

Green Minds, Green Choices: Exploring Consumer Behaviour towards Green Products

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ABSTRACT:

Green products are becoming important as environmental concerns increase. This study examines consumer behaviour towards green products in Kannur District, Kerala. The study focuses on consumer awareness, perception, purchase behaviour, usage and satisfaction. It also examines the factors influencing purchase decisions and the challenges faced by consumers. Primary data were collected from 60 respondents using a structured questionnaire. Snowball sampling was used for selecting the respondents. Percentage analysis, weighted average, Mann-Whitney U test, Kruskal-Wallis test and Spearman's rank correlation were used for data analysis. The findings show that consumers have moderate awareness of green products and have a favourable perception of green products. However, the overall use of green products is moderate. Awareness and perception do not have a significant relationship with usage or purchase behaviour. Usage has a significant positive relationship with satisfaction ($\rho = 0.379$, $p = 0.003$). Gender shows a significant difference in awareness and usage, while education does not show a significant difference. The major challenges are difficulty in comparing products (WA = 3.77), poor or inconsistent performance (WA = 3.73), and difficulty in identifying genuine green products (WA = 3.72). The study suggests better product information, clear eco-labels, wider availability and reasonable pricing to encourage consumers to choose and use green products more regularly.

Keywords: Green Products, Consumer Awareness, Consumer Perception, Consumer Behaviour, Consumer Satisfaction, Environmental Concern.

Introduction

Environmental problems are increasing now a days. Consumers are becoming more interested in environmentally friendly products. Green

products help to reduce pollution, waste and the use of natural resources. Many consumers are aware of green products, but awareness may not always lead to actual purchase and regular use.

Factors such as price, quality, availability and product information can affect their decisions. Confusing eco-labels and doubts about environmental claims can also make it difficult for consumers to choose genuine green products. Therefore, it is important to understand consumer behaviour towards green products. This study examines consumers' awareness, perception, purchase behaviour, usage and satisfaction towards green products in Kannur District. It also identifies the key factors influencing purchase decisions and the major challenges faced by consumers.

Literature Review

Young et al. (2010) studied green consumer behaviour in the UK. The study found a gap between consumers' environmental concern and their actual buying behaviour. Many consumers liked green products, but they did not always buy them. Joshi and Rahman (2015) reviewed 53 studies on green purchase behaviour. They found that environmental concern and product-related factors were important in green purchasing. The study also highlighted the gap between consumer attitudes and actual behaviour. Jaiswal and Kant (2018) studied green purchasing behaviour among Indian consumers. They found that attitude, environmental concern and perceived consumer effectiveness influenced green purchase intention. Moreover, green purchase intention was an important predictor of actual green purchase behaviour. Kumar (2024) studied factors affecting consumers' purchase decisions for green products in Delhi. It showed that Indian consumers are increasingly considering environmental issues while making purchase decisions. Winarni (2024) examined the relationship between green products, green brand awareness and green purchase intention. The study found that green products had a positive effect on green purchase intention. Green brand awareness also played an important role in this relationship.

Objectives

1. To assess the level of consumer awareness of green products in Kannur District.

2. To examine consumers' perceptions towards green products.
3. To assess the level of consumer satisfaction with green products.
4. To identify the key factors influencing consumers' purchase decisions regarding green products.
5. To identify the major challenges faced by consumers in purchasing and using green products.

Hypotheses

H₀₁: There is no significant difference in the awareness of green products between male and female consumers.

H₀₂: There is no significant difference in the awareness of green products based on educational qualification of the consumers

H₀₃: There is no significant difference in the perception of green products between male and female respondents.

H₀₄: There is no significant relationship between income level and purchase behaviour of respondents towards green products.

H₀₅: There is no significant relationship between awareness of green products and purchase behaviour.

H₀₆: There is no significant difference in the usage of green products between male and female respondents.

H₀₇: There is no significant difference in the use of green products based on the educational qualification of consumers.

H₀₈: There is no significant relationship between awareness and use of green products.

H₀₉: There is no significant relationship between perception and Use of Green Products

H₀₁₀: There is no significant difference in satisfaction with green products between male and female respondents.

H₀₁₁: There is no significant relationship between the use of green products and satisfaction with green products.

Statement of the Problem

Environmental concerns are increasing consumer interest in green products. However, many consumers still have limited awareness about these products. They may also face problems such as high price, limited availability, confusing labels and difficulty in identifying genuine green products. Therefore, this study examines consumers' awareness, perception, purchase behaviour, usage and satisfaction towards green products in Kannur District. It also identifies the factors influencing purchase decisions and the major challenges faced by consumers.

