green marketing. This research paper examines the consumer perception towards Green product and Green marketing. The main finding was there is no significant relationship between gender, occupation and awareness.
- (d) **N, Divyapriyadharshini. (2019).** Consumer awareness towards Green Products and its impact. Consumers are becoming more ecologically conscious and desirous of purchasing Green products. Green products are environment friendly in itself or produced in an eco friendly way. The study has found that promotional activities on Green products influence consumers Green products awareness. Majority of the respondents are aware of Green products. This study also reveals that Green products awareness as the critical factor, which affects consumers buying behaviour.

III. OBJECTIVE OF THE STUDY

- (a) To know the impacts of respondent's demographic variables on their awareness towards Green products.
- (b) To study the consumers' perception regarding buying Green products.

IV. RESEARCH METHODOLOGY

To accomplish the study's aims, a descriptive research was conducted, which included the collecting of both secondary and primary data. The primary data was collected from respondents of Nainital district of Uttarakhand through a questionnaire created for a sample of 200 respondents from the Nainital representative, both genders, various age groups, educational levels, and annual income. For testing consumer awareness of Green products, a structured questionnaire was constructed. The information gathered from the respondents is compiled and analyzed using percentages and cross tabulation into logical statements. Personal telephonic interviews and observations were also made for further clarification. Ms Excel and SPSS were used to perform the necessary analysis of the data.

V. DATA ANALYSIS

Table 1: Respondent profile		Frequency	Percentage
Gender	Male	147	73.5
	Female	53	26.5
Age	Below 20	68	26.0
	20-30	92	50.7
	30-40	21	10.7
	40 above	19	12.7
Occupation	Self employed	69	34.5
	Homemaker	38	18.0
	Service	36	19.0
	Student	57	28.5
Annual income	Less than 2.5 lakh	103	51.5
	2.5 – 5 lakh	26	13.0

	5-10 lakh	29	14.5
	10-15 lakh	29	14.5
	More than 15 lakh	13	6.5
Green user	Yes	133	66.5
	No	30	15.0
	Often	37	18.5

(Source: Primary data)

The demographic classification and its respective frequency distribution are being presented in the table 1. The demographics of the respondents have been classified into categories as follows;

- Gender- It is found that the dominating Category belongs to male (73.5 per cent).
- Age-It is inferred from the above table that out of 200 respondents, the majority of the respondents (50.7 per cent) belong to the age group of 20-30 years.
- Occupation- Dominating Category of the respondents belonged to the occupational status of self employed (34.5 per cent).
- Annual income- Majority of the respondent's annual Earnings was below 2.5 lakh (51.5 per cent).
- Green users- 66.5% of respondents consider themselves Green users while 15% do not consider themselves Green users and 18.5 % often purchased Green products.

Table 2: showing the relation between occupation and gender with Green users.

GENDER- OCCUPATION				GREEN USERS			TOTAL
				YES	NO	OFTEN	
MALE	OCCUPATION	SELF-EMPLOYED	Count	45	2	6	53
			% within occupation	84.9%	3.8%	11.3%	100.0%
		SERVICE	Count	23	6	4	33
			% within occupation	69.7%	18.2%	12.1%	100.0%
		HOMEMAKER	Count	13	8	7	28
			% within occupation	46.4%	28.6%	25.0%	100.0%
		STUDENT	Count	18	6	9	33
			% within occupation	54.5%	18.2%	27.3%	100.0%
FEMALE	OCCUPATION	SELF-	Count	12	2	2	16

	EMPLOYED	% within occupation	75.0%	12.5%	12.5%	100.0%
	SERVICE	Count	2	1	0	3
		% within occupation	66.7%	33.3%	0.0%	100.0%
	HOMEMAKER	Count	6	2	2	10
		% within occupation	60.0%	20.0%	20.0%	100.0%
	STUDENT	Count	14	3	7	24
		% within occupation	58.3%	12.5%	29.2%	100.0%

(Source: Collected and computed through primary data)

The relationship between gender and occupation with Green users is presented in the table 2. From this table, it is concluded that self employed males and female students are frequently buy Green products.

Table 3: showing the relation between income level and gender with Green users.

