



SENSORY MARKETING: PERSPECTIVES ON BENEFITS CONSUMERS' GRAPPLE IN CHOOSING GREENER PRODUCTS

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Abstract

The neoclassical view implies that people buy green products only for selfish reasons such as the taste, the superior quality or the fact that green products are healthier than conventional ones. Other studies show that there are selfish and unselfish reasons in green shopping (Thogersen, 2022). To establish the sample frame, a list of consumers was obtained from education (Students), government and corporate institutions and home users of the four major regions, Noida, Delhi, Ghaziabad and Faridabad. Stratified Random sampling was used as this research sought to generalize the results obtained as much as possible (Kassim 2002). Now that the sampling method was determined, the next step involved determining the sample size of this research study. The required sample size depends on factors such as the proposed data analysis techniques, financial and access to sampling frame (Malhotra 2014). Male and Female consumers do not differ on other aspect of the Perception about Environment Friendly Products. The research objectives attained through the usage of relevant and appropriate tests for analyzing the data collected. The characteristics of respondents' demography like gender, age income, education, occupation, etc. studied because this research needed to assess from the sample population as to who has to be surveyed and how to analyze data in a meaningful form.

Keywords: *Sensory Marketing, Consumer Behaviour, Herbal, Organic Food, Natural Textiles, FMCG*

Background

Sensory marketing or Neuro Marketing engages the consumers senses with the purpose of conditioning their shopping decisions. The right situation can trigger a wide range of emotions that can lead the shopper to choose a brand over another. Studies show that multi-sensory shopping experiences – where two or more senses receive stimulation at the same time – cause the shoppers to stay longer in the outlets, buy more products, and develop a stronger engagement with brands. The concept is fundamentally based on the usage of combination of one or more of the five sense organs. Sight or vision is the capability of the eyes to focus and detect images of visible light and generate electrical nerve impulses for varying colours, hues, and brightness. Visual perception is how the brain processes these impulses: recognising, differentiating and interpreting visual stimuli through comparison with experiences made earlier in life. Smell or olfaction is our ability to detect scent – chemical, odour molecules in the air. Our olfactory system begins in our nose which has hundreds of olfactory receptors. Odour molecules possess a variety of features and, thus, excite specific receptors more or less strongly. This combination of excitement is interpreted by the brain to perceive the 'smell'. How olfactory information is coded in the brain to allow for proper perception is still being researched and the process is not completely understood, however, what is known is that the chemical nature of the odorant is particularly important, as there may be a chemotropic map in the brain. Taste, or gustation, refers to the capability to detect the taste of substances such as food, certain minerals, and poisons, etc. The sense of taste is often confused with the "sense" of flavour, which is a combination of taste and smell perception. Humans receive tastes through sensory organs called taste buds concentrated on the upper surface of the tongue. There are five basic tastes: sweet, bitter, sour, salty and umami. Hearing, or audition, is the ability to perceive sound by detecting vibrations, changes in the pressure of the surrounding medium through time, through an organ such as the ear. As with sight, auditory processing relies on how the brain interprets, recognizes and differentiates sound stimuli. Touch, or somatosensory, is a perception resulting from activation of neural receptors, generally in the skin including hair follicles and a variety of pressure receptors respond to variations in pressure (firm, brushing, sustained, etc.). Therefore marketer wish to successfully sell product they make sure to pair either outlets or the actual product with a specific scent – if you feel at home in a outlets, you are more likely to buy.

Method

The deterioration of the environment led to the adoption and the development of consciousness of consumers' attitude towards eco-friendly products in order to preserve the planet (Luck et al., 2007). They therefore, deem it