Significance of the Study

This study helps to understand the level of awareness, perception, purchase behaviour and satisfaction of consumers in Kannur District. It also identifies the main factors that influence their purchase decisions. It also highlights the

problems faced by consumers, such as high prices, limited availability and difficulty in identifying genuine green products. The findings of the study will help the companies to improve their green products and marketing strategies.

Methodology

The study uses a descriptive and analytical research design. It examines consumers' awareness, perception, usage, satisfaction and purchase behaviour towards green products. The study is conducted in Kannur District, Kerala. The population includes consumers who are aware of or have purchased green products. A sample of 60 respondents is selected using snowball sampling. Primary data are collected through a structured questionnaire. The data are analysed using percentage analysis, weighted average, Mann–Whitney U test, Kruskal–Wallis test and Spearman's rank correlation.

Discussion

Table 1: Profile of respondents

Variables	Category	Number	Percentage
Gender	Male	31	51.67
	Female	29	48.33
Age	Below 20 years	11	18.33
	01-13 years	23	38.33
	01-13 years	11	18.33
	01-13 years	13	21.67
	Above 50 years	2	3.33
Educational Qualification	Higher Secondary	10	16.67
	Graduate	27	45.00
	Postgraduate	12	20.00
	Professional Degree	8	13.33
	Others	3	5.00
Occupation	Private Employee	22	36.67
	Student	16	26.67
	Government Employee	9	15.00

	Homemaker	8	13.33
	Self-employed/Business	4	6.67
	Others	1	1.67
Monthly Income	Below 20,000	11	18.33
	20,01-13,000	17	28.33
	40,01-13,000	13	21.67
	60,01-13,000	10	16.67
	Above 80,000	9	15.00
Total		60	100

Out of 60 respondents, 51.67% are male and 48.33% are female. Most respondents have age between 21 to 30 years (38.33%). 21.67% are aged 41–50 years, and 18.33% are below 20 years. Another 18.33% respondents are between 31 - 40 years. Only 3.33% are above 50 years. Many of them are graduates (45%). 20% are postgraduates, 16.67% have higher secondary education, 13.33% have professional degrees, and 5% belong to other categories. Most respondents

are private employees (36.67%), followed by students (26.67%), Government employees (15%), homemakers (13.33%), self-employed (6.67%), and others (1.67%). Most of the respondents have monthly income between 20,01-13,000 (28.33%). This is followed by those earning 40,01-13,000 (21.67%), below 20,000 (18.33%), 60,01-13,000 (16.67%), and above 80,000 (15%).

Table 2 : Awareness of Green Products

Awareness	HA	A	MA	SA	NA	WA
Concept of green products	2	16	28	11	3	3.05
Environmentally friendly products	6	16	22	13	3	3.15
Eco-labels and certifications	7	18	17	16	2	3.20
Green products vs. conventional products	4	13	29	12	2	3.08
Recyclable, biodegradable and reusable products	5	15	20	18	2	3.05
Eco-friendly packaging	5	20	22	10	3	3.23
Environmental benefits of green products	6	15	23	15	1	3.17

HA - Highly Aware, A- Aware, MA - Moderately Aware, SA - Slightly Aware, NA - Not Aware, and WA- Weighted Average

The highest awareness is for eco-friendly packaging (WA= 3.23), followed by eco-labels and certifications (WA= 3.20), environmental benefits (WA=3.17), and environmentally friendly products (WA=3.15). Awareness of green products compared with conventional

products is 3.08. The lowest awareness is for the concept of green products (WA=3.05) and recyclable, biodegradable and reusable products (WA=3.05).

Association between Awareness and Gender

H₀1: There is no significant difference in the awareness of green products between male and female consumers.

Table 3: Association between Awareness and Gender (Mann-Whitney U test)

Gender	Test Value	p-value	Decision	Result
Male vs Female	U = 304.50	0.032	Reject H_0	Significant

There is a significant difference in the awareness of green products between male and female consumers in Kannur District. The p-value is 0.032 ($p < 0.05$). Thus, the null hypothesis is rejected. It indicates that gender of the consumers influences their awareness of green products.

