

A STUDY ON FACTORS RESTRICTING PURCHASE OF GREEN PRODUCTS

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ABSTRACT

In spite of consumers' awareness and consciousness regarding environmental issues, there is a lack of purchase of green products by consumers. They are showing concern for environment; but they are not purchasing green products. There are various factors which negatively affect the purchase of green products by consumers. So this study was conducted with an objective to explore the factors restricting rural consumers to buy green FMCG products. For this purpose data were collected from 200 respondents. By applying factor analysis; ten factors were explored regarding restricting the rural consumers to buy green FMCG products. These factors include Lack of knowledge and promotion; Uncaring Behaviour; Inefficacy of green products; Negative attitude and speciousness regarding advertisements claims; Negligence towards green products; Ambiguity in claims and cost factor; lack of promotional incentives and quality; Self-inefficacy and lack of belief; Ineffective labeling and Complex exercise.

Keywords: *green products, environmental issues, FMCG products, Inefficacy of green products and speciousness regarding advertisements claims*

INTRODUCTION

Environmental deterioration has made it essential for everyone to adopt green products. Producing and selling green products has emerged as a great opportunity for the marketers which help them in gaining competitive advantage and consumer trust. Consumers all over the world are also getting aware regarding hazardous impact of non-green products on the environment and their health. Government is also supporting the initiatives of businesses regarding environmental protection. This overall support has led to an increasing scope of green products.

Consumers are getting more educated and conscious regarding environmental issues. They are getting aware regarding the effect of their consumption on the environment. According to a study conducted by GreenPrint on U.S. residents in 2021, 77% respondents were found to be concerned regarding the impact of their consumption on the environment while 78% respondents were found having an intention regarding purchase of green products.

Coronavirus pandemic has also made the consumers more aware regarding the hazardous impact of non-green products on their health and environment.

Consumers' awareness regarding environmental issues and their intention regarding purchase of green products has made the companies to consider the green aspect in their activities. Government is also supporting and compelling the companies to adopt green practices and produce green products. That is why companies all over the world are trying to produce green products and adopt green practices. Although consumers are getting conscious regarding environmental issues and the benefits of green products still many consumers are not ready to change their consumption habits. They are not ready to purchase green products. There are various reasons for non-purchase of green products such as higher prices, lack of trust and lack of availability etc. So this study is an attempt to explore such factors which negatively affect the purchase of green products by consumers.

LITERATURE REVIEW

Junior et al. (2019) analyzed the effect of greenwashing and attitude and belief on the consumption of green/eco-friendly products. For this purpose data were collected from 880 respondents. By applying SEM (structural equation modeling) it was found that greenwashing was significantly and positively related with confusion regarding green consumption and perceived risk while significantly and negatively related with satisfaction and loyalty and perceived benefits regarding consumption of eco-friendly products. However greenwashing was not found positively related with controlled behaviour and subjective and control forces regarding consumption of eco-friendly products. Attitude

and belief was found significantly and positively related with perceived benefits, subjective and control forces, satisfaction and loyalty and controlled behaviour regarding consumption of eco-friendly products while it was found significantly and negatively related with confusion regarding green consumption and perceived risk.

Megavannan et al. (2019) analyzed the effect of problems faced while buying green products and environmental consciousness on the decision regarding purchase of green products. For this purpose data were collected from 135 respondents. By applying regression analysis it was found that environmental consciousness and problems namely lack of belief, poor and confusing labeling, lack of awareness and poor quality were having significant influence on the decision regarding purchase of green products.

Kautish and Sharma (2018) examined the relationship among instrumental values, terminal values, consciousness towards environment and behavioural intentions regarding green products. For this purpose data were collected from 396 respondents. By applying SEM (structural equation modeling) it was found that both instrumental values and terminal values were having significant and positive influence on both consciousness towards environment and behavioural intentions regarding green products. It was also found that the influence of instrumental values on consciousness towards environment and behavioural intentions regarding green products was greater than the influence of terminal values. Consciousness towards environment was also found to be positively related with behavioural intentions regarding

green products and was also mediating the relationship of both instrumental values and terminal values with the behavioural intentions regarding green products.

Nguyen et al. (2017) pointed out various barriers regarding green purchase behavior of consumers and also suggested various strategies to cope up with these barriers. This study found that higher price for green products, lack of credibility and lack of information regarding green products were the main barriers in green purchase behavior of consumers. This study found that in order to cope up with these barriers reduction in price by improving the production efficiency, making the green products widely available, proper labeling and providing proper communication were required.

