



Understanding Consumer Awareness, Influential Factors, And Obstacles In Green Product Adoption

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ABSTRACT

In an era marked by increasing environmental concerns, the adoption of green products has become central to achieving sustainable consumption. This study delves into the complex landscape of green product adoption, with a focus on three fundamental aspects: consumer awareness, influential factors, and the obstacles that hinder the transition to an eco-friendlier lifestyle. The research is based on a comprehensive analysis of survey responses from a diverse sample of consumers. Our findings underscore the critical role of consumer awareness in shaping attitudes and behaviors related to green product adoption. Awareness emerges as a significant driver of consumer preferences, influencing their choices and purchase decisions. Furthermore, we identify influential factors that play a pivotal role in the adoption of green products. These include environmental consciousness, product quality, and pricing, highlighting the multifaceted nature of the decision-making process. In addition to exploring the positive drivers, our study uncovers the obstacles perceived by consumers on their journey towards embracing a more sustainable lifestyle. These obstacles, ranging from cost concerns to lack of information, shed light on the challenges that individuals face when trying to align their consumption habits with environmental values. This research offers valuable insights for businesses and policymakers seeking to promote sustainable consumption. Understanding the dynamic interplay of awareness, influential factors, and obstacles is crucial for designing effective strategies that encourage the adoption of green products and contribute to a more environmentally responsible society.

Keywords: Consumer awareness, green products, Influential factors, Obstacles, Adoption, Sustainable consumption, etc.

I. INTRODUCTION

In an age defined by heightened environmental consciousness, the adoption of green products has evolved from a niche trend into a pivotal aspect of contemporary consumer behavior. As sustainability becomes increasingly paramount, understanding the dynamics of green product adoption is of crucial importance to businesses, policymakers, and society at large. This article embarks on a comprehensive exploration of this landscape, with a particular focus on three fundamental aspects: consumer awareness, influential factors, and the obstacles that shape the path to sustainable consumption.

Consumer awareness lies at the heart of this investigation. The level of awareness among consumers regarding the environmental impact of their choices plays a pivotal role in shaping their attitudes and behaviors towards green products. A better understanding of the significance of this factor can provide insights into consumer preferences, decisions, and ultimately, the extent to which they integrate green products into their lives.

In addition to consumer awareness, influential factors come into play in determining the adoption of green products. These factors can range from environmental concern to product quality and pricing, showcasing the multifaceted nature of the decision-making process. Recognizing the key drivers behind green product adoption is essential for businesses seeking to cater to the burgeoning green consumer market.

However, alongside the positive drivers, it is equally crucial to explore the obstacles that consumers perceive in their journey towards embracing an eco-friendlier lifestyle. These obstacles, such as cost concerns or a lack of information, illuminate the challenges individuals face as they endeavour to align their consumption habits with their environmental values.

This article endeavours to provide a comprehensive overview of consumer awareness, influential factors, and obstacles in green product adoption, offering insights that can inform strategies to promote sustainable consumption and contribute to a more environmentally responsible society.

II. REVIEW OF LITERATURE

Birch et al., (2018) The buyer is looking for novel eco-value market contributions based on a variety of factors, such as the quality, origin, taste, cost, pressing, marking, execution, solidness, administration, or any natural highlights that the product offers. Therefore, with the growth of awareness on ecological problems worldwide, the primary benefit is to outline the eco-friendly behaviour of consumers, which then serves as an incentive to back eco-friendly behaviour on the

part of producers. "All of the (five) hypotheses have been proved to have direct, certain correlations via measurable theoretical testing." Interestingly, the data showed that many respondents had doubts about the sincerity of manufacturers' advertising efforts. This means that domestic producers of non-alcoholic beverages need to be wary of their innovations, and should include natural norms into their core training and openly share their efforts if they want to usher in new eco-value market contributions.