Association between Awareness and Level of Education

H_{02} : There is no significant difference in the awareness of green products based on educational qualification of the consumers

Table 4: Association between Awareness and Level of Education (Kruskal-Wallis H test)

Education	Chi-square Value	df	p-value	Decision
Educational qualification	8.705	3	0.069	Accept H_0

There is no significant difference in the awareness of green products based on educational qualification. As the p-value is 0.069 ($p > 0.05$), the null hypothesis is accepted. Thus, Educational qualification does not have a significant effect on awareness of green products.

Table 5: Sources of awareness

Sources of Awareness	Number	Percentage
Advertisements	15	25.00
Friends & Family	14	23.33
Social Media	10	16.67
Others	7	11.67
Company Websites	5	8.33
Newspapers/Magazines	5	8.33
Television	4	6.67
Total	60	100.00

Advertisement is the main source of awareness (25%) about green products, followed by friends and family (23.33%), social media (16.67%), company websites and newspapers/magazines (8.33% each).

Table 6: Perception Towards Green products

Perceptions	SA	A	N	D	SD	WA
Green products protect the environment	4	17	24	11	4	3.10
Green products provide health benefits	6	20	19	11	4	3.22
Green products reduce pollution and waste	5	18	21	14	2	3.17
Green products conserve natural resources	6	18	22	11	3	3.22
Green products support sustainable development	8	15	22	13	2	3.23

Green products promote responsible consumption	6	21	22	8	3	3.32
Green products are safe for consumers and the environment	6	18	26	10	0	3.33
Green products are worth their price	6	15	21	15	3	3.10

SA - Strongly Agree, A - Agree, N - Neutral, D - Disagree, SD - Strongly Disagree, and WA - Weighted Average.

The highest weighted average is for green products being safe for consumers and the environment (WA=3.33), followed by responsible consumption (WA=3.32), Sustainable development (WA= 3.23), health benefits and conservation of natural resources (WA= 3.22 each), Reducing pollution and waste (WA= 3.17), protecting the environment and

value for money (WA= 3.10 each). Overall, respondents had a favourable opinion about green products.

Association between Perception and Gender

H₀₃: There is no significant difference in the perception of green products between male and female respondents.

Table 7: Association between Perception and Gender (Mann-Whitney U test)

Gender	Test Value	p-value	Decision	Result
Male vs Female	U = 419.50	0.662	Accept H ₀	Not Significant

There is no significant difference between males and females in their perception of green products (U=419.5, p = 0.662 which is greater than .05). As such, the null hypothesis is accepted. It shows that gender does not significantly affect respondents' perception of green products.

Table 8 : Purchase Behaviour of Green Products

Statements	SA	A	N	D	SD	WA
I regularly purchase green products.	6	16	27	9	2	3.25
I choose green products over conventional products.	8	21	21	8	2	3.42
I repurchase green products after a satisfactory experience.	7	20	19	9	5	3.25
I am willing to pay more for green products.	4	18	24	10	4	3.13
I choose green products when suitable alternatives are available.	4	19	27	8	2	3.25
I intend to purchase green products in the future.	11	14	12	21	2	3.18
I recommend green products to others.	8	14	26	10	2	3.27

SA - Strongly Agree, A - Agree, N - Neutral, D - Disagree, SD - Strongly Disagree, and WA - Weighted Average.

The respondents show a positive tendency towards purchasing green products. The highest mean value is for choosing green products over conventional products (WA=3.42), followed by recommending green products to others (WA=3.27), Regular purchase, repurchase after a satisfactory experience, and choosing green products when alternatives are available

(WA=3.25 each), and Willingness to pay more (WA=3.13).

Association between Income and Purchase Behaviour

H₀₄: There is no significant relationship between income level and purchase behaviour of respondents towards green products.

Table 9 : Association between Income and Purchase Behaviour (Kruskal-Wallis H test)

Income	Chi-square Value	df	p-value	Decision	Result
Income groups	6.598	3	0.159	Accept H_0	Not Significant

The income of respondents does not have a significant effect on purchasing green product ($\chi^2 = 6.598$, $p = 0.159$ which is greater than 0.05). Therefore, the null hypothesis is accepted. This shows that income does not significantly influence purchase behaviour.

Relationship between Awareness and Purchase Behaviour

H_{05} : There is no significant relationship between awareness of green products and purchase behaviour.

