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A Qualitative Study on Consumer Perception towards Green products in Nepal

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ABSTRACT

Over the last years, research about sustainable consumption has been the topic of discussion due to growing importance environmental protection and sustainability around the globe. People are changing their lifestyle and behaviour in a more conscious manner paying more attention towards eco-friendly products or green products compared to in the past. Understanding the typical consumer understanding on green products within the Nepali context by means consumer knowledge and behaviour towards green products is the objective of this research. This research attempts to understand consumer perception towards green products and sought to investigate the relationship between their understanding and behaviour of Nepali consumers. Three important parameters: green product understanding and behaviour, green information and markets and environmental concern (environmental knowledge and environmental awareness) has been considered for research purpose after extensive literature review, to study the overall consumer perception depending upon these factors. In order to achieve the result, qualitative approach is taken as research method and purposive sampling done with primary data of 8 consumers (n=8), collected through face-to-face interview and respondent were above 22 years, educated and had purchasing capacity. Findings of this study suggest that consumer perceived green products as eco-friendly, sustainable consumer products in a sense they are reusable, biodegradable, recyclable, their production and consumption is eco-friendly way and no harm on human health as well as environment. It is also found that nepali consumer also lack proper green information and green markets for their consumption of green products. Data were analyzed using explorative and descriptive way. In relation to the environment, consumer seem to be aware about impact of their consumption on environment. Additionally, it is also found that green information and green product market opportunity also plays the vital role in building positive consumer perception.

Key words; Green products, eco-friendly products, consumer, environmental concern, consumption.

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List of Abbreviation

CFC	Chlorofluorocarbon
GHG	Green Houase Gases
GN	Green Products
OECD	Organisation for Economic Co-operation and Development

1. Introduction

1.1 Background

Every individual people are directly or indirectly involved in buying goods and services. In another word, we all are consumers. We buy goods and services to satisfy our basic needs or fulfil luxury wants depending upon own's self-interest, values and income. The general objective of this thesis is to get some insight on consumer perception on green products or ecological products and their buying behaviour when they ought to buy such products among various alternative products available in the market.

The world is more concern in sustainability and eco-friendly behaviour, green products would better substitute to address those issue. Green products have less impact on resources, environment and ecosystem during its manufacture process to end point consumption process. Going green has much more advantage for society. Research suggests that various countries and big companies are going for green. Green business is growing business but currently it covered small percentage of market space. The market needs to identify the reason behind the hindrance of green market development and develop some marketing strategies to reach consumers. Nepal is developing country and its market is also growing. The traditional practice of development i.e. massive industrialization, non-renewal resource-based consumption; brought negative consequences to our world. If development country like Nepal follows the same practice for development, the world will go somewhere that we will never recover. The first aim of this thesis is to make effort towards theory development within the area of consumer perception specially on green products, and secondly, to close gap between attitude and behaviour of consumer on green products purchase.

The world has already gained high level of economic growth and material prosperity and the question rises is it good if the material wealth comes with cost of disruption of ecosystem by which we are sustained (Field & Field, 1997). The over consumption and over exploitation of natural resources causing environment depletion (T. B. Chen & Chai, 2010b). Some environmental problems have been connected to human consumption, and this has brought the environmental awareness in individual level, has been increasing and this has been further translated into their attitude towards purchasing green products (Pagiaslis & Krontalis, 2014). It was reported that 40% of environment issues has been brought by the consumption activities of private household (Grunert, 1993). In Beijing, China, it is found that average annual increase in municipal solid waste generation has been approximately 6.7% annually and municipal solid

waste generation was 6.72 million tons in 2008 (Yearbook, 2013) Now, these environmental issues have been shared not only by only environmental groups but also by different stakeholders such as consumers, government, local communities, suppliers, firms and employees (Bubna-Litic & De Leeuw, 1999).

Consumer are set in way that they consume goods and services which has higher utility for them. The buying decision is completely on consumers regardless of marketing factors. Consumers might buy whatever they need or want, or they analyse the product before buying such as product attribute, theirs need and product performance etc. Everyday consumers are buying various products. Because of their various needs and growing awareness in environmental issues consumers are demanding green alternatives and are willing to pay a premium price (Charter & Polonsky, 2017). This has resulted in the trend of green consumption for environmental sustainability, which in turn has brought changes in consumer demands and behaviour on green products (Mendleson & Polonsky, 1995). For environmental protection, different types of consumption behaviours can be adopted and buying green products is among one of them (Laroche, Bergeron, & Barbaro-Forleo, 2001). By the time consumers are showing concern for the environment protection and preferring green products or eco-friendly products and services (Nimse, Vijayan, Kumar, & Varadarajan, 2007) and such concerns and awareness about environment has created eco-friendly consumption and termed as 'green consumerism' (Moisander, 2007).

Current environmental issues and green attitude and awareness in terms of food choice, green management, green branding, green technology and green consumer choices have been of topic of interest worldwide for some time now (Lin & Huang, 2012) . Although the research on green awareness or green orientation is relatively limited, especially in developing countries such as Nepal. Nepal is small economy where economic condition is growing at a steady rate. Also, Nepal is fast growing economy due to its productive market base and that is the reason, it attracts lots of industrialists and foreign companies. Interestingly, Nepal once upon an agriculturally based economy but it has advanced to a technologically advance economy in recent years as well.

The buying behaviour of consumers are continuously changing and evolving because of the larger market access and various alternatives in markets (Ajzen, 2005). Over the years, the consumers have also realized that their purchasing behaviour had direct impact on environmental problems. Consumers are also considering those issues while going for

shopping such as checking if the product is wrapped with recycled materials, biodegradable paints, CFC free products etc. (Laroche et al., 2001). Consumer are essential engine to trigger for avoiding less environmental unsafe products and promoting responsible consumption (Tsen, Phang, Hasan, & Buncha, 2006). There is a belief among researcher, environment activists and other related stakeholders that consuming eco-friendly products, recycling product packages or properly disposing of non-biodegradable garbage, consumers can contribute significantly to improving the quality of environment . There is growing interest in organically produced products throughout the world in response to concern of unnatural and primitive agriculture practices, food security, human health concern, animal welfare consideration and concern about environment protection (Wee et al., 2014). The study of Mintel organization reported that the number of consumer who do buy green has tripled in recent years and it is also found that the number of customers who never by green products has decreased by half (Makower, 2006).

The concept of sustainable development which focus on sustainability and advocates that the form of development which minimizes the negative impact on society and environment. Sustainable development further encourages eco-innovation and green consumption (Joshi & Rahman, 2015). Creating customer satisfaction and improving customer relationship are some primary objective of company try to achieve, to sustain business in this competitive business world. With the increase in social and political pressure regarding environmental problems, many company adopt the green marketing strategies to utilize these issues as a source of competitive advantage (T. B. Chen & Chai, 2010a).The framework for sustainable development borrowed from environmental economics in several major respects. A basic concept of environmental economics concerns our understanding of the ways in which economy and their environment interact. Fundamental to understanding of sustainable development in fact that economy is not separate from environment in which we live (D. W. Pearce, Markandya, & Barbier, 1989). There is interdependence between economy and environment because the way we manage economy impacts on the environment and environment quality impacts on performance of economy (D. W. Pearce et al., 1989).

The developments noticed in Nepal describe the efforts of the government, organizations and intention of consumers towards establishing a sustainable environment by encouraging organic products and environmentally friendly behaviour. Consumer perception on green products tool such as their understanding about green products, consumer information on green products,

their attitude and behaviour on green purchase decision and availability of green products are the major guiding attributes towards identifying green perception in this study.

1.2 Problem Discussion

Perception varies depending on individual. Consumer perception lead to person's meaningful interpretation about the company's offerings which includes all sensory inputs through different information and results the consumer's ideas, thought or feeling about the product or services provided (Jokinen, 2011). Consumer can be subjective or objective. Consumer may choose brand not only it provides expected functional benefits but also used to express consumer's personality, social status and affiliation (Aggrawal, 2010). Thus, Individual consumer has their own way to interpret green products. There are very few researches that on the public perception on green products specially developing country like Nepal. So, this research helps to explore the belief of consumer on green products in Nepal.

The current environmental issue led to the acceptance of green products and development of conscious consumer to protect the world. Previous research suggest that consumer have positive attitude towards environmental protection. Consumers have also expressed demand for green products (Bhatta, Doppler, & KC, 2008; Shrestha, 2016). However, the number of consumers willing to purchase green products increased but there is less evidence that shows the purchase of green products has increased. Despite positive attitude towards environment, sustainability and eco-products, market share for green products is remain only to 1%-3% of entire market (Joshi & Rahman, 2015).