Deshmukh, P., & Tare, H. (2022) investigates the impact of environmental marketing strategies like eco-labeling and eco-branding on consumer choices. It's an endeavour to measure that influence. Investigate how people see your green production initiatives and how your manufacturing processes affect the environment. It found that green marketing helped firms and the public accomplish goals including cutting costs, making workers happier, producing less trash, and improving the community. Dedication and perseverance on the part of all parties involved in the company is all that is required. Marketers also have an obligation to inform consumers of the value of eco-friendly products, their advantages over conventional ones, and the long-term gains they might anticipate from switching to green options. Marketers in the green space can rest certain that the government will support their efforts, and customers won't balk at paying more for a healthier, more sustainable planet. Finally, consumers, industrial customers, and suppliers all need to pitch in to spread the word about green marketing's positive effects on the planet. Countries like India, who are on the cusp of economic and political prominence, are ideal role models for the rest of the world to follow in terms of green marketing.

Dr. Uma Durgude et al (2022) Look into the knotty web that is the connection between eco-friendly advertising and the buying habits of the general public. The profusion of writing on the topic of green marketing's impact on consumers' spending habits is evidence of the topic's continued importance. Businesses promote their eco-friendly products and services using a variety of green marketing strategies. These initiatives are geared at educating consumers about their impact on the environment and encouraging environmentally responsible consumption patterns. This empirical study use a qualitative research method to delve further into the ways in which green marketing affects the purchasing choices of consumers. The study's results shed light on the importance of environmentally aware marketing initiatives in the modern corporate landscape and give valuable insight into how customers perceive and react to green marketing campaigns. A total of 242 consumers were polled to determine how eco-friendly advertising influences purchasing decisions. The importance of companies in fostering sustainable consumption habits via innovative green marketing tactics is emphasised as the research comes to a close..

Bhargavi Mahadevappa and Dr. Ritika Sinha (2022) This research analyses green marketing tactics in the Consumer Durables Industry and considers the impact that customers' actions have on the environment. The evaluation of consumers' utilisation of eco-friendly consumer durable items is conducted by questionnaire. A total of 234 shoppers from Bangalore were surveyed after purchasing eco-friendly durables from a variety of retail outlets. Measurement approaches like as confirmatory factor analysis (CFA) and structural equation modelling (SEM) were used in the questionnaire's valuation. The study's findings suggest that green marketing tactics such as eco-labeling (EC), eco-advertising (EA), green product pricing (GPP), and environmental awareness and beliefs (ENC) have an effect on consumers' perceptions of the environmental impact of green consumer durables. There is a substantial relationship between EC and GPP, on consumer perceptions about green consumer durables CBGCD. There is also a positive correlation between ENC and CBGCD, which emphasises the importance of caring for the environment. This research is useful for developing green marketing strategies that influence customer behaviour while purchasing environmentally friendly durable goods. Businesses should prioritise green consumer goods marketing techniques that benefit both their bottom lines and the environment.

Reddy et al (2023) uses a predetermined questionnaire to highlight customer opinions on preferred green marketing strategies and products. A total of 702 people participated in the research. Customer expertise in environmental marketing strategies and goods was quite strong. The responders also shown deep concern for the planet. Due to the high perceived eco cost among consumers, studies have provided valuable insights for green product marketers and highlighted the need of including environmental messaging into promotional efforts. It is essential for both consumers and companies to be aware of the new age of green marketing in India, and this research does just that. The study's focus on a single site limits its capacity to generalise results, but it nonetheless sheds light on the dynamics at play when Additional research on consumer psychographic segmentation for elucidating environmental attitudes and priorities may be needed. An expanded replication of the research might provide new light on the green phenomenon and consumer behaviour..

III. OBJECTIVES OF THE STUDY

The objectives of the study are stated as follows:

1. To evaluate the level of consumer awareness regarding green products.
2. To investigate the key factors that impact consumer behavior toward green products.
3. To identify and analyze the obstacles perceived by respondents in their transition to a green lifestyle.
4. To assess the potential strategies and interventions for promoting green product adoption.

IV. RESEARCH METHODOLOGY

4.1 RESEARCH DESIGN

The study was conducted based on the responses of sample respondents. "Through this research, researcher describes the online buying behavior among internet users in Malappuram district." Therefore, this study is Descriptive in nature.