GENDER-INCOME LEVEL				GREEN USERS			TOTAL		
				YES	NO	OFTEN			
MALE	INCOME	LESS THAN 2.5 LAKH	Count	60	7	9	76		
			% within income	78.9%	9.2%	11.8%	100.0%		
		2.5- 5 LAKH	Count	11	4	5	20		
			% within income	55.0%	20.0%	25.0%	100.0%		
		5- 10 LAKH	Count	15	5	3	23		
			% within income	65.2%	21.7%	13.0%	100.0%		
		10-15 LAKH	Count	11	2	7	20		
			% within income	55.0%	10.0%	35.0%	100.0%		
		15 LAKH ABOVE	Count	2	4	2	8		
			% within income	25.0%	50.0%	25.0%	100.0%		
		FEMALE	INCOME	LESS THAN 2.5 LAKH	Count	15	5	7	27
					% within income	55.6%	18.5%	25.9%	100.0%
2.5- 5 LAKH	Count			4	1	1	6		

			% within income	66.7%	16.7%	16.7%	100.0%
	5- 10 LAKH	Count		4	1	1	6
		% within income		66.7%	16.7%	16.7%	100.0%
	10-15 LAKH	Count		6	1	2	9
		% within income		66.7%	11.1%	22.2%	100.0%
	15 LAKH ABOVE	Count		5	0	0	5
		% within income		100.0%	0.0%	0.0%	100.0%

(Source: Collected and computed through primary data)

The relationship between gender and income level with Green users is presented in the table 3. From this table, it is concluded that male and female whose income is less than 2.5 lakh are frequently buy Green products.

Table 4: showing the cross tabulation among gender, green users, age group with occupation.

GENDER-GREEN USERS- AGE GROUP				OCCUPATION				TOTAL
				SELF-EMPLOYED	SERVICE	HOMEMAKER	STUDENT	
MALE	YES	AGE	BELOW 20	11	15	6	9	41
			20-30	28	6	7	5	46
			30-40	4	1	0	4	9
			ABOVE 40	2	1	0	0	3
			TOTAL	45	23	13	18	99
	NO	AGE	BELOW 20	0	0	2	3	5
			20-30	1	4	2	0	7
			30-40	1	1	0	2	4
			ABOVE 40	0	1	4	1	6
			TOTAL	2	6	8	6	22
	OFTEN	AGE	BELOW 20	1	1	3	5	10
			20-30	1	2	2	1	6
			30-40	3	1	1	2	7
			ABOVE 40	1	0	1	1	3
			TOTAL	6	4	7	9	26
	TOTAL	AGE	BELOW 20	12	16	11	17	56
			20-30	30	12	11	6	59
			30-40	8	3	1	8	20
			ABOVE 40	3	2	5	2	12
			TOTAL	53	33	28	33	147
FEMALE	YES	AGE	BELOW 20	0	0	0	5	5
			20-30	12	1	4	8	25
			ABOVE 40	0	1	0	1	4

		TOTAL		12	2	6	14	34
NO	AGE	BELOW 20	0	0	1	2	3	
		20-30	2	0	1	1	4	
		ABOVE 40	0	1	2	0	3	
	TOTAL		2	1	4	3	10	
OFTEN	AGE	BELOW 20	1	0	1	2	4	
		20-30	1	0	0	3	4	
		30-40	0	0	1	0	1	
	ABOVE 40	0	0	0	2	2		
TOTAL		2	0	2	7	11		
TOTAL	AGE	BELOW 20	1	0	2	9	12	
		20-30	15	1	5	12	33	
		30-40	0	0	1	0	1	
	ABOVE 40	0	2	2	3	7		
TOTAL		16	3	10	24	53		

(Source: Collected and computed through primary data)

The relationship between gender and income level with Green users is presented in the table 4. From this table, it is concluded that self employed male below 30 years whose annual income is less than 2.5 lakh frequently buy green products and homemaker whose age is above 40 do not frequently buy green products.

Table 5: Reasons for buying Green products	Frequency	percentage
I think Green products are relevant to my shopping needs	55	27.5
I am aware of Green products	35	17.5
Easy availability of the Green products	17	8.5
The wide variety of Green products	17	8.5
I trust Green-product claims	19	9.5
I think Green products are of superior quality	14	7.0
Value for money	43	21.5

(Source: Primary data)

Table 5 shows that majority (27.5) of respondents believe that purchasing Green products are relevant to their shopping needs is the biggest reason for buying Green products.