expedient to take measures towards protecting the environment, which has become their personal attitude towards eco-friendly foods (Solomon, 2020). Consumers patronize the products and their aims are to make sure the contribution is supporting sustainable environment and contribution the guiding of the climate change (Hartmann & Apaolaza-Ibañez, 2006). Welford (2000, cited in Chen and Chai, 2020) defined green marketing as “the management process responsible for identifying, anticipating and satisfying the requirements of customers and society in a profitable and sustainable way”. Green marketing has been developing because even if the human wants are unlimited the natural and artificial resources are limited (Kumar, 2022). Green marketing-mix elements and eco-friendly products are designed and developed as having less harmful for the environment (Chitra 2005). Neuro-Marketing represents the opportunity to overcome these obstacles, as research participants do not have control over the information collected (Butler, 2007; Hubert & Kenning, 2007 and Fugate, 2005). Another advantage of Neuro-Marketing is the speed and simultaneity of information collection. Some techniques of Neuro-Marketing, such as electroencephalography and magnetoencephalography, can measure the responses of the consumer at the same time that they are exposed to the marketing stimuli (Hubert & Kenning, 2007; Lee et al., 2005, Fugate, 2005 and Ohme & Matukin, 2022). It is believed that the human smelling ability develops and reaches a plateau at about the age of eight and then declines as humans grow older. The sense of smell is the only sense that cannot be turned off (Suhonen & Tengvall 2007). This task involved identifying, classifying and assigning a numeric or character symbol to data, which may be done in two ways: pre-coded and post-coded (Luck & Rubin 2015; Wong, 2014). In this research study, all the responses were pre-coded. To meet the purposes of this research study, descriptive analyses were applied and Inferential Analysis were applied. Statistical software SPSS 22.0 was used to analyze the results.

Analysis and Findings

1.1 Outlets Preference for Purchasing Green Textile Products

The impact of consumer perception (respondents) in buying environment friendly textile products based on the image they carry about the shopping outlets.

Table 1.1 Outlets preference –Textile			
Outlets	Yes	No	Total
Which particular outlets you like to purchase Environmental friendly Textile Products from?- Organic Life	106	77	626
Which particular outlets you like to purchase Environmental friendly Textile Products from?- Fab India	256	227	626
Which particular outlets you like to purchase Environmental friendly Textile Products from?- Cottage Emporium	77	106	626
Which particular outlets you like to purchase Environmental friendly Textile Products from?- Good Earth	66	117	626
Which particular outlets you like to purchase Environmental friendly Textile Products from?- Any other	21	172	626
Valid N (listwise)	626		

Outlets Preference for Purchasing Green FMCG Products

It can be concluded that these preferred eco-purchase outlets in FMCG are perceived to be of high Brand trust because of their mission to save the environment eco-system and visualize a chemical- free society at large.

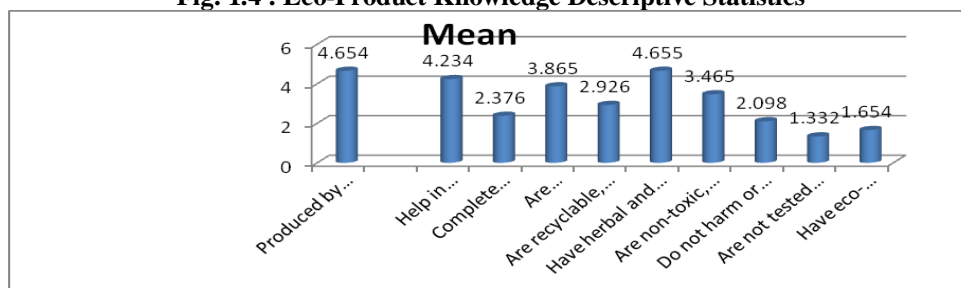
Table 1.2 Outlets preference –FMCG			
Outlets	Yes	No	Total
Which particular outlets you like to purchase Environmental friendly FMCG Products from?- Body Shop	77	106	626
Which particular outlets you like to purchase Environmental friendly FMCG Products from?- Patanjali	207	276	626
Which particular outlets you like to purchase Environmental friendly FMCG Products from?- Organic India	77	126	626
Which particular outlets you like to purchase Environmental friendly FMCG Products from?- Natures	75	125	626
Which particular outlets you like to purchase Environmental friendly FMCG Products from?- Himalaya	66	147	626

1.3 Knowledge about Environment Friendly Products

Majority from the 626 respondents, were in agreement with the various questions answered to test their knowledge and understanding about what they perceive to be having in a product which is labeled ‘Green’ or eco-friendly or causing minimum or no hazard to the environment and to mother nature.