Barbarossa and Pastore (2015) highlighted the barriers restraining consumers from buying eco-friendly goods. By interviewing 51 consumers who were environmentally conscious, it was found that higher price, lack of availability and lack of proper in-store and mass media communication were the main problems restraining consumers from buying eco-friendly goods. It was also found that lack of proper in-store and mass media communication helps in making negative perception of consumers regarding eco-friendly products. They consider eco-friendly products as highly expensive and a time wasting activity. Apart from this absence of proper in-store and mass media communication also contribute in making consumers unaware regarding positive effect of green products on environment. This makes consumers unwilling to pay a relative higher price for purchasing green products.

Johnstone and Tan (2015) explored the reasons for non-adoption of green products

by consumers who were environmentally conscious. Data were collected from 51 respondents. This study found that the reasons such as lower income level, higher price of green products, limited time were the reasons for non-adoption of green products by consumers. It was also found that consumers did not believe green products. They found labeling on green product confusing. They were also having lack of knowledge regarding environment which prevent them from buying green products. It was also found that consumers did not see any negative effect of their consumption on environment. They were having lack of willpower for changing their consumption from non-green to green products. Consumers were also found having strong attachment with some brands which prevents them from changing their brand and buying green products.

Chen and Chang (2013) analyzed the effect of greenwash (i.e. misleading consumers regarding environmental friendly practices of companies or regarding environmental benefits provided by any service or product) on the trust regarding green products. This study also analyzed the mediating role of consumers' confusion regarding green products and perceived risk regarding green products. For this purpose data were collected from 252 respondents. By applying SEM (structural equation modeling) it was found that greenwash, perceived risk regarding green products and consumers' confusion regarding green products were negatively related with the trust regarding green products. It was also found that greenwash was positively related with both perceived risk regarding green products and consumers' confusion regarding green products which

implies that both perceived risk regarding green products and consumers' confusion regarding green products were mediating the negative relationship of greenwash with the trust regarding green products. So this study suggested that greenwash, consumers' confusion and perceived risk regarding green products should be reduced by companies for enhancing the trust of consumers in green products.

Carrete et al. (2012) found the barriers regarding eco-friendly behavior of consumers. These barriers include lack of trust, confusion, a tradition of spending less and saving more, lack of environmental consciousness and deep rooted habits. This study also suggested that for overcoming these barriers decreased uncertainty and risk, increased personal benefits by decreasing the cost and changing consumers' cultural values are required.

FACTORS RESTRICTING RURAL CONSUMERS TO BUY GREEN FMCG PRODUCTS

For exploring the factors restricting rural consumers to buy green FMCG products factor analysis was applied.

Table 1: KMO, Bartlett's Test and Total Variance Explained.

Kaiser-Meyer-Olkin Measure of Sampling Adequacy	.739
Bartlett's Test of Sphericity (Sig)	.000
Total Variance Explained	66.97

Table 1 presets the value of KMO (Kaiser-Meyer-Olkin), Bartlett's Test of Sphericity and the total variance explained. The table shows that the value of KMO is .739 which is considered satisfactory for applying the factor analysis. The value of Bartlett's Test of Sphericity is .000 which indicated that all the statements regarding factors restricting rural consumers to buy green FMCG products are significantly correlated. Apart from these two measures, the value of total variance explained was also found to be satisfactory (i.e. 66.97) for applying the factor analysis. So factor analysis was applied for exploring the factors restricting rural consumers to buy green FMCG products.

OBJECTIVES OF THE STUDY

The main objective of this study was to explore the factors restricting rural consumers to buy green FMCG products

RESEARCH METHODOLOGY

For achieving the objectives of the study mainly primary data have been used. However for reviewing the literature secondary data was also used in this study. Primary data was collected by distributing the hard copies of structured questionnaires. This questionnaire was having 34 statements regarding the factors restricting rural consumers to buy green FMCG products. The study was conducted on rural consumers of Haryana. Data were collected from 200 rural consumers of Bhiwani and Jind districts. Factor analysis was used for analyzing the data.

Although 34 statements were taken regarding factors restricting rural consumers to buy green FMCG products; but only 27 statements could be included in the final factors. Because for including any statement in factor, extraction value should be greater than .5; but extraction value for two statements namely availability of so many products claiming that they are environmentally safe, creates confusion regarding choosing the best green product and i think efforts by a single person are useless for protection of environment was found to be below 0.5.

