

# INTERNATIONAL JOURNAL OF LAW MANAGEMENT & HUMANITIES

[ISSN 2581-5369]

---

Volume 7 | Issue 4.1

---

2024

© 2024 *International Journal of Law Management & Humanities*

Follow this and additional works at: <https://www.ijlmh.com/>

Under the aegis of VidhiAagaz – Inking Your Brain (<https://www.vidhiaagaz.com/>)

---

This article is brought to you for “free” and “open access” by the International Journal of Law Management & Humanities at VidhiAagaz. It has been accepted for inclusion in the International Journal of Law Management & Humanities after due review.

In case of **any suggestions or complaints**, kindly contact [Gyan@vidhiaagaz.com](mailto:Gyan@vidhiaagaz.com).

---

**To submit your Manuscript** for Publication in the **International Journal of Law Management & Humanities**, kindly email your Manuscript to [submission@ijlmh.com](mailto:submission@ijlmh.com).

---

# Vendors' Perspective on Green Products: A Study in Guwahati City

---

RICHIKA KEDIA JAIN<sup>1</sup>

## ABSTRACT

*The aim of this research is to study vendors' attitudes towards green products with reference to Guwahati city. This research topic is chosen for the premise that sustainability has gained attention of the common people, as still there remains a considerable confusion among common people regarding pollution and environmental concern. Understanding how vendors contribute to the availability and promotion of green products will provide insights into their potential to mitigate environmental harm. The research has been conducted to answer few important questions from 30 vendors on the perspective of vendors regarding the practices of green products, their challenges faced and opportunity for various green products in Guwahati city. An understanding of vendors' perspective towards green products will help the manufacturers and government while dealing in green products. Thus, there is the need to carefully understand the vendor' attitudes towards green products in order to know business practices followed, practices of environmental conservation, and societal well-being, ultimately aiming to foster a more sustainable future.*

**Keywords:** Vendor' perception, Green Products, Sustainability.

## I. INTRODUCTION

The concern for taking care of the environment has led to more people being interested in adopting environmentally friendly items. A green product is a product that has been designed, manufactured, and marketed with the goal of reducing its impact on the environment and promoting sustainability. Green products are typically made from eco-friendly materials, use less energy and water during production, generate less waste, and are free from harmful chemicals and toxins. They are often more expensive than traditional products, but they provide long-term cost savings and are considered a safer and healthier option for consumers.

These products are made to have as little impact on the environment as possible and are meant to help save natural resources and reduce pollution. In Guwahati, more people are becoming aware of and interested in these kinds of products, so it's important to understand what makes people think and act the way they do when it comes to these products.

---

<sup>1</sup> Author is an Assistant Professor at Royal School of Commerce, The Assam Royal Global University & Research Scholar, Department of Commerce, Gauhati University, Assam, India.

Pollution has become a major issue in today's world, affecting both the environment and human health. Rapid industrialization, urbanization and population growth have led to an increase in pollution levels, causing serious environmental problems such as climate change, air and water pollution and loss of biodiversity. In this context green products have emerged as potential solution to mitigate the negative impact of human activities on the environment.

Guwahati, being one of the largest city in northeastern India, is facing several environmental challenges due to rapid urbanization, deforestation, and industrialization. As a results, there is a growing demand for green products that are environmentally friendly and sustainable. Consumers' attitude and behaviour towards green products play a crucial role in promoting sustainable consumption and development in the region.

### **(A) Rationale of the study**

Conducting research in Guwahati City on green products presents a set of challenges and questions that need exploration. Identifying the demand for green products in Guwahati and exploring potential market opportunities for businesses is the key aspect of the study. Understanding the local preferences and market dynamics is essential for businesses looking to align their offerings with consumer needs. Moreover, evaluating the effectiveness of existing marketing and promotional strategies for green products is vital. This involves assessing how well the current approaches are reaching and influencing consumers. Pinpointing areas for improvement in these strategies can contribute to enhancing the promotion and adoption of green products in the city.

Thus, the research aims to provide valuable insights for both academic understanding and practical business considerations in the context of adoption of green products by vendors in Guwahati City.

### **(B) Objectives of the study**

The objectives of the study are as follows:

- 1) To identify the demand for green products in Guwahati city and potential market opportunities for business.
- 2) To evaluate the effectiveness of existing marketing and promotional strategies for green products and identify areas for improvement

### **(C) Research Methodology**

In view of the objective of the study, the methodology used in this research is elaborated below-

- **Type of research-** This research is descriptive in nature.

- **Definition of the Population** - The study relates to vendors of green products in Guwahati city. They are considered adequate to represent the characteristics of the entire population.
- **Data collection tools**- Both quantitative and qualitative data collection tools are used in this research.
- **Sources of data**- Both primary and secondary data are used in this research.
  - a) Primary data- A structured questionnaire was prepared, and the primary data was collected through questionnaire.
  - b) Secondary Data- Textbooks, magazine, journals, newspapers, articles, e-journals, and different websites .
- **Sampling Plan**

The sampling plan adopted to conduct the study is follows-

**Sampling Procedure**- The sampling procedure followed in this study is non-probability convenient sampling.

**Sampling Unit**- For the present study green products vendors in Guwahati city is taken.

**Sample Size**- The study is based upon 60 respondents who are consumers and use green products. That have surveyed within the study period.

