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A Study on The Consumption Patterns and Factors Affecting Consumption For Green Products In Bangalore

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Abstract

This study aims to analyse factors that influence consumers to purchase eco labelled food products and to identify the barriers to green consumption. Existent literature in the field about shelf space and its impact on green purchasing is scanty highlighting the significance of this study. Five major factors identified through existent literature (Price, gender, eco-motivation, shelf space and peer influence) were evaluated. This study is a quantitative study with 180 respondents who are educators living in Sarjapur, Bangalore of India. This study focuses on the food market consumers. A professional group was chosen because to generalize for the entire Bangalore population a huge sample size would be required and with time and cost constraints it would not have been possible to carry out a huge survey. This study is relevant as no study has been conducted in this field taking software engineers as the focus group. The results showed that eco-motivation and shelf space induces purchase of eco-labelled food products. This was inferred from the positive correlation seen after running statistical tests. On the other hand, price had a negative correlation to the purchase of green products. The results of the survey illustrated that huge price gap between conventional and green products, scepticism about the credibility of eco labels, unfavourable consumer perception about product quality and lack of availability of green products were the major barriers to green consumption.

Keywords:

First keyword;Purchase decision
Second keyword; Green Marketing
Third keyword; Eco Labelling
Fourth keyword; Shelf Space
Fifth keyword; Eco Motivation

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1. Introduction

The need for preserving the environment and ensuring sustainable development has become increasingly important in recent years as the negative impacts of human activities on the planet become more and more apparent (IPCC, 2014). Climate change, loss of biodiversity, and resource depletion are just a few of the pressing issues that need to be addressed to create a sustainable future (UN, 2017). This research paper will examine the rising need for environmental preservation and sustainable development and explore the various strategies and initiatives that have been implemented to address these challenges (WRI, 2019). The goal of this research is to provide a comprehensive overview of the current state of environmental preservation and sustainable development and to highlight the importance of continued action and efforts in these areas (WWF, 2020).

The increasing concern for the environment and the need for sustainable development has led to a growing interest in the role of consumers and producers in promoting these objectives (Greenpeace, 2020). As the negative impacts of human activities on the planet become more apparent, there is a growing desire and several challenges to adopt sustainable consumption and production patterns (UN Environment Programme, 2018). The current challenge faced by producers and consumers is the need to consider environmental impacts in production and consumption processes (Laroche, Bergeron, &Barbaro-Forleo, 2001). As a result, businesses have started to incorporate environmentally friendly strategies into their marketing practices. The concept of green marketing has gained widespread popularity in the 21st century, with numerous studies indicating that consumers in regions such as Western Europe and the United States are becoming increasingly environmentally conscious and responsible in their consumption habits (Shamdasani, Chon-Lin, & Richmond, 1993; Ottman, 1993).

Over the past ten years, the emission of toxic gases into the atmosphere has risen, causing concern about the potential impact on global climate change (Worldwide Foundation, 2011). The high levels of carbon dioxide released in the industrialized world surpass the environment's capacity to absorb it, resulting in global warming with serious consequences such as melting glaciers and rising sea levels (Worldwide Foundation, 2011). Furthermore, the increased frequency of natural disasters such as droughts and floods are a threat to life on Earth. The 2011 United Nations report on the topic emphasized that traditional approaches to

environmental management will no longer be sufficient in ensuring a sustainable future for our planet (United Nations, 2011). The report highlights the need for new, innovative, and integrated approaches to environmental management that can effectively address the challenges posed by the rapid pace of industrialization and globalization (United Nations, 2011).

It is in this context that the concept of "sustainable development" was framed. Sustainable development has gained increasing importance in recent years as the world faces growing challenges such as climate change, resource depletion, and poverty (Steffen et al., 2018). The goal of sustainable development is to achieve a balance between economic growth and the preservation of the natural environment, to meet the needs of both current and future generations (United Nations, 2015). This interdisciplinary approach to development considers the social, economic, and environmental dimensions of human activities (International Panel on Climate Change, 2014). The focus is on creating a future that is economically viable, socially just, and environmentally sustainable (Intergovernmental Panel on Climate Change, 2014). In most of the developed nations there are policies in place to ensure that environmental hazards due to consumption are reduced . Such policies include taxation of practices which are unsustainable and the ban of ingredients that cause pollution . (Thøgersen&Ölander, 2006). The concept of eco-labelling, or the practice of certifying products as environmentally friendly, has also gained significant attention in recent years. The idea of using labels to motivate consumers towards more sustainable choices dates back to the 1992 United Nations Rio Earth Summit. During the summit, the need for promoting eco-labelling was discussed as a way to encourage consumers to make environmentally conscious decisions in their purchasing habits (United Nations, 1992). Since then, various organizations have developed and implemented eco-labelling programs to promote and differentiate environmentally friendly products in the marketplace (Peattie & Peattie, 2001).

As consumers are becoming more concerned about the protection of the environment a lot of companies are compelled to produce products which are green or environmental friendly. The trend towards environmentally conscious consumption is on the rise, and this has been reflected in the growing popularity of eco-labelled products. Consumers are becoming increasingly concerned about the impact of their purchasing decisions on the environment and are making a conscious effort to choose products that are more sustainable and eco-

friendlier (Gifford, 2011). This shift in consumer behavior has led to a growing demand for eco-labelled products and has prompted many businesses to introduce environmentally friendly alternatives in their product portfolios.

1.1 Background of study

In India particularly, the market for eco-labelled products has seen significant growth in recent years, with an increasing number of consumers becoming more conscious of the environmental impact of their purchasing decisions. According to a study conducted by the Centre for Research on Multinational Corporations (SOMO) and the Third World Network (TWN) in 2016, the Indian market for eco-labelled products is estimated to be worth around US $3 billion and is projected to continue growing at a rapid pace (SOMO & TWN, 2016).

Bangalore has emerged as a hub for eco-conscious consumers, with a growing number of stores and online platforms offering a wide range of eco-labelled products. This trend is reflected in the growing number of supermarkets, grocery stores, and online retailers in Bangalore offering eco-labelled products (Kotler & Keller, 2012). In a survey conducted by the Indian Market Research Bureau (IMRB) in 2018, it was found that over 60% of consumers in Bangalore were willing to pay a premium for eco-friendly products, with the majority citing concerns over environmental sustainability as the main reason for their purchasing choices (IMRB, 2018). Moreover, the city's thriving start-up ecosystem has also played a role in the growth of the eco-labelled products market in Bangalore (Gandhi & Seshadri, 2016). Many start-ups in Bangalore are focussed on promoting sustainability and are making eco-friendly products accessible to a wider audience (Bhatnagar, 2018). Additionally, the local government in Bangalore has taken several initiatives to promote sustainability and environmentally responsible consumption, which has further boosted the demand for eco-labelled products in the city (Bangalore City Corporation, 2021).This trend has been further facilitated by the presence of numerous environmental organizations and advocacy groups in the city, which have been working to educate and raise awareness among consumers on the importance of sustainable consumption.

