Review Article

Factors Affecting Consumer's Behaviour towards Green Products and Green Marketing – A Study of Haryana

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Abstract - *There has been a rapid growth in the demand for green products with the increase in consumption as they are typically durable, recyclable, non-toxic, and made out of materials that are either decomposable or recyclable. Withan increase in ecological consciousness among the people with the motive of protecting the environment, the consumers nowadays are becoming more concerned with the environment and looking for green products because the main cause of environmental degradation is increasing population and our consumption pattern. This overconsumption has resulted in the deterioration of the environment. The consequences of this environmental degradation have resulted in pollution, global warming, etc., which has become a cause of public concern, which in turn led to the green movement for the preservation of the environment. For this reason, the study of consumer behavior towards green products was conducted in urban Haryana. This paper presents an empirical investigation based on the implementation of factor analysis to locate important factors affecting consumer buying behavior towards green products and green marketing in the state of Haryana and to measure their awareness and knowledge regarding green products in Haryana. In this study, 180 respondents from three districts, namely –Rohtak, Hisar, Bahadurgarh, were chosen on the basis of the non-probability convenience sampling method. Using an 11 statements questionnaire, the data were collected from 180 respondents in Haryana. The data wereanalyzed using exploratory factor analyses. Data wereanalyzed using SPSS. Consumer's environmental concern, eco-friendly activities, and perceived behavior emerged as three major determinants of consumer green purchase behavior. The paper reports about the main predictors of consumers' green buying behavior.This document gives formatting instructions for authors preparing papers for publication in the Proceedings of an SSRG International Journals Journal. The authors must follow the instructions given in the document for the papers to be published. You can use this document as both an instruction set and as a template into which you can type your own text.*

Keywords - *Green marketing, Environmental Awareness, Green Consumer, Eco-Friendly Products, Green Product, Buying Behavior and Environment.*

I. INTRODUCTION

Green marketing involves a wide range of activities, including product modification, changes to the production process, packaging changes, as well as modifying advertising. (Guru.P& Vignesh.J.,2014). Green behavior is the choice made by consumers whether to buy an eco-friendly product or not. A consumer's concern towards a safe environment has frequently been increasing. According to the American Marketing Association, green marketing is the marketing of products that are eco-friendly. Green marketing is a process of creating such types of products and services which provide quality, convenience, comfort at ease price to the consumers without affecting the goodness of nature. (J.Sathyapriya etal.,2013). While exploring green purchase behavior, researchers have reported a 'difference or "gap" between consumers' expressed favorable attitudes and actual purchasing practices (Tanner and WölfingKast, 2003, Vermeir and Verbeke, 2006, Vermeir and Verbeke, 2008). Once these factors are studied through proper research, steps can be taken to tackle these issues and encourage consumers to actually purchase green products.

Although significant research on environmental awareness and consciousness of the consumer exists (Diamantopoulos et al., 2003, Schwepker and Cornwell, 1991)and studies have also concentrated on observing consumers' consumption patterns and non-consumption behavior (Follows and Jobber, 2000, Lee, 2009), yet the knowledge of factors affecting consumers green purchase behavior remains limited. Consumers of the new era are also taking a wholehearted interest in protecting the environment by becoming selective in choosing the products. This behavior of consumers' to incorporate companies into green marketing practices for the production of eco-friendly and green products. (Guru.P& Vignesh.J.2014, Smith & Perks,2010,). As green marketing activities are flourishing in many countries, these activities played a vital role in widening consumer knowledge and in switching consumers over green products purchasing. Though green consumerism is emerging, however, all the consumers are still not uniformly green. (Chan, K., 1999; Diamantopoulos et al., 2003; Ottman, 1992; Peattie, 1992; Roper, 1990, 1992). Consumers simply won't sacrifice their desires or needs

