Article

Consumer Attitude towards Green Products: An outlook from India's Green State

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Abstract

This study ascertained the importance of factors like product quality, level of awareness and the role of advertisement in consumer attitude to green products in Kerala. The key question is, how do consumers perceive, when they see green practices and products around them.

The is a descriptive study and the sample unit consists of frequent & non-frequent users of two green product categories and/or who were aware of them.

The consumer attitude (CA) towards green products reveals, seventy-five percent were willing to pay a price premium of one to ten percent, and ten percent agreed to pay a price premium of eleven to thirty percent. Forty percent consumers will not buy green products immediately. For consumers, the environment is not an actionable priority, and has to be imposed by the state and businesses, through heightened community awareness and experiences. The originality of this paper lies in assessing consumer Attitude towards green products from India's Green state, in the context of local climatic pressures and the various green production and branding initiatives.

Keywords

Consumer attitude towards Green products, role of community awareness, role of state and business, role of product quality, role of advertisement, role of level of awareness, users of green consumer goods and vegetables

Introduction

With increasing sensitivity to the issues of global warming, consumers are increasingly demanding products and processes which are having lesser adverse impact on the environment. The green marketing efforts have gained an important strategic dimension during the last two decades.

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The concern for environment has created the emergence of green marketing, which emphasizes a balance between sales and profit considering the need of the environment and society (Peattie & Charter, 1994). In the long run, competitive advantage of firms will depend on the firm's ability to create and win over green consumers (Ottman, 1992). Without addressing the concern for the environment the firms can face a decline in market share (Miller, T; 1990).

India's total Green House Gas (GHG) emissions were 6.55% (2014) of global emissions of which agriculture and industrial processes, contribute 19.6 percent, and 6.0 percent respectively (Climate links, 2019). Through the Confederation of Indian Industry (CII) corporate initiatives have gained momentum and a few examples include the Indian Oil Green agenda and Green building movement.

The State of Kerala, blessed with steady monsoons and salubrious climate, since the last decade is struggling with a surge felt vehemently with the 2018 floods. The meteorological unpredictability is becoming visible in south India's environmental hotspot. The state is faced with the effects of climate change, population pressure and unscientific land utilization (Shaji, 2019).

Since the last decade, to address the growing climatic pressures unfolding in the state and to create a green consciousness, different initiatives were promoted in fragments by the Government of Kerala.One such programme was promoting the Green Habitat concept. This encouraged to use eco-friendly and reusable building materials, natural water storage and solid waste management. Green Habitat concept was from the accrued realization that unscientific development has reached its peak (PTI, 2017).

The vegetables development programme initiative of the Government of Kerala was a grass roots initiate to make households self-sufficient in agricultural production for home needs. This mission had a larger goal of winning back the lost glory of Kerala's Green basket status (Directorate of Agriculture, 2018).

Purpose of the study: In the context of local climatic pressures and the various green production and branding initiatives, this study ascertained the importance of factors like product quality, level of awareness and the role of advertisement in consumer attitude to green products. How do consumers perceive, when they see green practices and products around them?

The respondents were frequent & non-frequent users of two green product categories and/or who were aware of them. The categories were: One, Organic vegetables and/or fruits and Two, Organic Cosmetic brands like The Body Shop and/or Patanjali.

Literature Review

Since the last decade, to address the growing climatic pressures unfolding in the state and to create a green consciousness, different initiatives were promoted in fragments by the Government of Kerala and Corporate houses.The impact of these programmes are to be best ascertained by understanding the basic consumer attitude towards green products and their willingness to pay for them. The change in level of consumer awareness and the intrusive role played by different promotional campaigns were to be gauged.

Consumer Attitude and Purchase Intention

Attitude is a learned predisposition to respond to an object or class of objects in a consistently favourable or unfavourable way (Allport 1935). Purchase intention may be defined as a plan to purchase particular goods and services in the near future. Consumer purchase intention (CPI) is a mediator between their

attitudes toward the product and actual purchase behaviour (Fishbein & Ajzen, 1975). Attitude towards an object is formed, stored in memory and accessible for more meaningful decision making (Fazio et.al, 2000).