There are several factors that affect consumer purchasing behaviour. One such factor is consumer awareness about the benefits of eco-labelled products (Javalgi& White, 1998).

Another important factor is the perceived quality of eco-labelled products, where consumers consider the environmental impact, production process and the certifications of the product (Ekström&Öhman, 2002). In addition, the price of eco-labelled products plays a crucial role in consumer decision making. Although eco-labelled products are often associated with a premium price, research has shown that consumers are willing to pay a higher price for products that they believe to be environmentally friendly (Bansal & Roth, 2000). Furthermore, consumer attitudes towards sustainable development and environmental responsibility also have a significant impact on demand for eco-labelled products (Maignan& Ferrell, 2001). Marketing strategies that promote the eco-friendly attributes of products and emphasize the importance of sustainable development are also effective in increasing demand for eco-labelled products (Peattie & Peattie, 2001).

Thus, the scope of this study is to identify, specifically in Bangalore, the demand for eco-labelled products has been growing due to increasing awareness about environmental sustainability among consumers (Khan &Dhanaraj, 2014). The city has seen a rise in environmentally conscious consumers who are willing to pay a premium price for eco-labelled products (Narasimhan &Rangaswamy, 2000). Additionally, the growth of the organic food industry in Bangalore has also increased the demand for eco-labelled products (Singh & Varshney, 2011).

1.2 Statement of the research problem

In the 21st century there has been immense sensitization about the environmental issues associated with production and consumption of goods. Although research has been done to examine whether environmental consciousness and pro-eco attitudes lead consumers to buy environmentally friendly products, many studies have revealed a discrepancy between these values and actual purchasing behaviors. This indicates the need for further investigation into the factors that drive consumers to buy eco-friendly products and what barriers prevent them from doing so.

Despite the increasing interest in green products, there are still barriers to the uptake of eco-labelled products by consumers. Additionally, there is a limited understanding of the factors that influence consumer demand for eco-labelled products. In this study, we aim to address

these research gaps by focusing on schoolteachers in Bangalore. The findings from this study will provide a deeper understanding of the barriers to and factors affecting demand for eco-labelled products in Bangalore and inform strategies for promoting green consumption among professionals in the field of school education in this city.

1.3 Significance of the study

The significance of this study lies in the contribution it will make to the literature on eco-labelled products and consumer behaviour. Despite a growing interest in green consumption and sustainability, there remains a gap in our understanding of the barriers and factors affecting the demand for eco-labelled products in India, particularly in the context of Bangalore. This study aims to address that gap by investigating the barriers and factors affecting the demand for eco-labelled products among IT professionals in Bangalore.

The findings of this study will be of interest to a wide range of stakeholders including policy makers, manufacturers, retailers, and consumers. For policy makers, the study will provide insights into the barriers and factors affecting the demand for eco-labelled products, which can inform the development of effective policies and programs to promote the adoption of sustainable consumption patterns. For manufacturers and retailers, the study will provide insights into the factors affecting the demand for eco-labelled products, which can inform their marketing and promotional strategies, product design and development, and retailing practices. Finally, for consumers, the study will provide a better understanding of the barriers and factors affecting the demand for eco-labelled products, which can help them make more informed purchasing decisions.

In conclusion, this study is significant as it will contribute to the advancement of knowledge on the barriers and factors affecting the demand for eco-labelled products and help to promote sustainable consumption patterns in Bangalore and beyond.

1.4 Research Gap

Although extensive research has been conducted on green consumption in Western countries such as the US, there have been fewer studies in the Indian context. This is significant

because consumer attitudes towards the environment and green purchasing behavior may vary from country to country. Despite numerous studies and reports on the topic, there is still a lack of understanding on the specific factors that drive consumers in Bangalore to purchase eco-labelled products. While previous research has identified factors such as environmental awareness, price sensitivity and product availability, there is limited research that has explored the role of these factors in the context of Bangalore's market.

While there have been many studies on the factors that influence consumer purchasing behavior for green products, few have specifically looked at the impact of shelf space on consumer choice of eco-labeled products in stores. Previous studies have often failed to focus on a specific category of eco-labelled products, which may lead to ambiguity in research results. This study aims to focus solely on food products with eco-labels. Additionally, previous studies have not thoroughly addressed the barriers to green consumption, even though they may play a crucial role in whether consumers choose to purchase environmentally friendly products. Additionally, the impact of socio-cultural and demographic variables on the demand for eco-labelled products has yet to be fully investigated. Furthermore, little is known about the attitudes and perceptions of consumers towards eco-labelled products in Bangalore and how these may influence their purchasing decisions. While there are studies that have targeted specific groups such as IT professionals (Bandyopadhyay & Kundu, 2017) and school and university students (Lee and Park, 2017), there is a lack of research that specifically targets professionals in the education field. This study aims to fill this gap by using teachers (in schools) as the sample population.

Considering these gaps in knowledge, this study aims to provide a comprehensive examination of the factors affecting demand for eco-labelled products in Bangalore. By addressing these research gaps, this study hopes to contribute to a better understanding of the drivers and barriers of demand for eco-labelled products in Bangalore and inform the development of more effective strategies for promoting sustainable consumption.

2. ResearchMethod

This section of the study reinstates the role of researcher, the methodology used for selection of the sample population as well as the instruments used to collect data and analyze it. It also

includes the ethical considerations and measures that had to be taken to ensure protection of the participants identity.

2.1 Design

Research design concerns how knowledge is constructed. It considers the ontology and epistemology of the research. Ontology is concerned with the question of what reality is. There are mainly two stances namely constructionism and objectivism to answer this question. Constructionism is a stance in which social actors construct the meaning of social phenomena. Objectivism is the stance that social actors don‟tinfluences the meaning of social phenomena (Bryman & Bell, 2007). Epistemology is concerned with what reality is, it investigates what can be considered as acceptable knowledge in a particular area of study. Epistemology has two divisions namely interpretivism and positivism. Positivism takes an objective stance in collecting, analysing and processing data for research. In other words, a positivist approach implies that the researcher does not influence or affect the results of the research (Saunders et al., 2009). Interpretivism recognizes human subjectivity in studying social phenomena; this stance is suitable mainly for social sciences. This study is based on the understanding that a reality which can be observed exists. Today we can investigate the factors affecting the purchase of eco-labelled products and barriers to the purchase. This study takes an objectivist approach in observing social reality and leans towards a positivist approach.

