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Green Marketing Mix and Green Buying Intensions – a Case Study of Young Consumers

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Abstract:
Concept of green marketing has attained remarkable exposure across the global society in both academic and business sense. The concept of green marketing is applicable to a broad range of activities. There is a need of studying green buying decisions considering both supply side influence (green marketing mix dimension) and demand side influence the degree of involvement in green buying on urban young consumers of India). This study reveals that the influence of green marketing mix is less than the influence of factors involvement on green buying decisions of urban young consumers.

Keywords: Green Marketing and Green Marketing Mix

1. Introduction

Today, many consumers believe that environmental issues are one of the pressing problems facing every society. Thus, consumers are being motivated to change their consumption pattern in order to reduce environmental harm. In this context, green consumer behaviour for sustainable consumption paradigm has become main stream. Therefore, it is important to study what factors influence the consumer's green products selection and purchasing decision process.

2. Genesis of the Problem

Environmental movement started in 1830s with George Catlin first proposing the idea of national parks to conserve wildlife in the United States of America (UNEP, The Public and Environment, 1988).

The United Nations Conference on Environment and Development (UNCED), held in Rio de Janeiro in 1992 also focused on integrating environmental protection with economic development to bring about sustainable development. It has become significant to study the change of consumer behaviour from consumption culture to ecologically concerned consumers or encourage green consumption. It is the task of the marketer to redirect the needs of the consumer towards consumption that is ecologically least harmful. This redirection can be achieved through market research and promotion. According to Our Common Future, a publication of World Commission for Environment and development (WCED, 1987), sustainable development requires the promotion of values that encourage consumption standards that are within the bounds of the ecological environment. Given the above, the problem under investigation is to examine as to what extent the Buying decision of the youth is influenced by green marketing Mix.

3. Survey of Literature

The concept of Green Marketing has become academically more popular in recent time.

3.1. Supply Side Dimensions

According to Engel (2008), the concept of a green marketing mix requires marketers to adapt the conventional marketing mix to achieve green marketing objectives. The marketing mix is a blend of marketing variables, used to appeal to and persuade consumers to engage in a business exchange with the organization at a given consideration (Kotler, 2000). Sharma, Dr. M and Trivedi (2016) The Marketing Mix for Green Marketing has to be balanced so as not to overemphasize any one aspect of marketing. All the four Ps affect asymmetrically the minds of the consumers. For some product features are important, for some price should be affordable, for some promotions affects the most and for some distribution and availability is significant. Product, price, promotion and place bear the direct impact on the purchasing behaviour of the consumers. Saad (2009) identifies the following key elements as the green marketing mix's main components: Green marketing involves 4 P's of conventional marketing with specialized care for green dimension.

Kontic (2010) holds that green marketing literature currently only refers to particular facets of the marketing mix, but further states no recognized studies exist that provide guidelines on how to go about establishing a green marketing mix.

Lee & Park (2013) maintain that the awareness of green consumption culture is growing among both individuals and communities, and that marketing strategies also reflect this. A research by Maheshwari resulted in a positive relationship between green buying

behaviour of consumers and green product features (Maheshwari, 2014). This means that as the green features of a product multiply, the consumer buying behaviour towards green products is also increases.

Green products' quality affects the buying behaviour of consumers and so the businesses need to focus on the quality as well (D'Souza et al., 2006).

Kinoti (2011) indicates that individuals and organizations can benefit from green marketing strategies, while simultaneously protecting the environment in order for sustainable development to be achieved.

In this study, it is presented to cover the green marketing dimension from the perspective of green product, green pricing, green promotion and green place.

3.2. Demand Side Dimensions

Simoes and Gouveia (2008) presented an integrative view of Millennials' consumer behaviour. To them only a framework that takes into account the impact of culture and lifestyle surrounding Millennials is useful to derive guide lines on how to make successful advertising campaigns aimed at this population. Sen Gupta (2011) traced various parameters on which purchasing behaviour of Indian youth consumers depends. His study examined the influence of internet and social media on consumer behaviour. George and Gilbert (1978) presented the results of a large-scale study of adolescent consumer socialization. A general conceptual framework of socialization was outlined to serve as a blue print for discussing variables and hypotheses in the specific context of consumer socialization. Marieke (2011) stated that in consumer behaviour, research interest in ethnicity is increasing because of the changing ethnic landscapes in the United States and in Europe. Ethnic minorities have become interesting marketing target groups. According to Lo'reanen (2007) there are three effective strategies for implementation of green marketing, like- be genuine, educate your customers and give them opportunity to participate. Vanhoft (2010), in his study, found that in USA, 12% are true green customers. These are customers who seek out regular buy of green products. 68% are light greens customers. These are customers who seek buy green products sometimes. 20% are unaware about green marketing.