Consumer claim to be aware about the environment but it seems to make purchasing decision when there are immediate or distinct benefits from products other being more environmentally friendly. Consumers are willing to buy green household products but tends not to buy environmentally friendly cloth, personal cares and toys (Vernekar & Wadhwa, 2011). The study conducted on consumer purchasing and consumption of organic food, health benefits were the primary reason for attitude and behaviour towards organic food then were perceived environmental benefits (Shepherd, Magnusson, & Sjöden, 2005). The report found that 74% of consumer say greener products are too expensive, 61% say that greener product doesn't work well and 55% believe that the products that claim to be environmentally friendly are not what they claim (Makower, 2006).

While researching green purchase behaviour, it is reported a gap between consumer expressed positive attitude and actual purchasing practices (Vermeir & Verbeke, 2008). It is found that

while 67% consumers showed positive attitude towards purchase of organic products, only 4% translate their behaviour on purchase those products (Hughner, McDonagh, Prothero, Shultz, & Stanton, 2007). Similarly, is found that 30% of the consumer in UK have reported their concern towards environment but rarely takes their action to buy green products (Joshi & Rahman, 2015). The gap between consumer positive attitude towards and actual purchase behaviour of green products is referred to as green purchasing inconsistency or green attitude behaviour gap. It disclosed that consumer positive attitude towards green products does not always translate into actions (Joshi & Rahman, 2015). It is already discussed that despite positive environmental concern, consumer are less involved in buying green products. It should be important to understand how consumer perceive green products and in what ways they are using it in their behaviour. It is also important to study what obstruct them in buying green products.

1.3 Context of Study

Nepal is a land-locked country located at the foothills of the Himalayas. It lies between 26° 22' to 30° 27' North latitudes and 80° 4' to 88 ° 12' East longitudes with elevation ranging from 60 to 8,848 meters. The country is bordered by India to the east, south, west, and China to the north. The economy of country depends on agriculture and tourism. Most of the product available in the market is imported from India or china, fewer things from other countries. The country slowly going for industrialization. The question lies if that industrialization worsens the environment and add to the global impact, is that would be good and sustainable. Developing the green habit may lead to sustainable development of country and profitable market for marketers.

In current scenario, developing countries are the dominant key to attain global green growth. The potential economic and social impacts of environmental degradation are specifically significant for developing economics. They are the most vulnerable to climate change and tend to be more dependent than advanced economies on the exploitation of natural resources for economic growth. In addition, many developing countries face severe economic, social and ecological threats from energy, food and water insecurity to climate change and extreme weather risks. They also face risks from premature deaths due to pollution, poor water quality and diseases associated with a changing climate. All these factors undermine their development.

Nepal is particularly vulnerable to extinction of globally significant floras and faunas and threat to her biodiversity is threatening the future supply of medicine, food and other non-timber forest products – all of which are essential for improving livelihoods of local people and harnessing green economic potentials of the country. Although today most developing countries contribute only minor shares to global greenhouse gas (GHG) emissions compared to the OECD and major emerging economies, they will increase their emissions if they follow conventional economic growth patterns. Increasingly developing countries like Nepal are becoming sources of global economic growth, emissions and, with these, more intensive use of natural resources.

1.4 Research Question

The underlying research question for this thesis is:

“What are the attitudes towards green products amongst consumers in Kathmandu district, Nepal?”

Consumers have their own ways in which green products can be regarded, understood and interpret in behaviour. There are various factors that influences consumer behaviour, for green product perception, we have taken consumer understanding (basic belief on GP, products they are buying or using, and product attributes), green information and environmental concern as primary determinants for research findings. The main research question can be further classified into three sub-sections;

- What do consumers understand and how they behave when it comes to greener products or environmentally friendly products?
- How do green information and green market influence the consumers adopting green products?
- Does environmental concern emphasize to behave in greener way?

1.5 Objective of study

The typical understanding of green products from the consumer’s prospective in Kathmandu district, Nepal is aim of this project. This paper will explore the values and belief of consumer regarding green products/eco-products and their green purchase intention. Understanding how

consumer perceive green products and their attitude during green product adoption is the primary objective of this research.

1.6 Rationale of Study

There is growing concern among the consumers all over the world regarding the protection of environment. Worldwide evidence suggest that people are more careful about environment protection and changing their behaviour (Chitra, 2015). Human and societal well-being depends on nature and almost all sector of economy is benefited directly or indirectly from nature. There is need for deeper understanding of multiple values of nature and importance of roles and values of nature should be consider while taking public and private decisions (ten Brink, Mazza, Badura, Kettunen, & Withana, 2012). It can be beneficial that investment in nature can also save environment, money, promote development and hence green economy initiates that offers multiple synergies and win-win (ten Brink et al., 2012).

Because of the current environment scenario and growing social responsibility, business firms are also transforming in green business. The company should improve brand image not only to avoid the environmental protest or punishment but also firm needs to enhance customer's environmental desires, sustainable expectation and green needs (Y.-S. Chen, 2010). So, the company have more pressure for going green. It is similar like transforming current business into completely greener or eco-friendly form. The company need to analyse the opportunities and challenges about green products for market segmentation and brand positioning. Thus, by understanding the consumers beliefs and values about the green products the company can make strategic decision to take better advantage from the market and customers.

Going green, not only benefit to environment but can also be medium for achieving sustainable development for developing country like Nepal. It has been found that demand for organic products increasing, especially in Kathmandu, Chitwan and Pokhara, cities of Nepal. Nepalese consumers also willing to pay extra money for eco-products or green products (K. Aryal, 2008). Bhatta et al. (2008) suggest that the growth of organic product development in Nepal is still in formative stage in product life cycle. In Nepal there has been growing of eco fairs and initiatives carried out by profit and not for profit organizations operating in service and manufacturing industries. As for example, Laxmi Bank installed solar lights in Bagmati Bridge, the Green Angel project has produced green jobs for rural and young Nepali women helping them in a self-sustained business and distributing cloth and paper shopping bags to replace use

of polythene bags in Kathmandu, Dabur Nepal and other companies have also initiated on eco packaging (Shrestha, 2016). There is increasing need to move over to green products by both marketers and purchaser. Indeed, even change to green will be expensive for both purchaser and organizations, it will unquestionably benefits in long run. (Cherian & Jacob, 2012).

The study of consumer perception helps to improve and develop company's marketing strategies by understanding the consumer issues such as how consumer think, feel, interpret and select among alternatives. It also helps to understand how the consumer is influenced by environmental factors like individual factor socio-cultural, economic and media (Aggrawal, 2010). We have been witnessed that consumers are largely dependent on industrial products or traditional products (less eco-friendly) for fulfilling various needs. If we are going on same way, it would worsen our environment. The balance interaction between economy is fundamental to sustainable development thinking. Economy affects environment and environment affects economy (D. Pearce, Markandya, & Barbier, 2013). A question rises if companies going green or producing green products, do the eco-friendly products or green products can provide same level of satisfaction. For example; do electric car can give same level of satisfaction as per petrol or diesel engine cars? Consumer's attitude, level of knowledge and perception about the product derives the decision making to buy products. The company need to know what consumer thinks or belief about green product, so that their attitude and belief can be used to develop marketing and positioning strategy. Thus, this study may provide some light about future of green products and necessary improvisation to run in long run.

2. Literature Review

2.1 Green Products

The term green includes a variety of environmental concerns. Some of the current concerns relate to the depletion of natural system and scarce resources. Some of examples include impactful and excessive production and consumption activities, waste accumulation, and emissions because of product production processes, the use of harmful materials, fast replacement, consumption patterns and usage, and usage and disposal habits (Y.-S. Chen, 2010). There are also unhealthy products and side effects arising from unhealthy environments, the use of improper materials, improper choices, and uses due to uninformed consumer decisions, unsafe or unpleasing work environments due to inadequate safety management, and lack of appropriate aesthetics (Y.-S. Chen, 2010).