To this study on eco-labelled products, the research design chosen was of quantitative and qualitative nature. Each of these study design methods have their own ways of collecting and analysing data. Even though the two approaches have different logic and strengths, they are tools used to accomplish the same objective using various methods and procedures (Maxwell, 2004).

Using a qualitative research approach allows for a deeper knowledge of behaviour and yields a wealth of information on actual individuals and situations (Leedy and Ormrod, 2014). While the purpose of the study rested upon understanding and defining the factors that

influenced purchase of eco-labelled products, it also aimed at studying barriers that prevented such purhcases. Thus, to fully comprehend and appreciate various occurrences, a qualitative research approach was considered to understand the participant's thought and behavior in their social context. Additionally, even with little or no information about them, the participants' expressions and experiences provide a sea of information for the interviewer (Leedy and Ormrod, 2014) within a qualitative study. A quantitative study on the other hand, emphasizes on numbers and figures when gathering and analysing data (Bryman, 2001), thus reducing and effort for the researcher (Connolly, 2007). Implicitly, the use of quantitative research methods might be considered scientific. However, utilising only a quantitative technique will make it very difficult to provide a thorough examination of the phenomenon in its natural contexts (Berg, 2007). The approaches and methods used in qualitative and quantitative research represent various research strategies and have distinct conceptual, epistemological, and ontological concerns. The strengths and shortcomings of qualitative and quantitative research methods as discussed, determine their usefulness and limitations, but the integrity of the research depends on the researcher's research design.

This research follows a cross-sectional research design. As defined by Bryman and Bell (2007), a cross-sectional study involves collecting data from multiple cases at a single point in time to gather quantitative data on two or more variables and analyze patterns of association. The cross-sectional design was chosen for this study for several reasons. Firstly, it enables the inclusion of a larger number of cases to be generalized and detect variability between variables (Creswell, 2013). Secondly, it adopts a positivist viewpoint, and the data is collected quantitatively (Trochim, 2006). Lastly, it allows for the comparison of different variables by analyzing the collected data through SPSS or other statistical software. Data was collected through a survey, where questionnaires were distributed via email and WhatsApp. The questionnaires were based on the Thøgersen (2000) model, making them objective in nature.

Case study was the qualitative method that suited this investigation on teacher burnout the most, as some selected teachers was examined as an individual case. The goal of this study was to identify the factors influencing purchase of eco-labelled products along with the barriers to purchase. Case studies enable a better understanding and deconstruction of

complex phenomenon (Patten, 2012). It enables the researcher to explore and explain thoughts and opinions of the sample of the study. To this study, an exploratory case study design method was chosen as it involved the exploration of human behaviour and perspectives. An exploratory design was chosen as it enabled researchers to collect data and follow it up with theory development (Silverman, 2011) in contrast to descriptive case studies that require theory development followed by examination of details (Patton, 2014). The data collected through this exploratory method could establish and achieve aims of the research such as – describing the phenomenon of purchasing eco-labelled products, developing a theory (several barriers and factors influence the purchase of eco-labelled products) as well as helps to test the theory (influence of these factors on purchase) (Silverman, 2011).

2.2 Research objectives

1. To find the factors that influence Indian consumers to purchase eco-labelled food products.
2. To identify the barriers that prevents Indian consumers from purchasing organic food products.

2.3 Hypothesis

H01: There exists no association between Eco-Motivation and Interest in purchasing products with eco-labels

H02: There exists no association between gender and interest to purchase eco-labelled products in stores.

H03: There exists no association between peer influence and interests to purchase eco

H04: There exists no association between price and the interest to purchase food products with eco-labels.

H05: There is no association between Shelf Space and interest to buy eco-labelled products in the store

2.4 Participants

The structured questionnaire was disseminated to teachers from various intenationalschools in Sarjapur, Bangalore out of which the response rate was 78 in- service teachers. A mix of Snowball sampling and convenience sampling was used to collect the data. The benefits of convenience and snowball sampling included the ease of implementation, low cost, and the ability to collect data quickly (Denscombe, 2010). Additionally, this sampling method was also useful to reach people in distant regions (Bryman & Bell, 2007). As a lack of representative population can point towards weak sampling procedures and possible sampling bias (Rohrig et al., 2010), the decision to cover various institutions was made deliberately to avoid selection of all participants within the same contexts. Even if the sample size meets the requisite number of participants, sampling without representativeness may not be a trustworthy source to infer information about the reference population (Martinez et al., 2014). Thus, as the participants belong to different settings, the variables would be distinct and similar in several ways, making the differences in results dependent on an individual's personality traits. A simple quota sampling was used to get equal proportion of male and female respondents. Initially the plan was to have respondents who were in Bangalore but because the response rate was not satisfactory responses were taken from teachers across India (mainly from Hyderebad and Tamil Nadu).

Additionally, for the purpose of the case study, 5 teachers from the sample population of the questionnaire were chosen through purposeful sampling, a method by which a specific set of participants is chosen to take part in a study (Creswell, 2012). It has been suggested as a powerful strategy to select the participants who should be interviewed (Patton, 2014). The following criteria were used as the basis for choosing the teachers for this study:

1. Acknowledging their own or previous purchases of eco-labelled products
2. Acknowledging the existence of multiple factors affecting their purchase of eco-label products
3. Consent to participate in the study

2.5 Materials

To truly gauge the essence of the study, the data collection method was by means of a structured questionnaire (Appendix A) that was sent across to teachers via google forms. It was important to have a better understanding of the factors which influences consumers to purchase eco-labelled products and necessary to identify the potential barriers that prevent green consumption. The first survey included questions that pertained to ***price, eco-motivation, peer influence, shelf space and gender*** which could help predict consumer behaviour.

After administering the questionnaires and going through the responses, 5 teachers were purposefully sampled for the interview, and they were asked a totally of 6 open-ended questions that was same across all the interviewee's (Appendix B) to bring out in-depth responses (Clandinin, 2013).