Table 6: showing the relation between gender, occupation and age group with reasons for buying Green products.

INCOME LEVEL-OCCUPATION-AGE GROUP				REASONS FOR BUYING GREEN PRODUCTS							Total
				I think Green products are relevant to my shopping needs	I am aware of Green products	Easy availability of the Green products	The wide variety of Green products	I trust Green-product claims	I think Green products are of superior quality	Value for money	
LESS THAN 2.5 LAKH	SELF-EMPLOYED	AGE	BELOW 20	1	1	0	2	0	0	3	7
			20-30	7	11	1	0	1	1	4	25
			30-40	3	0	0	0	0	1	0	4
			ABOVE 40	0	1	0	0	0	0	0	1
	SERVICE	AGE	BELOW 20	1	0	0	1	1	0	9	12
			20-30	2	1	0	0	0	0	2	5
			ABOVE 40	0	1	0	0	0	0	0	1
	HOMEMAKER	AGE	BELOW 20	4	0	1	1	0	1	1	8
			20-30	3	2	0	0	0	1	1	7
			30-40	0	0	0	0	1	0	0	1
			ABOVE 40	0	0	0	0	0	0	2	1
	STUDENT	AGE	BELOW 20	3	1	2	0	3	3	3	15
			20-30	3	0	1	0	2	2	1	9
			30-40	3	0	0	0	0	2	1	6
			ABOVE 40	0	0	0	1	0	0	0	1
	2.5- 5 LAKH	SELF-EMPLOYED	AGE	BELOW 20	1	0	0	2	0	0	0
20-30				1	0	2	1	1	0	1	6
30-40				0	0	0	0	0	0	1	1
ABOVE 40				0	1	0	0	0	0	0	1
SERVICE		AGE	BELOW 20	0	0	1	0	0	0	1	2
			20-30	0	0	0	0	1	0	0	1
			30-40	0	1	0	0	0	0	0	1
HOMEMAKER		AGE	BELOW 20	1	0	0	0	0	0	0	1
			20-30	0	1	0	0	1	0	0	2
			ABOVE 40	0	0	0	0	0	0	2	2
STUDENT		AGE	BELOW 20	1	1	0	0	0	0	1	3
			20-30	1	1	0	0	0	0	0	2
	30-40		0	1	1	1	0	0	1	4	
	ABOVE 40		0	0	0	0	0	0	0	1	
5- 10 LAKH	SELF-EMPLOYED	AGE	BELOW 20	0	0	0	1	0	0	0	1
			20-30	2	0	1	0	0	0	2	5
			30-40	0	0	0	0	0	1	0	1
			ABOVE 40	1	0	0	0	0	0	0	1
	SERVICE	AGE	BELOW 20	0	0	0	0	1	0	0	1
			20-30	1	1	0	0	0	0	0	2
			30-40	0	1	0	0	0	0	0	1
			ABOVE 40	0	0	0	1	0	0	0	1
	HOMEMAKER	AGE	BELOW 20	0	1	0	0	1	0	0	2
			20-30	1	1	1	0	0	0	1	4
			ABOVE 40	0	0	0	0	0	1	2	3
	STUDENT	AGE	BELOW 20	2	0	0	0	0	0	0	2
20-30			2	0	0	0	1	0	0	3	
30-40			0	0	0	1	0	1	0	2	
10-15 LAKH	SELF-EMPLOYED	AGE	BELOW 20	1	0	0	0	0	0	1	2
			20-30	4	0	0	0	0	0	2	6
			30-40	0	0	1	0	0	0	0	1
	SERVICE	AGE	BELOW 20	1	0	0	0	0	0	0	1
			20-30	0	0	0	1	1	0	1	3
			30-40	0	0	0	1	0	0	0	1
			ABOVE 40	0	1	0	0	0	0	0	1
	HOMEMAKER	AGE	BELOW 20	1	0	0	0	0	0	0	1
			20-30	1	1	1	0	0	0	0	3