The idea of green products is identified to sustainable assembling, manufacture and supply chain management, which includes eco-friendly, planet friendly, people friendly models, technologies and practices (Palevich, 2011). The idea of green is stretched out to pretty much every procedure of procuring raw materials, producing, storing, packaging, transportation and distribution of products (Palevich, 2011). For developing green procedures in whole supply chain, an organization need to examine the ecological and other factors impacted by supply chain, recognize the changes required in current supply chain, identify sustainability challenges and solutions, recognize performance measures and develop long term plan for sustainability (Beamon, 1999). Green products are defined as the products which have minimum impact on environment or do not deplete natural resources and can be reused and recycled. The term green, environmentally friendly or ecologically conscious are used interchangeably (Vernekar & Wadhwa, 2011). Likewise, Green products can be defined as the product that will not pollute the earth or deplore natural resources and can be re-cycled or conserved (Elkington; Shamdasani, Chon-Lin, & Richmond, 1993; Wasik, 1996). Green products use material safer to the environment, are recyclable and needs less packaging (T. B. Chen & Chai, 2010a)

The term green products cover the large variety of products and gives eco-friendly solution and design. Today's world going green does not only mean having organic food but going green is living in sustainable and eco-friendly way. The green technology brought us energy efficient appliance, electric and solar power vehicles brought us free fossil fuel vehicles, green building technology, eco-friendly living which help to bring lesser impact to the environment. Organization and consumers alike were endeavouring to lessen their effect on environment by

practicing energy conservation and decreasing contamination to earth. Council (2014) validates the significance of ecological variables in their positioning of top 18 manufactures of consumers electronics such as PCs, mobile phones, TVs, and games reassures, according to their approaches on toxic chemicals, reusing and environment change (Council, 2014). The study also found that consumer perceived green products are expensive (Adams, 2008; Vernekar & Wadhwa, 2011)

2.2 Green consumerism

Green consumerism has usually been conceptualized as socially aware or socially responsible decision making that is a result of individual moral orientation or pro environmental values, beliefs and attitude (Anderson Jr & Cunningham, 1972). John (2006) found that utilizing consumer power brings a positive effect in changing the environment. This so-called green consumerism movement in US and other countries help them to reach the critical mass and all this directly affect the consumer mind effectively. This study helps us in understanding that how buyers changing to green consumers.

The consumerism develops when individual consumer behaves in similar way in market activities. When the individual consumers practice greener behaviour, builds the foundation for green consumerism. A green consumer is one who act responsible purchasing or consuming goods and services with the possibility of acting in accordance with environmental preservation. The green consumer is aware about refusing to purchase products that are harmful to environment so that s/he contributing to protect environment (Hailes, 2007). Thus, because of environmental issue and resource scarcity, the world is going transform the economy into more sustainable and eco-friendly economy. Research suggest that the demand for green products is increasing day by day (Bhatta et al., 2008; Y.-S. Chen, 2010; Hughner et al., 2007).

When consumers are compelled to make exchange offs between product attributes or helping environment, the environment nearly always loses. Most consumers won't sacrifice their needs and necessities just to be green (Ginsberg & Bloom, 2004). While purchasing green may not engaged everybody, there are considerable number of consumers who are possibly open to green intrigue. As indicated by Roper (2002) study, 58% of US consumer attempt to save power at home, 46% reuse paper, 45% returns cans and bottles and 23% by products produced using or packaged in, from recycled materials. So, it can be demonstrated that some consumers already shown the interest for green behaviour in their habit.

2.3 Green Marketing

The development of concept of green marketing is dated back to 1980s (Cherian & Jacob, 2012). Green marketing may also term as environmental marketing or ecological marketing. The green marketing integrates broad range of activities including product modification, change in production process, change in packaging and modifying advertising (Jay Polonsky, 2008). Green marketing consists all well-defined planned activities to produce and facilitate exchange to satisfy human needs and desires with least impact possible on environment and ecosystem. This statement sums up important dimension: a more humanistic marketing concept that includes ecological and social components and based on minimizing environmental damage (Polonsky, 1994). It is argued that there is existence of relation between morality and green marketing because the environment implies some ethical questions that marketing must contend with. The most central concern with morality in the green marketing literature has been that coming from what might be termed as fair-play perspective (Crane, 2000).

The general market for green promoting is estimated to be worth \$ 3.5 trillion by the year 2017, as indicated by a report by Global Industry Analysts Inc. of 2011. The report additionally expresses that expanding consciousness about the ecological issue among the general population, organizations and the administrations are one of the principle purposes behind such market potential. Another exploration shown by Mintel, unmistakably demonstrated that 12% of the American populace effectively looked for green items. 87% of individuals from different countries like Brazil, Canada, China, France, Germany, India, the UK and the US have demonstrated an enthusiasm for decreasing their effect on the earth, as indicated by a study by (McKinsey, 2007). Nonetheless, appearing and really following up on the intrigue are two unique deeds. This reality is demonstrated by an overview that was directed on a worldwide scale, which was rehashed in 2008 with the assistance of BBC World, which demonstrated that not many individuals were really accomplishing something to move their way of life to a green way of life.

Hans, Jim (2007) observed that green marketers taken the advantage of confusion prevailing in the market among the consumer psychology. They purposively claim false or exaggerate green claims following the same logic it becomes possible to argue that green marketing leads to fantasy in the world where consumers need eco-friendly environment. Adams (2008) observed that consumers is said to be changing their behaviour and perception and proclaim a strong willingness in favour of eco-friendly environment. This concept helps us in realizing a

fact that how much a consumer is conscious about their environment. Cervellon et al., (2010) showed that the demand of green products/eco-products is increasing day by day all over the globe and as such there is growing concern for understanding how green a green product is. The most important barrier to the development and promotion of green products is the lack of consumer trust and the lack of information (Sujith, 2017). Marketers should always remember that consumers are probably not going to compromise on traditional product attributes, such as convenience, accessibility, value, quality and performance. In other word green products must match on those qualities against non-green products so as to gain consideration from most of the consumers (Ginsberg & Bloom, 2004). This shows that consumer attitude and perception play vital role in promoting green products.

Marketing tool provides the essential product information to the consumers. Different marketing strategies are applied for the promotion of products. Ability to search product information also plays vital role in information searching habit. It involves cognitive processing ability, knowledge of procedure and knowledge of information source (MacInnis, Moorman, & Jaworski, 1991). Only promoting green products does not always benefits the marketers it also depends on consumers knowledge also determines ability to engage in search of information (Schmidt & Spreng, 1996). In context of product information search, Olshavsky and Spreng (1989) explains that desire for information is also a sub-goal that comes within distinct consumer behaviour. Thus, it is important for any products that consumer sought information for building strong perception of that products.

2.4 Green Buying Behaviour

Green buying behaviour defined by Mostafa (2007) as use of products that are reusable, recyclable and conservable, beneficial or nature friendly and delicate or responsive to environment. In an addition, Chan (2001) define green buying behaviour as specific type of environmentally friendly behaviour that consumer express care and attention to the natural environment. Green purchase: Green purchase can be explained as buying of eco-friendly products and avoiding products that hampers the environment during its production process to dispose of goods and services (Chan, 2001). Green purchasing mostly measures the green purchase intention and green purchase intention refers to the consumer's willingness to buy green products. Intention express the motivational factors that influence green buying behaviour (Ramayah, Lee, & Mohamad, 2010). Product performance comes to act as key in influencing consumer adoption and retention of environmentally friendly products.

From the very beginning, environmental impact, in great extent been a result of human wants for physical comfort, versatility, help from work, pleasure, control, status, individual security, support of custom and family, etc, what's more, of the associations and advances humankind has made to meet these wants (Stern, 2000). In the study, to identify perception of public towards green purchase in Indonesia, studied the perception of groups of professionals, young people and housewives as these groups are supposed to contribute largely towards green buying behaviour. In-depth, interview was carried out to collect data in order to meet research objectives, it was found that green behaviour vary amongst people. Young people were found to have more tendency to behave green. Concern for health and environment acts as a catalyst for this tendency towards green products, however higher price of such products becomes hindrance for green product (Handriana, 2016). Similarly, Rahbar and Abdul Wahid (2011), Malaysia , K. P. Aryal, Chaudhary, Pandit, and Sharma (2009), Nepal, Bukhari (2011), India, have contributed in the similar type of research findings further unfold that consumers are prone to purchasing products that they are emotionally attached to them and are willing to pay a premium price.