## II. DATA ANALYSIS AND INTERPRETATION

**Table-1 Demographic profile of vendors of green products.**

<b>Factors</b>	<b>Particulars</b>	<b>Number of Respondents</b>	<b>%</b>
<b>Gender</b>	Male	54	90
	Female	6	6
	Others	0	0
<b>Age</b>	Below 25 years	3	5
	26-40	38	63
	41-50	17	29

	Above 50 years	2	3
<b>Marital status</b>	Married	42	70
	Unmarried	18	30
<b>Qualification</b>	Below 10th	5	8
	10th pass	4	7
	12th pass	16	27
	Graduate	27	46
	Postgraduate	3	5
	No formal education	1	2
	Professional	3	5

(Source: Field Survey, 2023)

**Table-2 Factors that motivates vendors to offer green products or services.**

<b>Particulars</b>	<b>No. of respondents</b>	<b>Percentage</b>
Customer Demand	18	30%
Environmental Concerns	16	27%
Cost Savings	13	22%
Competitive Advantage	9	15%
Others	4	7%

(Source: Field Survey, October, 2023)

**Interpretation-** The data shows that majority of the respondents ,i.e. 30% are mainly motivated by customer’s demands, 27% of the respondents by environmental concerns, 22% by cost savings , 15% by competitive advantage and about 7% mentioned other reasons.

**Table-3 Promotional strategies followed by vendors for green products or services.**

Particulars	No. Of Respondents	Percentage
Social media	14	23%
In-store displays	19	32%
Websites	12	20%
Advertising	8	13%
Others	7	12%

(Source: Field Survey, October, 2023)

**Interpretation-** The data shows that most people think in-store displays are the best way to promote green products (32%). Social media is also popular, with 23%. Websites matter too, with 20% of people influenced. But, advertising seems less effective, getting a positive response from only 13%. The "Others" category (12%) might include different ways not mentioned.

**Table-4 Challenges faced in promoting and selling green products or services in Guwahati City.**

Particulars	No. of Respondents	Percentage
lack of customer awareness	22	37%
Lack availability of green products	16	27%
Higher Cost of green products	11	18%
Competition from non-green products	7	12%
others	4	7%

(Source: Field Survey, October,2023)

**Interpretation-** The data shows that promoting green products has some challenges. The biggest problem, according to 37% of people, is that customers don't know enough about green products. 27% worry that there aren't enough green products available. The cost of green products is also a big challenge, mentioned by 18% of people. Additionally, 12% are concerned about competition from non-green products. 7%, mentioned about challenges not mentioned.

**Table-5 Important of having a sustainable and environmentally-friendly image for business.**

Particulars	No. of respondents	Percentage
Very important	39	65%
important	13	22%
Neutral	7	12%
Unimportant	1	2%
Very unimportant	0	0%

(Source: Field Survey, October,2023)

**Interpretation-** The data shows that most people think a certain aspect is really important (65%), and another significant group finds it important (22%). No one said it's unimportant or very unimportant, suggesting everyone agrees on the aspect's importance.

**Table -6 Steps taken to reduce business environmental impact.**

Particulars	No. of respondents	Percentage
Recycling programs	16	27%
Energy-efficient lighting and appliances	14	23%
use of renewable energy sources	18	30%
Reduction of packaging waste	10	17%
Others	2	3 %

(Source: Field Survey, October,2023)

**Interpretation-** The data shows what people are doing to help the environment. About 27% recycle, 23% use energy-efficient lights and appliances, and 30% go for renewable energy. Cutting down on packaging waste matters to 17%. The "Others" category, at 3%, probably has more ways to reduce business environmental impact.

**Table-7 Ensuring that green products or services meet environmental standards and certifications.**

Particulars	No. of respondents	Percentage
Third-party certification	15	25%

In-house testing and analysis	13	22%
Suppliers Verification	11	18%
Government regulation and compliance	11	18%
Industry specific and certification	8	13%
others	2	3%

(Source: Field Survey, October,2023)

**Interpretation-** The information shows that people use different ways to make sure green products meet environmental standards. 25% of the respondents go for third-party certification. 22%, prefer doing tests and analysis in their own place. Checking with suppliers and following government rules are also big, both mentioned by 18% of people. Some, 13%, look for industry-specific certification. The "Others" category, at 3%, probably has more ways not talked about.