Theoretical frame work considered for the present study is based on the survey of literature and is depicted below in the form of Chart
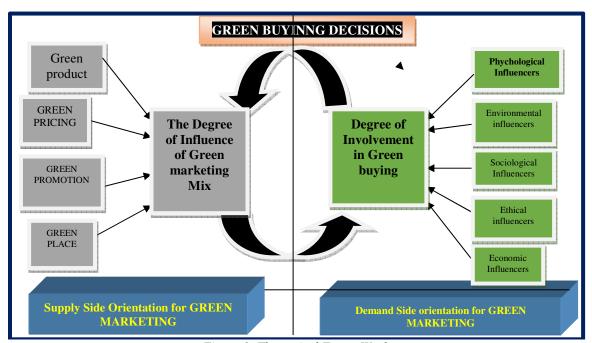

Figure 1: Theoretical Frame Work

From the above it is discernible that influence of green marketing mix is the result of the function of the degree of the influence of Green product, green pricing, green promotion and green Place. Similarly, involvement in green buying is the function of the degree of influencers like psychological issues, environmental issues, sociological issues, ethical issues and economic issues

Accordingly, variables considered for the proposed study were**:**

[a] '**The Degree of Influence of Green Marketing Mix**'. This is assumed to be the sum total of [1] The degree of influence of 'Green Product' [2] The degree of influence of 'Green Price'[3] The degree of influence of 'Green Promotion' [4] The degree of influence of 'Green Place'

[b] '**Degree of Involvement in Green Buying Decision'**. This is assumed to be sum total of [1] the degree of influence of Psychological issues, [2] the degree of influence of Environmental issues [3] the degree of influence of sociological issues [4] the degree of influence of Ethical issues and [5] the degree of influence of Econmic issues.

To measure the degree in respect of the each of the above variables, items were selected from the survey of literature [Reported in annexure 1] Appropriate scaling techniques and reliability of the scale was assessed.

4. Objective of the Study
Broad objective of the proposed study is to assess empirically the relationship between the degree of influence of ''Green Marketing Mix" on urban young consumers of India and 'Degree of Involvement in Green Buying Decision'.

5. Hypotheses of the Study
The hypothesis considered in the study is:
There is no significant association between '**The Degree of Influence of Green Marketing Mix**' and 'Degree of Involvement in Green Buying Decision' in respect of the young consumers of India

6. Methodology

6.1. Study Design
The present study is both descriptive and explanatory. This research study involved qualitative as well as quantitative approaches.

6.2. Sampling Design of the Study
i) Universe of the study: The universe of the study undertaken is North- East Hill University, Shillong, Meghalaya, India. A total number of 5289 students was the population size for the study. **N**orth-Eastern Hill University(NEHU) is situated in the capital city Shillong, Meghalaya, a state of North-Eastern part of India. NEHU had a total strength of 5289 students enrolled in the year 2014-15.
ii) Sampling Frame and Units: Each young consumer is taken as sampling unit.
iii) Sample Selection: 357 sample was selected but in the final analysis only 327 respondents i.e. students of this population have been considered for the analysis.

6.3. Data Collection Design for the Proposed Study
The primary data was collected with the help of schedule. There was pre-testing of schedules in the field to find out its suitability, adaptability and utility in achieving the objectives of the study. The required secondary data was collected from different reports, books, journals and periodicals, newspapers published by govt. and private agencies.

6.4. Data Analysis Design

6.4.1. Demographic Profile

Gender	Frequency	Percent
Male	158	44.3
female	199	55.7
Age		
	Frequency	Percent
15 - 20	52	14.6
20-25	212	59.4
25 -30	90	25.2
30 and above	2	0.6
courses studied		
	Frequency	Percent
Graduate	137	38.4
Post graduate	141	39.5
M Phil / Ph D	67	18.8
Others	11	3.1
Hailing from		
	Frequency	Percent
Rural Area	196	54.9
Urban Area	156	43.7
frequency of buying green product		
	Frequency	Percent
Once in a week	111	31.1
ONCE IN A MONTH	225	63
NEVER	20	5.3

Table 1: Demographic Profile of Respondents
Source: compiled from Survey Data

Observation: from the above it is discernible that respondent's vis-a-vis young consumers have varied background.