2.5 Environmental Attitude

Attitude refers to the psychological and neural condition of readiness, which applies a direct impact upon the person's reaction to objects and circumstances with which they are connected (Allport, 1935). In psychological sense attitude may defined as a tendency that is expressed by assessing a specific element with some level of favour or disfavour (Eagly & Chaiken, 1993). In consumer behaviour approach attitude may defined as lasting general assessment of individuals (counting oneself) objects or issues (R. Solomon, Bamossy, Askegaard, & Hogg, 2010). From marketing point of view, the buyers attitude is an immediate impact factor influencing their buying behaviour (Ajzen & Fishbein, 1980; M. R. Solomon, 2009).

Environmentally compatible behaviour can fairly be defined by its impact: the extent to which it changes the availability of resources/materials or energy from the environment or alters the structure and pattern of ecosystems or the biosphere (Stern, 2000). Schultz, Shriver, Tabanico, and Khazian (2004) characterized environmental attitude as gathering of conviction, influence and behavioural intention holds with respect to environment related activities. In another way, Rashid (2009) defines environmental attitude as learned inclination to react consistently good or horrible way with regard to environment. In addition, Lee (2008) characterized

environmental attitude as people's appraisal of the estimation of natural assurance. The Christian Ecology Group (CEG) at Holy Trinity church, in a market town in the north of England, has been dynamic in advancing maintainable sustainable issue to its individuals and to the congregation gathering over the previous 12 years. The CEG have importantly affected those included, with most of the members talked with announcing changes in conduct, mentalities or mindfulness because of the group work (Middlemiss, 2008).

Research suggest that individual will buy green products if they believed that their consumption have huge impact on environment (Follows & Jobber, 2000). As indicated by Gupta and Ogden (2009) feeling of environmental deterioration makes buyer willing to pay more for green products in order to secure their environment and develop their attitude to create green purchase behaviour. Squires, Juric, and Bettina Cornwell (2001) found that people who have positive attitude towards environment are more likely to buy organic foods.

2.6 Environmental Concern

As per Chan and Lau (2004), natural concern has many definitions which rely upon point of view and it is complicated and unstable nature. Environmental concern refers to individual features such as likes or dislikes, stresses, and considerations (Yeung, 2004) and conviction, frame of mind and level of concern (Mat Said, Ahmadun, Hj. Paim, & Masud, 2003) towards earth. Likewise, ecological concern characterized by Dunlap and Michelson (2002) as individuals mindfulness of ecological issues and endeavours to illuminate it.

Zelezny and Schultz (2000) expressed that attitudes of environmental concern are established in an individual's idea of self and how much a person sees oneself to be integral part of natural environment. Additionally, different portion of work force respond contrastingly towards green issues (Ahmed, Kamalanabhan, & Chih, 2001). Coddington (1990) found that buyers who worry on ecological issues does not generally convert into buying greener choices. Nonetheless, Bang, Ellinger, Hadjimarcou, and Traichal (2000) discovered that consumer who are more concern about environmental issues will at present change to buy green products even its price is higher than non-green or less eco-friendly products.

Suchard and Polonski (1991) expressed that ethical consumption was one of the obtaining conducts communicated by the consumers who are concern about the environment. These sorts of consumer will just purchase green products and check the packaging materials of products. Bamberg (2003) found out that environmental concern has positively and fundamentally effect on consumer behaviour to buy green products. Kim and Choi (2005) revealed that individuals

with high concern regarding ecological issues are more willing to buy green products and vice versa. Consequently, environmental concern would be a fundamental factor for marketers as they can easily target ecologically conscious consumers (Mostafa, 2007).

2.7 Theoretical or Conceptual Framework

2.7.1 Consumer Buying Behaviour Theories

Theories related to buying behaviour of customer includes the general theory of buying behaviours, cultural theory of buying behaviours, and the environmental theory of buying behaviours. These theories help us to understand how consumers tend to buy products and services from the market. Consumer decisions depend on several factors such as cultural influences, personality, and environmental factors and consumers mostly go through a series of steps before making a purchase of goods and services from the market (Lehtinen, 2012).

The general theory of buying behaviours focuses on the basic procedures followed by consumers when making a purchase decision. Firstly, the customer would recognize their need to make a purchase and start researching information and potential products and pricing. An example would be a customer about to buy a car: He or she would evaluate features, benefits, and pricing, alternative evaluation and finally decide to purchase. Additionally, the way the customer perceives about the brand would also tell how likely the customer is to purchase from the same company again. In a 2000 study, 89% of teenagers said that they would likely switch brands to one associated with a good cause (Hyllegard, Yan, Ogle, & Attmann, 2010).

The cultural theory of buying behaviours explains the cultural influences shown to affect the buying behaviours of consumers. An individual's cultural beliefs and values develop over time and within the context of a community and these values and beliefs lead to develop buying attitude and certain purchases (Yuan, Song, & Kim, 2011).

The environmental theory of buying behaviours suggested that purchasers would buy different items based on different situations and variations in customer knowledge. Consumers are more concerned about the environment, and they show their environmental concern attitude while buying products and services by looking at green products, eco-levels, green packaging etc. (Mazar & Zhong, 2010) used environmental theory to explore the occurrence of green purchase decisions using socio demographic variables and personality indicators that measured environmental consciousness.

2.7.2 Consumer behaviour Theories

The consumer behaviours theories include two areas such as consumer perception and collective consciousness (Cohen, 2015). The consumer perception theory explain that consumers idea of understanding of a product or service influences their buying behaviours. Researchers studying consumer perception explored branding, buyer's remorse, positioning, repositioning or dispositioning, sensory perception and value, and quality (Rosenzweig & Gilovich, 2012).

Perception of consumers relates to the consumer's ability to derive some sense of reality from external sensory stimuli (Rosenzweig & Gilovich, 2012). Branding involves developing an identifying feature on products or services so that they would be easy to identify by the consumers (V. Kher et al., 2010). Positioning occurs when marketers try to build up their brand in certain targeted group. It involves actively creating images that are both appealing to and recognizable by certain target groups in the market. Repositioning is related to changing the image to appeal to a larger market or influence a larger target market, whereas dispositioning relates to the practice of trying to devalue a substitute (Timofte, 2013). Buyer's remorse is related to a feeling that occurs after one has made a purchase and, then, realizes that one has missed a better opportunity to buy a product or service from the market (McKnight, Paugh, McKnight, & Parker, 2010).

In the cognitive dissonance theory, cognition, for example, attitudes, desire, intention, is dissonant, or conflicted, when consumers are unable to keep away from a situation, as well as from information, that might add dissonance (Sahgal & Elfering, 2011). This is evident when a consumer chooses one brand over another. Suchlike cognitive dissonances that occur after a purchase is post purchase dissonances (Bose & Sarker, 2012). (Saleh, 2012) was able to identify that post purchase regret comes from low consumer satisfaction from that purchase, and low satisfaction leads to no-repurchase intention in future, this leads to tendency to shift to alternative brands, and negative word-of-mouth reports about that brand.

The theories of collective consciousness reflect the shared beliefs and attitudes held within a society. (Hull, Jung, & Shamdasani, 2012) suggested that independent individual would come to identify with a larger group. While this was true for some groups (as for example in Japan), other groups (for instance in the United States), had a more self-aggrandizing need over others (Cohen, 2015). Self-aggrandizing nations had a high opinion of them and viewed themselves as very different from others. Collective consciousness information helped marketers target

their market by appealing to consumers' individualism in the United States but not in other parts of the world.

3. Methodology

The research question developed from the objective of the study were intended for explaining and developing detail understanding within area.

3.1 Philosophical Assumption

Philosophical point of this research will be studied to get the knowledge behind it. The two of it; ontology and epistemology will be explained in this section and connected to this research.

3.1.1 Ontological Consideration

The ontological assumption involves the researcher's view point or opinion on the natural or nature of the social actors on the organization framework (A Bryman & Bell, 2011). This will be linked to how I will analyse the views of the respondents on the perception of the green products/eco-friendly products and I will also review some articles, journals, previously done research paper and books so that to understand how consumer are making purchases of the eco-friendly products. There are two points in ontological consideration:

Constructivism can be clarified that social elements are controlled, changed, evaluated and influence by the social actors (A Bryman & Bell, 2011). It characterizes additionally that social marvels and their implications are persistently being influence by social performers (individuals) (Alan Bryman, 2016). Alan Bryman (2016) explain that it helps the researcher to comprehend the normal and social world. This clarifies the collaborations or exercises of individuals towards either the wrecking or safeguarding of environment. The research focus on consumer perception on green products and it will help the researcher to understand how consumer perceive those products and consumer level of adopting green products.