While 4 statements have no factor loading to be included in a particular factor. These statements are It is ridiculous to buy any new product when you are already using a product and are satisfied with your product; Green FMCG products are more costly than non-green FMCG products; I don't believe that green FMCG products are of better quality than non-green FMCG products and I am not able to buy green FMCG products because of lack of availability of these products. So these statements have not been included in any factor. So final factors are made by taking into consideration only 27 statements.

Table 2: List of factors restricting rural consumers to buy green FMCG products.

Sr. No.	Factor and Statements	Factor loading
Lack of knowledge and promotion		
1.	There is a lack of promotional efforts regarding green FMCG products by its manufacturers.	.735
2.	I have lack of knowledge and awareness regarding green FMCG products.	.709
3.	I believe that the companies always exaggerate green features of their products.	.699
Uncaring Behaviour		
1.	We are having so many natural resources that, we need not to be worried about their usage.	.735
2.	I never consider the effect of my purchase and consumption on the environment.	.729
3.	It is not necessary to save the resources for the coming generations.	.648
4.	There is no adverse effect of environmental pollution on my health.	.645
Inefficacy of green products		
1.	Paying higher price for purchase of green FMCG products is not reasonable.	.750
2.	The use of green FMCG products does not fulfill my expectations.	.699
3.	I don't believe that use of green FMCG products will provide more benefits than the use of non-green FMCG products.	.532

Negative attitude and speciousness regarding advertisements claims		
1.	I think problem of environmental pollution has been exaggerated	.712
2.	I think a large portion of our society has not adopted green products.	.600
3.	There is no need to be concerned towards environment, as these are only hypes that are created by NGO's and media.	.597
4.	I have a doubt regarding environmental claims made in advertising about the products.	.543
Negligence towards green products		
1.	I don't care whether I have bought a product having ISO certification or not.	.733
2.	I think that purchase of green FMCG products will not provide value of my money.	.523
Ambiguity in claims and cost factor		
1.	Claims made by companies regarding green products are always confusing.	.847
2.	Value of money is not provided when green FMCG products are purchased.	.512
lack of promotional incentives and quality		
1.	There is lack of discount and sales promotion incentives on the purchase of green FMCG products.	.776
2.	The price of green FMCG product does not insure its quality.	.614
self-inefficacy and lack of belief		
1.	I can't afford to pay higher prices for the purchase of green FMCG products.	.637
2.	I don't think environmental pollution is the only problem; our nation is dealing with.	.507
3.	I think that green products are green only in advertising and labeling.	.506
Ineffective labeling		
1.	It is very complicated to read and understand the information provided on the labels of green products.	.773
2.	Information provided on labels of green FMCG products is not adequate.	.626
Complex exercise		
1.	It takes extra time to purchase green FMCG products.	.807
2.	I usually buy the product having lowest price regardless of the fact that it may be harmful for my health and environment.	.507

Table 2 presents list of factors restricting rural consumers to buy green FMCG products. This table presents name of 10 factors extracted by applying factor analysis, statements included in each of these factors and factor loading of each statement.

10 FACTORS EXTRACTED BY APPLYING FACTOR ANALYSIS ARE:

- Lack of knowledge and promotion
- Uncaring Behaviour
- Inefficacy of green products
- Negative attitude and speciousness regarding advertisements claims
- Negligence towards green products
- Ambiguity in claims and cost factor
- lack of promotional incentives and quality
- Self-inefficacy and lack of belief
- Ineffective labeling
- Complex exercise

Factor 1-Lack of knowledge and promotion

First factor includes the statements mainly related with lack of knowledge and lack of promotional efforts regarding green products, so this factor is given the name of 'Lack of knowledge and promotion'. This factor includes 3 statements namely there is a lack of promotional efforts regarding green FMCG products by its manufacturers, I have lack of knowledge and awareness regarding green FMCG products and I believe that the companies always exaggerate green features of their products. All of these statements have a factor loading greater than .50 indicating the importance of each statement.

Factor 2- Uncaring Behaviour

Second factor includes the statements mainly related with uncaring behaviour of consumers, so this factor is given the name of 'Uncaring Behaviour'. This factor includes 4 statements namely we are having so many natural resources that, we need not to be worried about their usage; I never consider the effect of my purchase and consumption on the environment; It is not necessary to save the resources for the coming

generations and There is no adverse effect of environmental pollution on my health. Factor loading for all of these statements is greater than .50 which indicates the importance of each statement in the factor.