6.4.2. Other Relevant Analysis
Latent variables used

Latent Variable	Purpose of the latent variable	Interpretation of the levels	LEVELS OF THE SCORES		
			LL	UL	Categories of scale
Total Score On Green Product	Measure of the intensity of Green Buying behaviour because of influence of Green Product on youth	High score [total or average] implies High Intensity and Low Score [total or average] implies Low Intensity	1	1.8	Very Low level
			1.8	2.6	Low level
			2.6	3.4	Moderate Level
			3.4	4.2	High level
			4.2	5	Very High Level
Total Score On Green Price	Measure of the intensity of Green Buying behaviour because of influence of Green Pricing on youth	High score [total or average] implies High Intensity and Low Score [total or average] implies Low Intensity	Same as above		
Total Of Green Promotion	Measure of the intensity of Green Buying behaviour because of influence of Green Promotion on youth	High score [total or average] implies High Intensity and Low Score [total or average] implies Low Intensity	Same as above		
Total Of Green Place	Measure of the intensity of Green Buying behaviour because of influence of Green Place on youth	High score [total or average] implies High Intensity and Low Score [total or average] implies Low Intensity	Same as above		
Total Of Degree Of Concern For Environment	Measure of the intensity of Green Buying behaviour because of concern for Environment on youth	High score [total or average] implies High Intensity and Low Score [total or average] implies Low Intensity	Same as above		
Total Of Score On Social Influencers Dimension	Measure of the intensity of Green Buying behaviour because of influence of social influencers on youth	High score [total or average] implies High Intensity and Low Score [total or average] implies Low Intensity	Same as above		
Total OF THE ECONOMIC DIMENSION	Measure of the intensity of Green Buying behaviour because of influence of Economic Dimensions on youth	High score [total or average] implies High Intensity and Low Score [total or average] implies Low Intensity	Same as above		
Total Of The score on Ethical Dimension	Measure of the intensity of Green Buying behaviour because of influence of Ethical Dimensions on youth	High score [total or average] implies High Intensity and Low Score [total or average] implies Low Intensity	Same as above		
Total SCORE ON Psychology Dimension	Measure of the intensity of Green Buying behaviour because of influence of Psychology Dimension on youth	High score [total or average] implies High Intensity and Low Score [total or average] implies Low Intensity	Same as above		

Table 2: Levels of Scores of Latent variables used
Source: compiled from Survey Data

6.5. Reliability of the Scale Used

Reliability Statistics for	Cronbach's Alpha	No of Items
Green products	.894	21
Green pricing	.837	8
Green Promotion	.891	17
Green Place	.869	10
environmental dimension	.819	11
Social dimension	.672	16
Psychology Dimension	.835	8
Ethical dimensions	.683	4
Economic Dimensions	.782	6

Table 3: Reliability Statistics of Overall Degree of Influence and Degree of Involvement
Source: compiled from Survey Data

Observation: From the above it may be inferred that, given the methodology, scales used to measure different latent variables are statistically acceptable and amenable to further statistical treatment.

6.6. Normality Test of the Scales Used

One-Sample Kolmogorov-Smirnov Test		the mean of degree of involvement resulting from psychological factors	the mean of degree of involvement resulting from environmental factors	the mean of degree of involvement resulting from social factors	the mean of degree of involvement resulting from Ethical factors	the mean of degree of involvement resulting from Economic factors
N		2318	2318	2318	2318	2318
Normal Parameters[a,b]	Mean	3.4220	3.5999	3.2323	3.1193	3.2820
	Std. Deviation	.74439	.78245	.62492	.76010	.74963
Most Extreme Differences	Absolute	.055	.060	.075	.101	.082
	Positive	.044	.047	.075	.071	.050
	Negative	-.055	-.060	-.067	-.101	-.082
Kolmogorov-Smirnov Z		2.638	2.889	3.602	4.849	3.929
Asymp. Sig. (2-tailed)		.000	.000	0.000	0.000	0.000
a. Test distribution is Normal.						
b. Calculated from data.						