Table 10: Relationship between Awareness and Purchase Behaviour

Variables	Spearman's ρ	p-value	Decision	Result
Awareness $\times$ Purchase Behaviour	0.204	0.118	Accept H_0	Not Significant

There is a weak positive relationship between awareness and purchase behaviour ($\rho = 0.204$). However, the p-value is 0.118, which is greater than 0.05. Therefore, the null hypothesis is accepted. This shows that awareness does not significantly influence purchase behaviour towards green products.

Table 11: Frequency of Purchasing Green Products

Frequency	Number	Percentage
Always	10	16.67
Often	10	16.67
Sometimes	31	51.67
Rarely	6	10.00
Never	3	5.00
Total	60	100

Majority of the respondents sometimes purchase green products (51.67%), 16.67% always purchase them, while another 16.67% purchase them often, and 10% rarely purchase green products.

Table 12: Consumer Preference for Green Products

Green Products	Number	Percentage
Electronics & Energy-efficient Appliances	16	26.67
Organic Food	15	25.00
Cosmetics & Personal Care	13	21.67
Household Cleaning Products	6	10.00
Clothing & Textiles	4	6.67
Others	6	10.00
Total	60	100

Electronics and energy-efficient appliances are the most commonly purchased green products (26.67%), followed by organic food (25.00%),

cosmetics and personal care products (21.67%), and Household cleaning products (10.00%).

Table 13: Place of Purchase

Place	Number	Percentage
Supermarket	20	33.33
Online	17	28.33
Local Store	11	18.33
Others	7	11.67
Specialty Store	5	8.33
Total	60	100

Most of the respondents purchase green products from supermarkets (33.33%), followed by online platforms (28.33%), and local stores (18.33%)

Table 14: Factors Influencing the Purchase of Green Products

Factors	HI	I	MI	SI	NI	WA
Product quality	4	16	22	16	2	3.07
Price	8	15	20	13	4	3.17
Brand reputation	4	18	20	15	3	3.08
Environmental concern	4	18	23	12	3	3.13
Product availability	5	19	21	11	4	3.17
Environmental certifications	7	11	27	11	4	3.10
Eco-friendly packaging	7	21	16	14	2	3.28
Environmental information	6	15	25	13	1	3.20
Promotional offers	6	24	14	11	5	3.25

HI – Highly Influencing, I – Influencing, MI – Moderately Influencing, SI – Slightly Influencing, NI – Not Influencing, and WA – Weighted Average.

Eco-friendly packaging is the most important factor influencing the purchase of green products (WA=3.280, followed by promotional offers (WA=3.25), environmental information

(WA=3.20), Price and product availability (WA= 3.17each), environmental concern (WA= 3.13), Environmental certifications (WA= 3.10), and brand reputation (WA=3.08).

Table 15: Use of Green Products

Statements	SA	A	N	D	SD	WA
I regularly buy green products	4	13	29	8	6	3.02
I use green products daily	7	12	18	19	4	2.98
I prefer green products	7	14	19	14	6	3.03
I look for green products when shopping	4	16	14	18	8	2.83

I choose eco-friendly packaging	2	15	22	18	3	2.92
I use reusable products	4	12	27	9	8	2.92
I use eco-friendly materials	4	13	22	13	8	2.87
I use energy-efficient products	3	18	17	17	5	2.95
I reuse or recycle products	7	14	26	8	5	3.17
I have increased my use of green products	7	10	25	11	7	2.98

SA - Strongly Agree, A - Agree, N - Neutral, D - Disagree, SD - Strongly Disagree, and WA - Weighted Average.

The highest weighted average value is for reusing or recycling products (WA=3.17), followed by preference for green products (WA=3.03), regularly buying green products (WA=3.02), Daily use and increased use of green products (WA= 2.98 each), energy-efficient products score (WA=2.95), Eco-friendly packaging and reusable products (WA= 2.92 each), and eco-friendly

materials (WA=2.87). Overall, respondents use green products at a moderate level.

Association between Gender and Use of Green Products

H₀₆: There is no significant difference in the usage of green products between male and female respondents.

Table 16: Association between Gender and Use of Green Products (Mann-Whitney U)

Gender	Test Value	p-value	Decision	Result
Male vs Female	U = 590.50	0.037	Reject H ₀	Significant

There is a significant difference between males and females in the usage of green products (U=590.50, p= 0.037, which is less than 0.05). Therefore, the null hypothesis is rejected.

Association between level of Education and Use of Green Products

H₀₇: There is no significant difference in the use of green products based on the educational qualification of consumers.