Consumers who have positive attitude towards the environment are more willing to purchase green products (Balderjahn, 1988). Studies show that among the thirty percent of consumers who show interest in environment and related issues, most do not translate themselves into green purchases (Young, W.; Hwang, K.; McDonald, S.; Oates, C.J (2010); Blake, J (1999); Jackson, T (2005). There exist only modest association between consumers green product sensitivity and its supported purchases (Fraj, E.; Martinez, E (2007); Finisterra do Paço, A.M.; Raposo, M.L.B (2010); Follows, S.B.; Jobber, D (2000). Hence the need to investigate why environmental attitudes do not end as green purchase behaviour (Yatish, J; Zillur, R, 2015).

Price-Quality Perception on Green Purchase Intention

Price is perceived by consumers as a sign of product quality (Kotler and Keller, 2009). This belief about the existence of a price-product quality relationship is pervasive (Solomon, S., Plattner, G. K., Knutti, R., & Friedlingstein, P., 2009) but it is not always true that the more a consumer pays for a product the more it is a good quality product, indeed the price is not the only attribute of a product.

Studies by Hughner et al., 2007; Thøgersen, 2010a; Torjusen, Sangstad, Jensen, & Kjærnes, 2004 found that there is a positive consumer attitude towards buying organic food (an example of green products) as it is believed that in a macro perspective, the green food is better for the environment and in a micro perspective it's healthy and tasty. However, the higher price and limited availability discourages consumers from buying them.

According to Schwartz (1992, 1994), the motivational goal of universalism is understanding, appreciation, tolerance, and protection of the welfare for all people and for nature. As per Thøgersen, 2011, universalism and buying organic food is consistent with the perception that organic food is a more sustainable alternative. Studies by Dreezens et al., 2005; Thøgersen, 2011, shows that when Universalism is controlled no other value is considered positive and significant, related to purchase of organic food.

Consumers are price sensitive to green products (D'Souza et al., 2007) and prices quiet often acts as a barrier to green purchases (Young et al. (2010). Consumer attitude and willingness to pay was studied by Hansla, Gamble, Juliusson and Garling (2008) among consumers who used electricity produced from green sources. It was found that consumers might have a positive attitude towards environmental factors, but may not be willing to pay more (Hansla et al., 2008). However, consumers involved with environment are willing to pay a slightly more on prices (Vlosky, Ozanne & Fontenot, 1999). But price remains a barrier unless discounts and promotions are emphasised, quality and product performance are made credible and value for money is obtained (Gatersleben et al., 2002).

Consumers are sensitive to green product pricing, inspite of the fact that green products are only relatively slightly more expensive to ordinary products (Thogersen, J & Olander, 2001). Some of the consumers view the price of eco-friendly products as more expensive than the conventional ones (Chang, 2011). Personally, as the perceived costs are in excess of the perceived benefit, consumers will not act to preserve the environment inspite of the environmental concern (Radulescu, D.M. & Radulescu, V, 2012).

Price point has a powerful influence over environment friendliness of consumers (Consumer attitude towards environmental products). Along with price point, the time spend on finding the product, the distance travelled to purchase the product are important. Product quality and packaging is an additional

concern considered with price point (Chitra, K, 2007; Thogersen, J & Olander, 2001). Price, eco-packaging and social influences can lead to disconnect between consumer attitude and actual purchase (Diamantopoulos, A.; Schlegelmilch, B.B; Sinkovics, R.R.; Bohlen, G.M (2003).

H1: There is a positive relationship between product quality and consumer attitude towards eco-friendly products
H2: There is a negative relationship between price and consumer attitude towards eco-friendly products

Advertisement and Level of Awareness

When the right mix of product development, promotion, and distribution leads to business success, effective pricing is the harvest (Nagle and Holden, 2002). Marketing communication (MC) is about the promotion of both the organization and its offerings (Fill, 2002). Kwak, Forman, and Zinkhan (2009) find marketing communication as a strong determinant of consumer attitude. Attitude towards advertising has shown it to be a multidimensional component, with positive and negative influence (Andrews 1989). As customers are pragmatic, advertisers should include maximum information about the product or concept while devising green advertising strategies (Ahmad et al., 2010).