Table 4: Normality Test of Overall Data Relating to the Items of Degree of Involvement
Source: compiled from Survey Data

		Mean of Degree of influence of Product feature	average of the total score of the degree of green pricing Influence	MEAN OF THE DEGREE OF PROMOTION INFLUENCE	MEAN OF THE DEGREE OF INFLUENCE RESULTING FROM PLACE FACTOR
N		2318	2318	2318	2318
Normal Parameters[a,b]	Mean	3.2925	3.3057	3.2244	3.0961
	Std. Deviation	.55813	.71769	.61194	.69384
Most Extreme Differences	Absolute	.034	.083	.039	.080
	Positive	.034	.054	.027	.050
	Negative	-.034	-.083	-.039	-.080
Kolmogorov-Smirnov Z		1.654	4.001	1.877	3.828
Asymp. Sig. (2-tailed)		.008	0.000	.002	0.000
a. Test distribution is Normal.					
b. Calculated from data.					

Table 5: Normality Test of Overall Data Relating to the Items of Degree of Influence
Source: compiled from Survey Data

Observation: from the above it is discernible that data follows normal distribution.
DESCRIPTIVE STATISTICS OF THE SCALE OF THE LATENT

Scale statistics for Marketing Mix Items	Mean	Variance	Std. Deviation	N of Items	AVERAGE
Green product	68.5951	169.922	13.03540	21	3.27
Green price	25.7200	38.171	6.17830	8	3.22
Green promotion	52.8199	132.815	11.52453	17	3.11
Green Place	30.7615	57.575	7.58781	10	3.08

Table 6: Scale Statistics of items of Marketing Mix Dimension
Source: compiled from Survey Data

Scale Statistics of Non-marketing Mix Items	Mean	Variance	Std. Deviation	N of Items	Average
environmental dimension	39.1818	67.420	8.21095	11	3.56
social dimensions	54.0806	113.149	10.63714	16	3.38
Psychology dimension	27.1012	34.485	5.87240	8	3.39
Ethical dimensions	13.2184	7.917	2.81376	4	3.30
Economic Dimension	19.2156	20.138	4.48757	6	3.20

Table 7: Scale Statistics of items of Degree of Involvement in Green Buying Decision'
Source: compiled from Survey Data

Observation: different latent variables both under marketing Mix dimension as well as **Degree of Involvement in Green Buying Decision'**show similar level of intensity as their grand mean is close to similar.

Correlation study

Correlations		Degree of Involvement in Green Buying Decision
Total of GREEN MARKETING MIX	Pearson Correlation	.427**
	Sig. (2-tailed)	.000
	N	327
**. Correlation is significant at the 0.01 level (2-tailed).		

Table 8: Correlation between the Total of Green Marketing Mix and Degree of Involvement of Green Buying Decision
Source: compiled from Survey Data

OBSERVATION: There exists moderate level of relationship between the intensity of green buying by youth due to influence of marketing mix and intensity of green buying by youth due to influence of non-marketing mix considered in the study.

6.7. Further Insight
Observation from the degree and direction of correlation between the sub-latent variable revealed the following:

		Total score on green product	Total score on Green price	Total of Green promotion	Total of Green Place	Total of Degree of concern for environment	Total of score on social influencers	Total OF THE ECONOMIC DIMENSION	Total of the score on Ethical dimension	Total SCORE ON psychology Dimension
Total score on green product	Pearson Correlation	1	.567**	.616**	.419**	.342**	.301**	.199**	.231**	.355**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000
	N	327	324	327	327	327	327	327	327	327
Total score on Green price	Pearson Correlation	.567**	1	.683**	.570**	.310**	.322**	.330**	.252**	.279**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000
	N	324	324	324	324	324	324	324	324	324
Total of Green promotion	Pearson Correlation	.616**	.683**	1	.683**	.327**	.349**	.293**	.254**	.310**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000
	N	327	324	327	327	327	327	327	327	327
Total of Green Place	Pearson Correlation	.419**	.570**	.683**	1	.244**	.259**	.245**	.242**	.280**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000
	N	327	324	327	327	327	327	327	327	327
Total of Degree of concern for environment	Pearson Correlation	**.342****	**.310****	**.327****	**.244****	1	.683**	.552**	.512**	.690**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000
	N	327	324	327	327	327	327	327	327	327
Total of score on social influencers	Pearson Correlation	**.301****	**.322****	**.349****	**.259****	.683**	1	.619**	.737**	.597**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000
	N	327	324	327	327	327	327	327	327	327
Total OF THE ECONOMIC DIMENSION	Pearson Correlation	**.199****	**.330****	**.293****	**.245****	.552**	.619**	1	.533**	.433**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000
	N	327	324	327	327	327	327	327	327	327
total of the score on Ethical dimension	Pearson Correlation	**.231****	**.252****	**.254****	**.242****	.512**	.737**	.533**	1	.464**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000
	N	327	324	327	327	327	327	327	327	327
Total SCORE ON Psychology Dimension	Pearson Correlation	**.355****	**.279****	**.310****	**.280****	.690**	.597**	.433**	.464**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
	N	327	324	327	327	327	327	327	327	327
**. Correlation is significant at the 0.01 level (2-tailed).										

