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Aindrila Biswas, Mousumi Roy



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## **Green Products: An Exploratory Study on the Consumer Behaviour in Emerging Economies of the East**

Aindrila Biswas and Mousumi Roy\*

Department of Management Studies, National Institute of Technology Durgapur, India-713209

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The recent years have witnessed a phenomenal change in quantum and pattern of consumption in the developing nations of the East. Ever increasing consumption is putting a strain on the environment. The present work delves into understanding the relationship between environmental concerns and consumer choice behaviour in purchasing green products in the context of India being a large emerging economy in South East Asia. Attempt has been made to examine the influence of consumption values on sustainable consumer behaviour across consumer segments with preferential green choice approach difference. Multiple linear regression analysis, one-way analysis of variance and other standard statistical analysis of the data collected through questionnaire survey have been done. Results indicate that price sensitivity is high regardless of their choice preference. Social value parameter being the dominant factor influences sustainable consumption behaviour adoption among the green preferential cluster. Consumption values differ significantly across consumers exhibiting different preference for products with and without green credentials, being higher for those with green purchase or consumption experience or notion.

*Keywords:* Green products, Consumer behaviour, Consumption values, Growing economy, Environmental impact

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**\*Corresponding author (M.Roy, E-mail: mroy.nitdgp@yahoo.com )**

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