The objectivism clarifies the presence of the autonomy of the social on-screen characters and in the feeling of free from control of the social factors in which the researcher has no control of the variables, this will uncover on the perspectives on the respondents in which I won't have authority over the idea of consumer over green products (Bell and Bell, 2011). Therefore, I chose constructivism because it explains how human make meaning in relation to the interaction between their experiences and ideas link to the attitude towards green products.

3.1.2 Epistemological Consideration

It is concerned how the researcher perspectives or considers a logical and perceived idea in the limit of the examination (A Bryman & Bell, 2011). It takes the situation of the presumption of

the knowledge and idea and how could be procured. The researcher could get ideas from learning books, articles, journals, research paper and others to get profound and broad information of the subject or theme of the research. The learning of the green products will be gotten from articles and book I will peruse. It opens some philosophical thoughts which are positivism and interpretivism (Saunders, Lewis, & Thornhill, 2009).

Interpretivism remains as inverse of the positivism and the analyst trusts that the actualities what's more, information assembled and got are defined to suit the exploration. In the interpretivism, along these lines, there has a relationship and ward factors in which individuals communicate and decipher information are affected by our activities and how individuals see the world are likewise impacted (Saunders et al., 2009). Thus, with interpretivism approach this paper will help to explain about the idea of how consumer use their reason, logic in interpretation on green products.

3.2 Discussion over qualitative and quantitative methods

There are two methodological approaches applied for conducting research, they are quantitative, and qualitative methods (Marczyk, DeMatteo, & Festinger, 2010). Therefore, at this moment both methods are discussed briefly.

Qualitative research method can be defined as one that can be construed as a research approach that usually emphasizes words rather than quantification in the collection and analysis of data Alan Bryman (2004). Qualitative research design in a research explore and understand the various dimensions of a phenomenon based on detailed observations and analyses. Often, it is intended on how various consumers look and understand the experiences and occurrences in the market and develops meanings out of their experiences (Silverman, 2001). In qualitative research, researcher could examine attitudes, behaviours, and experiences with the use of interviews or focus groups (Church & Ekberg, 2013). The outcome of qualitative research consists of in-depth opinions from the participants who usually number far lesser than in quantitative research (S. Y. Chen & Macredie, 2010).

Bryman (2004) defined quantitative research as a research strategy that emphasizes the quantification in the analysis and collection of data. Bryman explain that quantitative research is more objective and focuses on assimilate the practices of natural science models with figures and mathematical equations. In quantitative research design, one can quantify attitudes and behaviours or measure variables with mathematical numbers (Jandaghi & Matin, 2011). Unlike qualitative research, quantitative research uses measurable and computable data that rely, facts,

and patterns. Quantitative research explores by measuring the phenomenon and quantifying such measurement with numbers or statistics (shah 2017).

The qualitative approach was best suited for this study because I intended to obtain data from small sample via interviews assessing consumer perception and behaviour in more descriptive way rather than quantifiable measurement. It is an exploratory research design and it uses unstructured techniques. Qualitative analysis demonstrates interpretive, creative and personal than quantitative analysis. The benefits of qualitative research methods are derived basically from its inductive, interpretivism and constructionism approach and its target on specific situations or people (Patton, 2002).

3.3 Verification of Qualitative method

It is always important to consider the concept of reliability and validity, regardless of chosen methodology. The methodology for this paper chosen as qualitative and at this point issues regarding qualitative approach are in focus.

Joppe (2000) explains reliability as a degree to which results are consistent over time and exact portrayal of total population under investigation is referred as reliability and if the results again produce with similar procedure, then the research instrument considered to be reliable. Similarly, Silverman (2006) defines reliability as the question of whether a repetition by different researcher or same researcher at another place and time can produce same result. In qualitative study, reliability often represent challenge because the data that are gained are the reflection of the situation under which the interview was conducted (Pole & Lampard, 2002). By conducting same interview, this might lead to different outcomes as a result of changing circumstances. Taylor and Bogdan (1998) even explains it is not possible to achieve perfect reliability if researchers are to produce valid studies of real world.

This does not imply that qualitative researchers eliminate reliability. To gain reliability Silverman (2006) suggest that researchers should show their recherche procedure as well as choice of theory in straightforward way so that steps can be followed, understood and reproduce by others. He further explains reader of research report should access the solid observation made not just the outline or generalization. Following the Silverman, transcribing interviews as well as including direct quotes was consider for enhancing reliability for this thesis.

Joppe (2000) referred validity as how truthfully the research measures which it was intended to measure. Generally, researchers checked validity by asking series of questions and look others research papers. In an addition, Silverman (2006) explains validity is how accurately it measure what it was considered to measure. For qualitative study validity, it is important that observation made, fit to the theories developed out of them. Dey (1993) suggest that the validity as searching whether a research is well grounded conceptually and empirically. Validity of study can be influence by the design of study and the way it was conducted (Pole & Lampard, 2002). They further suggest for interpreting the meaning of data and the setting out of which data was conducted should also be considered.

3.4 Research Design and Target Population

Yin (2003) defines case as “a contemporary phenomenon within its real-life context, especially when the boundaries between a phenomenon and context are not clear and the researcher has little control over the phenomenon and context”. From this definition, Yinian point of view, case study is an empirical study that explore the case or cases conforming to the previously mention definition by addressing the “how” or “why” questions concerning the phenomenon of interest. The case, in this thesis, consists of the phenomenon of perception and attitude of consumer on green products, but a case could not be considered without the context, i.e. green products, green consumerism, eco-friendly intention. After this, the sampling of the research has been taken as small number of cases, therefore the chosen methodology is qualitative approach and a case study.

The research designed the selection of Nepali consumers to determine consumer’s perception of the green products within a specified region of Nepal. Also, the consumers who are of 20 and above 20 years of age regardless of being a male or a female with the ability and willingness to make purchase decisions are considered as the decision makers. All the target respondents are decision makers who are chosen are educated and have minimum qualifications and have a buying capacity.

Consumers are chosen for the study of their perception, attitude and behaviour towards green products. The participant is considered as unit of analysis. Baxter and Jack (2008) explain that if a study contains more than a one case then it becomes multiple-case study approach. Yin (2003) explains a multiple-case study facilitate researcher to explore differences within the cases and between the cases which may provide similar or contrasting results to reach a

conclusion. In this thesis, consumers are cases to explore their perception and attitude on green products. Therefore, multiple-case study approach is followed in this thesis to develop theory through belief, experience and observations of consumers.

3.5 Data Collection Method

Primary data was collected from in-depth studies, each survey was dependent on raw data collected through questionnaire and interview. This research was reliant on primary data. Primary data collection approach is utilized to gather information about consumer perception and attitude highlighting on their belief in green products. It is helpful to know consumers mentality and prejudices that governs the buying decision making. Primary data is collected through questionnaire and interviews. The data collection tools were designed in English as all consumers are literate and educated keeping clarity of the content to ensure not to change the theme of the questions.

3.5.1 Sampling

Sampling is an important part while doing research. This research is qualitative and exploratory nature so, sample size becomes small. Marshall (1996) explain research sampling as a process of units' selection from a population of interest and argues that sample for qualitative investigations tend to be a small number of cases. Purposeful sampling is the most commonly used sampling strategy in a case study approach in which selections of participants is based on a pre-defined criterion according to the research question and phenomenon of interest (Palinkas et al., 2015). For data collection purposeful sampling was done for research.

3.5.2 Questionnaire Design

Questionnaire design is one of the most basic stages in the research process since it will influence the response rate and the reliability and validity of data collection. Researchers should use straightforward, reasonable, unambiguous words in planning the questionnaire's questions (Zikmund, 2003). Plus, the survey should just express the relevant and require question to accumulate the applicable information. What's more, the discovering, source of data, design, request and stream of the inquiries are the basic factors in planning the survey. It was vital that the survey configuration was appealing and clear to urge respondents to respond back to researcher clearly. Moreover, English was the exclusively and properly language utilized in the survey assignment.

The questionnaire design for this research contains cover page, which explain the purpose of study to the respondents and five different categories of open-ended questionnaire structure that will help in understanding the objective of the study. The questionnaire contains the respondent basic understanding of green products and their belief becoming products as green in the first section. The second section contains the information that respondent knows about green products. The third and fourth section contains the respondent attitude i.e. green consumerism; and behaviour i.e. general buying behaviour of consumers; on green products. Finally, the last section covers the market availability of green products.