Table 9: Correlation Between the factors of influence and factors of involvement
Source: compiled from Survey Data

Observation from the correlation matrix:
[1] Relationships are valid even in the population

[2] Relationship amongst the Elements of Marketing Mix is very high

[3] Similarly, relationships amongst the Elements of the **Involvement in Green Buying Decision'**considered are also very high.

[4] Relationship between any one of the items of Marketing Mix with that of any one of the items of **Involvement in Green Buying Decision'** are very low.

 [5] Though Grand mean of the various latent variables are almost similar but Relationship between any one of the items of Marketing Mix with that of any one of the items of **Involvement in Green Buying Decision'** are very low. It implies that different individuals get different levels of influence.

7. Conclusion and Generalizations

There is no significant association between '**The Degree of Influence of Green Marketing Mix**' and 'Degree of Involvement in Green Buying Decision' in respect of the young consumers of India. In other words, given the objective hypothesis and methodology it may be argued that demand dimensions and supply dimensions of green marketing are acting in different intensity as far as young Indian buyers are concerned.
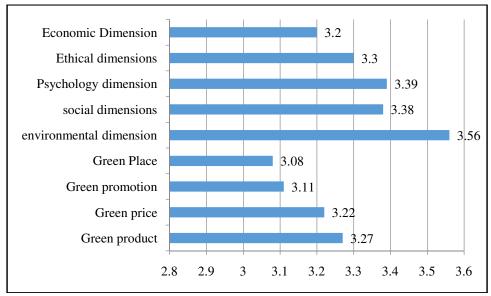

Figure 2: Average Intensity of Influence on Green Buying Decisions
Source: compiled from Survey Data

From the above table, it is discerned that supply dimension of green marketing [i.e. influence of marketing mix] has lesser impact than the demand dimension of the green marketing [i.e. involvement in Green buying]. In other words, marketer's vis-a-vis producers have a lot to do in their hands for further development of Green marketing.

[[[[young generations are perceived as the future of sustainable development, as they are more prone to being targeted (Kanchanapibul et al. (2014). It would be valuable to know if young consumers are actually affected by green marketing (Urzua L. A.2014).**]]]]]]**

8. Generalisations

Based on the review of literature as well as major findings of the present study reveals the following:-

[1] Peattie and Crane (2005) claims that despite the early development, it was only in the late 1980's that the idea of green marketing actually made an appearance, because of the consumers' growing interest in green products, increased awareness and willingness to pay for green features. Present findings are not different from that.

[2] Lee & Park (2013) maintain that the awareness of green consumption culture is growing among both individuals and communities, and that marketing strategies also reflect this. Given the methodology, this is not accepted in the present study from the perspective of Green Marketing Mix.

[3] According to Engel (2008), the concept of a green marketing mix requires marketers to adapt the conventional marketing mix to achieve green marketing objectives. This is not valid in the context of the scope of the study.

[4] A survey of Grail Research, 2009 on U.S. consumers shows that consumers who never bought green products perceived green products as too expensive and so don't buy them. A year later survey reveals that price is the most important factor and it is the main reason also for not buying the green products. A positive significant relation is found between the price and green buying behaviour of consumers (Boztepe, 2012). Belz and Peattie (2008) revealed that green marketing stressed on green consumers. These consumers would be eager to pay extra cost for the products that do not harm the environment. Present findings are quite different from the earlier studies.

[5] A study by J.S. Bagheri resulted in a positive attitude of consumers towards green promotions and their minds are affected by the promotions for green products (Bagheri, 2014). Present study supports that but degree of relationship is very low.