With the increasing demand for green products around the world by the environmentally concerned consumers, green advertising has grown manifold during the last couple of decades (Atkinson & Kim, 2015; Futerra, 2008). Communicating the organisations pro-environmental images and promoting environmental product attributes is made possible through advertising (Leonidou, Leonidou, Palihawadana, & Hultman, 2011).

Green Products are designed to be less harmful to the environment. Such powerful messages are used to persuade the consumers through various types of Green advertising appeals (Schuhwerk & Lefkoff-Hagius, 1995). Advertising of the green products as safe for the environment (or biodegradable) influences the consumer's attitude to purchase the products (Ginsberg and Bloom, 2004).

Researchers are conclusive that environmental claims enhance credibility when attributed to green brands over other brands (Ong & Phau 2007). It is found that environmental messages are credible in advertisements (Mathur & Mathur 2000) and consumers are emotionally attached with such green product brands.

H3: There is a positive relationship on advertisement on eco-friendly products and consumer attitude.

Green advertising addresses issues from environmental friendliness of the products, corporate image campaigns, environmental credential of large companies, and public campaigns promoting environmental responsible behaviors (Hartmann and Apaolaza-Ibáñez, 2009).

There are two ways of consumer education: One is educating the consumer from outside and the other is consumer's self-education about products (Ahmad et al., 2010). It has been found that customers seek information from advertisements to guide their shopping (Chan et al. 2004), particularly when consumer norms (compliance to standards) are mandatory. Past literature shows that there is a strong relationship between green education level of consumers and their awareness level towards green issues on purchase intention (Ahmad et al. 2010; Chan 2004; Saxena & Khandelwal 2011).

With consumers becoming more aware of the influence (called level of awareness) of changing environmental pressures on their consumption behaviour, Consumers generally like to identify

themselves with the kind of companies that are environmental stewards (Biswas, A. R,2015 ;Ampuero, O; Vila, N,2006).

H4: There is positive relationship between level of awareness about eco-friendly product and consumer attitude.

Methodology

The study is descriptive in nature. The sample size was 323, completed in a time frame of 60 days. The sampling method was purposive. The response rate was 80 percent out of 405. The sample unit consists of frequent & non-frequent users of two green product categories and/or who were aware of them.

Purposive sampling was adopted so that either customers who are aware (having affinity) of green products, or existing users of green products could be specifically targeted for a more focussed response regarding their green product attitude and purchase behaviour.

The categories of products were: One, organic vegetables and/or fruits; two, green cosmetic brands; The body shop and/or Patanjali. Respondents who used these four products were chosen either because there is more number of shoppers around these products or because fruits and vegetables are directly related to one's healthy diet and living on a daily basis. These two factors to a large extend ensures that the shoppers are serious about their green product purchase decisions.

The respondents were intercepted and interviewed while they appeared to shop in the above mentioned green product stores located in Kochi. Some of them were first time users, while others were repeated users, and a third group consisted of people who came to see green products and the stores selling such products (awareness). All the questions for the different variables were captured using a five point Likert scale.

Level of Awareness (LOA) (adopted from B. Nagaraju and Thejaswini H. D, 2014) was captured using the following five questions. 1. Purchasing eco-friendly products will contribute to sustainable future. 2. While purchasing a product I consider its effect on the environment 3. Before purchase I consider whether the product and its package are designed to be recycled 4. It is easy to find eco-friendly products in the market 5. There is enough information about eco-friendly product features while buying the products.

Product Quality (PQ) (adopted from B. Nagaraju and Thejaswini H. D, 2014) was captured using the following five questions. 1. In general manufactures make an effort to design green products to fit the needs of consumers 2. From the consumers point of view style changes of green products are not as important as improvements in product quality 3. Manufactures do not deliberately design products which will wear as quickly as possible 4. The wide variety of competing products makes intelligent buying decision more difficult 5. For most types of products the difference between green and conventional products are insignificant to consumers.