**Table-8 Potential market opportunities do you see for green products or services in Guwahati City?**

Particulars	No. of respondents	Percentage
Residential consumers	21	35%
Commercial and Industrial customers	15	25%
Government agencies	11	18%
Educational institution	9	15%
Health sector	3	5%
others	1	2%

(Source: Field Survey, October,2023)

**Interpretation-** The data show that lots of people, 35%, are interested in using these products at home. Also, 25% see opportunities with businesses and industries. Government agencies appeal to 18% of folks, and educational institutions are of interest to 15%. The health sector is a smaller market, with 2%.

**Table-9 Improvements or changes respondents would like to see in the market for green products or services in Guwahati City.**

Particulars	No. of respondents	Percentage
Increased availability and variety of green products	36	60%
Government incentives for businesses offering green products or services	10	17%
Greater customer awareness and education	8	13%
Implementation of eco-friendly packaging for green products	2	3%
Collaboration between businesses	2	3%
Others	2	3%

(Source: Field Survey, October,2023)

**Interpretation-** The shows that making green products better involves a few things. Majority of the respondents i.e., 60%, think having more and different green products is the most important. 17%, believe that if the government encourages businesses to sell green products, that would help. 13%, say that if people know more about green products, it would make things better. 3% of the respondents thinks using eco-friendly packaging and collaboration between businesses.

### III. FINDINGS AND SUGGESTIONS

From the study it was found that 97% of the surveyed respondents are aware of green or eco-friendly products, indicating a high level of awareness in Guwahati City. The majority of respondents (70%) consider the environmental impact as the primary factor influencing their decision to purchase green products. Environmental Impact (53%) Health Benefit (21%) are also significant factors affecting consumer choices. The study identifies a considerable demand for green products in Guwahati City, with 29% of always purchasing, and 52% sometimes purchasing. 52% of consumers perceive green products as having higher quality, while 10% believe they have lower quality. 51% of respondents find it very important to know the environmental impact of the products they purchase, emphasizing the significance of transparency in product information. 46% of respondents are very likely to recommend green products to friends and family, indicating a positive word-of-mouth potential. 75% believe that using green products can have a positive impact on the environment and society.

Government should take steps to create awareness among people in Guwahati about eco-friendly products. Manufactures, vendors, government and NGOs should work with schools, groups, and online places to share vital information about green products through talks or workshops about how it helps the environment, health, and saves money in the long run. Steps should be taken to promote green products in the local market of Guwahati city as the products are not easily available. Collaborative efforts between the government, businesses, and NGO groups that care about the environment should work together. This can lead to making rules that support green actions and create a place in Guwahati city that's better for the Earth.

#### **IV. CONCLUSION**

The study in Guwahati city about green products provided important findings. Firstly, people have different levels of awareness about eco-friendly items, showing the importance of targeted awareness efforts. Secondly, businesses need to understand why consumers buy green products to better match what people want. Moreover, the study found that people in Guwahati city, want more green products, creating good opportunities for businesses that focus on sustainability. In conclusion, the study highlights a growing market in Guwahati for businesses selling eco-friendly products. This emphasizes the need for producing and selling green products that consider what consumers want.

\*\*\*\*\*

## V. REFERENCES

- Ariffin, S., Yusof, J.M., Putit, L., et al. (2016) Factors Influencing Perceived Quality and Repurchase Intention towards Green Products. *Procedia Economics and Finance*, 37, 391-396. [https://doi.org/10.1016/S2212-5671\(16\)30142-3](https://doi.org/10.1016/S2212-5671(16)30142-3)
- Biswas, A. and Roy, M.(2016) A study of consumers' willingness to pay for green products. *Journal from Journal of Advanced Management Science*, Volume No 4, Issue 3.
- Chen, T. B., & Chai, L. T. (2010). Attitude towards the environment and green products: consumers' perspective. *Management science and engineering*, 4(2), 27.
- Dekhili, S. and Achabou, M.A. (2013) Price fairness in the case of green product – enterprises polices and consumer perception. *Journal from Business Strategy and the Environment*, Retrieved from <https://onlinelibrary.wiley.com/doi/10.1002/bse.1763>
- Kumar, V. and Hundal B.S. (2015) .Consumer perception towards green product – A factor analytic approach. *Journal from Pacific Business Review International*. Volume No 7, Issue 10.
- Maniatis, P. (2016). Investigating factors influencing consumer decision-making while choosing green products. *Journal of Cleaner Production*, 132, 215-228.
- Nath, V., Kumar, R., Agrawal, R., Gautam, A., & Sharma, V. (2013). Consumer Adoption of Green Products: Modeling the Enablers. *Global Business Review*, 14(3), 453-470. <https://doi.org/10.1177/0972150913496864>
- Shinde, A. and Aswale, S. (2015) .A study of perception of consumption of green product in Pune city'. *Journal from ASMs Internatrional E-Journal on Ongoing Research in Management and IT*.
- Sulon.R, T. and Kong, W. (2012) .The influence of consumer's perception of green products on green purchase intention". *International Journal of Asian Social Science*, Volume No 4.

\*\*\*\*\*