just to be green. Most of the consumers may not be willing to pay for green products because they feel that such products are less efficient and claim more. (Luchs et al., 2010). That being the case, target marketing appears as a better strategy rather than mass marketing. (Sanjay. K. Jain &Gurmeet Kaur.,2006) in order to persuade individual consumers to add on green and environmental factors into their buying behavior or, be it by consuming locally, consuming less, recycling, buying eco-friendly products, and sharing, among many approaches to enhance greener consumer behavior. (Robert Mittleman.,2012). In attempts to explain green consumer behavior, many factors have been proposed as pre-existing such as changing consumer values (Peattie, 2001; Lien-Ti & Simpson, 1995), environmental attitudes (Schlegelmilch, Bohlen, & Diamantopoulos, 1996), demographic factors such as age, gender, education, and income (Roberts, 1996; Diamantopoulos et al. 2003), as well as psychographic factors including altruism (Stern et al., 1993), knowledge of environmental problems and alternative products (Chan, 1999), perceived personal relevance (Mainieri et al., 1997) and the ability of the individual to make an effective contribution (Dembkowski&Hanmer-Lloyd, 1994). This paper focuses on individuals' knowledge and environmental awareness about green products and tries to unearth such factors that are influencing consumer buying behavior towards green marketing and green products. Before exploring the foregoing agenda, it is crucial to review the mind about who is a green consumer, what is a green product, and what is green consumer behavior. This document is a template. An electronic copy can be downloaded from the conference website. For questions on paper guidelines, please contact the conference publications committee as indicated on the conference website. Information about final paper submission is available from the conference website.

A. Green/Eco-Friendly Products

Reinhardt (1998, p. 46) states that environmental product differentiation takes place when: "a business creates products that provide greater environmental benefits, or that impose smaller environmental costs, than similar products". This definition points out that green products are not only those products with a lower environmental impact but also those products which provide high benefits to the environment as compared to conventional products. Ottman et al. (2006, p. 24) state that "although no consumer product has a zero impact on the environment, in business, the terms 'green products' or 'environmental product' are used commonly to describe those that strive to protect or enhance the natural environment by conserving energy and/or resources and reducing or eliminating the use of toxic agents, pollution, and waste". This definition stresses the main types of environmental focus of green product development, namely energy, resources, pollution, and waste. The promotion of green technology and green products is necessary for the conservation of natural resources and sustainable development. Green products can be defined by the following measures:

- Causing no significant damage to the environment during manufacture, use, or disposal
- Prevents from unnecessary waste, either because of overpackaging or because of an unduly short useful life
- Not adversely affecting other countries, particularly the third world Simon (1992)
- Reduced raw material, high recycled content
- Non-polluting manufacture/non-toxic materials
- Low energy consumption during production/use/disposal
- Eliminate or replace the product, reduce harmful ingredients
- Substitute environmentally preferred materials or processes
- Emissions Impact on ecosystems
- Waste and disposal Eco-efficiency of production and organization Robert (1995)
- Minimize the use of nonrenewable materials
- Capable of lessening global environmental problems
- Generates minimum pollution and waste Can be disposed of safely
- Do not use toxic substances and utilize closed loops for necessary but toxic ones
- Prearrange and promote upgrading, repair, and recycling as joining few elements as possible

So, it can be said that a green product may be considered "green" if it:
- Protects indoor air quality
- Uses renewable, responsibly sourced materials
- Is manufactured in an environmentally conscious way (Saini,2013)
- Energy efficient, durable, and often have low maintenance requirements.
- Often made of recycled materials or content or from renewable and sustainable sources.
- Energy-efficient electronics/appliances.

B. Green Consumer and his behavior

Nowadays, customers are aware of environmental issues like; global warming – depletion of the ozone layer, and the impact of environmental pollution. They are more and more concerned about the protection of the environment. (Anirban Sarkar.,2012). They also realize that this adverse effect on the environment is because of people's wrong criterion of manufacturing, purchasing, consuming, and disposing of activities. (Laroche, Bergeron &Barbaro-Forleo, 2001). Green consumer as one who avoids products that are likely to endanger the health of the consumer or others; cause significant damage to the environment during manufacture, use or disposal; consume a disproportionate amount of energy; cause unnecessary waste; use materials derived from threatened species or environments; involve unnecessary use of, or cruelty to animals; adversely affect other countries. Thus, green marketing is an attempt to fill this gap by reshaping and modifying all its tools as environmental -advertising, eco-

branding, eco-labeling,environmental awareness, green products, green promotions, green price, and demographics so that consumers get motivated to take the decision to buy the green product.