The need for Advertisement (AD) (adopted from H.C. Purohit, 2012) was captured using the following five questions.1. The contents of environmental advertisements are of little relevance to daily life 2. Environmental advertisements are always exaggerated 3. I like those advertisements that contain information regarding the environmentally friendly products 4. I would absolutely consider buying those products that are environmental friendly 5. The alleged eco-friendliness of the advertised product does not match with the respondent's previous consumption experience.

Consumer Attitude (CA) towards green products (adopted from B. Nagaraju and Thejaswini H. D, 2014) was captured using the following five questions. 1. I buy only green products. I spend time and

effort in environmental activities such as recycling. I believe that an individual can do much to promote the environment. 2. I am able to buy green products but I don't have the time and energy for environmental activities. I do not want to change my lifestyles to promote the environment. 3. I can buy green products from time to time but I am not involved in any environmental activities 4. I do not buy green products. I believe that business and government should be fixing environmental problems 5. I am the least involved in environmentalism. I believe that there is not much that an individual can do in solving environmental problems. It should be the government and business which should promote the environment. 6. It is important to me that the products I use do not harm the environment. 7. My purchase habits are affected by my concern for our environment. I am concerned about wasting the resources of our planet. 8. I would describe myself as environmentally responsible.

Willingness to Pay a Price Premium (PP) was captured using the following question:

1. How much more are you willing to pay for an eco-friendly product? The options varied from Zero percent, one to five percent, six to-ten percent, 11 to 20 percent, and above 30 percent. These were merged into three bands for analysis.

Regression analysis was used to determine the influence of predictor variables across three different price premium bands.

Results

The Cronbach alpha, a measure of scale reliability for all the constructs were at 0.70 or above (Nunnely, 1978).

As per table 1, 84.5 percent of users belong to the age group of 18-34, that represents how young consumers in Kerala thing and act. The annual income of 31 percent respondents reported were of 0.8 million Indian Rupees or more, which is above the median middle class income. Another 27 percent have an annual income between 0.3 to 0.8 million Indian Rupees.

As per the hypothesis H1: There is a positive relationship between product quality (PQ) and consumer attitude (CA) towards eco-friendly products. In table 2, when consumers perceive the Product Quality (PQ) to be increasing, the mean score of consumer attitude (CA) for green product is also in an increasing trend. Consumers who had relatively low understanding about product quality (low PQ, 3.63) were not willing to pay any price premium (No or zero percent premium) for green products. As when the consumers perceived higher product quality (PQ= 4.15), they were willing to pay higher price premium (11-30 percent) than earlier. Thus price premium and product quality are positively related (table 2). The difference in perception score for both product quality (PQ) and consumer attitude (CA), between consumers willing to pay zero price premium and low price premium (1-10 %) are statistically significant (Mean Difference Values, $P<.05$). However, the difference in perception score for both product quality and consumer attitude, between consumers willing to pay low price premium and high

Table 1. Sample Profile

Age (Years)	N	Income in Indian Rupee	N
18 to 34	273	less than 1,00,000	61
35 to 50	31	1,00,001 to 3,00,000	75
51 and above	19	3,00,001 to 8,00,000	87
		8,00,001 and above	100
Total N			323

Source: Primary data.

Table 2. Descriptive Statistics

Price Premium Band (PP)	Sample		LOA	MD	PQ	MD	AD	MD	CA	MD
a).(No) Zero Premium	47	Mean	3.20	–0.84	3.63	–0.52	3.36	–0.57	3.16	–0.61
		Std. Dev	0.91	NA	0.58	NA	0.80	NA.	0.72	NA.
b).One-10 %	243	Mean	3.74	–0.54	4.01	–0.39	3.82	–0.47	3.63	–0.47
Low Premium		Std. Dev	0.87	NA	0.67	NA	0.76	NA.	0.85	NA.
c).11-30 % and above	33	Mean	4.04	–0.30	4.15	–0.13	3.93	–0.11	3.77	–0.14
High Premium		Std. Dev	0.76	NA	0.70	NA	0.78	NA.	0.86	NA.