	N	Minimum	Maximum	Mean	Std. Deviation
Environmental friendly Products are the ones which- Produced by natural resources	626	2	6	4.664	.4772
Environmental friendly Products are the ones which- Help in conserving natural resources	626	2	6	4.214	.1626
Environmental friendly Products are the ones which- Complete production chain is controlled from an environmental perspective	626	2	6	2.156	.4570
Environmental friendly Products are the ones which- Are manufactured using green technology that caused no environmental hazards	626	2	6	1.766	.6007
Environmental friendly Products are the ones which- Are recyclable, reusable and bio-degradable	626	2	6	2.726	.4764
Environmental friendly Products are the ones which- Have herbal and natural ingredients	626	2	6	4.666	.1760
Environmental friendly Products are the ones which- Are non-toxic, minimize carbon emission and contain recyclable ingredients	626	2	6	1.466	.6024
Environmental friendly Products are the ones which- Do not harm or pollute the environment	626	2	6	2.077	.4764
Environmental friendly Products are the ones which- Are not tested on animals	626	2	6	2.112	.1760
Environmental friendly Products are the ones which- Have eco-friendly packaging	626	2	6	2.664	.4211
Valid N (listwise)	626				

Fig. 1.4 : Eco-Product Knowledge Descriptive Statistics



1.5 Perception about Environment Friendly Products

	N	Minimum	Maximum	Mean	Std. Deviation
I think that environment friendly products may cause quite less harm our environment as compared to its chemically laded counterpart	626	2	6	4.4212	0.74407
There is respect for our mother nature in doing so.	626	1	6	4.2264	0.71576
My ethics, Values, norms and culture motivates me to stretch a little to be ethical toward the environment I live in.	626	1	6	4.0567	0.65725
Does not harm health	626	2	6	4	0.72412
Perceived as good value for money preposition even if is priced little higher	626	2	6	4	2.24707
Employees/Customer feel that routine can be affected by implementing green concept.	626	2	6	4	0.72412
Price as major factor in slow growth of sales of green products.	626	2	6	1.7626	2.27707
I think that it is ethical on my part if I support the green products because they have (i) well defined origin (ii) are natural & safe foe consumption and in disposal.	626	2	6	1.7212	0.75572

Transparency n contents of the product labeled green.	626	2	6	1.7746	2.27107
Transparency of organization using green marketing concept since long.	626	2	6	1.7462	0.55276
I wish to purchase environment friendly nature product that do not harm the environment and society.	626	2	6	1.7055	0.71675
I am worried about the stale of affairs in an environment and what holds in the future	626	2	6	1.7055	2.07005
I believe in the individual empowerment necessary for it.	626	2	6	1.5107	0.76267
I support the decisions taken during purchase by any peer-group/Family	626	2	6	1.5107	0.74546
Humans must live in harmony with the eco-systems/nature in order to survive.	626	2	6	1.6721	0.77677
I can purchase the green product if the packaging & labeling information provided is sufficing my clearly doubts.	626	2	6	1.6264	2.22546
I believe that with advent of latest technologies, use of eco-friendly products will increase and improve the efficiency in reduce-recycle reuse chain to support greener environment.	626	2	6	1.6176	2.15276
I take conscious decision of buying the greener attentive product for the sake of my duty towards the environment.	626	2	6	1.6176	0.6154
I make special effort to reduce the use of paper non-rcyclable product to pass on this message to the society.	626	2	6	1.6176	2.07566
It improves my quality of wellbeing in life.	626	2	6	1.6	0.77226
the purchase of green product is for the reason that I want to do may bit for our environment.	626	2	6	1.4212	2.26472
The problem of depleting natural resources can be resolved by my message to society for green.	626	2	6	1.1746	0.72566
Trustworthiness of marketer's proofs of being eco-friendly	626	2	6	1.1746	2.07224
I am inspired by the other who works toward having a automatable society	626	2	6	1.1462	2.00262
I think my initiative can lessen the severely abused/upset evalt balance	626	2	6	1.1462	2.0551
I am in favor of the green product that any stages have used the sustainability process from renewable success.	626	2	6	1.1055	2.24226
Keeps promise of being safe for consumption	626	2	6	1.2721	2.25552
I respect the wish of my other us my social group	626	2	6	1.2617	2.06726
I feel pride in explaining eh pros of eco-product, its information and how I am doing my contribution to society at larger	626	2	6	1.0176	2.21005
I believe that my simple/Small action can cause big impact towards the eco-system balance.	626	2	6	1	2.25521
I help others by persuading them to be environmentally cautious citizens.	626	2	6	2.7212	2.0566
I can catalyze sustainable environment by paying and enchase to the engagement & involvement & Encouragement in working as a catalyst to enable green product advantage ones non-green and hence wi	626	2	6	2.5107	2.2126
Valid N (listwise)	626				

