

# "IMPACT OF ORGANISATIONAL CULTURE ON THE ADOPTION OF GREEN PRODUCTS IN DELHI NCR"

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## **ABSTRACT**

*Additionally, the accessibility and availability of environmentally friendly items play a pivotal role in deciding the rates of adoption. Traditional goods predominate in lower-income parts of Delhi NCR, therefore it's possible that you won't find many eco-friendly options there. Because they are typically only available in specialist or niche establishments, green items are still out of reach for the general public, even in established urban centers. Businesses and lawmakers can benefit from a better supply chain and distribution of environmentally friendly products if they understand the impact of these logistical hurdles on adoption. Consumers around the world are increasingly looking for eco-friendly items due to rising environmental consciousness and sustainability efforts. The purpose of this research is to find out how much of an effect green product awareness has on sales in the Delhi-National Capital Region. A structured questionnaire was used to collect data from 100 respondents, using a convenience sampling technique. Factors impacting the buying decisions of environmentally friendly items are investigated in this study, along with the relationship between consumer awareness and environmental concerns. Results show that green product uptake is positively correlated with customer awareness, with health advantages and environmental concerns being the most important factors in the buying process.*

**Keywords:** *Environmental Concerns, Sustainability, Purchase Behaviour, Health Benefits.*

## **1.1 INTRODUCTION**

When people are aware of the environmental, health, and social benefits of green products, they are more likely to buy them. It involves being aware of the ways in which using traditional items adds to pollution and resource loss, and being able to see how going green can help reduce these problems. The amount of consumer awareness can greatly impact the shift towards more sustainable consumption in Delhi NCR, where environmental deterioration has a direct impact on the quality of life. It is the primary goal of this research to determine the level of environmental consciousness among regional consumers and, more crucially, how this consciousness influences their product choices. Even though people are aware of the environmental benefits of green products, they still don't accept them. This is something the study hopes to shed light on.

In the context of environmental sustainability and responsible consumption, it is vital to investigate consumer awareness regarding the adoption of green products in Delhi NCR. Air pollution, overproduction of garbage, water shortages, and worsening public health are some of the major environmental problems that the Delhi National Capital Region (NCR)—one of the most industrialized and urbanized areas in India—faces. The importance of implementing sustainable behaviors, at both the individual and

governmental levels, has been highlighted by these concerns. Green products have become an important tool in the fight against environmental deterioration. These items are made with eco-friendly materials and are designed to be energy efficient with reduced carbon emissions. Their broad acceptance, meanwhile, is highly dependent on customer knowledge, which is crucial in influencing buying habits and propelling the need for eco-friendly substitutes.

Determining the extent and caliber of customer awareness is a critical part of this inquiry. In an area like Delhi NCR, where public health concerns and air pollution are common, consumers with a higher level of awareness about the environmental and health benefits of green products may be more likely to purchase them as a way to show their support for sustainability. Other variables, such as cost, social influence, trust in the brand, and product availability, can help or hurt the uptake of eco-friendly goods, thus awareness isn't enough to ensure adoption.

The adoption of environmentally friendly products is greatly influenced by price sensitivity. Green products tend to be pricier than their conventional counterparts since they are made using more environmentally friendly materials and employ more sustainable production processes. Even though they are aware of the benefits, many customers in a price-sensitive market like Delhi NCR, particularly those in lower income levels, may be discouraged by this. Consequently, it is crucial to comprehend the relationship between awareness levels and the effect of pricing on the adoption of environmentally friendly products. Also included in this research is the question of how to get people to buy environmentally friendly products without breaking the bank through the use of subsidies, sales, and other marketing tactics.

Additional elements that impact consumer behavior in urban settings include social influence and brand reputation. The adoption of environmentally friendly items can be influenced by the opinions of family and friends as well as societal standards. People may be more likely to buy environmentally friendly products if they see them as an example of responsible consumerism and good citizenship. But even among the ecologically conscious, suspicion about "greenwashing" (when businesses mislead consumers into thinking their products are good for the environment) might discourage uptake.