II. REVIEW OF LITERATURE

"Green is the buzzword that is gaining popularity in the contemporary generation. Both the public sector and the private sector undertakings are embarking on the green bandwagon". (Kumar, Pawan, 2015). While the shift to "green" may appear to be expensive in the short run, it will definitely prove to be beneficial and imperative in the long run. (Sharma,2011). Though knowledge among Indian consumers regarding environmental degradation and ozone layer depletion has been noted in the literature, their awareness and behavior towards green products, green marketing, and further buying behavior towards eco-friendly products are still beyond the ambit of clear understanding. (Kumar & Ghodeswar,2015). Consumer buying behavior is a direct function of environmental awareness. As there is an increase in consumer environmental awareness, consumer purchasing behavior towards eco-friendly products also increases. (Agyeman,2014). So there is a significant positive relationship between the duo. Environmental awareness and knowledge are known to be chief predictors of environmental buying behaviors. Various studies excavated that consumers are now more aware of the environment and are concerned about whether the products they use cause any environmental harm or not (Johri and Sahasakmontri, 1998; Straughan and Roberts, 1999there is little evidence to suggest that purchase of green products has increased; despite environmental awareness, concern and positive attitude of customers towards sustainability and green products, market share of green products remains confined to just 1-3% of the market in totality. (Bray, Johns, and Killburn, 2011). This proves that respondents have low knowledge and awareness about green products and green issues, which does not affect their buying behavior. One probable reason for this may be that only a basic understanding of ecological and social problems might not be enough to inspire consumers towards adopting sustainable consumption practices. Hence, Rao et al. (2011) suggested in order to increase the buying of green products among those consumers who have positive intentions to purchase green products, marketers need to offer eco-friendly products of high quality as compared to traditional products and at reasonable and affordable prices at the same time. Moreover, Chase and Smith (1992) also excavated that 70% of the consumer purchase decisions were influenced by environmental protection messages given in advertising and product labeling. India is direly required to enhance the awareness level of consumers. Manufacturers and marketers in India have to put in enormously efficacious efforts to increase their communication with their customers about green products and green marketing either through green advertising, eco-labeling, etc. (Maheshwari, 2014, Bukhari,2011, Saini,2013).It has become essential to know the factors that create the desire of consumers to purchase a product. (Agyeman,2014). It is equally desirable to examine why environmental attitudes have a weaker influence on consumers' green purchase behavior; there might be possible factors such as price and availability of the product and social influences, among others, that lead to the discrepancy between consumer intention and actual purchase behavior. This discrepancy or gap between consumers' favorable attitude towards and actual purchase behavior of green products is referred to as 'green purchasing inconsistency' or 'green attitude-behavior gap'. (Tanner and Kast, 2003; Vermeir and Verbeke, 2006; Vermeir and Verbeke, 2008).McEvoy (1972), Reizenstein et al. (1974), Kumar et al. (2012) found that males had more favorable attitudes and were more inclined to pay for the control of air pollution. Contrary to this, Webster (1975), VanLiere and Dunlap (1981), Schahn and Holzer (1990), Roper Organization (1990 and 1992), Stern et al. (1993) and Scott and Willits (1994), Saxena&Khandelwal(2010) highlighted that although both the sexes have a positive attitude towards green marketing and green products but comparatively.

III. OBJECTIVES OF THE STUDY

1. To measure consumers' awareness and knowledge about green products in Haryana.
2. To explore factors affecting consumers' behavior towards green products and green marketing in Haryana.

IV. RESEARCH METHODOLOGY

The present study has used a cross-sectional research design whereby the data was collected using structured questionnaires which were developed from previous studies. The structured questionnaire contains 11 statements about awareness and various environmental aspects along with the demographic profile. Respondents were asked to rate their opinion on various environmental aspects on a five-point Likert scale (1 – Strongly Disagree to 5- Strongly agree). Primary data is collected from 200 consumers from Haryana using nonprobability convenience sampling. Out of which 180 responses are found valid for the study. Exploratory factor analysis was employed so as to extract the underlying dimensions. Factor analysis is an interdependence technique and is used to find the underlying structure among the variable under consideration. The interdependency technique is used to find the latent factors that account for the patterns of collinearity among multiple metric variables. The factors with factor loading =0.50 were considered as significant under each dimension. (Mahapatra,2013). Data wereanalyzed using SPSS. The draft questionnaire underwent a pretest with selected consumers.Based on observations made by respondents in the pretest, modifications were made, and the revised questionnaire was administered to the final set of respondents. (Mahapatra,2013).