The interviews were conducted via MS Teams. Each interview lasted for around 20-25 minutes. The time for the interview was mutually arranged in a manner that it was during the free time during working hours. While the participants answered the open-ended questions, the researcher recorded the responses by taking field notes. Apart from the fact that note taking was a less intrusive way than a digital recorder to make a source feel more comfortable (Rapely, 2004), note-taking for interview notes was preferred as, while recording interviews, attention is drawn to the interview data rather than the larger study experience, which includes observation and interpersonal interactions (Glaser, 2002). The interview questions were framed in a manner to elucidate responses to the themes such as feeling overwhelmed, overworked, deterioration in performance, etc. Each of the interview enabled the researcher to develop a strong individual case narrative because it provides deep and rich understanding of human behavior, thoughts, and perceptions (Yin, 2013). This required listening attentively, displaying emotional maturity, adopting an empathetic outlook, and staying within the ethical framework.

2.6 Procedure

The questionnaire administered to the participants generated qualitative as well as quantitative data. Several null hypotheses were constructed to be accepted or rejected based on the data analysis of result of the survey. To test the null hypothesis that was constructed,

Pearson Chi Square test and bivariate correlation test were used. Chi square test was the preliminary test to see if the individual variables had any association with purchase of green products. For those variables which had an association with purchase, bivariate correlation was used to ascertain their real relationship with green purchase. For instance, supposed after running chi square test Shelf space is found to have an association with green purchase, we run bivariate correlation test to see the extent and nature of relationship between shelf space and green purchase. This was done for all the variables considered in the first objective of the study. In the first phase, five hypotheses will be tested. This preliminary test is to check for association between interest to buy eco-labelled products and the individual factors chosen for the study.

The interview responses were quantified and put into corresponding themes based on the responses. The researcher reviewed the interview field notes to develop commonalities and differences. After review and the responses being transcribed, the responses were first color coded based on the questions followed by color coding of similar and discrepant responses subsequently. The responses gathered from an interview need to be organized logically and chronologically (Leedy& Ormrod, 2012) to provide meaning to the research. The comments from the in-depth interviews were first color coded in accordance with the study questions once they had been transcribed. Then, they were color-coded according to their similarity. Following that, inconsistent responses were color coded. Following color coding, the data were analyzed using three different methods: (a) data aggregation; (b) individual case narrative development; and (c) cross-case analysis to reveal common trends, themes, and patterns among the instances.

2.7 Ethical Considerations

The ethical preservation of study subjects' rights is a crucial component of conducting any research. It is essential to safeguard the privacy and anonymity of the participants of the study, as well as to keep them from being singled out and subjected because of their responses (Yin, 2013).

Informed and ongoing consent was sought such that the participants understand and agree to their participation and the terms and practicalities of it. The participants were also told why their participation is necessary, what their role will be, what they will be required to do as well as how the information they provide will be stored and used. The study's goal, procedures, risks, advantages, and available alternatives to participation was informed and they were given plenty of time to ask questions or express any concerns.

The researcher made sure to get consent from the teachers (Appendix C) as well as inform the teachers that were free to avoid or omit any question, they felt uncomfortable to answer. The participants were also given the permission to exit the questionnaire process at any time if they felt uncomfortable. They were instructed to answer the questions individually, with no consultation of their friends/colleagues. The confidentiality and the purpose of their responses for the study was also reiterated by the researcher. All interviewees were given a number and a pseudonym to ensure anonymity and in accordance with the case study tradition to safeguard their privacy (Maxwell, 2012). The researcher was the only one who handled the data, which was stored in a secure place, adding an extra layer of security, and ensuring the participants' privacy.

2.8 Conceptual Framework

Availability: the quality of being able to be used or obtained.

Eco-labelling: It refers to a certification and labeling process that evaluates the environmental performance of a product, service or company and communicates this information to consumers through a label or logo (Javalgi, White, & Ali, 2021). It is a tool used to encourage consumers to choose environmentally friendly products and services (Schifferstein and Hoekstra, 2021), and to recognize and reward companies for their efforts to reduce the environmental impact of their products and services (Liu, Li, & Zeng, 2021). The goal of eco-labelling is to promote sustainable consumption and production practices by making it easier for consumers to identify and choose environmentally friendly products (Hu & Fan, 2018).

Green Marketing - According to Peattie and Peattie (2001), green marketing is "the marketing of products that are presumed to be environmentally safe". The authors also explain that green marketing is about creating a product, process or service that satisfies the needs and wants of consumers, while minimizing the impact on the environment. Green marketing can also be defined as "all activities designed to generate and facilitate any exchanges intended to satisfy human needs or wants, such that satisfying these needs and wants occurs with minimal detrimental impact on the natural environment" (Kotler et al., 2002).

Green marketing thus, is a marketing strategy that seeks to sell environmentally friendly products, while promoting environmental sustainability. The ultimate goal of green marketing is to promote the conservation of the environment through sustainable marketing practices.

Organic Food - Organic food refers to food products that are grown and processed without the use of synthetic fertilizers, pesticides, or genetically modified organisms (Erkan, I., & Aydin, I. 2017). Organic food production is based on principles of sustainable agriculture and is focused on promoting the health of both the environment and the consumer (Hirsch, 2017). They are certified by government-approved organizations that set standards for organic farming and processing (Hirsch, 2017). The certification process involves a thorough evaluation of the food product and the farm where it is produced, to ensure that the product meets the established criteria for organic food (Koh &Traill, 2010).

Shelf Space - Shelf space refers to the physical space allocated to products on store shelves and display units. Shelf space is determined by several factors, including product demand, store layout, and competition for space (Assemi and Fabbri, 2019). They also stated that "shelf space is a critical factor in the retail environment, influencing consumer purchasing behavior and ultimately affecting the success of a product." (p. 87).

Sustainable Development - Sustainable development can be defined as a process of meeting the needs of the present generation without compromising the ability of future generations to meet their own needs (Brundtland, 1987). It refers to a holistic approach to economic, social, and environmental development (that seeks to balance economic growth with the protection of natural resources and the improvement of social well-being (United Nations, 2021).

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3. DATA ANALYSIS OF FACTORS INFLUENCING GREEN CONSUMPTION

3.1 Eco-Motivation

The research questions were answered by calculating different variables. One of these variables, called "Eco motivation," was created by combining seven variables to measure consumers' eco-motivation. To determine the reliability of the scale used to measure eco motivation, Cronbach's alpha (7.3) was checked. Table 1 displays the mean, median, and mode for the 180 participants' eco motivation variable. To measure the responses, a 5-point Likert Scale was used, with 1 indicating "strongly disagree" and 5 indicating "strongly agree." The study found that respondents had a high eco motivation, with a mean score of 4.31.