4.2 SOURCES OF DATA

Primary data: Primary data were collected from users of online shopping by using structured questionnaire.

Secondary data: Secondary data were collected from published sources like textbooks, journals, articles, research report, internet, etc.

4.3 SAMPLING DESIGN

Convenient sampling is adopted.

4.3.1 Sample Size

The data was collected from a sample of 95 respondents from Malappuram district.

4.4 HYPOTHESES OF THE STUDY

H₀₁: There is no significant impact of Education level of a consumer on buying green products.

H₀₂: There is a significant impact on the purchase of green products based on the restriction imposed by price.

4.5 DATA ANALYSIS

- Factor Analysis
- Mean Score
- Chi-square
- Percentage analysis.
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V. ANALYSIS AND INTERPRETATIONS

5.1 Demographic profile

Table 1: Demographic Profile of the Respondents

Variable	Category	Percentage
Gender	Female	42
	Male	58
AGE	Above45	14
	35-45	20
	25-35	46
	20-25	20
Education	Postgraduate	31.578
	Graduate	37.894
	12 th Standard	16.842
	10 th Standard	13.684
Occupation	Professionals	8.421
	GovtEmployee	16.842
	Business	29.473
	PrivateEmployee	41.052
	Others	4.210
Income	Above25000	44.210
	15000-25000	25.263
	10000-15000	23.157
	5000-10000	7.368

Gender distribution: The sample skews slightly toward males, with 58% male and 42% female participants.

Age groups: The majority (46%) fall in the 25-35 age group, showing a predominant representation of individuals in their late twenties and early thirties.

Education: A well-educated sample, with 37.894% graduates and 31.578% postgraduates, indicating a focus on higher education.

Occupation: The largest group (41.052%) comprises private employees, followed by business professionals (29.473%).

Income: A significant portion (44.210%) earns above 25000, while 25.263% fall in the 15000-25000 income range, showing diverse income levels.

These demographic insights lay the foundation for understanding how different groups perceive and engage with green products in the study.

Table 2: Consumer Attitudes and Behavior Towards Environmentally Friendly Products

Variable	Category	Percentage
Awareness Regarding Environmentally Friendly Products	No	22.105
	Yes	77.894
Respondents' Eco-Friendly Product Purchasing Behavior	Not purchase	27.368
	Purchase	72.631
Frequency of Green Product Usage	1-2times ina week	35.789
	5-7times ina week	22.105
	Lessthan oncein a week	20
	Onceina month	12.631
	2-3times ina week	9.473
First-Time Green Product Purchase Among Respondents	3-5 years	6.315
	Morethan 5 years	32.631
	Last 6months	41.052
	1-3 years	10.526
	Last year	9.473
Potential Impact of Green Product Purchases on Different Entities	ToEnvironment	33.684
	You	13.684
	Not Sure	5.263
	To Society	8.421
	AlloftheAbove	38.947

Awareness Regarding Environmentally Friendly Products: The table reveals that a substantial majority of respondents, 77.894%, are aware of environmentally friendly products. This indicates a noteworthy level of awareness within the surveyed group.

Respondents' Eco-Friendly Product Purchasing Behavior: Over 72% of respondents have actively purchased eco-friendly products, illustrating a strong inclination among the sample to engage in environmentally responsible consumption.

Frequency of Green Product Usage: The frequency of green product usage varies, with the most common usage being 1-2 times a week (35.789%) and 5-7 times a week (22.105%). This suggests a range of usage patterns among respondents, from frequent to less frequent adoption of green products.

First-Time Green Product Purchase Among Respondents: The data indicates diverse timelines for the initial purchase of green products. A significant portion, 41.052%, made their first purchase within the last six months, while 32.631% have been buying green products for over five years. This reflects varying degrees of experience with eco-friendly purchases.