Data Analysis -Descriptive analysis indicated the demographic profile of the respondents, awareness

analysis, and factors that influence their behavior towards green products and green marketing.

Table 1. Demographic Profile of Respondents

Variable Name	Category	Frequency	% of the total sample
Gender	Male	103	57
	Female	77	43
	Total	180	100
Age (in years)	21-29	77	42.8
	30-39	69	38.3
	40 or above	34	18.9
	Total	180	100
Highest Education Level	Post Graduate	131	72.8
	Graduate	26	14.4
	Anyother qualification	23	12.8
	Total	180	100
Occupation	Employed/Service	71	39.4
	Professional	49	27.2
	Student	46	25.6
	Business/Self-employed	14	7.8
	Total	180	100
Monthly Income	10,001-25,000	70	38.9
	25,001-50,000	48	26.7
	50,001-1,00,000	34	18.9
	Morethan1,00,000	28	15.5
	Total	180	100

As shown above in Table 1: 57% of the respondents were male, while 43% were female. 42.8% of the respondents interviewed were of the age group of 21-29 years, 38.3% in the age group of 30-39, and 18.9% were above 40 years. From the survey, 38.9% of the respondents had a monthly income of fewer than 10,000 rupees. 39.4% were in the service sector, 27.2% were professionals, 25.6% were students, and 7.8% were doing their own business.

Obj No-1: To measure consumers' awareness and knowledge about green products in Haryana.

Awareness Analysis :

Table 2. Consumers Awareness for Green Products

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	139	77.0	77.0	77.0
	Little	41	23.0	23.0	100.0
	No	0	0	0	
	Total	180	100.0	100.0	

The frequency analysis of consumers' awareness of green products is shown above in Table 2. The results revealed that the majority of the respondents (77%) in the sample were found aware of the green products. Only a few respondents (23%) were found little aware of green products, whereas no respondents were found who be totally unaware of green products. Therefore the findings

of the awareness analysis show that the respondents are well aware of green products and green initiatives.

Table 3. Consumers' Source of Information About Green Products

Source	Frequency	Percent	Valid Percent	Cumulative Percent
Neutral Article/Program Mand	60	33.3	33.3	33.3
Company Advertisement	51	28.6	28.6	61.9
Both	69	38.1	38.1	100.0
Total	180	100.0	100.0	

Table 3 shows that out of the sample of 180 respondents, only 28.6% of respondents got information about green products from company advertisements, whereas 33.3% were found to receive information about green products and environmental issues from neutral articles and programs. The source of awareness about green products for 38% of the respondents were both – company advertisement and neutral articles and programs

Obj 2: To explore factors affecting consumers' behavior towards green products in Haryana

To achieve this objective, exploratory factor analysis was run on 11 statements in order to extract underlying dimensions (factors). Before employing factor analysis on the given data set, it is imperative to check whether the sample size is sufficient to run factor analysis or not. The KMO test is used to check the sampling adequacy, and the value of KMO should be greater than 0.6. Table 4 shows that the KMO value for the present study is 0.731, which is more than the threshold value of 0.6 (Kaiser and Rice, 1974). Therefore, the sample size of the given data set is sufficient to apply factor analysis. Further, Bartlett's test of sphericity is a test for the presence of correlation among the variables. This test provides the statistical significance that the correlation matrix has significant correlation among at least some of the variables (Hair et al., 2006). The test statistic for Bartlett test sphericity (Table 4) in this case is significant ".000" (p<0.05), which reflects that the null hypotheses (the correlation matrix is an identity matrix) are rejected, therefore all the 11 statements are sufficiently correlated with each other which is desirable by factor analysis.

Table 4. KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.731
Bartlett's Test	Approx. Chi-Square	395.430
	Df	55
	Himself.	.000

In order to extract the underlying dimensions of the given data set, principal component analysis with varimax rotation was employed, which results in three factors. Only factors have eigenvalue more than one, and statements having factor loadings more than 0.6 in their

corresponding factors were retained. All the statements explain 57 % of the total variance in the given data set.