In qualitative research, interviews tend to be more flexible and easier. Unstructured and semi-structured interviews mostly aid on the interviewee's opinion and experience, aiming to get rich and in-depth data (Alan Bryman, 2008). Thus, by remaining within the objective of study, it is tried to obtain information as much as it can taking the characteristics of conversations, trying to deal in-depth with the individual case (Pole & Lampard, 2002) semi-structured questionnaire. According to Silverman (2000), exploratory studies is less structured than confirmatory studies. In a study with a rather small sample size, like this thesis, the focus is not so much on comparing the cases. Thus, the questions do not need to be very structured and can be rather open.

3.5.3 Interview Guide

Before conducting the interviews, existing literature was studied. The gained insights were used as an inspiration for developing open questions in order to understand the concept of green perception. Relevant theories or related themes were collected and to each of them several questions were developed. Based on these questions, an interview guide was developed. semi-structured interviews are often data source for a qualitative research project and are usually scheduled in advance, its place and time. They are generally carried around a set of predetermined open-ended questionnaire, with other questions emerging from the dialogue between interviewer and interviewee/s. Semi-structured in-depth interviews are the most widely used interviewing format for qualitative research and can imply either with an individual or in groups interview. The interview guide was, thus, much more used as a tool to support on conducting interview and to make sure that all areas of the research are covered (Patton, 2002). Furthermore, as the interviewees came from different backgrounds, possible misinterpretation regarding the interview questions had to be considered (Patten 2002). Hence,

clarifying questions were asked whenever it seemed necessary to check how the interviewees understood the questions and whether the interviewer understood their answer right.

When developing an interview, it is crucial to ask questions that are more likely to yield more information about the research phenomenon and be able to address the objective of research. In qualitative interview good questions should be open ended, neutral, sensitive and understandable. The questions should get more explaining answers not just yes or no (Britten, 2006). The length of interviews varies according to the topic content of research objective but in this research interview it was lasted for 30-40 minutes. For taking interview, it is usually better to start questions that participants can easily answer and then proceed to further. This help them to be normal and subsequently develops interview and generates rich data (Britten, 2006).

3.5.4 Conducting interviews

Before interview, respondents ought to be inform about the investigation details and given confirmation about moral standards, for example, anonymity and confidentiality (Britten, 2006). This gives respondents some thought of what to anticipate from the meeting, increments the probability of genuineness and it is also essential part of the informed consent process. Wherever conceivable interview ought to be directed in areas free from distraction, suitable time and place for participants. For some this might be at their very own home in the nights. While researchers may have less control over the home condition, familiarity may push the respondent to relax and result in a progressively gainful interview (Kvale & Interviews, 1996). Setting up affinity with members preceding the meeting is likewise imperative as this can likewise have a constructive outcome on the resulting improvement of the interview.

For the purpose of this thesis, eight consumers were interviewed. They were approached through different channels. Some were personal contacts, and some are contacted through internet. All interviews are conducted in English. The three interviews have been conducted in interviewee's home, three at their work place and two at public place like restaurant. Each interview took 30-40 minutes.

3.6 Data Analysis Method

After conducting the interviews, they were transcribed in order to process them for the subsequent analysis. The data analysis method is explained below.

3.6.1 Qualitative data analysis

Qualitative data analysis can be described as the process of making ideas from respondent's perspective, opinions and feeling, different theme and categories, and regular similarities. Patton (2002) sets that qualitative analysis changes information into discoveries. This includes lessening the volume of primary data, filtering criticalness from incidental data, recognizing important patterns and developing a structure for conveying the essence of what collected data reveal. Leedy and Ormrod (2005) further express that qualitative researcher develop interpretive narrative from their data and try to capture the complexity of phenomenon under study. Qualitative researchers consequently use more personal, scholarly style, and they frequently include respondent's own language. For qualitative content analysis, organizing, structuring and filtering the relevant content out of the material and examine them regarding in advance specific categories (thematic blocs) seemed to be suitable way. Defining the categories serves to filter the interviews for statements fitting into the respective categories.

4. Data Analysis

The purpose of this study was to determine, how consumer perceive about green products or eco-friendly products. Consumer buying behaviour as a conceptual framework was used in this research. The data from this study led to important recommendations for marketers, government and entrepreneurs.

Findings organized according to the primary research question. The primary research question is divided into three sub-questions. The findings in the data analysis for this study are presented in three section. Following the sub-research questions are the interview results related to each of the three constructs of perception and behaviour, information and market and environmental attitude and environmental concern. I used the qualitative data obtained from the open-ended questionnaire. Category 1 is first sub-research question from main research question; Perception and Behaviour, Category 2 is second sub-research question; Information and Market, and Category 3 is third research question; Environmental Attitude and Environmental Concern.

For first sub-research questions, it was asked to consumers how they define or understand green products and green consumerism; what are the benefits of green products; what they think about green alternatives and green adoption, and how important they considered it and what kind of green products they buy.

The second sun-research questions, it was asked to consumers what kind of green product they know about; how they are getting information; how often they search green information and green alternatives; what kind of green products they find in their market and how consumer feel about availability of green products.

The last sub-research questions it was asked to consumer to describe current situation of environment; role of individual responsibility towards environment; and to explain how their consumption impacted environment.

In this section the findings from the conducted interviews will be presented. After each section of findings, these findings will be analysed and discussed in relation to the academic literature. The aim is, according to the research question, to explore the perception, definition and concept on green products from consumer prospective. After a brief presentation of the interviewees, the first part will discuss the term green products and prospect of green products will be presented and discussed.

4.1 Interviewee Characteristic

In this part, the characteristics of the interviewed consumers will be shortly described in order to understand the backgrounds of the interviewed persons. Most of this information has been collected through a questionnaire (see appendix point). Two of the interviewed consumers are female, six are male and they are between 27 and 35 years old (average: 31). All of them have university degrees, ranging from bachelor's degrees to master's degree. However, the majority has a master's degree. All the consumer employed and have buying capacity. Two interviewees work as government officer, both female work in bank, two are environmentalist and two consumers are businessperson.

All consumer actively working in Kathmandu. Some interviewees are born there and few of them get migrated from the parts of country. However, it's been on an average 15 years they are living in Kathmandu. Interviewees are highly educated and successful in their respective field.

4.2 Results and Discussion

Since consumer perception on green products is the main topic of this research. The topic is analysed through different categories. At this point we look specially at how the interviewed consumer literally understands and explains green products.

Research question "What are the attitudes towards green products amongst consumer in Kathmandu district, Nepal? The research question was designed with three subsequent research questions. The complete responses can be found in Appendices.

4.2.1 Understanding and Attitude: Research Sub-Question 1.

Sub-question Section I; What do consumer understand and how they behave when it comes to greener products or environmentally friendly products?

To get an understanding of what the interviewee consumers mean when they talk about green products, they were asked to give their own understanding on the green products. When asked about green products seven out of eight interviewee (n=8) identify green products as products which have lesser impact on human health, organic and environment friendly, or it should be based on sustainable resources and have advantage for easy reuse and recycle process. Almost half of the respondent focus on recyclable items. This was the consistence theme in interviewee definition and description of green products. Most of the interviewee consumers that drew on the idea of environmentally sustainable and eco-friendly explicitly used that term on description. Likewise the literature, Vernekar and Wadhwa (2011), green products or eco-

friendly products are interchangeably used or they are environmental sustainable products that have less impact on environment.

I think they have no impact on plants and living beings with eco-friendly production and distribution process”.

They are reusable, and waste can be managed eco-friendly way.

(Interviewee 3)

Literature also provide similar definition as given by different consumers in this research. From the Interviewee reponse and literature provided by Shamdasani et al. (1993) defined green product as the product that will not harm the earth or do not exploit natural resources, and can be reuse, recycled or conserved, comes in similar theme for green characteristics. In other words, green product refers to product that includes the strategies in recycling or with recycled content, reduced packaging/eco-packaging or using less toxic materials to reduce the impact on the natural environment (Elkington; Wasik, 1996). Similarly, Y.-S. Chen (2010) provides growing importance from the use of unsafe materials; production and distribution and whereas Palevich (2011) provides the concept of whole logistics chain in greener way.

For me, green products are recycled components, energy saving appliances and better health benefit.

They have less carbon footprint, eco-friendly production and consumption.