Table 17: Association between level of Education and Use of Green Products (Kruskal-Wallis H test)

Education	Chi-square Value	df	p-value	Decision	Result
Educational qualification	4.810	3	0.307	Accept H ₀	Not Significant

There is no significant difference in the use of green products based on educational qualification. ($\chi^2 = 4.810$ p = 0.307 which is greater than 0.05). Therefore, the null hypothesis is accepted.

Relationship between Awareness and Use of Green Products

H₀₈: There is no significant relationship between awareness and use of green products.

Table 18: Relationship between Awareness and Use of Green Products (Spearman's Rank Correlation)

Variables	Spearman's ρ	p-value	Decision	Result
Awareness $\times$ Use of green products	0.096	0.465	Accept H ₀	Not Significant

There is very weak positive relationship between awareness and the use of green products ($\rho = 0.096$, $p = 0.465$, which is greater than 0.05). Thus, the null hypothesis is accepted.

Relationship between Perception and Use of Green Products

H_{09} : There is no significant relationship between perception and Use of Green Products

Table 19: Relationship between Perception and Usage (Spearman's Rank Correlation)

Variables	Spearman's ρ	p-value	Decision	Result
Perception $\times$ Usage	0.054	0.682	Accept H_0	Not Significant

There is a very weak positive relationship between perception and the use of green products ($\rho = 0.054$, $p = 0.682$, which is greater than 0.05). Therefore, the null hypothesis is

accepted. Thus, perception does not have a significant influence on the use of green products.

Table 20: Satisfaction with Green Products

Factors	HS	S	N	D	HD	WA
Product quality	7	11	26	11	5	2.93
Product performance	6	14	22	14	4	2.93
Value for money	8	16	15	14	7	2.93
Environmental benefits	8	12	15	23	2	2.98
Product durability	4	17	17	14	8	3.08
Product packaging	4	12	24	17	3	3.05
Product variety	9	10	25	15	1	2.82
Product availability	6	15	17	16	6	3.02
Information provided	3	13	23	15	6	3.13

HS - Highly Satisfied, S - Satisfied, N - Neutral, D - Dissatisfied, and HD - Highly Dissatisfied, WA- Weighted Average

The respondents have the highest satisfaction with information provided (WA = 3.13), followed by product durability (WA = 3.08), product packaging (WA = 3.05), and product availability (WA = 3.02). Satisfaction is comparatively low with regard to environmental

benefits (WA = 2.98). Product quality, product performance, and value for money each have a weighted average of 2.93, while the lowest satisfaction is with product variety (WA = 2.82).

Association between Gender and Satisfaction

H_{010} : There is no significant difference in satisfaction with green products between male and female respondents.

Table 21: Association between Gender and Satisfaction (Mann-Whitney U test)

Gender	Test Value	p-value	Decision	Result
Male vs Female	U = 520.50	0.296	Accept H_0	Not Significant

There is no significant difference in satisfaction with green products between males and females (U= 520.50, $p=0.296$, which is greater than 0.05). Therefore, the null hypothesis is accepted.

Relationship between Usage and Satisfaction

H₀11: There is no significant relationship between the use of green products and satisfaction with green products.

Table 22: Relationship between Use of Green Products and Satisfaction (Spearman's Rank Correlation)

Variables	Spearman's ρ	p-value	Decision	Result
Usage $\times$ Satisfaction	0.379	0.003	Reject H ₀	Significant Positive

There is a moderate positive relationship between the use of green products and satisfaction ($\rho = 0.379$, $p = 0.003$). The null hypothesis is rejected.

This indicates that greater use of green products is associated with higher satisfaction.

Table 23: Difficulties in Purchasing and Using Green Products

Difficulties	VH	H	N	L	VL	WA
High price	13	13	25	4	5	3.42
Limited availability	16	14	23	1	6	3.55
Difficulty in identifying genuine green products	21	12	21	1	5	3.72
Confusing eco-labels and certifications	13	10	30	4	3	3.43
Doubt about environmental claims	12	10	28	1	9	3.25
Limited product variety	16	14	23	2	5	3.57
Poor or inconsistent performance	17	15	23	5	0	3.73
Lack of product information	12	14	29	2	3	3.50
Difficulty in comparing products	18	16	23	0	3	3.77

VH - Very High, H - High, N - Neutral, L - Low, VL - Very Low, and WA - Weighted Average.