Potential Impact of Green Product Purchases on Different Entities: Respondents have different perspectives on the potential impact of green product purchases. A majority (38.947%) recognize the comprehensive impact on multiple entities. Notably, 33.684% consider the environment as the primary beneficiary, while 13.684% see the impact on themselves and 8.421% on society. A small proportion, 5.263%, expressed uncertainty about the impact. These responses underscore the varied perceptions of the consequences of eco-friendly consumption.

Table 3: Origins of Information on Eco-Friendly Products

Sources	Percentage
Magazine	18
Television	17
School/Universities/Institutions	22
Radio	6
Broacher	4
OutdoorMedia	4
Public	12
Websites	7
Others	10

According to the data shown above, students and faculty at colleges and universities as well as readers of print publications are the most likely to learn about eco-friendly goods and services. Green product information may also be found on television.

Table 4: Consumer Perspectives on Eco-Friendly Products

Particulars	Frequency	Percentage
Organic/LocallyGrown	53	55.789
Non-Toxic	30	31.578
Recycled	34	35.789
Biodegradable	34	35.789
LowCarbon	15	15.789
Energyefficient	25	26.315

"The above data indicates that 55% of respondents are more acquainted with the word Organic/Locally grown which is signal that the product is green and only 15% of respondents are familiar with the term low carbon created by green goods."

Table 5: Primary Marketing Factors Impacting Green Product Purchase Behavior

Particulars	Percentage
Package	15.789
Price	14.736
Promotion	2.105
Place	18.947
AlloftheAbove	48.421
Total	100

Most respondents were certain that all four marketing mix components—price, packaging, placement, and promotion—would have an equivalent impact on their decision to purchase a green product.

Table 6: Consumer Attitudes Regarding Spending Extra on Green Products

Particulars	Percentage
Environmentprotectionresponsibility	17.894
Enhancequalityoflife	33.684
Gettinghighlevelof satisfaction	44.210
Potentialincreaseofproductvalue	4.210
Total	100

Majority of respondents are willing to pay more for the green products as they are getting highlevel of satisfaction.

Table 7: Respondent Opinions on the Pricing of Green Products

	Green Productsare Overpriced	Green ProductsAre Real Ecological NeedOther Than MarketingStrategy	Un availability of Green products are the reason of low demand & popularity ingreen products
Agree	3.157	5.263	16.842
StronglyAgree	5.263	1.052	4.210
Disagree	42.105	48.421	24.210
StronglyDisagree	26.315	20	43.157
Neutral	23.157	25.263	11.578

The majority of respondents reject the claim that eco-friendly goods are always more expensive. In other words, 42% of people disagree with this remark, while just 3% agree with it. Nearly half of those surveyed (49%) disagree with the notion that green goods are an actual ecological need and not merely a marketing ploy. When asked if they believe a lack of availability is a key cause for poor popularity and demand of green goods, a majority (43.157%) strongly disagreed.

Table 7: Consumer Preferences Across Different Categories of Green Products

Particulars	Frequency
FoodProducts	60
PersonalHygieneProducts	57
KitchenUtilities	23
Clothing	26
TravelRelated	13
Electronics	15
FashionAccessories	18
HomeProducts	46

From the above chart it can be interpret that most of the respondents preferred food products(60%) whereas only few

respondents preferred travel related products and also 57% of respondents preferred personalHygiene Product.

Table 8: Consumer Perspectives on Green Products

Factors	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Mean Score
Safety	32	36	14	10	3	3.88
Healthy	54	30	4	5	2	4.35
GoodTaste	18	51	14	8	4	3.74
LessPolluted	19	56	11	5	4	3.85
Quality	21	47	16	9	2	3.8
Freshness	15	45	24	8	3	3.64
Support Eco-friendly movement	22	40	23	9	1	3.76
Support Local Farmers	18	29	32	7	9	3.42
Saving Resources	17	43	21	11	3	3.63
Notwilling to support MNC	8	26	43	15	3	3.22
Fashion	13	26	33	16	7	3.23
Positive Image	23	31	25	15	1	3.63
Well promoted	11	15	43	25	1	3.10
Save Nature	16	37	21	15	6	3.44
Accessibility	15	20	35	17	8	3.17
High Satisfaction	26	37	22	6	4	3.78
Total Mean Score						57.64
AverageMean Score						3.6025

The averages mean score value is 3.6025. healthy, safety, pollution free, taste, quality, supporteco-friendly movements, saving natural resource and positive image are the most powerful factors effecting greenProductpurchase.