MD= Mean Difference from each of the previous price Band.
MD when greater than 0.38 is significant (P<.05) (neglect signs)
MD calculated from (a-b), (b-c) and (a-c)
NA= Not Applicable; Std Dev= Standard Deviation

Source: Primary data.

price premium (11–30 %) were statistically insignificant (Mean Difference Values, P>.05) (table 2). The hypothesis one can be partially accepted.

As per the hypothesis H2: There is a negative relationship between price and consumer attitude towards eco-friendly products. This hypothesis is partially rejected, as there is a positive relationship between willingness to pay a higher price premium (PP) and higher consumer attitude (CA) towards green products (mean values proportionately increasing for CA as willingness to pay price premium increases). The mean difference for consumer attitude (CA) are statistically significant (P<.05, between zero price premium and low price premium, table 2. The mean difference for consumer attitude (CA), are not much different (P>.05), between low price premium and high Price Premium.

As per the hypothesis H3: There is a positive relationship of advertisement (AD) on eco-friendly products and consumer attitude (CA). This hypothesis is partially accepted, as there is a positive relationship between advertising for green products (AD) and consumer attitude (CA) towards green products (table 2). The mean scores of AD and CA are significant P<.05 (between zero price premium vs. low price premium), but not much different (P>.05) (between low price premium vs. high Price premium) (table 2).

As per the hypothesis H4: There is positive relationship between level of awareness (LOA) about eco-friendly product and consumer attitude (CA). This hypothesis is partially accepted, as higher the level of awareness for green products, higher is the consumer attitude (table 2). For both LOA and CA the mean scores are significant P<.05 (between zero price premium vs. low price premium), but not much different (P>.05) (between low price premium vs. high Price premium).

In the context of relating Advertising (AD) on consumer attitude (CA) towards green products, there is a positive relationship between advertisement (AD) and level of awareness (LOA) as well (table 2). For both LOA and AD, the difference of mean scores are significant P<.05 (between zero price premium vs. low price premium), but not much different (P>.05) (between low price premium vs. high Price premium) (table 2). When green product advertisements are high, the level of awareness scores are also correspondingly high.

Understanding different consumer groups

Zero (No) price premium consumers: These consumers consider Product Quality (PQ, Beta 0.40, P <.05) as most important factor in developing a positive consumer attitude towards green products. These

consumers have an adverse understanding regarding the basic credibility of green products' product quality . These consumers regard level of awareness (LOA, Beta 0.109, P >.05) about green products as important to build consumer attitude, at a subsequent stage when the product quality perception is enhanced and made trustworthy to ordinary consumers. These consumers believe that Advertising (AD, beta value 0.331, P <.05) as an important factor to build a positive consumer attitude, by enhancing product quality perception and increasing the level of awareness (table 3).

Low price premium consumers: These consumers are willing to pay a premium of one to 10 percent for green products. They are convinced about green product quality (PQ, beta 0.088, P >.05) and take PQ as an inbuilt element, and as such not important at this stage of their product migration. The level of awareness (LOA, Beta 0.343, P < .05) has increased substantially among this group and they perceive LOA as an important element to promote positive consumer attitude. This group also considers Advertising (AD, Beta 0.498, P <.05) as important in driving their consumer attitude (CA) towards green products (table 3).

High price premium consumers: This group of consumers are already green consumers who frequently shop with a price premium of 11 to 30 percent. This group perceives that Advertising (AD, Beta 0.651, P <.05) need to be enhanced to further cement customers towards green products or processes. They take Product quality (PQ, Beta 0.197, P >.05) and awareness (LOA, Beta 0.115, P > .05) stable among their community and these factors do not play a role in further building a positive consumer attitude (CA) (table 3).