Table 1.6 :Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	76% Confidence Interval of the Difference	
									Lower	Upper
I think green process of production respects the environmental health	Equal variances assumed	2.622	.207	.202	402	.740	.06175	.26677	-.45640	.67116
	Equal variances not assumed			.277	75.477	.741	.06175	.25246	-.47561	.67647
I think that the green product does not carry harmful ingredients like insecticide/ pesticide/ plastic/non-biodegradable or non-recyclable input materials	Equal variances assumed	2.566	.277	2.476	402	.217	.16672	.21764	-.22612	.72776
	Equal variances not assumed			2.457	72.715	.241	.16672	.24225	-.22215	.71602
I think that environment friendly products may cause quite less harm our environment as compared to its chemically laded counterpart	Equal variances assumed	2.066	.266	-2.640	402	.225	-.26475	.26666	-.67126	.05160
	Equal variances not assumed			-2.674	202.772	.226	-.26475	.26074	-.65420	.06416
I believe that with adven of latest technologies, use of eco-friendly products will increase and improve the efficiency in reduce-recycle reuse chain to support greener environment.	Equal variances assumed	2.062	.266	.175	402	.672	.20576	.25275	-.41260	.64517
	Equal variances not assumed			.172	70.454	.675	.20576	.25676	-.44024	.66624
The seal of quality organizations will further support & increase purchase of Eco- for greener environment.	Equal variances assumed	.654	.424	.064	402	.765	.00700	.26577	-.12422	.14220
	Equal variances not assumed			.064	202.200	.765	.00700	.26627	-.12767	.11667
I think that it is ethical on my part if I support the green products because they have (i) well defined origin (ii) are natural & safe foe consumption and in disposal.	Equal variances assumed	.271	.676	-2.022	402	.120	-.25672	.25127	-.62064	.26672
	Equal variances not assumed			-2.024	71.712	.121	-.25672	.25447	-.62117	.26766
There is respect for our mother nature in doing so	Equal variances assumed	2.702	.075	-2.275	402	.024	-.42657	.27246	-.55652	-.06675
	Equal variances not assumed			-2.120	7556	.022	-.42657	.25765	-.55126	-.06012
My ethics, Values, norms and culture motivates me to stretch a little to be ethical toward the environment I live in.	Equal variances assumed	2.702	.272	-2.602	402	.222	-.22277	.21272	-.45662	.06051
	Equal variances not assumed			-2.676	76.007	.224	-.22277	.21147	-.45577	.06220
I am interested purchasing eco whose by product are used for renewable initiative	Equal variances assumed	.225	.521	-.256	402	.571	-.06775	.26024	-.66622	.42527
	Equal variances not assumed			-.254	74.667	.576	-.06775	.26260	-.66727	.41016
the purchase of green product is for the reason that I want to do may bit for our environment.	Equal variances assumed	.106	.672	-2.662	402	.022	-.66652	.22226	-2.00515	-.22605
	Equal variances not assumed			-2.662	76.547	.022	-.66652	.22222	-2.00565	-.22676
I wish to purchase environment friendly nature product that do not harm the environment and society.	Equal variances assumed	.224	.516	-2.627	402	.205	-.26675	.26174	-.67206	.06712
	Equal variances not assumed			-2.621	76.646	.207	-.26675	.26441	-.67125	.06764