## 1.2 LITERATURE OF REVIEWS

**Alghamdi, Omar et al., (2024)** A dramatic change in consumer behavior has been brought about as a result of the COVID-19 epidemic. In the context of acquiring and consuming commodities, there has been a discernible shift away from conventional shopping practices and toward more ecologically responsible ones. Despite the fact that these elements had not been widely researched in the past, the purpose of our study was to identify the factors that impact the conscious green buying behavior (GPB) of consumers. In addition to this, it explored the ways in which COVID-19 has affected the conscious GPB from customers. In order to get a better understanding of the elements that influence conscious GPB, we constructed an integrated model by drawing on the S–O–R model. Through the use of the structural equation modeling approach, a total of 884 answers were collected and evaluated. The data for our research came from individuals who were customers in Saudi Arabia. According to the results, the influence of the media and peers has a considerable impact on the activation of both altruistic and egoistic impulses, however the influence of family was shown to be minor. We found that both altruistic and egoistic motives had a substantial role in mediating the connections between exposure to the media and influence from peers. There has been a positive impact that the COVID-19 epidemic has had on the process of conscious GPB

development. When compared to the effect of the media, the findings indicate that peers have a more significant impact on conscious GPB via a variety of different motivations. The results of this investigation provide a number of significant theoretical and managerial implications for marketers operating within the context of green consumerism.

**Babu, Md et al., (2024)** The purpose of this research is to investigate the level of knowledge, intention, and behavior that university students have in regard to environmentally friendly marketing. It is common knowledge that the current population of students, in addition to the generations who will come after them, will have a significant influence on the way the world will develop in the future. For the purpose of this research, the respondents were college students, and the data that was gathered was then analyzed using SPSS (Statistical Package for Social Sciences) 25 in order to evaluate the hypothesis that was presented. Students in higher education demonstrate a complete awareness of green marketing and a deliberate tendency toward adopting and embracing positive intents and actions in regard to this field. The findings of this research indicate that there is a link that is both statistically significant and favorable between the degree of green awareness that people possess and their desire to engage in ecologically responsible consumption habits. Additionally, it has been noted that the desire of consumers to participate in environmentally friendly activities has a significant impact on their future behavior in terms of adopting environmentally friendly habits.

**Chokkamreddy, Prakash et al., (2024)** In recent times, both customers and manufacturers have expressed worry over the impact that goods have on the environment. Items that are favorable to the environment, such as electrical appliances that use less electricity, organic foods, paints that do not include lead, recyclable paper, and detergents that do not contain phosphates, have captured the interest of both customers and producers. There is a growing awareness among Indian marketers about the significance of the concept of green marketing. The purpose of this study is to investigate the level of awareness that Indian consumers have regarding green products and practices, to identify the critical factors that influence green consumption in Indian consumers, to investigate the preferences of Indian consumers regarding green products, and to analyze how green marketing strategies impact the purchasing decision of consumers. For the purpose of the research, the data obtained from a representative sample of Indian customers will be analyzed using methods such as factor analysis and correlation analysis. The findings of the research will give valuable insights into the elements that drive green consumption behavior among Indian consumers. These findings will also be helpful for firms that are trying to design successful green marketing strategies to target this market group.

**Judijanto, Loso et al., (2024)** The purpose of this study is to investigate the vast terrain of green marketing and consumer environmental awareness research by using bibliometric analysis. From a comprehensive dataset that spanned many decades, we conducted an analysis of subject clusters, research trends, rising issues, and author cooperation networks. This analysis was carried out with the use of data from VOS viewer. Our results provide light on a number of unique subject areas, such as fundamental marketing techniques, consumer behavior, corporate accountability, and the critical examination of greenwashing methods. An examination of the passage of time reveals that there has been a reallocation of attention away from conventional marketing strategies and towards more sophisticated comprehensions of consumer sentiments and the veracity of environmental claims.

**Oanh, Thai. (2024).** It is imperative that Asian markets get special attention while doing research on environmentally aware consumer behavior research. Although Vietnam is a rising country in Asia with a well-known environmental consciousness, very little is known about the purchasing patterns and choices that they make about environmentally friendly products. As a result, the purpose of this research is to analyze the variables that influence the choices that Vietnamese consumers make about the purchase of environmentally friendly items. The research employs an approach that is based on convenience in order to examine a set of hypotheses that have been provided theoretically. In order to collect information from 347 inhabitants, a questionnaire with thirty different variables was employed. For the purpose of analyzing the data, both exploratory and confirmatory factor analyses were used. The methods of structural equation modeling were used in order to test the proposed ideas. It was clear from the results that the consumers were keen to show their support for the preservation of the environment, were conscious of the environmental responsibilities they had, and were prepared to seek for information on sustainable products. Supporting environmental preservation, having a strong desire to be environmentally responsible, having an experience with green goods, being environmentally conscious, being socially appealing, and having a green brand image are all recognized as key factors that have a direct influence on the choices that customers make about whether or not to purchase green products.