Table 9: Percentage of Willingness to Pay Premium for Green Products

Basis	Percentage
5-10%	47.368
Lessthan5%	20
Morethan 15%	16.842
10-15%	15.789

Majority (47%) of respondents are willing to pay 5-10% more than the conventional product,and 16% ofrespondents arereadytopay10-15%.

Table 10: Impact of Eco-Labels on Green Product Purchase Decisions

Basis	Percentage
No, Iwouldnotbuy	11.578
IwouldPrefer	41.052
Yes, Iwould buy	47.368

The above table shows that 47% of respondents considered green label (eco-label/certifications) is one of the encouragement factors for buying green product.

5.2 MostRestrictingFactor

There are many obstacles which consumer faces to purchase green products like high price, less income, lack ofavailabilityetc.Thisstudyattemptstofindthemost restrictingfactorfromthisusingfactoranalysis.Thetablebelowshows this. H₀=Price is the most restricting factor for the purchase of green products.

	Initial	Extraction
P	1.000	.830
O	1.000	.767
N	1.000	.729
M	1.000	.628
L	1.000	.532
K	1.000	.784
J	1.000	.707

I	1.000	.614
H	1.000	.560
G	1.000	.617
F	1.000	.837
E	1.000	.658
D	1.000	.699
C	1.000	.747
B	1.000	.597
A	1.000	.593

Extraction Method: Principal Component Analysis.

Table 11: Factor Analysis Eigenvalues and Sums of Squared Loadings

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
14	.321	2.009	97.418			
13	.365	2.283	95.409			
12	.410	2.561	93.126			
11	.468	2.924	90.565			
10	.563	3.518	87.641			
9	.703	4.392	84.123			
8	.892	5.575	79.731			
7	.967	6.043	74.157			
6	1.089	6.803	68.114	1.089	6.803	68.114
5	1.234	7.712	61.311	1.234	7.712	61.311
4	1.447	9.043	53.599	1.447	9.043	53.599
3	1.647	10.296	44.555	1.647	10.296	44.555
2	2.329	14.555	34.259	2.329	14.555	34.259
1	3.153	19.705	19.705	3.153	19.705	19.705

Table 12: Component Matrix

	Component					
	1	2	3	4	5	6
LessIncome	0.403	-0.349	-0.097	-0.231	0.243	-0.437
HighPrice	0.11	-0.352	-0.107	-0.543	0.172	0.347
LessAvailability	0.625	-0.446	-0.1	-0.168	-0.25	0.094
LessAccessibility	0.614	-0.491	0.163	-0.106	-0.132	-0.27
LessTimeto look	0.417	-0.439	0.159	0.154	-0.3	0.576
BadAppearance	0.331	-0.354	0.347	0.17	0.508	0.128
LessTaste	0.459	0.24	0.404	0.068	-0.336	-0.1
LessRecognizableLabel	0.439	-0.142	0.518	0.357	0.038	-0.083
LessTrust toOrigin	0.512	0.492	0.042	-0.407	-0.076	0.17
LessOffer	0.182	0.308	0.578	0.05	0.366	-0.125
LessProductfromLocalregion	0.561	0.131	-0.387	-0.169	0.126	0.079
LessVarietyProducts	0.413	0.629	0.099	-0.402	0.213	0.024
Lessattractivepackaging	0.295	0.375	-0.192	0.567	0.087	0.367
ShorterShelflife	0.488	0.591	-0.07	0.055	-0.18	-0.019
Lackof instantcookingcondition	0.418	-0.084	-0.514	0.307	0.537	0.031
LessInformationinthe media	0.491	0.013	-0.46	0.31	-0.272	-0.378

Extraction Method: Principal Component Analysis.6 components extracted.