Table 5. Communalities

	Initial	Extraction
Environmental_Aspects	1.000	.601
Energy_Ratings	1.000	.531
Ecologically_Irresponsible	1.000	.498
Low_Watt_Lightbulbs_Tubes	1.000	.778
Less_Harmful	1.000	.677
Excessive_Packaging	1.000	.355
Recycled	1.000	.659
Inexpensive_Products	1.000	.592
Environmentally_Certified_Products	1.000	.535
Paper_Plastic_Products	1.000	.565
Green_Logo	1.000	.513
Extraction Method: Principal Component Analysis.		

The total sum variance of a variable is explained by the extracted factors. Ideally, its value is 1 because all the factors together explain 100% of the variable, but as we retain only a few factors based on certain criteria like Eigenvalue, total variance explained, etc., the value of communality decreases as the no of factors extracted decreases. The factors which have been extracted through factor analysis should explain at least 50% of a single variable. Therefore, the acceptable value for commonality is 0.5. Table 5 shows that the communality value for all the variables is more than 0.5 except Unique-ability (0.498), but it is very close to 0.5; hence this variable is retained for further factor analysis.

Table 6. Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative%	Total	% of Variance	Cumulative%	Total	% of Variance	Cumulative%
1	3.768	34.259	34.259	3.768	34.259	34.259	2.248	20.434	20.434
2	1.361	12.372	46.631	1.361	12.372	46.631	2.068	18.798	39.232
3	1.168	10.620	57.251	1.168	10.620	57.251	1.982	18.019	57.251
4	1.093	9.938	67.189						
5	.843	7.666	74.855						
6	.748	6.801	81.656						
7	.569	5.168	86.824						
8	.446	4.050	90.874						
9	.407	3.696	94.570						
10	.328	2.984	97.554						
11	.269	2.446	100.000						

Table 6 shows that the total variance explained by Varimax rotation and with Kaiser Normalization, the 3 factors are 57% which is nearer to the desirable. The rotated solution gives 3 factors out of the value (57%).

Table 7. Rotated Component Matrix

Rotated Component Matrix[a]

	Component		
	1	2	3
Paper_Plastic_Products	.707		
Inexpensive_Product	.694		
Environmental_Aspects	.674		
Environmentally_Certified_Products	.631		
Less_Harmful		.747	
Energy_Ratings		.690	
Recycled		.635	
Excessive_Packaging		.597	
Low_Watt_Lightbulbs_Tubes			.863
Ecologically_Irresponsible			.683
Green_Logo			.622
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.			
a. Rotation converged in 5 iterations. Table 7 gives the rotated solution with 11 items/statements.			

Table 9. Reliability

Factor	No ofItems	Chronbach's Alpha (a)
Environmental Concern	3	0.570
Eco-Friendly Activities	3	0.701
Perceived Behaviour	3	0.673

According to Hair et al. (2010), "Reliability is the extent to which a variable is consistent in what it is intended to measure". Alphas above 0.6 are generally considered as being satisfactory, while values below 0.6 are considered less than satisfactory (Malhotra 2010 &Nunnally, 1970). Table 9 shows an alpha value of all four factors, which is more than the accepted value of 0.6 except for usage.

A. Naming the factors

Factor 1 – Environmental Concern. - The first factor explains 20.434% of the total variance and is named as "Environmental Concern" because all the items in this factor – paper plastic products, Inexpensive products, environmental aspects, environmentally certified products, etc. are related to attributes of environmental concern. Environmental concern has been traditionally viewed as a

unidimensional construct ranging from unconcerned about the environment at the low end to concern at the high end, as measured by the new environmental paradigm (Milfont&Duckitt, 2004). Hines, Hungerford &Tomera (1987) evaluated that environmental concern has a direct relationship with green purchase behavior. Foreseeable, people's extent of mind towards environmental concern is linked to their interest in and willingness to purchase green products (Biswas, Liecata, Mckee, Pullig and Daughtridge, 2000; Mainieri, Barnett, Unipan and Oskamp, 1997; and Schwepker and Cornwell, 1991). Mainieri et al. (1997) argued that consumers with a greater concern for the environment are much likely to buy green products as a result of their environmental claims than those who are less concerned about environmental issues. Kim and Choi (2005) found that environmental concern directly influences green buying behavior. Conscious consumers with environmental concerns can check out the availability of environmental resources, their cost of usage, along with the percussions of this use to the environment and to themselves (Babaoğul and Ozgun, 2008). Hence, it has been observed from the literature that environmental concern has a significant positive influence on a person's intention to buy green products.