**Iqbal, Asif et al., (2023)** Environmental sustainability has emerged as a primary concern in international politics and an essential factor in driving innovation throughout the course of the last several years. An increasing number of customers are showing an interest in ecologically friendly items, which has led to the fast expansion of green product firms. In this research, the influence of green marketing on the intention of customers to make a purchase is investigated, as well as the role that environmental understanding plays in moderating this connection. It is possible for marketers and businesses to design more successful marketing strategies that are focused on sustainability if they have a better grasp of how the environmental understanding of consumers effects their reaction to green marketing. There is a lack of clarity on the relation between environmental information and green marketing and the intention of consumers to make a purchase. This research investigates the ways in which consumers' intentions to make purchases are influenced by environmental information and green marketing.

**Iqbal, Asif et al., (2023)** Sustainability in the environment has emerged as a primary concern in international politics and an essential factor in driving innovation in recent years. Companies that produce environmentally friendly goods are seeing significant expansion as a result of the rising interest that customers have in purchasing such goods. The purpose of this research is to investigate the influence that green marketing has on the intention of customers to make a purchase, as well as the ways in which environmental awareness moderates this connection. The capacity to build successful marketing strategies that are focused on sustainability may be facilitated by gaining an awareness of how the environmental understanding of consumers effects their reaction to green marketing. There is a lack of clarity on the impact that environmental information and green marketing have on the intention of retailers to sell their products. The purpose of this research is to investigate the ways in which environmental information and green marketing influence the purchasing decisions of consumers.

### 1.3 OBJECTIVES OF THE STUDY

1. To know about the social and environmental concerns of Delhi NCR people.

2. To study about cultural values, health concerned in the context of brand values of Delhi NCR people.

#### 1.4 HYPOTHESIS OF THE STUDY

1. People are very much aware about social and environmental issue of green products Delhi NCR.
2. Health concerned as well as brand values of green products has positive impact of adoption.

#### 1.5 RESEARCH METHODOLOGY

The researchers in this study used a convenient sampling strategy to pick their samples. Primary and secondary sources of information were compiled for this research. The main information gathered from a survey that was filled out by the participants themselves. Secondary data gathered from a wide range of sources, including books, journals, magazines, websites, and more. For the sake of simplicity, we will select a sample of 100 responders. Using the judgement sampling method, we reach out to the respondents. Straightforward methods such as percentage analysis, descriptive statistics, mean score, and rank analysis were used to examine the data.

##### 1.5.1 DATA ANALYSIS AND INTERPRETATION

**Table 1.1:**

**Demographic Profile of Respondents**

Demographic Variable	Categories	Frequency (N=100)	Percentage (%)
Gender	Male	60	60%
	Female	40	40%
Age Group	18-25 years	25	25%
	26-35 years	30	30%
	36-45 years	25	25%
	Above 45 years	20	20%
Education Level	Undergraduate	20	20%
	Graduate	45	45%
	Postgraduate	25	25%
	Others	10	10%
Monthly Income	Less than 30,000 INR	20	20%
	30,000 - 50,000 INR	35	35%

	50,000 - 75,000 INR	30	30%
	Above 75,000 INR	15	15%

The study had a higher representation of males, with 60% males and 40% females in the sample. In terms of age distribution, 25% of participants are into the 18–25 and 36–45 age brackets, respectively. Thirty percent are in the 26–35 age bracket, with twenty percent being 45 and up. This indicates that the sample is well representative of the population as a whole, with a balanced distribution of ages ranging from young to middle-aged.

45% of responders have a master's degree or above, and 25% have earned a doctorate. Twenty percent are undergraduates, and ten percent are in the "Others" group, which may indicate alternative or vocational training. The majority of the sample possesses a graduate degree or higher, suggesting that the sample as a whole is well educated. The biggest group, accounting for 35% of the total, earns 30,000 to 50,000 INR monthly. A further 15% earn more than 75,000 INR, 20% earn between 30,000 and 75,000 INR, and 30% earn between 50,000 and 75,000 INR. The majority of individuals fall into the middle-income bracket, indicating a moderate to greater income distribution.