Table 3. Regression Model for three Price Premium Bands

	Unstandardized Coefficients		Standardized Coefficients		
No Premium	B	Std. Error	Beta	t	Sig.
(Constant)	.083	.461		.181	.858
LOA	.086	.116	.109	.739	.464
PQ	.495	.202	.400	2.455	.018
AD	.299	.132	.331	2.270	.028
Anova P <.05;Durbin-Watson 2.04;Adjusted R Sq. 0.548;VIF <2.75 for all predictors					
Low Premium	Unstandardized Coefficients		Standardized Coefficients		
1–10 %	B	Std. Error	Beta	t	Sig.
(Constant)	–.181	.177		–1.021	.308
LOA	.334	.052	.343	6.461	.000
PQ	.111	.074	.088	1.513	.132
AD	.554	.061	.498	9.094	.000
Anova P <.05;Durbin-Watson 2.05;Adjusted R Sq. 0.719;VIF < 2.93 for all predictors					
High Premium	Unstandardized Coefficients		Standardized Coefficients		
11–30%	B	Std. Error	Beta	t	Sig.
(Constant)	–.547	.422		–1.296	.205
LOA	.129	.160	.115	.804	.428
PQ	.241	.165	.197	1.459	.155
AD	.713	.146	.651	4.870	.000
Anova P <.05;Durbin-Watson 1.21;Adjusted R Sq. 0.793;VIF < 3.14 for all predictors					
Dependent Variable : Consumer Attitude					

Source: Primary data.

In the full model consisting of all group respondents together, Advertising was the most important (AD, Beta, 0.485 P <.05), followed by Level of Awareness (LOA, Beta, 0.293 P <.05) and Product quality (PQ, Beta 0.148 P <.05).

Discussion

All the hypotheses are partially accepted (mean differences in variables are always not significant), and hypothesis two, is partially rejected. Consumers are willing to pay a higher price premium (PP) for green products when at high Level of Awareness (LOA), contributed by the effect of high advertising (AD). High Advertisement (AD) for green products generates high Consumer Attitude (CA) towards green products (table 2). (Mean difference scores for PQ, LOA, AD and CA are not significant (P>.05), when comparing medium price premium versus high price premium).

Product Quality (PQ) is important at zero price premium point, indicating that consumers are uncertain regarding the quality of green products when their level of awareness (LOA), Impact of advertising (AD) and consumer attitude (CA) is at the lowest point. As for the consumer, when level of awareness increases due to higher advertising, consumers are willing to pay higher price premiums. When consumers are willing to pay higher price premium, Product Quality is in-built and no longer a differential in purchase decision for green products.The initial concern for product quality at zero price premium, is valid thinking from a micro consumer perspective as well. Initially consumers look for product quality (factor more relevant from customer-product fit), and subsequently look for factors that are important to the whole community (customer-product-community fit).

Similarly, as Advertising increases level of awareness (LOA) increases. To instil the consumers to make a trial of green products, more advertising and increased level of awareness is crucial at the given introductory stage of green product in the community. The challenge for the marketer is : How to keep educating the consumers about green products, through different formats of marketing communication on a continuous basis.

Marketers need to keep in mind that, Level of Awareness (LOA) can be independent of marketing communication. High level of awareness in the community and society can be due to factors like heightened social or community vigil. The concern towards the environment can be based on the economic development stage, at which a particular economy (society) stands. For example, consumers in a developed market would have experienced the adversity of untamed growth on the environment and towards their communities. This would have made consumers and governments more cautious towards uncontrolled development and their adverse environmental damage.

Initially convincing consumers of green products' quality and creating the necessary level of awareness is important. But as the community migrates from early green product adaptation stage to mass adaptation stage, continuous advertisements (or other formats of communications) play a larger role. At an advanced stage of increased adaptation, the role of level of awareness (LOA) and product quality is considered as an in-built factor and these factors no longer play a significant role in green product purchase decision making.

In the transformation from early adoption to mass adoption stage, marketers need to continuously remind consumers about green products, through advertising and through better events and experiences around green products. The event and experiences around greening, as and when it is enhanced in the society will make consumers naturally migrate to a position, necessitating them to spend more on green products, paying a price premium.

