

IMPACT OF CONSUMER'S PSYCHOGRAPHIC AND PERSONAL FACTORS ON BUYING BEHAVIOUR OF ECO-FRIENDLY PRODUCTS

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Abstract: Products that use eco-friendly technology and don't harm the environment are considered eco-friendly. Sustainable development and the preservation of natural resources depend on the promotion of eco-friendly products and technologies. Products that are cultivated in their natural habitat and that are recyclable, reusable, and biodegradable are examples of eco-friendly products. The objective of this work was to investigate the impact of consumer's psychographic and personal factors on buying behavior of eco-friendly products in Bangalore city. Purposive convenient sampling technique was adopted for the study purpose. Bangalore city was chosen as major study area. A sample size of 131 customers who are users of eco-friendly products were identified by meeting households, buyers in shopping malls and among the peers. Primary information pertaining to consumer's psychographic and personal factors influencing on buying eco-friendly products were obtained. Statistical Package for Social Science (SPSS.16) trial version was used to analyse the data. Multiple regression analysis and reliability analyses were used as the main statistical tool to find out the significant influence of constructs selected for the study. The findings highlight the unique contribution for the variables of consumer's psychographic factors and personal factors have the significant influence on on buying behavior of eco-friendly products in Bangalore city.

Key words: Consumer, Psychographic, Personal, Behaviour, Eco-Friendly Products

INTRODUCTION

Eco-friendly products are valued by consumers these days, particularly children, since they help to keep the air, water, and land clean (Dabija, D.C, Bejan, B.M. and Grant,D.B 2018). To create a truly eco-friendly product, human safety and the environment must be considered (Suganya,D. and Kavitha,S.2017). Because of their increased concern for the environment, many individuals today select ecologically friendly products over less environmentally friendly ones, even if they are costlier (Nagaraju, B, and H D Thejaswini. 2014). According to (Sestino, Andrea. 2016), eco-friendly products have emerged in part due to environmental concerns. Marketers are increasingly favoring eco-friendly products since they may offer benefits over competitors (Gingerich,E. 2015). A company can only succeed if its marketing team is aware of environmentally conscious customer behavior (Oyedepo, S.O. 2012). There is a significant potential for businesses and governments seeking to implement environmentally friendly policy reforms since environmentally conscious consumers are ready to pay more for environmentally friendly products (Bird, L., & Sumner, J. 2011). Environmentally friendly products are preferred over less environmentally friendly ones, regardless of price, as a result of people's growing awareness of environmental concerns (Thiyagaraj .V.2015). Educated consumers are becoming a powerful new force in the development of a more ecologically sustainable society due to the numerous environmental challenges linked to dangerous products (Masurali,A and Surya,P. 2018). Perceived innovation and customer service innovation for

eco-friendly products can enhance consumers' perceptions of green perceived value and eco-friendly product customer service (Delafronz, n. and Goli, A. 2015). As part of their social responsibility efforts, businesses have begun incorporating green marketing strategies into their operations in an effort to attract consumers with their eco-friendly messaging (Suganya, D. and Kavitha, S. 2017)). Products that can be recycled or preserved, that use natural materials, that contain organic elements, and that won't harm the environment or deplete natural resources are all considered eco-friendly (Kumar, P.K. and Anand, B. 2013). Recent changes in the global climate have compelled us to consider environmental changes that have occurred throughout the globalization period.

CONSUMER PERCEPTION

The way that customers typically perceive or see a certain product or service is known as consumer perception (Kumar, P.K. and Anand, B. 2013). It may also have to do with the consumer's anticipated level of pleasure with a particular good or service (Eryuruk, Selin Hanife. 2012). Customers' perceptions of environmentally friendly items are based on their preference for green products (Surya R. R, and Pawan Garga. 2018). Strong perceptions result from pleasant emotions, whereas incorrect images are caused by bad passions. Nowadays, almost all consumers are highly informed and focus on moral and social principles that characterize land conservation (Calabretta, G. 2009). Customers who favor green products are used to gauge how customers feel about eco-friendly items (Jo, J., Choi, E. K and Taylor, J. 2018). Knowing how consumers feel about eco-friendly and complementary products, as well as whether they are willing to pay more for environmentally friendly products and packages, is crucial because consumer awareness plays a big part in promoting eco-friendly products and packages (Masurali, A and Surya, P. 2018). Price, quality, and other considerations are only a few of the many aspects that consumers consider when making decisions about which products to purchase (Delafronz, n. and Goli, A. 2015). Consumer perception is the term used to describe how strong feelings about a product influence a buyer's choice to buy it (Eryuruk, Selin Hanife. (2012). Customers' assessments of a product's overall excellence or superiority are reflected in their sense of perceived quality (Sangroya, D. and Nayak, J.K. 2017). According to the consumer perception theory, customers are aware of how their behavior is influenced by how they perceive a good or service (Kumar, P.K. and Anand, B. 2013).

LITERATURE REVIEW

Numerous factors influence consumer behavior while they are making a purchasing choice. Cultural (culture and social class), economic (price-monetary and non-monetary aspect, income and quality), personal (age and level of a family's life cycle, occupation and financial situation, lifestyle, personality and self-image, values and beliefs), psychological (motivation, attitude, learning and memory), social (reference groups, family, individual's role and position and status), and individual differences and environmental impacts are some of the factors (influence) that can be separated into these groups (Thiyagaraj .V. 2015). After all, one of the reasons eco-friendly products have become popular is environmental concerns. Perceived innovation and customer service innovation for eco-friendly products would enhance consumers' perceptions of green perceived value and eco-friendly product customer service (Rahman, Rabiuladawiyahabd et al, 2016). The availability of an environmental label, income level, environmental concern, and understanding of green items are some of the social factors

that influence green volunteers' green purchasing behavior (Joshi,G. and Nulkar,G.2016). Interpersonal communication and environmental concern were shown to be major factors in influencing peers' purchasing behavior, but social influence was revealed to be the most significant element affecting young people's green shopping behavior (Mohanasundari,R. and Nirmala Devi.2018). When making a purchase, the consumer needs to read the labels carefully and decide which product is better for the environment. Respondents' household income, occupation, and marital status, as well as their geographic location, have a significant impact on their opinions of green marketing, regardless of their age, education, area, or state (Sestino, Andrea. 2016). Knowledge about environmentally friendly products and packaging influences purchases in a positive way, and customers who are conscious of environmental issues are more inclined to act responsibly before making a purchase (Forster,A. 2013). Customers' decisions to buy green products are a reflection of their growing environmental awareness (Gingerich,E. 2015). These days, every customer is knowledgeable about environmental problems that arise from using goods and services that damage the environment. Customers also buy environmentally friendly items because of their quality, price, longevity, and other favorable attributes; these variables influence consumers' opinions about environmentally friendly products (Adetola, Adeola. 2017). Consumers live a fresher, greener life thanks to eco-friendly products, which also lessen these negative consequences. Customers will benefit from improved health and a stronger immune system as a result (Ashok,M.L.and Aswathanarayana,T.2018). The importance of sustainable practices, such production and consumption, to the long-term growth of the environment and human lives is gradually becoming apparent to the public (Bird, L., & Sumner, J. 2011). One type of environmentally responsive behavior is eco-friendly purchasing, which is demonstrated by consumers who use eco-friendly foods, cosmetics, medications, stationery, clothing, toiletries, paper cups, biodegradable bags, soaps, and detergents, as well as by those who carefully read labels (Hanimann,R. 2013). The following demographic profile variables are commonly used to study the purchasing behavior of eco-friendly consumers: gender, age, education, occupation, working experience, monthly income, marital status, type and size of family, source of information about eco-friendly products, availability of the product in the market, category of products, frequency of purchasing eco-friendly products, money spent in a month on purchasing the product, price of the product, food brands, and cosmetic brands. During the purchasing process, people with collectivistic cultures also paid attention to the pertinent aspects of eco-friendly items (Rathod,M.K. 2018). Consumers did not solely base their purchase decisions on environmental concerns, according to research by (Pillai,P.and Junare,S.O.2016). Customers' decision to buy was more heavily influenced by the product's qualities, such as price, availability, convenience, and quality (Sharma,H. and Bhattarchaya,R.2018). An attitude-behavioral gap results from the absence of any one of the aforementioned characteristics. According to (Oyedepo, S.O. 2012), customers' willingness to pay a premium price for the environment might be evenly or unevenly distributed in areas where they had different preferences for product quality. According to (Joshi,G. and Nulkar,G.2016), customers were price-sensitive when it came to green products, and price factors had an impact on their decisions to buy them. (Hassan,Y. 2013) came to the conclusion that customer choices and purchasing behavior were based on the individual's ideas and

opinions about what was good and wrong for the brands or items available in the market. The findings demonstrated a correlation between environmental behavior and social control.

RESEARCH PROBLEM

Separate research in Bengaluru District is needed to examine the impact of consumer's psychographic factors and personal factors on the attitudes of consumers of eco-friendly products. Marketers and agencies are concerned about the variables influencing consumer behavior. In addition to assessing their awareness, intuition, and knowledge, this study aims to identify the elements that encourage environmentally conscious purchasing. The eco-friendly market for the eco-friendly product categories chosen for the study can benefit from an understanding of these variables. The research "Impact of Consumer's Psychographic and Personal Factors on Buying Behaviour of Eco-Friendly Products" is conducted against this backdrop. Eco-friendly electronics and household goods, electric vehicles, renewable energy, eco-friendly food and beverages, eco-friendly textiles, and eco-friendly cosmetics are the product categories chosen for this study.

RESEARCH QUESTIONS

1. What are the physiographic factors of customers affecting perception towards buying eco-friendly products?
2. What could be the personal factors affecting perception towards buying eco-friendly products?

RESEARCH OBJECTIVES

1. To analyse the impact of psychographic factors on perception of consumer's buying behavior of eco-friendly products.
2. To examine the personal factors influencing perception of consumer's in buying eco-friendly products.

HYPOTHESIS

H0₁: There is no significant relationship between consumer's physiographic factors and perception towards buying eco-friendly products in Bengaluru district.

H1: There is a significant relationship between consumer's physiographic factors and perception towards buying eco-friendly products in Bengaluru district.

H0₂: There is no significant relationship between consumer's personal factors and perception towards buying eco-friendly products in Bengaluru district.

H2: There is a significant relationship between consumer's personal factors and perception towards buying eco-friendly products in Bengaluru district.

RESEARCH METHODOLOGY

The data gathered from the field which through the questionnaires administered were recorded and coded into Statistical Package for Social Science (SPSS) software version 16. The data gathered from the field through issuing questionnaire, and analysed by using linear regression and reliability were used as statistical techniques using SPSS, and content validity of the questionnaire was established by reviewing existing literature. The use of multiple regression

analysis was to help test the conceptual framework or model. Descriptive analytical research methodology was used for the study.

SAMPLING METHOD

Purposive continent sampling method was followed in the present research. Though samples give more reliable results than small samples but due to constraint of time and money, the sample size was restricted to 131 respondents. The respondents are the users of eco-friendly electronics and household products, electric vehicles, eco-friendly food and beverages, renewable energy, eco-friendly textile products, eco-friendly cosmetics products in Bengaluru district. Multiple regression and reliability analysis were used to understand the results.

SCOPE OF THE STUDY

The purpose of this research is confined to study on consumer perception towards selected eco-friendly products in Bengaluru district. The product category chosen for the study is eco-friendly electronics and household products, electric vehicles, eco-friendly food and beverages, renewable energy, eco-friendly textile products and eco-friendly cosmetics products.

LIMITATIONS OF THE STUDY

The study's findings might not be generalizable to other locations because it is limited to the Bengaluru area. There is a possibility of consumer bias because the results are based on the opinions of the respondents. Understanding customer views is a broad topic that necessitates extensive research, however the study's length was constrained because of scheduling restrictions. Although just a small number of randomly chosen respondents participated in this study, a comprehensive understanding of customers was overlooked. Recall bias may affect the data gathered from eco-friendly product users. The current analysis is restricted to examining a few chosen product categories. The study's findings might not be generalizable to other locations because it is limited to the Bengaluru area. Convenience was the method the researchers utilized to get information.

Primary data

The first time data has been through a self-administered structured questionnaire, which was developed and asked to be filled out. Personal interviews were also done with respondents. A structured questionnaire was prepared containing These statements were rated on a five-point scale with scale agreements ranging from strongly disagree to strongly agree. "Strongly agree" was assigned a score of 5, "agree" a score of 4, "can't say" a score of 3, "disagree" a score of 2, and "strongly disagree" a score of 1 for conducting regression analysis.

Secondary Data

The following are the sources from which the secondary data was collected, such as information that has been gathered from selected peer-reviewed articles from bibliographic databases (Emerald, Sage journals online, Science Direct, Scopus, Taylor & Francis online, Web of Science, and Wiley (online library). Peer-reviewed journals were considered based on their knowledge validity and their highest impact on the research field. Online E-Sources, Published reports, journals, theses, magazines, research articles, newspapers, etc.

DATA ANALYSIS

Table 1: Relationship between consumer's physiographic factors and perception towards buying eco-friendly products

Model Summary						
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate		
1	.967 ^a	.935	.927	.30031		
ANOVA ^b						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	150.760	14	10.769	119.407	.000 ^a
	Residual	10.461	116	.090		
	Total	161.221	130			
Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1 (Constant)		-.442	.153		-2.881	.005
Attitude		.125	.050	.145	2.506	.014
Perception		.268	.054	.373	5.009	.000
Knowledge		-.033	.075	-.032	-.444	.658
Health consciousness		.172	.069	.134	2.510	.013
Experience, and usefulness		.050	.055	.047	.899	.370
Value		.006	.071	.007	.090	.929
Expectation		.219	.082	.203	2.691	.008
Motivation		.128	.040	.142	3.177	.002
Responsible environmental mind		.343	.094	.316	3.646	.000
Frequency of buying		-.149	.065	-.134	-2.285	.024
Sustainable actions		-.007	.050	-.008	-.145	.885

Health and boost the immune	.105	.068	.105	1.54 3	.125
Pay attention to the Eco friendly products	-.098	.044	-.080	- 2.24 1	.027
Past learning and memory	-.164	.071	-.151	- 2.30 6	.023
a. Dependent Variable: Positive perception towards buying Eco-Friendly Products					

A multiple regression analysis was used to investigate the effect of 14 variables of consumer's physiographic factors on consumer's Positive perception towards buying Eco-Friendly Products. From the above table it is understood that, that consumer's physiographic factors ($R = 0.967$ indicating high degree of correlation among the variables, $t = -2.881$, $p < .01$) had a positively significant effect on consumer's Positive perception towards buying Eco-Friendly Products. Hence, it can be concluded that if the average level of consumer's physiographic factors were high, the average level of consumer's Positive perception towards buying Eco-Friendly Products would also be high. The analysis also reveals that consumer's physiographic factors were able to explain the total variation in customer satisfaction by the regression model about R^2 93.5% being high indicating model fits the data well. Thus answering the hypothesis H1.1: There is a positive relationship between physiographic factors and positive perception towards buying eco-friendly products in Bengaluru district posited for this research is accepted. The coefficient table shows the contribution of each physiographic factors of consumers. From the above table the beta values demonstrate the unique contribution for the variables such as Attitude ($\beta = .125$, $p < .014$), followed by Perception ($\beta = .268$, $p < .000$), Expectation ($\beta = .219$, $p < .008$), Motivation ($\beta = .128$, $p < .002$), Responsible environmental mind ($\beta = .343$, $p < 0.000$), Frequency of buying ($\beta = -.149$, $p < .024$), Pay attention to the Eco friendly products ($\beta = -.098$, $p < .027$), and Past learning and memory ($\beta = -.164$, $p < .023$) in predicting consumer's Positive perception towards buying Eco-Friendly Products.

Attitude of the customers is making to buy eco-friendly products in the market. If the customer shows positive Perception towards buying eco-friendly products, then the customer tends to stick on to repeat purchases. The customers are finding desired Expectations in the eco-friendly products. They are highly motivated to buy eco-friendly products because they are more environmental concern. Responsible environmental mind of the customers is contributing to use eco-friendly products in their daily life. Buying eco-friendly products is depending upon Frequency of buying by the customers. Customers are Paying attention to the Eco friendly products in Bengaluru district. Customers are tending to inculcate the buying eco- friendly products due to their past learning and memory.

Reliability Statistics	
Cronbach's Alpha	N of Items
.965	14

The above table explains the reliability statistics analysis of consumer's physiographic factors which shows that Cronbach's alpha test output is 0.965 which is greater than 0.50, which means that collected data reliable and has internal consistency for further analysis.

Table 2: Relationship between consumer's physiographic factors and perception towards buying eco-friendly products

Model Summary						
Model	R	R Square	Adjusted R Square		Std. Error of the Estimate	
1	.972 ^a	.945	.939		.27528	
ANOVA ^b						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	152.354	13	11.720	154.650	.000 ^a
	Residual	8.866	117	.076		
	Total	161.221	130			
Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta		
1	(Constant)	-.521	.137		-3.810	.000
	Education	-.080	.035	-.074	-2.313	.022
	Age	-.028	.047	-.024	-.592	.555
	Gender	-.027	.032	-.030	-.854	.395
	Occupation	.272	.048	.226	5.637	.000
	Status	.201	.045	.226	4.487	.000
	Awareness	-.138	.054	-.168	-2.574	.011
	Individual beliefs	.127	.044	.147	2.904	.004
	Marital status	.247	.054	.344	4.595	.000
	Working experience	.014	.057	.014	.250	.803
	Environmental concern	.053	.061	.041	.869	.387
	Financial situation	.209	.041	.197	5.083	.000
	Individual's role and position	-.010	.062	-.011	-.161	.872
	Norms	.234	.060	.216	3.924	.000
a. Dependent Variable: Positive perception towards buying Eco-Friendly Products						

A multiple regression analysis was used to investigate the effect of 13 variables of consumer's personal factors and positive perception towards buying eco-friendly products. From the above

table it is understood that, that consumer's personal factors ($R = .972$ indicating high degree of correlation among the variables, $t = -3.810$, $p < .01$) had a positively significant effect on consumer's Positive perception towards buying Eco-Friendly Products. Hence, it can be concluded that if the average level of consumer's personal factors were high, the average level of consumer's Positive perception towards buying Eco-Friendly Products would also be high. The analysis also reveals that consumer's personal factors were able to explain the total variation in Positive perception towards buying Eco-Friendly Products by the regression model about R^2 94.5% being high indicating model fits the data well. Thus answering the hypothesis H1.2: There is a positive relationship between personal factors and positive perception towards buying eco-friendly products in Bengaluru district posited for this research is accepted. The coefficient table shows the contribution of each personal factors of consumers. From the above table the beta values demonstrate the unique contribution for the variables such as Education ($\beta = -.080$, $p < .022$), followed by Occupation ($\beta = .272$, $p < .000$), Status ($\beta = .201$, $p < .000$), Awareness ($\beta = -.138$, $p < .011$), Individual beliefs ($\beta = .127$, $p < .004$), Marital status ($\beta = .247$, $p < .000$), Financial situation ($\beta = .209$, $p < .000$), and Norms ($\beta = .234$, $p < .000$) in predicting consumer's Positive perception towards buying Eco-Friendly Products.

Reliability Statistics	
Cronbach's Alpha	N of Items
.958	13

The above table explains the reliability statistics analysis of consumer's personal factors which shows that Cronbach's alpha test output is 0.958 which is greater than 0.50, which means that collected data reliable and has internal consistency for further analysis.

RESEARCH FINDINGS

Physiographic factors such as attitude, perception, expectation, motivation, responsible environmental mind, frequency of buying, pay attention to the eco-friendly products, and past learning and memory, in predicting consumers are the variables have the positive relationship with positive perception towards buying eco-friendly products.

Consumer's personal factors such as education, occupation, status, awareness, individual beliefs, marital status, financial situation, and norms are the variables have the positive relationship with consumer's positive perception towards buying eco-friendly products.

SUGGESTIONS

Understanding these psychographic factors can help brands tailor their messaging and strategies to appeal to consumers' deeper motivations for buying eco-friendly products. By addressing the emotional, ethical, and social factors that drive eco-conscious purchasing, businesses can build stronger connections with their customers and encourage sustainable consumer behaviour. It is suggested that consumers must have environmental consciousness, eco-awareness, sense of responsibility, values and ethics, social responsibility while buying eco-friendly products. Consumers should have alignment with personal values, follow health and well-being concerns, health consciousness, distinctive natural lifestyle, green identity, consumers should also act as social influencer and trend setters. Companies should understand

that, an individual's decision to purchase eco-friendly products is influenced by their age, gender, working experience, environmental concern, and role/position. While younger generations and individuals with higher environmental concern are typically more inclined to prioritize eco-friendly purchases, other factors like convenience, price, and product quality also play important roles in shaping buying behaviour. Keeping the above points in mind the eco-friendly products manufactures should formulate marketing strategies.

LIMITATIONS OF THE STUDY

The study's findings might not be generalizable to other locations because it is limited to the Bengaluru city only. There is a possibility of consumer bias because the results are based on the opinions of the respondents. Understanding customer views is a broad topic that necessitates extensive research, however the study's length was constrained because of time constraints. Although just a small number of randomly chosen respondents participated in this study, a comprehensive understanding of customers was overlooked. Recall bias may affect the data gathered from eco-friendly product users. The current analysis is restricted to examining a few chosen product categories. Convenience sample method was used to get the required information.

DIRECTIONS FOR FUTURE RESEARCH

There is an opportunity to explore the factors other than the study of the impact of social and marketing factors on the buying behaviour of eco-friendly products in Bangalore. Comparative analysis can be done between eco-friendly and non-eco-friendly products in Karnataka. Multi-dimensional analyses can be done by making use of advanced statistical tools. A similar study can be conducted in other industries, such as the food processing industry and the best practices of eco-friendly implementation in services industry. There may be other pertinent variables related to sustainable marketing strategies on the sales performance that can be taken for the future study.

CONCLUSION

Eco-friendly goods are those that are made without the use of chemical ingredients, such as organic products, which are high in antioxidants, and thus, beneficial to health. Because environmentally friendly goods do not cause harm to the customer, the demand for them from health-conscious customers has grown in recent years. The objective of this work was to investigate the impact of consumer's psychographic and personal factors on buying behavior of eco-friendly products in Bangalore city. Purposive convenient sampling technique was adopted for the study purpose. Bangalore city was chosen as major study area. A sample size of 131 customers who are users of eco-friendly products were identified by meeting households, buyers in shopping malls and among the peers. Multiple regression analysis and reliability analyses were used as the main statistical tool to find out the significant influence of constructs selected for the study. The findings highlight the unique contribution for the variables of consumer's psychographic factors and personal factors have the significant influence on on buying behavior of eco-friendly products in Bangalore city. The research revealed that, Physiographic factors such as attitude, perception, expectation, motivation, responsible environmental mind, frequency of buying, pay attention to the eco-friendly

products, and past learning and memory, in predicting consumers are the variables have the positive relationship with positive perception towards buying eco-friendly products. Consumer's personal factors such as education, occupation, status, awareness, individual beliefs, marital status, financial situation, and norms are the variables have the positive relationship with consumer's positive perception towards buying eco-friendly products. It is suggested that consumers must have environmental consciousness, eco-awareness, sense of responsibility, values and ethics, social responsibility while buying eco-friendly products. Consumers should have alignment with personal values, follow health and well-being concerns, health consciousness, distinctive natural lifestyle, green identity, consumers should also act as social influencer and trend setters. Companies should understand that, an individual's decision to purchase eco-friendly products is influenced by their age, gender, working experience, environmental concern, and role/position. While younger generations and individuals with higher environmental concern are typically more inclined to prioritize eco-friendly purchases, other factors like convenience, price, and product quality also play important roles in shaping buying behaviour. Keeping the above points in mind the eco-friendly products manufactures should d formulate marketing strategies.

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