[6] Donaldson (2005) in his study realized in the Great Britain initially concluded that in general the ecological attitude of consumers changed positively. This study reported the strong faith of consumers in the known commercial brands and in the feeble behaviour referring to the "green" claims, which was the main cause behind the consuming failure to interpret their concerns beyond the environment in their behaviour. Present study does not reveal enough evidence for that

[7] A study by Promotosh and Sajdul on young consumers found that on average the utility of green products with regard to health is the highest point of concern (Promotosh and Sajdul, 2011). In the same study, 81.56% of young consumers" purchase intentions are positive towards green products. The present study does not provide enough evidence for that.

9. Major Suggestions for Improments

[1]. As far as the supply side is concerned, marketers have to re-engineer the product dimension, price dimension, Promotion dimension and Place dimension to the extent of its potential so that there is more effective influence on the green buying decisions pattern of the young consumers of the North east of India.

[2] Similarly, as far as the demand side is concerned, for enhancement of the degree of involvement on the green buying decisions pattern of the young consumers of the North east of India society has to think long term for the use of factors like Social factor, psychological factors, environmental factors, ethical and economic factors which have potential for use further.

[3] More research in this area are necessary for devising appropriate strategy for influencing as well as involving young consumes for green buying decisions.

10. Limitations of the Study

Many areas of consumption and production are covered by Green Marketing. This study is involved the consumption of green products used on household basis. This study analyzes marketing of green products, taking into consideration of green buying decision, and this is necessary in order to limit the area of research. In respect of the personal interviews, the sample group in this study is limited to the young consumers between 16 - 30 years old, which only represent a part of the population. Interviewees are limited to an age group that is in between studies as well as in the beginning of their careers. It is decided to limit the sample group to a certain age group due to the fact that young generations are perceived as the future of sustainable development, as they are more prone to being targeted (Kanchanapibul et al. (2014). It would be valuable to know if young consumers are actually affected by green marketing (Urzua L. A.2014). Young consumers in this study means young educated people having knowledge and information about products, services and technology.

This study covers the students of the young consumers of urban areas.

Thus, research boundaries of this study are stated as:

1. Spatial Boundaries: The study was restricted to students of one university of capital city of one states of north east India.

2. Time Boundaries: This research has been prepared within the framework of the academic year April,2013 to April,2017. Data collection from the field covers time period from February,2015 to April, 2015.

11. Scope of Future Study

As some other research works, this research also has limitations and, therefore, future research opportunities. Some areas of future research opportunities are listed below:

1. The scope of this study is focused primarily on green marketing mix and the factors affecting the purchase decision of the consumer, the first area of future research could determine other variables that are interacting with green marketing practices.
2. Although this research tested the interaction of green marketing practices and convenience, future research can address other potential important dimensions that interact with green marketing practices. Examples might include quality of products dimension, and price fairness dimension.
3. The third area of future research could examine other dimensions of consumer behavior. In this research, variables were selected based on common consumer behavior attributes. Other consumer behavior dimensions such as status symbol, satisfaction, loyalty demographic variables and moment of change can be explored in future studies.
4. The fourth area of future research could investigate the relevance of multi-disciplinary study on green consumer behaviour.
5. Finally, more generalize results can be obtained in future studies by employing other methodology.

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ANNEXURE 1

Latent Variables used in the study are:

[1] The degree of influence of 'Green Product': Following items to measure the degree of influence of GREEN PRODUCTS were incorporated in the questionnaire. 1. Reading books on green product 2. Current Fashion for green product 3. Cultural practice of my home 4. Religious practices in green consumer's family 5. Trendy green product 6Product information7. Product brand/label 8. Demonstration effect 9. Product feature is portraying about green-initiative of the manufacturer 10. Brand belongs to those which is known for its activities as green- 11. Availability of product which adds to the greening of environment 12. In addition to solving of green consumer's other needs, solution of the problem relating to green   13. Market reputation of the product for its contribution to green sustainability 14. Educative Information advocating for Green initiatives 15. Consumption signals getting involved in green-supporting activities which green consumers Friends and relatives keep on persuading 16. Environment Protection as responsible citizen of the country 17. Fulfillment of Social responsibility towards the future unborn babies of the world 18. Post-consumption environmental wastes 19. Consumption jeopardizing the balance of economic externalities in the environment 20. Consumption leading to support the cause of green initiatives of green consumer's other family members 21. Legal advantages from the consumption of green products

[b] The degree of influence of 'Green Price':Following items to measure the degree of influence of GREEN PRICE were incorporated in the questionnaire: 1.Green Products are cheaper than conventional products 2. Green Products are sold at reasonable price 3. Information of price of Green Products   4. Believe in the information of price of Green Products 5. Green Products are costlier than conventional products 6. **Price** prevailing in the market 7. Extra benefits frompayment of premium (extra price) 8. intention to purchase Green Products at any change in price in coming days.