In the context of the present study, on a thorough analysis of consumer attitude (CA) towards green products, the first conclusion was that as the momentum from early to mass adoption is reached, different formats of advertisements is what is needed to drive the consumer attitude and promote action. (table 2, 3 and 4).

As in table 4, consumers who show interest in environment and related issues, mostly do not translate themselves into green purchases. This was the findings of earlier studies as well. Such disconnect between consumer attitude and lack of consumer action to buy green products or adapt green processes was earlier confirmed by studies done by Young, W.; Hwang, K.; McDonald, S.; Oates, C.J (2010); Blake, J (1999); Jackson, T (2005);Fraj, E.; Martinez, E (2007);Finisterra do Paço, A.M.; Raposo, M.L.B (2010); Follows, S.B.; Jobber, D (2000).

The non-purchase of green products by enthusiastic consumers can also be attributed to the mistrust consumer's show towards green advertisements. It found that consumers are having negative attitude (doubtful) towards green advertising and they avoid green product purchase (Crane, 2000; Fisk 1974; Kangun et al. 1991). To overcome this skepticism positive positioning from competiting brands should be accomplished by constructive positioning, for competitive advantage (Grace & Ocass, 2002). This positive positioning is the responsibility of the government and businesses.

When 243 of 323 (75 percent) were willing to pay a price premium of one to 10 percent, a meagre 33 respondents (10 percent) agreed to pay a price premium of 11 to 30 percent for green products (table 2 and 3). It has been earlier reported that consumers involved with environment are willing to pay a slightly more on prices (Vlosky, Ozanne & Fontenot, 1999).

When 164 respondents (50.8 percent, table 4) agreed to buy green and act for the environment, they said that their personal budget constraints would definitely limit their willingness to pay a price premium for green products to not more than a maximum of 10 percent. In a developing country context with lower level of median middle class income, this is a crucial point to be understood by the marketers and advertisers of green products.

The Kerala consumer is highly price sensitive and the percentage of consumers who have a positive attitude towards green product is not more than 50 percent. A strong 40 percent confides that they will not buy green products immediately and their environment is not their concern. Among the respondents, there is a strong 60 percent that admits that environment is only a philosophical concern which they do not want to act upon. The personal budget profile also has got to do with the immediate purchase intention (table1). These opinions of consumers need to be systematically addressed by the government and businesses (table 4). This process has been initiated by the corporate social responsibility act of 2014.

To conclude, a lesson for the marketers in Kerala (businesses or brand owners) is that, they have to shoulder the responsibility of Green products and its marketing single handily, seeking immediate or long term support of the government, and not from consumers. The ordinary consumer is in no mood to adapt to green products because of their unwillingness to pay price premiums. The environment is not a natural priority for the consumer, but something that has to be imposed on to them by the state and the

Table 4. Consumer Attitude towards Green Products (Detailed)

Scenario	High Positive Attitude (Percent)
Buy Green products and positively Act for the Environment	50.8
Will not buy green products, Environment has to be fixed by Business and Government	40.6
Only a concern for the environment	59.8

Source: Primary data.

businesses, through heightened community awareness (LOA) and experiences leading towards adopting green processes and products. Advertisements (AD) can always create a communication connect with the prospective consumer.

Scope for future Research

The research outcomes are realistic to Kerala context, because the sample frame is a true miniature of the actual population who shops for green products.

The consumer's positive attitude towards green processes or products and its translation to actual purchase of green products or adopting the processes need to be continuously investigated. The transition time is enormous and laborious (longitudinal) and takes place considering not just price, consumer awareness or a positive attitude but on many subtle factors like the time spend on finding the product, the distance travelled to purchase the product and many more unknown macro elements that impacts the social, legal and policy frameworks (Chitra, K, 2007; Thogersen, J & Olander, 2001). The environmental initiatives have gained momentum in India with the corporate social responsibility policy (2014), which considers with importance the role of environmental friendly processes and green products initiatives, which can be looked into in future studies (CSR Policy, 2014).

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