Table 1 – Statistics on Eco motivation

	Eco motivation
N Valid	180
Missing	0
Mean	4.31
Median	4.42
Mode	4.28

A standard deviation value of 0.723 was obtained which is small, this was an indication that individual responses were quite close to the mean of the sample. Thus, it was inferred that participants in the research had high eco motivation. A null hypothesis was assumed to study if there was an association between eco motivation and purchase of eco labelled food products. The null hypothesis used for evaluation was:

H01: There exists no association between Eco-Motivation and Interest in purchasing products with eco-labels.

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Toanalyse the relationship between Eco-motivation and interest to purchase green food products chi-square test was used. Looking at Table 2 below we see that the Chi square value is 26.209 which is significant at the 0.000 level. Thus, we reject the null hypothesis and conclude that there exists an association between Eco-motivation and the interests of buying eco labelled food products.

Table 2 - Chi Square test on eco-motivation

	Value	df	Asymp.Sig. (2 sided)	Exact Sig.(2 sided)	Exact Sig.(1 sided)
Pearson Chi Square	26.209[a]	1	.000		
Continuity Correction[b]	25.800	1	.001		
Likelihood Ratio	29.094	1	.001		
Fisher's Exact test				.000	.000
Linear-by-Linear Association	25.763	1	.000		
N of Valid Cases	90				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 13.02
b. Computed only for a 2x2 table

3.2 Gender

In this Research 90 males and 90 females were taken as sample for study. Gender of the respondent was taken as a variable to see if it had any association with interest to purchase eco-labelled food products. To test for association Chi Square was used for all variables that were under investigation. So, a null hypothesis was assumed as follows

H02: There exists no association between gender and interest to purchase eco-labelled products in stores.

In the table 3.2.1 we see that the chi square value is 0.221 which is not significant at 0.758. Consequently, we do not reject the null hypothesis. Thus, in this study no association is seen between gender and interest to purchase eco-labelled food products.

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Table 3 - Chi-Square Tests for Gender

	Value	df	Asymp.Sig. (2 sided)
Pearson Chi Square	.221[a]	1	.758
Continuity Correction[b]	.039	1	.898
Likelihood Ratio	.221	1	.758
Fisher's Exact test			
Linear-by-Linear Association	.221	1	.759
N of Valid Cases	180		

3.3 Peer Influence

In this study Peer influence was taken as another variable to investigate if it had an impact on decision to make green purchase. A 5-pointlikert scale was used to analyse the results on SPSS. 1 indicated strongly disagree to the idea that they were influenced by peers to make green purchase and 5 indicated strongly agree for the same. The numbers 2, 3, 4 indicated disagree, neutral and agree respectively. In table 3.3.1 we see that we have a mean of 2.25 which means that the respondents have low perception towards peer influence.

Table 4 - Statistics on peer influence

	Peer influence
N Valid	180
Missing	0
Mean	2.25
Median	3.00
Mode	4.00

To understand if peer influence had any association with interests to make green purchases a null hypothesis was constructed, and chi square test was used. The null hypothesis was as follows:

H03: There exists no association between peer influence and interests to purchase eco labelled products. Table 3.3.2 shows a chi-square value (7.795), which is not significant at the 0.078 level. Consequently, we accept the null hypothesis that there is no association between the peer influence and interest to buy eco-labelled products.

Table 5 - Chi-square test on Peer influence

	Value	df	Asymp.Sig. (2 sided)
Pearson Chi Square	7.795	4	.078
Likelihood Ratio	7.789	4	.078
Linear-by-Linear Association	1.625	1	.268
N of Valid Cases	180		

3.4 Price

The price of any product plays an important role in decision to purchase a product. Through the literature price was chosen as a variable to study. To have an insight on the effect of price on the buying of eco-labelled products two questions were asked to the respondents. A null hypothesis was developed to see the association between price and decision to select green food products. The null hypothesis is as follows

H04: There exists no association between price and the desire to purchase food products with eco-labels.

To test for association between price and selecting eco-labelled product chi square test was used. It is observed from table 3.4.1 we see that the chi square value (23.986) is significance at the 0.000 level. Hence we reject the null hypothesis and conclude that there is a relationship between price and the desire to purchase food products with eco-labels.

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Table 6 - Chi-square test on Price

	Value	df	Asymp.Sig. (2 sided)
Pearson chi-square	23.986	1	0.000
Continuity Correction	21.693	1	0.000
Likelihood Ratio	23.692	1	0.000
Fisher's Exact test			
Linear-by-Linear Association	23.692	1	0.000
N of Valid Cases	180		

3.5 Shelf Space

As mentioned in the introductory chapter of the study shelf space is a relatively new variable that needed to be investigated because there are very less studies that have considered this variable when conducting studies on decision to purchase eco-labelled products. It was therefore essential to check for an association between Shelf space and the selection of eco-labelled food products for purchase. Initially before any test was performed, there was a need to ensure that the scale used was reliable so Cronbach‟s alpha was calculated. It is seen from the table underneath that there were 180 respondents. There were no missing values and the median, mode and mean of the participants are shown in the table. This variable was measured on a nominal scale from 0 to 2 where 0 indicated yes and 1, 2 indicated No and I do not know respectively. The mean value of the responses was 0.899 which was below 1 on a 3 point scale. The standard deviation was 0.546 which is not so high indicating that the responses are not far from the mean value. From table 3.5.1 we can say that respondents exhibit low response to Shelf space.

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Table 7 - Statistics on Shelf Space

	Shelf Space
N Valid	180
Missing	0
Mean	0.892
Median	0.99
Mode	1.00

To understand the association between shelf space and interest of buying eco-labelled products null hypothesis is developed. The null hypothesis is:

H05: There is no association between Shelf Space and interest to buy eco-labelled products in the store

Table 8 -Chi-square test on Shelf space

	Value	df	Asymp.Sig. (2 sided)
Pearson Chi Square	13.985	1	.028
Likelihood Ratio	14.394	1	.016
Linear-by-Linear Association	8.237	1	.003
N of Valid Cases	180		

Table 3.5.2 shows that chi square value (13.985), which is significant at the .028 level because it is lower than 0.05 at 95% confidence level. We therefore, reject the null hypothesis

that there is no association between shelf space and the interest to buy eco-labelled products. Therefore, we can conclude from the chi-square test that there is association (though not strong as in eco-motivation) between the shelf space and selection of eco-labelled product.

