



## Consumer Perception Towards Green Products

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### Abstract

*This qualitative research investigation delves into the intricate landscape of consumer perception and adoption of green products, aiming to unveil the underlying factors that shape consumer behaviour in the realm of sustainability. With growing environmental concerns and an increasing emphasis on eco conscious consumption, understanding how consumers perceive and engage with green products is paramount for businesses and policymakers alike. Through in depth interviews and thematic analysis, this study uncovers the multifaceted dimensions influencing consumer decisions regarding green product adoption. Themes such as environmental consciousness, perceived value, trust in green claims, and barriers to adoption emerge as central aspects shaping consumer attitudes and behaviours. Moreover, the study illuminates the nuanced interplay between individual beliefs, social influences, and contextual factors in driving consumer preferences for green products. Insights gleaned from this research provide valuable implications for marketers, policymakers, and sustainability advocates seeking to foster greater acceptance and uptake of environmentally friendly products within the marketplace.*

**Keywords:** Qualitative research, consumer perception, Adoption of Green Products.

### 1. Introduction

In an era marked by escalating environmental concerns and a growing societal emphasis on sustainability, the consumer landscape has witnessed a significant shift towards eco conscious consumption. Within this context, the adoption of green products has emerged as a pivotal area of inquiry, reflecting both consumer preferences and societal imperatives for mitigating environmental degradation. This qualitative research investigation endeavours to delve into the intricate terrain of consumer perception and adoption of green products aiming to unravel the underlying factors that shape consumer behaviour in the realm of sustainability. The impetus for this study stems from the recognition that understanding how consumers perceive and engage with green products is paramount for businesses seeking to navigate the evolving marketplace and for policymakers striving to promote sustainable consumption patterns. Through the lens of qualitative inquiry, this study endeavours to offer insights into the multifaceted dimensions influencing

consumer decisions regarding the adoption of green products. Utilising in depth interviews and thematic analysis as methodological tools, this study seeks to uncover the underlying motivations, beliefs, and barriers that inform consumer attitudes and behaviours towards green products [1]. By exploring themes such as environmental consciousness, perceived value, trust in green claims, and barriers to adoption, this research aims to shed light on the complex interplay of factors shaping consumer preferences in the context of sustainability. Moreover, this study aims to illuminate the nuanced dynamics between individual beliefs, social influences, and contextual factors in driving consumer preferences for green products. By delving into Moreover, this study aims to illuminate the nuanced dynamics between individual beliefs, social influences, and contextual factors in driving consumer preferences for green products. In summary, this qualitative research investigation represents a concerted effort to advance our



understanding of consumer perception and adoption of green products, with the ultimate aim of informing strategies and initiatives aimed at promoting sustainable consumption patterns and environmental stewardship [2].

### 1.1.Purpose

Qualitative research is crucial to understanding consumer attitudes towards green products. Businesses, embracing sustainability, need insights for effective marketing. Societal urgency to address environmental issues emphasises the importance of encouraging green product adoption. Policymakers face challenges without understanding factors influencing consumer choices. Existing quantitative research may miss nuances, making qualitative exploration necessary. This research aims to uncover motivations, beliefs, and barriers, providing valuable insights for businesses policymakers, and sustainability advocates to advance sustainable consumption practices and environmental stewardship [3].

### 1.2.Objectives of The Study

- To identify factors, influence consumer perceptions towards green products [4].
- To assess the level of consumer preferences for green products.
- Explore barriers to green product adoption.
- Provide actionable insights for environmental sustainability advocates to boost acceptance and uptake of environmental [5].

## 2. Methodology

The research methodology utilized in this study is dedicated to thoroughly examining consumer perceptions and adoption of green products within the realm of sustainability [6]. Employing a systematic and multistep approach, we aim to uncover the intricate dynamics that shape consumer choices towards environmentally friendly products. By using ANOVA and linear regression hypothesis test will be done. The qualitative analysis involves the assessment of risk matrix by taking the impact of the threat to the likelihood. The sample size for the study is 145. The data is gathered from the primary sources through questionnaires, research papers, newspapers, web statistics. (Refer Table 1 to 4)

## 3. Hypothesis

**H01:** There is no significant impact of Consumer Perception and Adoption of Green Products.

**Table 1 Result Analysis**

Consumer perception	Adoption of Green Products
17	51.7
101	17.2
101	10.3
101	20.7

## 4. Summary Output

**Table 2 Regression Statistics**

Multiple R	0.253436883
R Square	0.064230254
Adjusted R Square	-0.40365462
Standard Error	51.20001927
Observations	4

**Table 3 ANOVA**

AN OV A		Regress ion	Residual	Total
	<i>df</i>	1	2	3
	<i>SS</i>	359.866 0534	5242.88394 7	5602. 75
	<i>MS</i>	359.866 1	2621.442	
	<i>F</i>	0.13727 8		
	<i>Sign ifica nce F</i>	0.74656 3117		



**Table 4 Summary Output**

	Intercept	X Variable 1
Coefficients	51.70364 7	-0.597412
Standard Error	47.71807 488	1.612403104
t Stat	1.072348	-0.37051
P-value	0.395794	0.746563
Lower 95%	- 154.1439 404	-7.535022617
Upper 95%	256.4847	6.340199

**Interpretation:** The summary output presents a linear regression analysis between the impact of consumer perception and adoption of green products. The regression model is not significant ( $p > 0.05$ ), indicating that there is no impact of consumer perception and adoption of green products. The R value 0.253 implies that about 25.3% of the variability in consumer perception and adoption of green products. Overall, there is no significant impact on consumer perception and adoption of green products. ACCEPT  $H_0$  REJECT  $H_a$ .

#### Observations

- Consumer eco-concerns drive green product choices, underscoring environmental awareness's positive impact on sustainable consumption.
- Consumers assess green products on quality, price, and eco-benefits, prompting businesses to effectively communicate their value proposition.
- Consumer trust in eco-claims influences adoption, emphasising the need for

transparent information to build credibility.

- High prices and skepticism hinder green product uptake, prompting businesses to address obstacles for wider acceptance
- Consumer green attitudes are shaped by beliefs, social influences, and context, necessitating tailored strategies for adoption encouragement.

#### Conclusion

The qualitative research investigation provides valuable insights into consumer perception and adoption of green products. By understanding the motivations, beliefs, and barriers influencing consumer behaviour, businesses, policymakers, and sustainability advocates can develop targeted strategies to promote sustainable consumption patterns and environmental stewardship. The findings underscore the importance of enhancing perceived value, building trust, addressing barriers, and collaborating for change to foster greater acceptance and uptake of environmentally friendly products in the marketplace

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