Factor 3-Inefficacy of green products

Third factor includes the statements mainly related with Inefficacy of green products, so this factor is given the name of 'Inefficacy of green products'. This factor includes 3 statements namely paying higher price for purchase of green FMCG products is not reasonable, the use of green FMCG products does not fulfill my expectations and I don't believe that use of green FMCG products will provide more benefits than the use of non-green FMCG products. Factor loading for all of these statements is greater than .50 which indicates the importance of each statement in the factor.

Factor 4- Negative attitude and speciousness regarding advertisements claims

Fourth factor includes the statements mainly related with Negative attitude of consumers and speciousness of consumers regarding advertisements claims, so this factor is given the name of 'Negative attitude and speciousness regarding advertisements claims'. This factor includes 4 statements namely I think problem of environmental pollution has been exaggerated, I think a large portion of our society has not adopted green products, There is no need to be concerned towards environment, as these are only hypes that are created by NGO's and media and I have a doubt regarding environmental claims made in advertising about the products. All of these statements have a factor loading greater than .50 indicating the importance of each statement.

Factor 5-Negligence towards green products

Fifth factor includes the statements mainly related with negligence of consumers regarding green products, so this factor is given the name of 'Negligence towards green products'. This factor includes 2 statements namely I don't care whether I have bought a product having ISO certification or not and I think that purchase of green FMCG products will not provide value of my money. All of these statements have a factor loading greater than .50 indicating the importance of each statement.

Factor 6-Ambiguity in claims and cost factor

Sixth factor includes the statements mainly related with ambiguous claims made by companies and costly exercise of buying green products, so this factor is given the name of 'Ambiguity in claims and cost factor'. This factor includes 2 statements namely Claims made by companies regarding green products are always confusing and Value of money is not provided when green FMCG products are purchased. Factor loading for all of these statements is greater than .50 which indicates the importance of each statement in the factor.

Factor 7-lack of promotional incentives and quality

Seventh factor includes the statements mainly related with lack of promotion incentives and lack of quality of green products, so this factor is given the name of 'lack of promotional incentives and quality'. This factor includes 2 statements namely there is lack of discount and sales promotion incentives on the purchase of green FMCG products and the price of green FMCG product does not insure its quality. Factor loading for all of these statements is

greater than .50 which indicates the importance of each statement in the factor.

Factor 8-Self-inefficacy and lack of belief

Eighth factor includes the statements mainly related with Self-inefficacy regarding buying green FMCG products and lack of belief, so this factor is given the name of 'Self-inefficacy and lack of belief'. This factor includes 3 statements namely I can't afford to pay higher prices for the purchase of green FMCG products, I don't think environmental pollution is the only problem; our nation is dealing with and I think that green products are green only in advertising and labeling. Factor loading for all of these statements is greater than .50 which indicates the importance of each statement in the factor.

Factor 9-Ineffective labeling

Ninth factor includes the statements mainly related with ineffectiveness of labeling, so this factor is given the name of 'Ineffective labeling'. This factor includes 2 statements namely It is very complicated to read and understand the information provided on the labels of green products and Information provided on labels of green FMCG products is not adequate. Factor loading for all of these statements is greater than .50 which indicates the importance of each statement in the factor.

Factor 10-Complex exercise

Tenth factor includes the statements mainly related with complexity of buying green FMCG products, so this factor is given the name of 'Complex exercise'. This factor includes 2 statements namely it takes extra time to purchase green FMCG products and I usually buy the product having lowest price regardless of the fact that it may be harmful for my health and

environment. Factor loading for all of these statements is greater than .50 which indicates the importance of each statement in the factor.

FINDINGS

By applying factor analysis; ten factors were explored regarding restricting the rural consumers to buy green FMCG products. These factors include Lack of knowledge and promotion; Uncaring Behaviour; Inefficacy of green products; Negative attitude and speciousness regarding advertisements claims; Negligence towards green products; Ambiguity in claims and cost factor; lack of promotional incentives and quality; Self-inefficacy and lack of belief; Ineffective labeling and Complex exercise.