(interviewee 8)

When respondents were asked about the term green consumerism; they believed in eco-friendly consumption for green consumerism. Most of the respondents had idea of being environmentally conscious and acting in way for promoting health, hygiene and environment. Respondent were consistence on being environmentally conscious people as green consumerism. Similarly, the literature provided by the Anderson Jr and Cunningham (1972), consumers are ecologically aware about their behaviour so that they can somehow promote environmental protection.

Green consumerism are people those are conscious about what they use and its impact on health and planet. I believe there are lots of benefits of green products, firstly, it has no impact on environment during its manufacture and consumption, raw materials are eco-friendly and healthy.

(Interviewee 2)

I think people are becoming conscious about where and how they live and want to behave eco-friendly and sustainable way.

There are many advantages for using green products, it helps in healthy lifestyle, less carbon emission, less dependent in non-renewable resources.

(Interviewee 8)

Some respondents go further saying making a sustainable and eco-friendly society.

I understand green consumerism is making sustainable and eco-friendly society.

I would say benefits are good public health, reduce pollution and enrich biodiversity.

(Interviewee 6)

Most interviewee respondent 2,3,5, and 8 infers green consumerism as environmental conscious people. Thus, respondents are aware about the concept of green consumerism as consuming products in eco-friendly manner. Research suggest that consumer are ready to pay extra premium price for the product which are green or eco-friendly (Adams, 2008; T. B. Chen & Chai, 2010a; Cherian & Jacob, 2012)

Respondents were also asked for the benefits of green products, most of them were consistence on green consumption leads to no impact on environment. They believe green consumerism leads to good public health, reduce the level of pollution and help to grow biodiversity (interviewee 6). They were also aware about eco-friendly production and distribution lessening the emission of toxic gas to the environment (interviewee 4).

While investigating the consumers of Kathmandu valley, on preference on green alternatives, the findings of the study, however, suggest that consumers are not actively participate in searching for green alternatives.

No, I never tried searching green as alternatives while buying products because I don't think I can find green alternatives for my entire consumption.

(Interviewee 1)

Fewer respondents are actively participate in searching for green alternatives

Sometimes I search for green alternatives like less electricity consuming home appliances, Led light bulbs, bamboo products.

(Interviewee 4)

I try to search green alternatives, like I always use herbal cosmetics.

Yes, I want to adopt green behaviour. I have priority for green products if available.

(Interviewee 7)

When consumers were asked about green behaviour adoption, most of them reply with the positive response, eight out of eight respondents want to live in greener way as they want to adopt green behaviour

Yes, I want to live in greener way. Right now, I use lesser green products but still I use green products like bags, reusable bottles.

(Interviewee 1)

I do concern on adopting green behaviour. I will try on coming days.

(Interviewee 3)

Yes, I am trying but slowly because I don't see varieties in green products.

(Interviewee 4)

They also said they are implying in small scale in their daily use.

Yes, I'm adopting green habits, I am avoiding gasoline products and I use electricity-based appliance. I have solar for electricity.

(Interviewee 2)

Sometimes I search for green alternatives like less electricity consuming home appliances, Led light bulbs, bamboo products.

(Interviewee 4)

Regarding the questions what currently consumers buy as green products, it seems that they are buying organic foods and vegetables and fewer other green products. The answer is consistence with organic foods and vegetables. Eight out of six respondent, Interviewee

1,2,3,4,5, and 8 currently buying organic food. Squires et al. (2001) found that people who have positive attitude towards environment are more likely to buy organic foods.

I mostly buy organic foods, chemical free cosmetics, Ayurvedic medicine.

(Interviewee 4)

I mostly buy organic foods, cloths and if available home appliances too like solar power.

(Interviewee 8)

However, there also seems that consumers are buying different green products like hemp cloth cotton bags, reusable bottles, chemical free cosmetics and ayurvedic medicines. All most all interviewee were involved in buying green products in small scale.

I have been purchasing very few green products. I just buy like cups, bamboo products or recycled papers.

(Interviewee 6)

Primarily, it comes as organic food, then after I try buying organic cotton cloth, hemp cloths, cotton bags, reusable bottles.

(Interviewee 3)

The findings also suggest that people are more conscious about what they eat but there is less evidence that they use green products when it comes to non-food items. Only fewer consumer are buying non-food green items like green home appliances. Some consumers are trying for green energy from solar panel and green transportation by using electric cars.

Yes, I' m adopting green habits, I am avoiding gasoline products and I use electricity-based appliance. I have solar for electricity.

(Interviewee 2)

But most of the consumers are not aware for non-food green products.

When consumers were asked about why they are ready for buying green products and what hinders them to buy products, similar like the literature, growing environmental issue and consumers concern on those issues, consumersgoing for eco-friendly behaviour and because of

less information products availability hinders in consumption. Consumers are willing to buy green products for their health benefits as well as for environmental benefits.

When I buy green, I feel like I am contributing to environment protection.

(Interviewee 5)

I have health and environmental concern that's why I go for green.

(Interviewee 6)

I want to leave less carbon footprint whatever I do for living, that's motivates me.

(Interviewee 7)

From the above consumers statements it can be concluded that primary reason for using green products is health benefits (respondent 1,2,3,4, and 8). Secondly, when they are buying green products, they feel like they are contributing to the environment protection. Thus, the consistence answer for motivation for buying green products is beneficial to their health and their environmental concern also playing vital role for going green.

In consumer prospective the barriers for the green products is lack of green innovation and lack of effective green marketing. The respondents claim that they have very few information regarding green products and very few green entrepreneurs.

There are limited green products and market access.

(Interviewee 6)

Some respondent consumers find green products are relatively expensive (Interviewee 5) and some finds not good after sales service (Interviewee 3). The consistence answer for barriers for green products is consumer are not well-informed and consumers don't have proper green information.

Summing up the findings regarding the sub questions 1, the consumer belief on green products was found that consumer have generalized belief on green products as they are environmentally friendly products, in a sense that they view green products are reusable, biodegradable, recyclable, their production and consumption is eco-friendly way and no harm on human health as well as environment. . Consumers are also considering those issues while going for shopping such as checking if the product is wrapped with recycled materials,

biodegradable paints, CFC free products etc. (Laroche et al., 2001). Consumer more likely to buy organic products and in other products they are slowly using it like paper or cotton bags, reusable bottles etc. According to the findings, consumer thinks green products have eco-friendly attribute and with environmentally sustainable characteristics in products. Consumer also carry the concept of green consumerism as environmentally conscious people. Consumer thinks that primary benefits of green products are healthy and environmentally friendly so that they could contribute to environment. Consumers are currently buying organic foods as green products. It can be understood that consumer thinks green products as organic food, herbal medicine and herbal cosmetics. Squires et al. (2001) suggest that consumer who have positive attitude towards environment are more likely to buy organic foods. Consumer are involved in buying other green items but in lesser way. Few respondents buy about energy efficiency appliances, for example light bulb, solar power etc. few other respondents buy organic cotton cloth, hemp cloths, bamboo products, reusable bottles and papers. It can be concluded that consumer lack the understanding and using wider range of green products. When consumers were asked for green alternatives, they were not aware of green alternatives, but they want to adopt green behaviour. They do understand the concept of green products as eco-friendly products, its benefits rationally but because of lack of green products information their attitude for green products is remaining in their thoughts only. They talk for stance changing their behaviour to green.

4.2.2 Green Information and Markets; Research Sub-Question 2

The sub-research questions 2; How do green information and green market influence the consumer adopting green products?

The purpose of this question is to determine the level of green information that consumer hold and green market. The information that consumer know about and easy access to products also plays the important role in developing the perception. Thus, in this category we will discuss about the green information and market available that consumer knows about.

Consumers effectively gather information to improve potentially purchase decision and it should be noted that consumers ought to be noticed product related information even when they are not intending to purchase (Schmidt & Spreng, 1996). When consumers were asked about information and knowledge, they have about green products, most of the respondents talks about organic food and vegetables.

I know about organic foods, reusable cups, stainless bottles, bamboo products. I really don't have proper information about green products.

(Interviewee 6)

Some claim that they don't know much variety in green products. Respondent answers were consistence for organic food and ayurvedic medicine or organic cotton cloths, reusable bottles or bamboo or wooden products. It was found that some respondents had information on green technology like solar panel, energy efficiency appliances or electric cars (Interviewee 3,8), one respondent (Interviewee 4) using traditional water mill (it is also greener way for grinding). Ability to search product information also plays vital role in information searching habit. It involves cognitive processing ability, knowledge of procedure and knowledge of information source (MacInnis et al., 1991).