Factor 2 – Eco-friendly activities - The second factor includes items like less harmful, energy ratings, recycling activities. All these reflect that consumers use or wish to use green products because he/she considers using green products as a matter of their prestige and status symbol also in the society. Therefore this factor is named "Eco-Friendly activities". This factor explains 18.798% of the total variance. This factor predicts that behaviors on the side of the environment are influenced by ethics and moral responsibility that affects an individual's eco-friendly activities. Environment-friendly nature should be shown as a complex form of consumer behavior, and ethical perception is a significant part of it. (Basgoze&Tektas, 2012)

Factor 3 – Perceived Behaviour - The third factor, which explains 18.02% of the total variance, the two variables basically explains the reasons why consumers buy green products, i.e., to avoid products with excessive packaging or to use low watt light bulbs & tubes and not to buy products from such companies which are ecologically irresponsible. This factor shows the behavior of the consumer towards usage of the product after reiterating their willingness to buy and the outer world because perceived behavior can be understood from two aspects: the inner self-efficacy of an individual and the perceived (extrinsic) barriers. (Sparks et al., 1997).

V. RESULTS AND DISCUSSIONS

The purpose of the study was to measure consumers' awareness about green products and factors affecting consumer behavior towards green products and green marketing. The consumers were found to have a concern about the environmental aspects of the products they purchase. Further revealed that the majority of the respondents were aware of green products. Results show

that an individual's knowledge and environmental concern, and the green attributes with the product's functional are major drivers, whereas inconvenience and high price while purchasing the product are major barriers towards consumer green purchase behavior. Environmental knowledge, subjective norms, environmental concerns, and product attributes arose as major drivers, whereas low availability, high price, and lack of consumer trust in green products emerged as major barriers towards the purchase of green products. Consumers took into account whether the product they were purchasing was eco-friendly or not. They use to check energy ratings before buying electronic products, they avoid using products of the company which is ecologically irresponsible, prefer using eco-friendly and recycled products, which shows that consumers in Haryana are concerned about environmental aspects before buying that product.

Suggestions and Implications for marketers for profiling green/ consumer

It is really essential for policy-makers, marketers to attain knowledge about green issues and how various consumer segments predict such green issues. (Zimmer et al.,1994). In short, an environmentally conscious consumer segment, the products only according to marketer's requirement is not suitable enough for today's scenario, rather marketers need to frame strategies and policies related to segmentation and positioning. Marketers attempt to shape the demographic variables of the green consumer profile. Such variables, when significant, will help the marketers to segment the consumer market and capitalize on green attitude and green behavior in an immensely effective manner. (Awad,2011).

Some of the respondents feel that green marketing is a sheer statement used by the marketers to capture the heart share of the market and hence is nothing but an emotional stir for the customers. They feel it as a mere exaggeration of the fact. Hence it leaves a word of caution for the marketers to pursue the green marketing strategies carefully so that they can convince and not confuse. (Arora,2014). As consumers in Haryana are now much aware of the terms like green strategies, green marketing, green initiatives, green business, green products, green values, etc. and they feel that companies are claiming more and performing less, the study suggested marketers not use the term "green" as a buzzword for promoting sales. Infact, they should truly indulge in green practices and become loyal towards what they claim.

For example,Whirlpool(in1994) launched the " Energy Wise" refrigerator, the first CFC-free cooler and one that was 30% more efficient than the U. S. Department of Energy's highest standard. For its innovation, Whirlpool won the prestigious " Golden Carrot", a $30 million award package. Unfortunately, Energy Wise's sales languished because the CFC-free benefit and energy-saving did not offset its $100 to $150 price premium, and the refrigerator did not offer additional features or new styles that consumers desired. Roper ASW's 2002" Green Gauge Report" finds that the top reasons consumers do not buy

green products included beliefs that they require sacrifices-inconvenience, higher cost, lower performance- without significant environmental benefits.