In general, the sample exhibits the following characteristics: a gender ratio that is relatively balanced, a broad age range with young people making up the majority, a high level of educational attainment, and a largely middle-income group.

**Table 1.2:**

**Awareness and Knowledge about Green Products**

Awareness of Green Products	Frequency (N=100)	Percentage (%)
Yes	85	85%
No	15	15%

Over eighty-five percent of people who took the survey are familiar with "green" products, suggesting that they are well-versed in eco-friendly and sustainable options. The percentage of people who said they were unaware of these products is quite low, at 15%. Either a rising tide of environmental consciousness or successful marketing campaigns pushing green products could explain the widespread recognition of these items among the sample group. There may be room for improvement in the current level of outreach and education regarding the advantages and accessibility of eco-friendly items, given the tiny percentage of people who are oblivious.

**Table 1.3:**

**Factors Influencing Purchase of Green Products**

Factor	Mean Score	Rank
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Environmental Concerns	4.5	1
Health Benefits	4.3	2
Price of Green Products	3.8	3
Brand Reputation	3.6	4
Social Influence	3.2	5

Health advantages came in second, with a mean score of 4.3, demonstrating that customers are swayed by the positive impact that eco-friendly products have on their own health. With more and more individuals looking for items that are healthier and don't contain hazardous chemicals, it's no wonder this element is scoring so well: health is becoming more and more of a priority. Ranking third with an average score of 3.8, the cost of eco-friendly goods shows that, although important, it is not quite as paramount as health and the environment. This suggests that people are prepared to spend more for items that reflect their values, but that cost is still an important factor for them.

After that, with an average score of 3.6, brand reputation is ranked fourth. What this means is that consumers do consider a brand's credibility and trustworthiness, but it's not nearly as important as the items' inherent attributes, such their positive effects on health and the environment. Finally, social influence has the lowest mean score at 3.2, suggesting that peer pressure, cultural trends, and other forms of social influence do not significantly affect consumers' final purchase decisions. This shows that people are less influenced by groupthink and more making decisions based on their own values when it comes to purchasing environmentally friendly goods.

**Table 1.4:**

**Relationship between Consumer Awareness and Green Product Adoption**

Awareness Level	Adopted Green Products (N=85)	Not Adopted Green Products (N=15)
High	60	0
Moderate	20	10
Low	5	5

The table 1.4 sheds light on how respondents' awareness levels relate to their adoption of environmentally friendly products. There is a substantial positive association between awareness and adoption of green products, since 60 out of 85 people who have embraced them have a high degree of awareness. It appears that those with greater knowledge of environmentally friendly products are significantly more inclined to include them in their shopping habits.

Twenty of the moderately informed have made the switch to eco-friendly products, while ten have not. The results show that although some level of awareness does lead to adoption, a large section of this group is still hesitant or unconcerned about it, maybe because of considerations like price or convenience

that prevent them from adopting even though they have some knowledge of the products. There are five people in the low-awareness group who have bought eco-friendly items and five who haven't. Half of the people in this group don't buy eco-friendly goods because they don't know about them or don't know what they're good for, so it's safe to say that low knowledge is a big obstacle to their adoption.

As a whole, the data in the table show that people's awareness has a major role in how many green products they buy, with lower levels of knowledge generally leading to fewer purchases. According to the trend, one way to boost the adoption of environmentally friendly products is to inform consumers about their features and benefits.

## 1.6 CONCLUSION AND SUGGESTIONS

Findings from the study on how green product knowledge in Delhi NCR affects product adoption shed light on customer preferences and habits when it comes to eco-friendly goods. Researchers discovered that customer education is one of the most important factors in the green product adoption rate. People who are more informed about the effects of their shopping habits on the environment are more likely to make sustainable choices, prioritizing green items for their health advantages and less environmental harm.

Findings from the survey highlight the need for collaboration between businesses and lawmakers to raise consumer awareness and tackle affordability and accessibility head-on. Customers would be more likely to trust and buy environmentally friendly items if more options were available at reasonable prices and if certifications and labelling were more transparent. Sustainable consumer behaviour in Delhi NCR can only be achieved by educating consumers about the long-term health and environmental benefits of green products and promoting them through creative marketing campaigns.

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