Consumers objective knowledge and subjective knowledge also determines ability to engage in search of information (Schmidt & Spreng, 1996). In context of product information search, Olshavsky and Spreng (1989) explains that desire for information is also a sub-goal that comes within distinct consumer behaviour. When consumers were asked about their information searching habit for green products, it was found that they are not actively searching for green information.

I never search for green products information. I simply buy products on need-based way, but I prefer organic foods and vegetables. I don't think I have enough information on green products.

(Interviewee 1)

Few respondents search for information and most of respondents don't search green information's, interviewee 1,4, and 6. Because of lack of understanding and information on product categories, consumers are less participated in searching for green information. It is also found that those consumers who have information on green products categories, are most involves in green information searching then that those consumers who have lesser information on green products categories. Sujith (2017) also suggest that the barrier for the growth of green products is lack of consumer trust and lack of green information.

Consumer were also asked about how they get information on green products, consumers said that they have poor information flowing in Kathmandu valley. They have to depend on eco-trades and eco-fairs or internet.

I really think we don't have proper information flowing for green products in market. I get some information about green products from eco-fairs and eco-trades.

(Interviewee 2)

In Kathmandu I don't find green information like others product does For green information I must rely on trade fairs or internet.

(Interviewee 8)

The marketers are weak in promoting green products and for supplying green information to the consumers.

Marketers are less involved in promoting green products, for information for green, I just watch out in market.

(Interviewee 3)

From the above findings about the concept on green products from consumer prospective, they have rational belief in green products as environmentally friendly products, there production and consumption process are eco-friendly, easy waste disposable and no hamper on environment. When it comes to information, they have about green products and their searching habits, it is found that the information on green products are not easily accessible like other regular products information that consumers have. They must go specifically search information for green products.

According to the findings of study, the consumer seems to be desire for buying green items, even though market access is limited consumers are willing to buy products.

Mostly, we can find foods, cosmetics, solar power or cloths. Fewer electric cars. Our market for green product is very small.

(Interviewee 7)

Consumers find green entrepreneurs and green market is small and growing.

In our market we have organic foods or herbal medicine. Green market in Kathmandu valley in slow phase.

(Interviewee 4)

However, Consumers were consistent with buying organic food as green product available in their market. Squires et al. (2001) found that people who have positive attitude towards environment are more likely to buy organic foods.

We don't have good green market. Mostly, we can find organic foods and vegetables.

(Interviewee 5)

It seems like consumer really don't have market access for wider variety of green products.

When consumer was further asked about the barriers for using or adopting green products, most consumer find it hard to get out from traditional consumption and green information knowledge is playing vital role for green development. Marketers should always remember that consumers are probably not going to compromise on traditional product attributes, such as convenience, accessibility, value, quality and performance. In other words green products must match on those qualities against non-green products so as to gain consideration from most of the consumers (Ginsberg & Bloom, 2004).

It's hard to get out from their consumption practices to go for green and consumer might have less information on green market.

(Interviewee 7)

Consumer felt that there is not easy access to the marketplace.

I think people are less aware about green behaviour and less market availability might be the reason for barriers of green development.

(Interviewee 4)

Summing up the findings, regarding the information on green products that consumer are aware about, most of the cases they believe as organic foods as green products and when respondent go further for green product categories, they perceive green products as reusable bottles or cups, fewer go for clothing and green technology. It can be perceived that consumers in

Kathmandu valley have information asymmetry in green products categories. Sujith (2017) also suggest that the hindrance of green product growth is the lack of consumer trust and lack of green information. The proper information about green products proper market access plays significant role for building strong perception on green products use. Consumers have clear understanding on green perception. Because of not smooth supply of green information, market access and product variety consumer feel difficulty for accepting green products.

4.2.3 Environmental attitude and Environmental Concern; Research Sub-Question 3

The sub-research question 3; Does environmental concern emphasize to greener way?

The purpose of this question to understand the consumer concern about the environment and green buying behaviour. Green products and environmental concern are closely related. Consumer concern on environment can also lead to build strong perception in favour on green products. Firstly, consumers were asked about the current environmental state, secondly, their belief on individual responsibility about environment and lastly consumer were asked about the relation between environment and their consumption.

Consumers were asked about the current environmental situation from their prospective and they all are consistence that currently, environment is declining. Consumers are aware about the current environmental situation; they feel very protective for the protection of environment. Environmental concern also play vital role in consumer buying green products (Bamberg, 2003; Kim & Choi, 2005). Bang et al. (2000) found that environmentally concern consumer change to buy green products even its price is higher than non-green products.

Our environment is declining day by day. I don't find our air quality is good. Our action and weak government policy leading this situation.

(Interviewee 1)

Our environment is in worse condition. It is because of our living style, resource consumption method, all impact to environment.

(Interviewee 8)

From the above responses we can conclude that everyone believes in current environmental situation is declining. All the respondents agreed on environmental deterioration believes everyone is equally responsible. The level of consumers concern over environment depends on

many factors like cultural, educational, political, legal and economics. The environment condition being worse, consumers are going for greener way. In a contradiction, there are various research suggest that only environmental attitude does not let consumer buying green products (Hughner et al., 2007; Joshi & Rahman, 2015; Vermeir & Verbeke, 2008)

When consumers were asked about the individual responsibility towards environment, all the respondent were in favour of having individual responsibility for environment.

Yes, I feel individual responsibility for environment. I try to manage waste in organic way.

(Interviewee 3)

We all have individual responsibility for environment. I am focusing on proper waste management.

(Interviewee 4)

From the above given responses consumer conforms their personal responsibility towards environment and they are focusing on waste minimization. Consumers' attitudes towards acting in environmentally friendly ways are a good indicator to measure the environment value of consumers (Minton & Rose, 1997). It can be concluded that they all feel their responsibility towards environmental protection. When they were asked about how they were contributing to environment, their answer is using green products to some extent. Some of the consumer are concern for the waste disposable system (interviewee 4), some are using reduce, reuse and recycle method in their behaviour (interviewee 6). Similarly, it is found that consumers are also considering those issues while going for shopping such as checking if the product is wrapped with recycled materials, biodegradable paints, CFC free products etc. Zelezny and Schultz (2000) expressed that attitudes of environmental concern are developed in an individual mindset of self and how much a person sees oneself to be integral part of natural environment.

When consumers were asked about their consumption and environmental impact, they describe that everything we do have directly or indirectly impact the environment. All respondents were agreed with relation to consumption habit and environment issues. Stern (2000) also suggest, natural impact has to a great extent been a result of human wants for physical comfort, versatility, help from work, pleasure, control, status, individual security, support of custom and family, etc, what's more, of the associations and advances humankind has made to meet these wants.

Yes, I think our daily consumption habit impacted our environment. For example, in our market we have plastic packaging for milk, and milk is one of the daily consumption products for everyone which makes more plastic release to environment.

(Interviewee 1)

Yes, it does. What we eat, how we travel, what we use, everything connected to GHG.

(Interviewee 5)

Yes, I agree. Most of the waste comes after we consume things.

(Interviewee 7)

From the above responses it can be said that consumer believes their habit can lead to environment declination. The respondents gave the different examples about the consumption in relation to the environment, but the theme is they believe their consumption habit influences environment. Some examples given by them are using plastic packaging, GHG emission during production process or using petrol or diesel engine vehicles. Various research suggest that consumer environmental concern lead in acting in eco-friendly way and purchasing green products or environmentally friendly products (Bamberg, 2003; R. Solomon et al., 2010). Over past few decades environmental concern has emerged to be a vital aspect due to increasing issues related to global warming, acid rains, depletion of the ozone layer, and degradation of the land and many more pressing environmental issues. This resulted in increase in consumer concern with regards to restoration of environmental balance by demanding for eco-friendly products in countries around the globe (T. B. Chen & Chai, 2010a; Vandermerwe & Oliff, 1990). Similarly, environmental value of consumers can be explained as the general direction of individual consumers and their level of concern toward ecological issues (Choi and Kim, 2005).

5. Conclusion and Recommendation

According to findings the first sub-question of main research question, consumer perceive green products as related to following aspects, sustainable consumer products, in a sense that they are eco-friendly, the production and consumption has no impact on planet, easy reusable and recyclable, and organic. The consumer clearly accepts the idea of eco-friendly behaviour. However, result also suggest that green consumption covers only the small percentage of their entire consumption. