

GOVT. OF INDIA RNI NO.: UPBIL/2015/62096

UGC Approved Care Listed Journal

ISSN
2229-3620

LIS



SHODH SANCHAR

Bulletin

An International
Multidisciplinary
Quarterly Bilingual
Peer Reviewed
Refereed
Research Journal

Vol. 11

Issue 41

January to March 2021

Editor in Chief

Dr. Vinay Kumar Sharma

D. Litt. - Gold Medalist



sanchar
Educational & Research Foundation

PUBLISHER

Sanchar Educational & Research Foundation, Lucknow (U.P.) INDIA

PRINTER

Aradhya Prakashan, 448 /119/76
Kalyanpuri Thakurganj, Chowk, Lucknow-226003 U.P.

SUBSCRIPTION / MEMBERSHIP FEE

Single Copy (Special Order)
Individual / Institutional

Rs. 300/-

FOR INDIANS

One Year	Rs. 1000.00- (with Postal Charges)
Five Years	Rs. 5,000.00- (with Postal Charges)
Life Time Membership	Rs. 10,000.00- (with Postal Charges)

FOR FOREIGNERS

Single Copy	US\$60.00-
One year	US\$150.00-

SPECIAL

All the Cheques/Bank Drafts should be sent in the name of the **SANCHAR BULLETIN**, payable at Lucknow.
All correspondence in this regard should be sent by **Speed Post** to the **Managing Editor, SANCHAR BULLETIN**

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M.A., Ph.d., D.Litt. - Gold Medalist
Awarded by the President of India

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Publisher, Printer & Editor :-

Dr. Vinay Kumar Sharma Published at 448 /119/76 ,Kalyanpuri Thakurganj, Chowk, Lucknow-226003 U.P.
and printed by Aradhya Prakashan, 448 /119/76, Kalyanpuri Thakurganj, Chowk, Lucknow-226003 U.P.

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EVALUATION OF CONSUMER BEHAVIOUR TOWARDS GREEN PRODUCTS : A CASE STUDY IN DIMAPUR.

□ Rimakhi Borah*

ABSTRACT

With an increase in general awareness about environmental issues and the need to protect the resources for future generations, the concept of green product and its usage has gained popularity in recent period. The perception of the society regarding the green products needs to be determined so as to influence them and make them understand the importance of it. In this regard, the study has tried to analyse the consumer behaviour towards green product in Dimapur in Nagaland.

Keywords : Consumer Behaviour, Green Products, Dimapur.

INTRODUCTION

The environment is dynamic in nature and is undergoing constant changes. The increase in population has increased the consumption pattern and has caused scarcity of natural resources. With increased population and urbanization the environmental degradation has also increased and has become a matter of grave concern for the people. Therefore, many developing countries have come up with the concept of Green Product for the preservation of the environment. While examining Green Consumerism in India it was found little availability of green products in Indian market due to low presence of green marketers compared to other Asian and Western countries (Jaiswal et. al., 2014). Green products are considered to be environmental friendly and cause less harm to the environment and human health. These products can be recycled, are reusable and biodegradable. Today's customer and society are slowly being aware of the advantageous of using green products as these products are free from toxic chemicals and does not affect the health status of the consumers.

From the past few years, it was seen there has been increase researches on green products. Many studies have explored green purchase behaviour, however such were

limited to either determining the purchase intention or understanding the factors responsible for non-purchase. This study examines respondents conservation habits, environmental consciousness, basic knowledge and attitude towards green products. The frequency and barriers to purchase are also uncovered in this study. No previous researches were published in this respect in Dimapur and thus, the study aims at analyzing consumer behaviour towards green products in Dimapur.

MATERIALS AND METHODS

Study location

Dimapur is one of the city of Nagaland with population of about 4.20 lakhs. It is the main gateway and commercial hub of Nagaland. The sample population for the study will include the part of the population who are above 18 years of age and at the same time has minimum educational qualification of higher secondary level.

Instrument for survey

The study tries to examine the behaviour of consumers towards green product using Theory of Planned Behaviour (TPB) model. This model is widely used by the researchers to predict human behaviour. The antecedents used in this model to measure purchase intentions of the consumers are attitude, social norms and

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