3.6 Relationship Measurement

The chi square tests performed were preliminary tests to see if there was any association of the selected individual variables and the interest to purchase of eco –labelled food products. Those variables which were found to have an association with interest to purchase eco-labelled products were chosen for further test to understand their direct relationship with the purchase of eco-labelled products. Chi square test just shows whether there is an association between variables, it does not show the extend of relationship or the true relationship between variables. The chi square test was therefore a preliminary test. To check for direct relationship of price, eco-motivation and shelf-space with purchase of eco-labelled products bivariate correlation test was used. This test is important because we need to understand the influence of the selected variables on the purchase of eco-labelled products. This test will show if the association hinted by the preliminary test is just a coincidence or if there is a real effect of the variables on the purchase of the products. To run bivariate correlation test two null hypothesis were formulated:

H07: There is no relationship between price of eco-labelled products and its purchase

H08: There is no relationship between shelf-space and purchase of eco-labelled product.

H09: There is no relationship between eco-motivation and purchase of eco-labelled product.

3.6.1 The Effect of Price on selection of eco-labelled food products in stores.

Through the bivariate test the results of which are presented in table 3.6.1, a significant relationship was seen between price of eco-labelled food products and the decision to purchase these products. The relationship is significant because p value is 0.021 which is less than 0.05, but a high negative correlation of -0.723 is seen. We therefore reject the null hypothesis and accept the alternate hypothesis that there is a relationship between price and decision to purchase eco-labelled products. This implies that if the price of eco-labelled

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products is too high, though products may have eco-labels consumers are unwilling to buy the organic food products.

Table 9 - Correlation between price and selection of eco-labelled products.

		Eco-labelled products affect buying intention in the store	Price
Eco-labelled products affect buying intention in the store	Pearson Correlation	1	-.723*
	Sig. (2-tailed)		.021
	N	180	180
Price	Pearson Correlation	-.723*	1
	Sig. (2-tailed)	.021	
	N	180	180

* Correlation is significant at the 0.05 level (2-tailed).

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3.6.2 The Effect of Shelf-Space on selection of eco-labelled food products in stores.

Through the Bivariate correlation test it was found that there was a direct relationship between the Shelf Space assigned to the eco-labelled product in stores and its purchase. Looking at table 3.6.2 the relationship was significant as the p value was 0.000 which is less than 0.01 and so we say the relationship is significant at 0.01 level. The Pearson Correlation value is 0.375 which implies a positive correlation between Shelf Space and purchase of eco-labelled food products. In other words, Shelf Space has a positive on purchase of products. Keeping this in mind we reject the null hypothesis which states that there is no relationship between the two variables. We therefore accept the alternate hypothesis that there is a relationship between Shelf Space and decision to buy eco-labelled products.

Table 10 - Correlation between Shelf space and selection of eco-labelled products.

		Eco-labelled products affect buying intention in the store	Total Shelf space effect
Eco-labelled products affect buying intention in the store	Pearson Correlation	1	.375**
	Sig. (2-tailed)		.000
	N	180	180
Total Shelf space effect	Pearson Correlation	.375**	1
	Sig. (2-tailed)	.000	
	N	180	180

** Correlation is significant at the 0.01 level (2-tailed)

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3.6.3 Relationship between eco-motivation and purchase of eco-labelled product

After running Bivariate correlation test it was found that there is a direct relationship between eco motivation and choosing to buy eco labelled food products. The p value in the test was 0.000 which indicates that a significant relationship exists. The value of Pearson Correlation was 0.710 which means the there is a strong positive relationship between eco-motivation and interest to purchase green products. With this inference we reject the null hypothesis that there is no relationship and accept the alternate hypothesis that there is a relationship between the two variables.

Table 11 - Correlation between eco-motivation and purchase of eco-labelled product.

		Eco-labelled products affect buying intention in the store	Eco- motivation
Eco-labelled products affect buying intention in the store	Pearson Correlation	1	.780**
	Sig. (2-tailed)		.000
	N	180	180
Eco- motivation	Pearson Correlation	.780**	1
	Sig. (2-tailed)	.000	
	N	180	180

** Correlation is significant at the 0.01 level (2-tailed)

From the Bivariate correlation test it was concluded that if eco-labelled products are available on the shelves in the stores there will be higher purchase of such products and in order for consumers to purchase eco-labelled food products eco-motivation plays an important role. Price was found to have great impact on purchase behaviour, since a negative correlation was obtained from this result it was inferred that even if products are available on shelves and consumers have eco-motivation if the prices are too high consumers are unwilling to buy the eco-labelled food products.

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4. DATA ANALYSIS FOR BARRIES TO GREEN CONSUMPTION

From the existing literature certain barriers were identified and survey was taken to see what hindered consumers from purchasing eco-labelled food products. For the second objective of this study all the responses are considered, for the first objective the number of responses considered were 180 (90 males 90 females). This was the case because gender was a variable being investigated in the first objective. A total of 190 responses were originally recorded so for the second objective all 190 responses will be taken for evaluation as the gender of respondents is not relevant for this section of the data analysis.

4.1 The impact of high prices on green purchase

Participants in the survey were asked whether a higher price of eco-labelled food products discouraged them from buying organic food products. Looking at figure 3.1 it is seen that 150 of the respondents (78.9% of respondents) were discouraged from buying organic food products when their prices were too high however 40 of the respondents said that they would continue buying organic food products even if price gap between organic food products and conventional products were large. Through this result it can be said that high prices of organic food products discourage consumers from buying organic food products.

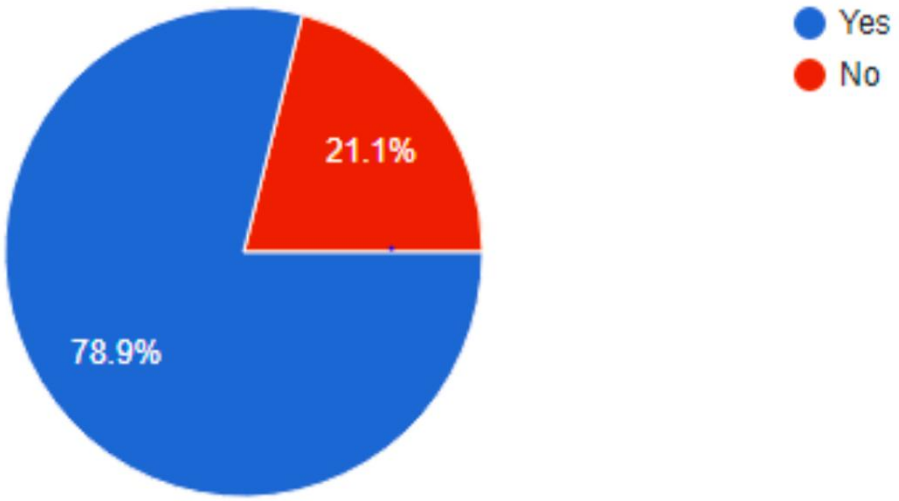

Figure 1- High prices discourage green purchase

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4.2 Consideration of Shelf life in green consumption

There are organic food products like vegetables and fruits which have short shelf life. Respondents were asked if short shelf life of organic food products prevents them from buying organic food. 121 of the respondents which accounted for 63% of responses said that short shelf life did not discourage them from making green purchases. On the other hand, 69 of the respondents which accounted for 36% of the responses were of the opinion that short shelf life of organic food products discouraged them from buying organic food products

Thus, it can be said that some consumers consider the shelf life of organic food products while making purchase decisions.

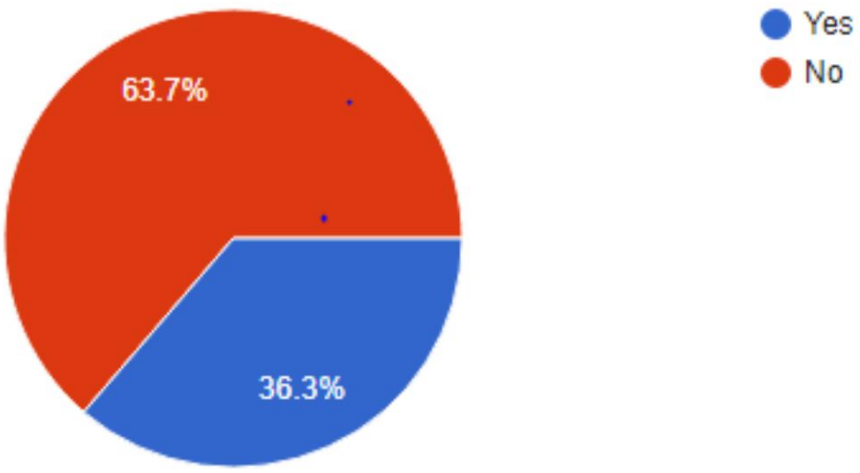

Figure 2 - Shelf life considered in purchasing green products

4.3 Impact of Perception about quality of products

The benefits of green products may take time to show, hence sometimes the quality of such products is unknown. The respondents were asked if such a situation would deter them from buying organic food products. 45.8% (87) of the respondents were of the view that even if benefits of purchasing green products took time to show, they would continue purchasing eco-labelled food products. 37.9% (72) of the respondents felt that they did not think about

how long it would take for benefits of green consumption to manifest when making green purchases. Only 31(16.3%) of the respondents said that they will not purchase eco-labelled food products if their benefits to environment take too much time to show. For this question there were mix responses, but most respondents believed they did not mind when the results of purchasing organic food products to preserve the environment were slow. From this observation it can be said that even if the quality of organic food products in terms of contribution to preserving the environment are unknown consumers would still buy eco-labelled food products.

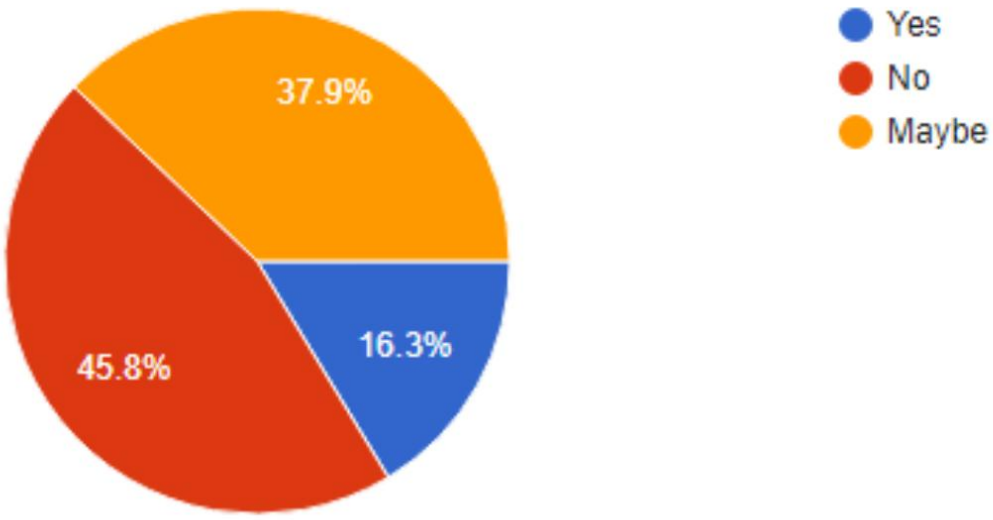

Figure 3 - Uncertain quality of green products prevents purchase

4.4 Lack of availability of green products

The next question was regarding the availability of organic food products. Sometimes it is quite difficult to find organic food because we must go to specific places to buy it. Respondents were asked if the lack of availability of organic food products in close by stores would hinder them from purchasing green products. 103(54.2%) of the respondents believed that if organic food products were not available in close by stores, they would not purchase organic food products. Only 29(15.3%) of the respondents were willing to travel to stores with organic food products. The rest of the respondents were not sure how they would act in

such a situation. This shows that lack of availability of organic food products in stores is a barrier to purchase of organic food.

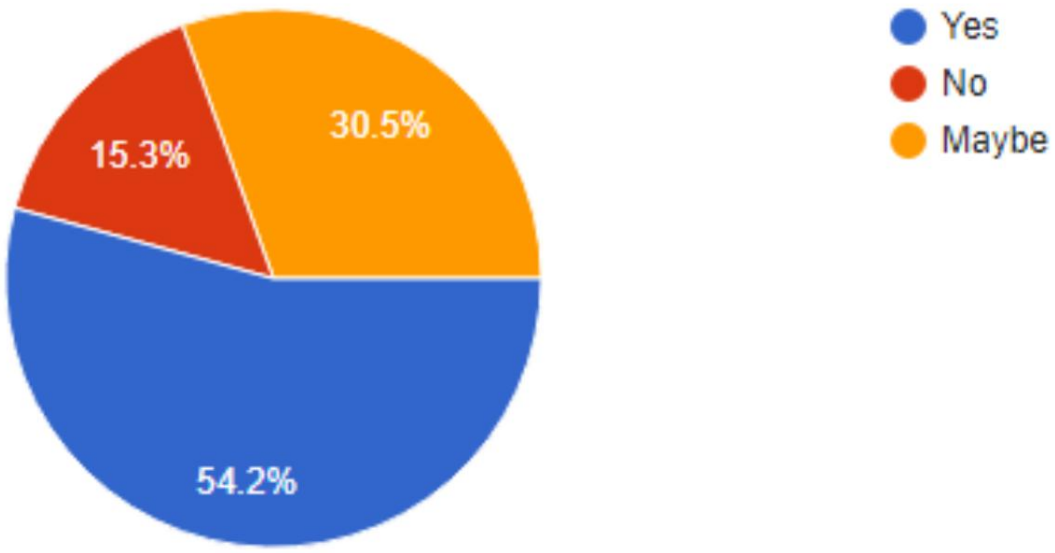

Figure 4 - Lack of availability hinders purchase

4.5 Scepticisms about the credibility of eco-labels

Past studies have shown that there are some consumers who distrust advertising claims and labelling claims regarding organic food products. Therefore respondents were asked if they lacked faith in the same. 153(81%) of the respondents said that they did not trust the labelling claims and advertising claims of the organic food products. This distrust prevented them from purchasing some products with eco-labels.

4.6 Inability to identify green products

Consumers who would like to purchase organic food products can do so only if they can differentiate between conventional food products and organic food products. In the study the respondents were asked if they faced difficulty in distinguishing between organic and conventional (non-organic) food products. 138 (72.6%) of the respondents said that they had difficulty in distinguishing between organic and non-organic food products because there are

a wide variety of products in the marketplace. This shows that the inability of consumers to differentiate between products hinders them from making green purchase decisions.

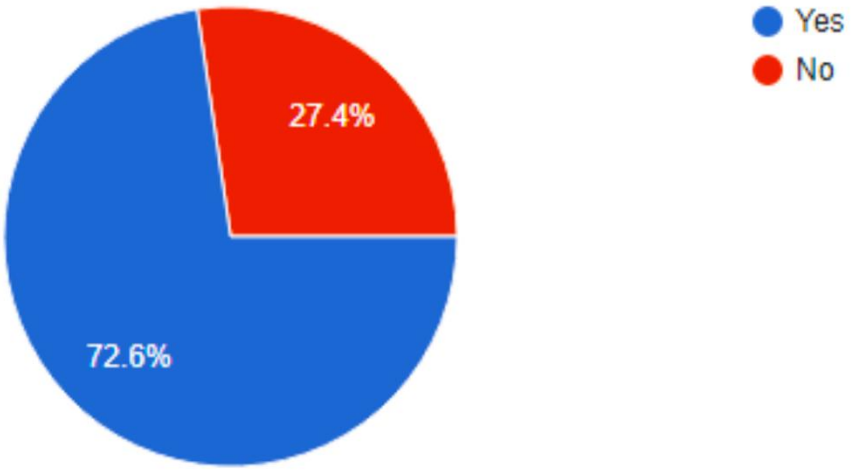

Figure 5 -Face difficulties in identifying green products

4.7 Perceived Consumer effectiveness

Most of the respondents (129) believed that their choice of buying organic food products will contribute to making the environment better. Earlier studies had shown that if consumers do not believe that their purchase decisions will make contributions to improving the environment, it is likely that they will not purchase green products. 143 of the respondents said that they would still purchase Organic food products even if they felt that they are not contributing to the environmental cause. So, the finding of the study contradicts earlier studies that say that for consumers to adopt green purchase behaviour they must be convinced that they contribute to the environment.

5. Conclusion

The concept of sustainable development has become increasingly popular in recent years, and this study was conducted with this theme in mind. The production and consumption of products are associated with many environmental issues today, which is why it was important to understand the factors that influence the purchase of eco-labelled food products and the barriers to green consumption. The analysis of the data obtained from a small survey revealed a positive correlation between shelf space and eco-motivation with the purchase of organic food products. This suggests that allocating more space to organic food products on the shelves could lead to higher sales. This is because more shelf space means greater availability of the products, which can increase consumer awareness and interest in purchasing them. In this study, eco-motivation was defined as the motivation to purchase or seek eco-labelled products, belief in buying green products, and perceived consumer effectiveness. The study found that belief, attitude, and trust are antecedents to purchasing green products. If consumers do not believe in or trust eco-labelled food products, they are not motivated to purchase them.

As expected, price showed a strong negative correlation with the purchase of green products, as high prices tend to discourage most consumers from buying them. The small survey conducted in this study revealed that when the price difference between eco-labelled products and conventional products is significant, consumers are less likely to purchase green products. A recommendation for marketers of organic food products would be to set their prices in consideration of the prices of conventional food products. When asked about the relatively high prices of organic products in the survey, most consumers indicated that they are environmentally conscious when making purchases, but they do not buy green products if they are significantly more expensive than other products in the store. Therefore, the price of a product is one of the most important factors that can either encourage or prevent the purchase of green products.

Many organic food products may not have a long shelf life, which is one of the factors that many consumers consider when making purchase decisions. However, most respondents in this study expressed a willingness to buy organic food products despite their short shelf life, which contradicts earlier literature suggesting that short shelf life is a barrier to green consumption. The most significant barrier to green consumption identified in the survey was the lack of availability of organic food products. Many respondents indicated that they were discouraged from purchasing green products because they had to go to specific stores to buy organic food, which may not be convenient for them due to cost and time constraints. Therefore, it is crucial to have organic food products available in most stores. When more green products are available in stores, there is likely to be an increase in green purchases in cities.

The study revealed that some consumers lack trust in the information provided on eco-labels, which prevents them from purchasing organic products in stores. To enhance the credibility of eco-labels, marketers should provide clear information on the benefits of using their products for the environment and local communities, as well as details on the production methods used in manufacturing. Eco-labels are helpful to consumers in distinguishing organic food products from conventional products. However, the survey indicated that many consumers struggle to differentiate between organic and conventional products because they do not read the eco-labels on the products.

This study challenges previous research suggesting that consumers need to perceive themselves as contributing to the environment to purchase green products. Most respondents indicated that they would still buy organic food products even if they did not feel that they were contributing to the environment. Many cited the health benefits of organic food products as a reason for their willingness to purchase them. However, some respondents expressed a belief that green products are inferior in quality and performance. To address this issue, marketers could offer promotions such as free product samples or smaller, less expensive quantities of the product to demonstrate the effectiveness and quality of their green products.

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