I can purchase the green product if the packaging & labeling information provided is sufficing my clearly doubts.	Equal variances assumed	2.161	.227	.671	402	.662	.22774	.22211	-.12007	.66576
	Equal variances not assumed			.651	7546	.667	.22774	.22472	-.12572	.65670
I am in favor of the green product that any stages have used the sustainability process from renewable success.	Equal variances assumed	1.261	.057	-2.161	402	.256	-.10676	.22417	-.56071	.21721
	Equal variances not assumed			-2.116	75.742	.276	-.10676	.22772	-.56057	.24707
Quality of green product is Good.	Equal variances assumed	.721	.167	.125	402	.562	.06775	.22546	-.16214	.60025
	Equal variances not assumed			.122	77.750	.566	.06775	.22212	-.15070	.60751
Natural ingredients as claimed	Equal variances assumed	.727	.166	2.727	402	.050	.47256	.26407	-.06206	2.00666
	Equal variances not assumed			2.706	72.677	.054	.47256	.26512	-.06725	2.02167
Keeps promise of being safe for consumption	Equal variances assumed	.562	.176	.210	402	.775	.01277	.26147	-.46757	.61656
	Equal variances not assumed			.227	70.625	.777	.01277	.26525	-.45577	.64176
Does not harm health	Equal variances assumed	2.222	.240	.617	402	.624	.22674	.27102	-.24607	.45776
	Equal variances not assumed			.627	72.725	.617	.22674	.20142	-.26777	.47256
Perceived as good value for money preposition even if is priced little higher	Equal variances assumed	.527	.176	-.142	402	.511	-.05576	.22576	-.62770	.15175
	Equal variances not assumed			-.145	200.527	.527	-.05576	.22466	-.62162	.16567
Advantage outweigh the disadvantage so can pay more for sake of owes and society	Equal variances assumed	6.602	.022	-2.640	402	.021	-.45056	.27612	-.71712	-.20122
	Equal variances not assumed			-2.471	77.156	.026	-.45056	.20144	-.74602	-.07662
I take conscious decision of buying the greener attentive product for the sake of my duty towards the environment.	Equal variances assumed	.006	.762	-2.002	402	.127	-.22674	.22674	-.15666	.22165
	Equal variances not assumed			-.775	76.202	.122	-.22674	.22611	-.15652	.22476
I help others by persuading them to be environmentally cautious citizens.	Equal variances assumed	.422	.625	-2.261	402	.014	-.44757	.12770	-.76424	-.01642
	Equal variances not assumed			-2.226	72.110	.016	-.44757	.22267	-.75001	-.02762
I believe that my simple/Small action can cause big impact towards the eco-system balance.	Equal variances assumed	.176	.612	-.625	402	.617	-.26672	.26272	-.66565	.14651
	Equal variances not assumed			-.620	72.266	.641	-.26672	.26667	-.66152	.16277
I am inspired by the other who works toward having a automatable society	Equal variances assumed	6.070	.026	.272	402	.765	.01677	.20147	-.16762	.41065
	Equal variances not assumed			.254	55.262	.761	.01677	.20507	-.15615	.44711
I believe in the individual empowerment necessary for it.	Equal variances assumed	2.226	.252	-2.676	402	.007	-.44157	.26620	-.55244	-.22622
	Equal variances not assumed			-2.617	77.707	.020	-.44157	.26726	-.55572	-.20764
In unrelieved to buy environmentally safe products for my personal happiness and satisfaction	Equal variances assumed	.002	.762	-.766	402	.177	-.24671	.26761	-.47117	.27761
	Equal variances not assumed			-.756	7727	.174	-.24671	.26576	-.45776	.27622
It improves my quality of wellbeing in life.	Equal variances assumed	22.115	.002	-1.215	402	.002	-.64651	.26765	-.77007	-.22216
	Equal variances not assumed			-1.216	72.622	.002	-.64651	.25405	-.77206	-.27742
It gives a trek message to my peer group	Equal variances assumed	2.106	.266	-.716	402	.406	-.26572	.20225	-.66671	.21220
	Equal variances not assumed			-.721	74.447	.427	-.26572	.20660	-.65751	.24277