15 LAKH ABOVE	STUDENT	AGE	30-40	0	0	0	0	0	1	0	1	
			ABOVE 40	0	0	0	0	0	0	0	1	1
			BELOW 20	1	0	3	1	0	0	0	0	5
			20-30	1	0	0	1	0	0	0	0	2
	SELF-EMPLOYED SERVICE HOMEMAKER STUDENT	AGE	ABOVE 40	0	1	0	0	0	0	0	0	1
			20-30	1	0	0	0	0	0	0	2	3
			30-40	0	1	0	0	0	0	0	0	1
			20-30	0	0	0	0	1	0	0	1	2
			BELOW 20	0	0	0	0	0	0	0	1	1
			BELOW 20	1	0	0	0	0	0	0	0	1
20-30	0	0	0	0	1	0	0	1	2			
ABOVE 40	0	2	0	0	0	1	0	0	0	3		

(Source: Collected and computed through primary data)

The relationship between gender, occupation and age group with reasons to buy Green products is presented in the table 6. From this table, it is concluded that self employed male and female whose age group is less than 30 are frequently bought Green products because they aware the benefits of Green products and when their income exceeds they motivate because of it suited with their shopping needs and they consider it as value for money.

Table 7: Reasons for not buying Green products	Frequency	Percentage
Don't think Green products are relevant to shopping needs	19	9.5
I am unaware of Green products	37	18.5
Don't know where to find Green products	19	9.5
Feel there are not enough Green product options	24	12.0
Don't trust Green-product claims	17	8.5
I think Green products are of lesser quality	21	10.5
I think Green products are too expensive	63	31.5

(Source: Primary data)

Table 7 shows that majority (31.5 per cent) of respondents believe that Green products are too expensive than conventional products so, this is the biggest reason for not buying Green products.

Table 8: showing the relation between gender, occupation and age group with reasons for not buying Green products.

				REASONS FOR NOT BUYING GREEN PRODUCTS							Total
INCOME LEVEL-OCCUPATION-AGE GROUP				Don't think Green products are relevant to shopping needs	I am unaware of Green products	Don't know where to find Green products	Feel there are not enough Green product options	Don't trust Green-product claims	I think Green products are of lesser quality	I think Green products are too expensive	
LESS THAN 2.5 LAKH	SELF-EMPLOYED	AGE	BELOW 20	1	1	0	0	0	1	4	7
			20-30	1	2	1	1	3	1	16	25
			30-40	0	1	0	1	1	0	1	4
			ABOVE 40	0	0	1	0	0	0	0	1
SERVICE	AGE	BELOW 20	1	1	0	1	0	0	0	9	12
		20-30	1	1	0	0	0	0	0	15	17