VI. LIMITATIONS

The present study goes through some of the limitations, such as limited time, sample size, and budget. The findings of the study would not be appropriate to generalize for the whole Haryana region as the sample size of the study is 180 only. The present study has been conducted by considering mainly those constructs which were the part of the theory of planned behavior that links one's beliefs and behavior, in addition to constructs environmental knowledge and environmental concern. Futuristic studies require the role of various other variables like trust, indulgence, values, which might act as mediators or moderators to the basic constructs of the model. There may be an issue with the self-reported behavioral measures, which are expected to be guided by the intention and belief of the respondents. However, the translation of the expressed behavior into actual behavior is a matter of further investigation. This has been the concern of many researchers such as Grunertand Juhl (1995), who is a study on sustainable food products found inconsistency between the attitude initially shown by the consumers and translation of the same into the purchase decision. This inconsistency may depend on many factors such as price, availability, level of involvement, etc.(Vermeir&Verbeke, 2004). Since the environmental concern is a significant issue in today's scenario at a worldwide level, it is prudent to study the contribution of environmental laws or governmental role as a mediator to the purchase behavior in the model. (Bipul Kumar, working paper Dec2012). The Menace of Greenwashing: according to the oxford dictionary,greenwashing is defined as "disinformation disseminated by an organization so as to present an environmentally responsible public image." Experts urged the consumers and the industries to be ever vigilant in preventing greenwashing. They believed that one of the major factors that led to greenwashing was the absence of a central agency to certify the green credentials of a firm. This allowed companies, even those with questionable green credentials, to step forward and call themselves green.

Lack of proper knowledge of consumers about environmental issues sometimes causes a problem for companies to promote their products in the marketplace as a high percentage of customers still feel that environmental products do not work as well as conventional ones; sometimes though the consumers are well aware of a particular issue, they are not willing to pay a premium price for a green product.

Haryana needs to raise the awareness level of consumers. Manufacturers in India have to put in extra efforts to raise the current low levels of awareness among consumers about green products (Maheshwari, 2014). The majority of respondents said that it is difficult for them to recognize the green products on the shelves, and this shows the gap between efforts put to increase environmental awareness. (Sharma &Trivedi ,2016). There

is not much research work done in this field or similar field in India. Hence, it was not possible to find literature in the Indian context. (Saxena&Khandelwal, 2008)

VII. FUTURE SCOPE OF RESEARCH

The study has implications for marketers as well as consumers and makes a good case for the start of an era of green marketing in Haryana. The study, since it focused on a limited geographical area, has limited generalizability but provides good insights regarding the behavior of consumers towards green products. Future research could focus on psychographic segmentation of consumers in terms of assessing their green values and preferences. The study can be replicated at a larger scale to get more insights into the behavior of consumers and understand more about the green phenomenon. Furthermore, there is the dire requirement for conducting studies specializing in consumer behavior to identify the most efficacious promotional methods to encourage and motivate them to adopt the values and culture of eco-friendly consumption. (Hello &Momani, 2014). Much research needs to be done to bridge the gap between the green initiatives taken by the firms and consumers' perceptions regarding green products. Studies related to green consumer behavior, no doubt, are many in the context of developed countries, but these studies are generic. Specific research in case of industry and product requires to get conducted with which industries will get more insight in understanding consumer behavior minutely (particularly in case of Haryana, which is slowly progressing in this regard) and to make products accordingly and at the same time, product-specific research helps consumers in shedding their confusions as to what exactly makes a green product and regarding the green features of that particular product which will make the consumer ready to take a decision to buy. How much consumer is willing to pay for a green product or a service is also a burning area to be reckoned with for research, especially in the case of developing countries like India where pro- environmental evolution is registering its space despite imbalance between demand for green products and awareness of Indians towards the same. Researchers should try to find the answers to what inspires a firm to go green, whereas more inquiries are needed to find out why consumers buy green products? What motivates them to prefer green products over traditional products? Do they understand what a green product is? What are the factors responsible for the purchase of green products? What are the various barriers to purchasing? (Narula& Desore,2016).

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