It symbolizes the culture and values I possess	Equal variances assumed	.722	.150	-2.622	402	.214	-.17772	.26574	-.70244	.22271
	Equal variances not assumed			-2.621	7225	.212	-.17772	.26602	-.77557	.22727
It shows my deep rootedness to cultural/historical roots.	Equal variances assumed	.024	.757	-2.275	402	.012	-.67150	.25244	-2.21222	-.06627
	Equal variances not assumed			-2.266	72.620	.011	-.67150	.25424	-2.21721	-.06727
It gives me more acceptances in my primary/Secondary /treasury groups	Equal variances assumed	2.476	.226	-2.622	402	.024	-.51561	.27162	-2.12002	-.26626
	Equal variances not assumed			-2.457	70.762	.026	-.51561	.27565	-2.12771	-.24611
I feel pride in explaining the pros of eco-product, its information and how I am doing my contribution to society at larger	Equal variances assumed	4.162	.017	-.655	402	.600	-.26472	.24160	-.64570	.12706
	Equal variances not assumed			-.662	76.115	.622	-.26472	.24764	-.66224	.11242
I respect the wish of my other us my social group.	Equal variances assumed	.770	.122	.172	402	.501	.07076	.22257	-.11722	.60206
	Equal variances not assumed			.154	75.275	.507	.07076	.22627	-.14771	.62074
I support the decisions taken during purchase by any peer-group/Family	Equal variances assumed	.005	.712	-.070	402	.715	-.02477	.27575	-.17571	.16576
	Equal variances not assumed			-.070	76.602	.715	-.02477	.27702	-.17726	.16725
Humans must live in harmony with the eco-systems/nature in order to survive.	Equal variances assumed	.202	.562	-2.022	402	.107	-.20070	.27767	-.67072	.27702
	Equal variances not assumed			-2.020	76.227	.120	-.20070	.20145	-.67265	.20145
I make special effort to reduce the use of paper non-recyclable product to pass on this message to the society.	Equal variances assumed	2.067	.106	-.401	402	.677	-.07676	.22662	-.62461	.14052
	Equal variances not assumed			-.420	202.201	.671	-.07676	.22202	-.60564	.11162
I don't mind spending on eco/green product if it convinces me on consistency and trustworthiness of brand being herbal	Equal variances assumed	2271	.000	-2.122	402	.272	-.25776	.22260	-.50016	.24261
	Equal variances not assumed			-2.244	50.620	.227	-.25776	.22422	-.52675	.26726
I can represent my socio-economic status before my social groups by purchasing green	Equal variances assumed	.221	.517	-2.674	402	.226	-.16772	.21275	-.71052	.07105
	Equal variances not assumed			-2.656	74.676	.227	-.16772	.21422	-.71162	.07677
I am competent to pay more	Equal variances assumed	4.102	.062	-.266	402	.572	-.06175	.20162	-.46566	.14752
	Equal variances not assumed			-.265	72.121	.577	-.06175	.20777	-.45245	.16162
It is my moral obligation to pay more for environment	Equal variances assumed	4.760	.027	-.217	402	.722	-.06577	.20205	-.44657	.16074
	Equal variances not assumed			-.211	76.206	.726	-.06577	.20657	-.46506	.16220

Factor Impacting the Green Products Purchase

To identify the various factors impacting the green products purchase decision the factor analysis was conducted. The following section presents the results of the same.

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.744
Bartlett's Test of Sphericity	Approx. Chi-Square	26447.606
	df	2226
	Sig.	0

KMO and Bartlett's Test indicates the suitability of the data for factor analysis. As we can observe, that the value of KMO test is 0.744 which indeed is greater than 0.60. Thus the above-mentioned value depicted from the test states that the data is reliable and the sample size is adequate in order to conduct factor analysis.

Table 1.8 : Communalities		
	Initial	Extraction
I think green process of production respects the environmental health	2.000	.710
I think that the green product does not carry harmful ingredients like wise tiade/ pesticide/ plastic/non-biodegradable or non-recyclable input materials	2.000	.746
I think that it is ethical on my part if I support the green products because they have (i) well defined origin (ii) are natural & safe for consumption and in disposal.	2.000	.542
There is respect for our mother nature in doing so.	2.000	.670
the purchase of green product is for the reason that I want to do my bit for our environment.	2.000	.772
I wish to purchase environment friendly nature product that do not harm the environment and society.	2.000	.720
I can purchase the green product if the packaging & labeling information provided is sufficing my clearly doubts.	2.000	.552
I am in favor of the green product that any stages have used the sustainability process from renewable success.	2.000	.545
Quality of green product is Good.	2.000	.711
Natural ingredients as claimed	2.000	.702
It improves my quality of wellbeing in life.	2.000	.550
It gives a trek message to my peer group	2.000	.726
It symbolizes the culture and values I possess	2.000	.751
It shone my deep rootedness to cultural/historical roots.	2.000	.722
It gives me more acceptances in my primary/Secondary /treasury groups	2.000	.726
I feel pride in explaining eh pros of eco-product, its information and how I am doing my contribution to society at larger	2.000	.725
I respect the wish of my other us my social group.	2.000	.742
I support the decisions taken during purchase by any peer-group/Family	2.000	.706
The problem of depleting natural resources can be resolved by my message to society for green.	2.000	.667
I am worried about the state of affairs in an environment and what holds in the future	2.000	.541
I can represent my socio-economic status before my poual groups by purchasing green	2.000	.576
I am competent to pay more	2.000	.725
It is my moral obligation to pay more for environment	2.000	.667
My culture/ Value makes me pay more for environment	2.000	.501
I am status conscious	2.000	.672
I can catalyze sustainable environment by paying and enchase to the engagement & involvement & Encouragement in working as a catalyst to enable green product advantage ones non-green and hence wi	2.000	.602
Trustworthiness of marketer's proofs of being eco-friendly	2.000	.562
Price as major factor in slow growth of sales of green products.	2.000	.570
Transparency of organization using green marketing concept since long.	2.000	.712
Employees/Customer feel that routine can be affected by implementing green concept.	2.000	.726
It is difficult for all companies to adapt to green initiatives compliantly	2.000	.514
Transparency n contents of the product labeled green.	2.000	.726
Extraction Method: Principal Component Analysis.		