			ABOVE 40	1	0	0	0	0	0	1	1
	HOMEMAKER	AGE	BELOW 20	3	5	0	3	0	1	1	13
			20-30	0	4	0	1	0	1	3	9
			30-40	0	2	0	0	0	0	1	1
			ABOVE 40	0	0	0	0	0	0	1	1
	STUDENT	AGE	BELOW 20	3	0	2	2	3	0	5	15
			20-30	2	1	1	1	3	1	0	9
			30-40	2	1	0	0	1	1	1	6
			ABOVE 40	0	0	1	0	0	0	0	1
2.5- 5 LAKH	SELF-EMPLOYED	AGE	BELOW 20	0	0	0	2	1	0	0	3
			20-30	0	1	0	1	1	0	3	6
			30-40	0	0	0	0	0	0	1	1
			ABOVE 40	0	0	1	0	0	0	0	1
	SERVICE	AGE	BELOW 20	0	0	0	0	0	0	2	2
			20-30	0	0	1	0	0	0	0	1
			30-40	0	0	1	0	0	0	0	1
			ABOVE 40	0	0	0	1	0	0	0	1
	HOMEMAKER	AGE	BELOW 20	0	0	0	0	0	0	1	1
			20-30	0	0	0	0	0	2	0	2
			ABOVE 40	0	0	0	0	0	0	2	2
	STUDENT	AGE	BELOW 20	0	0	1	0	2	0	0	3
			20-30	0	0	0	0	2	0	0	2
5- 10 LAKH	SELF-EMPLOYED	AGE	BELOW 20	0	0	0	0	0	1	0	1
			20-30	1	1	0	0	1	1	1	5
			30-40	0	1	0	0	0	0	0	1
			ABOVE 40	0	0	0	0	1	0	0	1
	SERVICE	AGE	BELOW 20	0	0	0	0	1	0	0	1
			20-30	0	1	0	0	0	0	1	2
			30-40	1	0	0	0	0	0	0	1
			ABOVE 40	0	0	0	0	0	0	1	1
	HOMEMAKER	AGE	BELOW 20	0	0	0	0	1	0	1	2
			20-30	1	1	0	0	1	0	1	4
			ABOVE 40	0	0	1	0	0	0	2	3
	STUDENT	AGE	BELOW 20	0	2	0	0	2	0	0	2
			20-30	0	0	0	0	3	0	0	3
			30-40	0	0	0	2	0	0	0	2
10-15 LAKH	SELF-EMPLOYED	AGE	BELOW 20	0	0	1	0	0	0	1	2
			20-30	1	2	0	0	0	2	1	6
			30-40	0	0	1	0	0	0	0	1
	SERVICE	AGE	BELOW 20	0	0	0	0	0	0	1	1
			20-30	0	0	0	0	0	2	1	3
			30-40	0	0	0	0	0	0	1	1
			ABOVE 40	0	0	1	0	0	0	0	1
	HOMEMAKER	AGE	BELOW 20	1	0	0	0	0	0	0	1
			20-30	1	1	1	0	0	0	0	3
			30-40	0	1	0	0	0	0	0	1
			ABOVE 40	0	0	0	0	0	0	1	1
	STUDENT	AGE	BELOW 20	0	1	0	1	1	1	1	5
			20-30	0	0	0	1	1	0	0	2
			ABOVE 40	0	0	0	0	0	0	1	1
ABOVE 15 LAKH	SELF-EMPLOYED	AGE	20-30	0	0	1	1	0	0	1	3
			30-40	0	0	0	0	1	0	0	1
	SERVICE	AGE	20-30	0	0	0	0	1	0	1	2
	HOMEMAKER	AGE	BELOW 20	0	0	0	0	0	0	1	1
	STUDENT	AGE	BELOW 20	0	0	0	0	0	1	0	1
			20-30	0	0	0	0	1	0	1	2
			ABOVE 40	0	0	0	0	1	0	1	2

(Source: Collected and computed through primary data)

The relationship between gender, occupation and age group with reasons not to buy Green products is presented in the table 8. From this table, it is concluded that service sector employees believes that they do not purchase Green products because Green products are

costlier than conventional products and it is not suited with their shopping needs and homemaker above 40 age do not frequently buy Green products because they also believe that Green products are too expensive.

VI. RESULT AND DISCUSSION

The objective of this study is to look at consumers' awareness regarding green products and how that influenced their purchasing decisions. Various green product sources are useful instruments for instilling green product awareness in consumers. As people are more aware of green products, their purchase decisions are influenced. This study explains that consumers' understanding of green products is a critical aspect that influences their green purchasing decisions.

This study reveals that males are more aware about the benefits of Green products but when their earnings exceeds 15 lakh per annum they shown less interest but females shown more interest for purchasing Green products. This Study shows that self employed male below 30 years whose earning is less than 2.5 lakh per annum frequently buy Green products because of their awareness and when their income increases, they buy it because these products are relevant to their shopping needs and value for money but homemakers above 40 age do not frequently buy green products because they feel green products are too expensive than conventional products. As a result, there is a strong association between green product awareness and green purchasing decisions.

VII. CONCLUSION

Environment is constantly changing; so we have a responsibility to protect it. Consumers are growing more environmentally concerned and want to buy things that are good for the environment. This study demonstrates the market's reach for Green products and how the products meet the needs of the customers. Recently, changes in consumer lifestyles, increasing awareness of hazardous chemicals, rising disposable income, proven effectiveness of natural products, and increasing attention to environmental issues have prompted companies to use these changes for the benefit of consumers. The use of Green products will assist people in changing their lifestyle to one that is more environmentally friendly. However, people's awareness of the benefits of using Green products is quite minimal. People must be educated on how to use Green products and how to recognise the Green features of the products they use. This would aid in the preservation of the ecosystem for future generations.

VIII. REFERENCE

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