[c] The degree of influence of 'Green Promotion': Following items to measure the degree of influence of GREEN PROMOTION are incorporated in the questionnaire: 1. Suitable way of promotion 2. Suitable display 3. Packaging/design 4. Attentive advertising 5. Attentive family/friend's opinion   6. Media7. Familiarity of Green Products 8. Information on packaging of Green Products 9. Believe in the information on packaging of Green 10. Believe in the advertising of Green Products 11. Believe on the recommendation of family/friends on Green Products 12. Green Promotion motivation 13. Safety of a well-known brand of Green 14. Labels or hangtags of green products 15. Home delivery of green products 16. Salesmanship for green products 17. Customer care for green products

[d] The degree of influence of 'Green Place': Following items to measure the degree of influence of GREEN PLACE are incorporated in the questionnaire: 1. Suitable location of market 2. Information of selling place 3. Place of display 4. Transport advantage 5. Availability in green consumer's neighborhoods 6. Advantages of selling place7. Unplanned decision in a market 8. Scientific way storage of Green Products 9. Knowledge to find out the market place10. Advantages of multiple stores.

All the above four latent variables were indicative of the supply side influence on the young consumers for green buying decisions.

[e] 'Degree of Involvement in Green Buying Decision', this included following sub-factors as well as items considered to measure the degree of involvement of the considered sub-factor-

[i] under **sub factor Psychology**, the items considered are: 1. Green consumer's perception of green values, 2. Belief, 3. Personal norms followed 4. Attitude, 5. As a Person driven motive, 6. Thoughts and feelings, 7. As a customer green consumers Image and mental status, 8. Green consumer's idea on Psychological benefit, desire of knowledge, and novelty seeking,

[ii] under **sub factor Environment**, the items considered are: 1.Green consumers Pro- Environmental Concern/ Environmental Concern, 2.Green consumers Perceived Environmental Responsibility, 3.Green consumers Concern for Self-Image in Environmental Protection, 4.Green consumers Concern for Environmental Protection, 5.Environmental Regulation known to green consumers 6.Green consumers Awareness of harmful consequences arising due to others action 7.Green consumers Responsibility for changing the offending environmental condition, 8. Transmission of Environmental Values perceived green consumers 9.Concept of quality of life (QOL) understood by green consumers, 10.Green consumers idea on Acceptability of adopting certain environmental practices 11.Information from expert advices gained by green consumers

[iii] under **sub factor Sociology**, the items considered were: 1.Social support from the family for new practices, 2.Social values and norms and their interrelation in society as perceived by green consumers 3.Influence of reference social group on green consumers 4.The cultural system of green consumers society5.Green consumers behaviour as a Rational human being 6.As a Person green consumers perception of the social pressures(subjective norm) 7.As a Consumer green consumers environmental knowledge or "ecoliteracy" 8.Green consumers Emotional state 9.Green consumers Self-esteem motive. 10.Green consumer's Positive self-image incongruity 11. Social dynamic as seen by green consumers 12. Influence of Religion on green consumers 13. Influence of customs and traditions on green consumers 14. Influence of Social Media/ Social Network on green consumers 15. Influence of Information Technology on green consumers 16. Influence of Family groups on green consumers

[iv] under **sub factor Ethics**, the items considered were:1. Subjective norms on others as perceived by green consumers 2. Green consumers Perceived notion on behavioral control 3. Human rights practices on green consumers 4. Green consumer's Ethical concerns as consumer

[v] under **sub factor Economics** the items considered were:1. Green consumers Current level of net income 2. Green consumer's propensity to consume something uncommon 3. Influence on Advertisement on green consumers 4. Influence of Packaging on green consumers 5. Premium price charged from green consumers 6. Environmental Labels seen by green consumers