The communalities table shows that h^2 values for each statement are greater than .6, hence it further shows that the sample is appropriate for factor analysis and there is significant commonality among the various statements.

Table 1.9 : Total Variance Explained									
Componen	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
2	22.571	26.071	26.071	22.571	26.071	26.071	22.622	22.671	22.671

2	22.742	21.424	47.475	22.742	21.424	47.475	22.220	22.770	44.651
1	7.124	26.101	64.700	7.124	26.101	64.700	7.522	27.061	61.626
4	4.722	7.662	54.460	4.722	7.662	54.460	4.462	7.527	52.144
6	1.064	6.007	70.467	1.064	6.007	70.467	4.217	7.226	70.467
6	2.466	4.714	76.272						
5	2.576	1.622	77.724						
7	2.477	2.740	72.566						
7	2.167	2.671	74.415						
20	2.222	2.176	76.711						
22	.672	2.115	77.250						
22	.647	2.056	77.245						

Extraction Method: Principal Component Analysis.

From the table of total variance explained, one can analyze the percentage of component responsible for the change in variance. Here we can notice that component 2 accounts for 22.671%, component 2 for 22.770%, component 1 for 27.061%, component 4 for 07.527%, and component 6 for 07.226% of the variance.

Table 1.10: Component Transformation Matrix

Component	2	2	1	4	6
2	.621	.464	.626	.221	.205
2	-.660	.562	.206	-.022	.022
1	.426	.461	-.524	-.256	.245
4	-.220	-.247	.215	-.651	.656
6	-.064	-.012	-.267	.656	.524

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

The component transformation matrix indicates the factor reduction. As we had 60 statements, with the help of factor analysis we had reduced the factors and it can be spotted in the above mentioned table where 6 factors are considered to be of utmost importance affecting the purchase of green products.

Table 1.11 : Rotated Component Matrix

	Component				
	2	2	1	4	6
I think that the green product does not carry harmful ingredients like wiseicide/ pesticide/ plastic/non-biodegradable or non-recyclable input materials	-.644				
I think that it is ethical on my part if I support the green products because they have (i) well defined origin (ii) are natural & safe for consumption and in disposal.	.706				
There is respect for our mother nature in doing so.	.562				
Natural ingredients as claimed	.644				
The purchase of green product is for the reason that I want to do my bit for our environment.	.724				
I help others by persuading them to be environmentally cautious citizens.	.706				
I believe in the individual empowerment necessary for it.	.707				
It symbolizes the culture and values I possess	.757				
It shows my deep rootedness to cultural/historical roots.	.717				
It gives me more acceptances in my primary/Secondary /treasury groups	.766				
I feel pride in explaining the pros of eco-product, its information and how I am doing my contribution to society at larger		.767			
I respect the wish of my other us my social group.		.777			
It gives a trek message to my peer group		.627			
Quality of green product is Good.		.754			
Keeps promise of being safe for consumption		.775			
I think green process of production respects the environmental health		.721			
I believe that with advent of latest technologies, use of eco-friendly products will increase and improve the efficiency in reduce-recycle reuse chain to support greener environment.		.767			