Factor analysis shows that less access is the most restrictive factor for purchasing eco-friendly product, where as in the second restrictive factor is less variety product in the market and high price is the least restrictive factor of the consumer while purchasing green products. Therefore, the null hypothesis (H₀) is rejected and alternative hypothesis(H₁) is accepted.

EFFECT OF EDUCATION ON BUYING BEHAVIOUR OF GREEN PRODUCT

H₀ =Educational level of a consumer doesn't affect his buying of eco-friendly product.

H1 = Educational level of a consumer will affect his buying of eco-friendly product.

Table 13: Qualification * tried Cross tabulation

Count	Qualification	Tried		
		Yes	No	Total
	12th Standard	9	7	16
	10th Standard	9	4	13
	PG	26	7	33
	Degree	25	8	33
Total		69	26	95

Table 13: Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Likelihood Ratio	2.870	3	.412
Pearson Chi-Square	3.027a	3	.387
Linear-by-Linear Association	1.524	1	.217
N of Valid Cases	95		

Here calculated value of Chi Square (0.384) is greater than 0.05. Hence, we accepted the null hypothesis i.e., educational level of a consumer doesn't affect the purchasing of eco-friendly product. Here the variables are independent.

The findings from the survey shed light on the demographic and behavioral characteristics of the respondents. It's noteworthy that a significant majority of survey participants were male. The age group of 25-35 years was the most prominent, indicating the prevalence of a younger demographic. "Furthermore, the majority of respondents held degree qualifications, reflecting a well-educated sample." Additionally, a considerable proportion of respondents worked in the private sector and earned an income of Rs. 25,000 or more, suggesting a relatively financially stable group.

The survey revealed a substantial awareness of green products among the respondents, with the majority indicating awareness and a significant portion actively purchasing these products. In terms of usage, most respondents reported using green products 1-2 times a week, and many had made their first green product purchase within the last six months. The motivation for purchasing green products was largely rooted in personal well-being, environmental concerns, and societal benefits.

In addition, the sources of information about green products included schools, universities, institutions, and magazines, and the respondents perceived sufficient information availability. Organic and locally grown products were familiar terms, often associated with environmentally friendly attributes. The marketing elements, known as the 4 P's (Product, Price, Place, and Promotion), were believed to equally influence the purchase behavior of green products. Respondents expressed a willingness to pay more for green products, with a significant number willing to pay a premium. Most respondents disagreed with the notion that green products are consistently overpriced and regarded them as an ecological necessity rather than a marketing strategy. Lack of availability, rather than high prices, was seen as a key restriction on green product purchases. The findings also highlighted a preference for green food products and an overall satisfaction with green product usage among the respondents.

VI. CONCLUSION

This study, centered on understanding consumer awareness, influential factors, and obstacles in the adoption of green products, offers valuable insights into the evolving landscape of sustainable consumption. The findings reveal a dynamic interplay of factors that shape consumer behavior and perceptions in the context of environmentally friendly products. First and foremost, the high level of awareness among respondents about green products, as well as a substantial proportion actively purchasing them, underscores the growing importance of sustainability in consumer choices. The study reflects the younger demographic's stronger presence, highlighting the potential for the future of green consumption. Consumers' motivations for embracing green products are driven by a multifaceted set of factors, encompassing personal well-being, environmental consciousness, and societal benefits. This multifaceted perspective is indicative of the changing mindset of consumers who view green products not merely as a marketing ploy but as an ecological necessity.

The study also unveils a willingness among respondents to pay a premium for green products, emphasizing the economic viability of environmentally responsible choices. It is particularly notable that high prices are not the primary restriction, but rather the unavailability of green products poses a significant challenge. In conclusion, the consumer landscape is evolving towards greater awareness and acceptance of green products. This study highlights the importance of understanding the multifaceted nature of consumer behavior and perceptions in the context of sustainable consumption. It offers valuable insights for businesses and policymakers seeking to promote environmentally responsible products and practices, paving the way for a more sustainable and eco-conscious future.

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