Difficulty in comparing the products is the major difficulty faced by respondents (WA=3.77), followed by poor or inconsistent performance (WA=3.73), difficulty in identifying genuine green products (WA=3.72), Limited product variety (WA= 3.57), limited availability (WA=3.55), Lack of product information (WA=3.50), confusing eco-labels and certifications (WA=3.43), high price (WA=3.42), and Doubt about environmental claims (WA= 3.25).

Findings

➤ Out of 60 respondents, 51.67% are male and 48.33% are female. Most respondents are aged 21–30 years (38.33%). Graduates form the largest education group (45%). Private employees are the largest occupation group

(36.67%). The largest income group earns 20,01-13,000 (28.33%).

- The awareness of green products is moderate. Awareness is highest for eco-friendly packaging (WA = 3.23), followed by eco-labels and certifications (WA = 3.20) and environmental benefits (WA = 3.17). Awareness is lowest for the concept of green products and recyclable products (WA = 3.05 each).
- Awareness differs significantly between males and females ($U = 304.50$, $p = 0.032$). Thus, gender has a significant effect on awareness. Education does not have a significant effect on awareness ($\chi^2 = 8.705$, $p = 0.069$).
- Advertisements are the main source of awareness (25%). Friends and family account

- for 23.33%, while social media accounts for 16.67%. Company websites and newspapers or magazines each account for 8.33%.
- Respondents have a favourable perception of green products. The highest score is for the safety of green products (WA = 3.33). Responsible consumption has a score of 3.32, while sustainable development has a score of 3.23. Gender does not significantly affect perception ($U = 419.50$, $p = 0.662$).
 - Purchase behaviour is generally positive. Choosing green products over conventional products has the highest score (WA = 3.42). Recommending green products scores 3.27, while regular purchase and repurchase each score 3.25. Income does not significantly affect purchase behaviour ($\chi^2 = 6.598$, $p = 0.159$).
 - Awareness has a weak positive relationship with purchase behaviour ($\rho = 0.204$). However, the relationship is not significant ($p = 0.118$). This means awareness alone does not significantly influence purchase behaviour.
 - Most respondents sometimes purchase green products (51.67%). About 16.67% always purchase them and another 16.67% often purchase them. Electronics and energy-efficient appliances are the most purchased products (26.67%), followed by organic food (25%).
 - Supermarkets are the main place of purchase (33.33%). Online platforms account for 28.33%, while local stores account for 18.33%. Eco-friendly packaging is the main purchase factor (WA = 3.28). Promotional offers score 3.25, while environmental information scores 3.20.
 - The use of green products is moderate. Reusing or recycling products has the highest score (WA = 3.17). Preference for green products scores 3.03, while regular buying scores 3.02. Looking for green products while shopping has the lowest score (WA = 2.83).
 - Usage differs significantly between males and females ($U = 590.50$, $p = 0.037$). Education does not significantly affect usage ($\chi^2 = 4.810$, $p = 0.307$). Awareness and usage have a very

weak relationship ($\rho = 0.096$, $p = 0.465$). Perception and usage also have a very weak relationship ($\rho = 0.054$, $p = 0.682$).

- Satisfaction is highest with the information provided (WA = 3.13). Product durability scores 3.08 and packaging scores 3.05. Satisfaction is lowest with product variety (WA = 2.82). Gender does not significantly affect satisfaction ($U = 520.50$, $p = 0.296$).
- Usage and satisfaction have a moderate positive relationship ($\rho = 0.379$, $p = 0.003$). The relationship is significant. This shows that higher use of green products is linked with higher satisfaction.
- Difficulty in comparing products is the main challenge (WA = 3.77). Poor or inconsistent performance scores 3.73, while identifying genuine green products scores 3.72. Limited product variety scores 3.57 and limited availability scores 3.55.

Suggestions

- Increase awareness through advertisements and social media campaigns.
- Conduct awareness programmes in schools, colleges and workplaces.
- Make green products easily available in shops and online platforms.
- Improve the quality and performance of green products.
- Keep the prices of green products affordable.
- Offer discounts and promotional offers to attract consumers.
- Increase the variety of green products available in the market.
- Help consumers easily compare green products with conventional products.

Conclusion

The consumers in Kannur District have moderate awareness and usage of green products. They have a positive perception and purchase interest towards them. Eco-friendly packaging and promotional offers influence their purchase decisions. However, consumers face problems such as high prices, limited availability, poor performance and difficulty in identifying genuine products. Use of green products is positively

related to satisfaction. Better product quality, clear information, genuine certification and wider

availability can encourage consumers to purchase and use green products.

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