I am interested purchasing eco whose by product are used for renewable initiative		.727			
I wish to purchase environment friendly nature product that do not harm the environment and society.		.652			
I believe that my simple/Small action can cause big impact towards the eco-system balance.		.611			
I am inspired by the other who works toward having a automatable society		.526			
I am worried about the stale of affairs in an environment and what holds in the future		.607			
I don't mind spending on eco/green product if it convinces me on consistency and trustworthiness of brand being herbal		.717			
Price as major factor in slow growth of sales of green products.		.656			
Transparency n contents of the product labeled green.		.647			
Perceived as good value for money preposition even if is priced little higher			.757		
Trustworthiness of marketer's proofs of being eco-friendly			.707		
Transparency of organization using green marketing concep since long.			.775		
It is difficult for all companies to adapt to green initiatives compliantly			.647		
I am in favor of the green product that any stages have used the sustainability process from renewable success.				.522	
Does not harm health				.762	
I am competent to pay more				.741	
I think that environment friendly products may cause quite less harm our environment as compared to its chemically laded counterpart				.621	
The seal of quality organizations will further support & increase purchase of Eco- for greener environment.					.664
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.					
a. Rotation converged in 25 iterations.					

On the basis of the rotated component matrix (Table 4.20.6) , we have grouped several statements together in order to make it easier to analyze the content. From the above mentioned table we can observe that in each of the 6 factors there are some or the other value, which has the highest value in accordance to the specified statement. The different groups formed are named as: “Pro-Environmental Concern”, “Social Group Influence”, “Eco-Branding & Labelling”, “Green Marketing Communication Tools”, “Self-Image and Personal Values”.

1.11 Impact of various factors on Green Product Purchase Decision

To find out the extent of impact of identified factors on the purchase of Eco-friendly/green products the multiple regression was conducted. **Model Summary 1.12**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
2	.721	.761	.741	.47612

a. Predictors: (Constant), Factor2, Factor2, Factor1, Factor4, Factor6

1.13 ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
2	Regression	270.646	4	60.272	264.467	.000
	Residual	12.227	177	.215		
	Total	222.566	401			

a. Dependent Variable: Purchase of Green Products.

Multiple Regression analyses were conducted to examine the relationship between purchase of green products and various potential predictors explored in section 4.20. The multiple regression model with all five predictors produced $R^2 = .761$, which shows that there is 76% of impact of independent variables (“Pro-Environmental Concern”, “Social Group Influence”, “Eco-Branding & Labelling”, “Green Marketing Communication Tools”, “Self-Image and Personal Values”) on dependent variable (Purchase of Green Products).

1.14 Difference among Conventional Marketing and Neuro-Marketing

To identify possible differences in terms of inviting attention, creating Interest, infusing desire and promoting purchase action among the consumers of conventional marketing and neuro-marketing method the independent t-test was conducted.

	Type of Marketing	N	Mean	Std. Deviation	Std. Error Mean
1.The products of display have caught my attention.	Conventional Marketing	247	2.2600	.66744	.07647
	Sensory_Neuro Marketing	266	4.7762	.16666	.02770
2.I got Interested in these products.	Conventional Marketing	247	2.5600	.66744	.07647
	Sensory_Neuro Marketing	266	4.7762	.16666	.02770
3.These eco-friendly products initiated desire in me for purchase	Conventional Marketing	247	2.5600	.66744	.07647
	Sensory_Neuro Marketing	266	4.7762	.16666	.02770
4.I am willing to purchase someof these products.	Conventional Marketing	247	2.2600	.71571	.22074
	Sensory_Neuro Marketing	266	4.7624	.66512	.01005

It could be concluded that green products marketed using the neuro-marketing method gets more consumer attention. Once businesses remove the obstacles between consumers' desire to buy green and the actual follow-through of those sentiments, green products could experience explosive sales growth. What's more, building a reputation as an Earth-friendly corporation can do much more than generate increased revenues from green products. The research in this thesis provides several ideas for future research to inform and inspire research in neuro marketing and its uses for marketing eco-friendly products. Discussed in this section is the opportunity to replicate the research and the notion of different methodologies as ways of conducting quantitative research. The processes within this research were reported in detail in, thereby enabling a future researcher to repeat the work. Such in-depth coverage also allows the reader to assess the extent to which proper research practices followed. This enables readers of the research thesis to develop a thorough understanding of the methods and their effectiveness. Consumers tend to blur the lines between consumption of green products and services and their everyday green practices. Therefore, other social practice could provide further interesting insights into this area of research. As this research study utilized quantitative data, it aimed to provide a detailed description of consumers' perceptions and attitudes.

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