CONCLUSION AND DISCUSSION

The scope of green marketing is increasing continuously. More and more consumers are getting aware and conscious regarding environment (Sondhi, 2014). But still there are various factors which are restricting the growth of green products. These products negatively affect the consumers to buy green products (Nguyen et al., 2017 and Barbarossa and Pastore, 2015). So this study explores various factors which restrict rural consumers from buying green FMCG products. 10 factors namely Lack of knowledge and promotion; Uncaring Behaviour; Inefficacy of green products; Negative attitude and speciousness regarding advertisements claims; Negligence towards green products; Ambiguity in claims and cost factor; lack of promotional incentives and quality; Self-inefficacy and lack of belief; Ineffective labeling and Complex exercise were explored in this study

which restrict the rural consumers from buying green FMCG products. The finding of this study is in consistence with the previous studies.

Factors extracted regarding restricting rural consumers from buying green FMCG products namely Negligence towards green products; Ambiguity in claims and cost factor; Ineffective labeling and Complex exercise are in consistence with the previous studies (Johnstone and Tan, 2015). The finding regarding the extraction of factors namely Uncaring Behaviour; Self-inefficacy and lack of belief is also in consistence with the findings of prior studies (Carrete et al., 2012). Factor extracted namely Negative attitude and speciousness regarding advertisements claims also corroborate previous study (Chen and Chang, 2013). The extraction of factors namely Lack of knowledge and promotion; Inefficacy of green products and lack of promotional incentives and quality also corroborate previous studies (Ogiemwonyi et al., 2019 and Megavannan et al., 2019).

Marketers should consider these factors while promoting these products in rural markets. They should also make efforts for removing these hurdles. They should provide products at lower cost make efforts for increasing awareness and knowledge among rural consumers and should promote their products effectively etc. Consumers should also try to adopt more favorable attitude for adopting green products.

LIMITATIONS AND SCOPE FOR FUTURE RESEARCH

The present study explores the factors restricting the purchase of green products for rural consumers only. Factors restricting the purchase of green products for urban consumers are not studied.

This study considers only green FMCG products; other type of products and green services are outside the scope of this study.

In future, another study to overcome these can be carried out. A study for factors restricting the

purchase of green products for urban consumers can be conducted. A study by considering green services or other types of products can also be conducted in future.

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ANNEXURE

List of Statements regarding factors restricting rural consumers to buy green FMCG products

Sr. No.	Statements
1.	It is very complicated to read and understand the information provided on the labels of green products.
2.	Information provided on labels of green FMCG products is not adequate.
3.	I have lack of knowledge and awareness regarding green FMCG products.
4.	I think that green products are green only in advertising and labeling.
5.	I believe that the companies always exaggerate green features of their products.
6.	I have a doubt regarding environmental claims made in advertising about the products.
7.	The use of green FMCG products does not fulfill my expectations.
8.	I think that purchase of green FMCG products will not provide value of my money.

9.	I don't believe that use of green FMCG products will provide more benefits than the use of non-green FMCG products.
10.	I think a large portion of our society has not adopted green products.
11.	Availability of so many products claiming that they are environmentally safe, creates confusion regarding choosing the best green product.
12.	There is no need to be concerned towards environment, as these are only hypes that are created by NGO's and media.
13.	Claims made by companies regarding green products are always confusing.
14.	There is a lack of promotional efforts regarding green FMCG products by its manufacturers.
15.	I don't believe that green FMCG products are of better quality than non-green FMCG products.
16.	I am not able to buy green FMCG products because of lack of availability of these products.
17.	Green FMCG products are more costly than non-green FMCG products.
18.	Paying higher price for purchase of green FMCG products is not reasonable.
19.	There is lack of discount and sales promotion incentives on the purchase of green FMCG products.
20.	The price of green FMCG product does not insure its quality.
21.	Value of money is not provided when green FMCG products are purchased.
22.	It is ridiculous to buy any new product when you are already using a product and are satisfied with your product.
23.	I think problem of environmental pollution has been exaggerated
24.	I think efforts by a single person are useless for protection of environment.
25.	I don't think environmental pollution is the only problem; our nation is dealing with.
26.	We are having so many natural resources that, we need not to be worried about their usage.
27.	It is not necessary to save the resources for the coming generations.
28.	There is no adverse effect of environmental pollution on my health.
29.	I never consider the effect of my purchase and consumption on the environment.
30.	I don't care whether I have bought a product having ISO certification or not.
31.	I usually buy the product having lowest price regardless of the fact that it may be harmful for my health and environment.
32.	It takes extra time to purchase green FMCG products.
33.	I can't afford to pay higher prices for the purchase of green FMCG products.
34.	A lesser variety is available of green FMCG products.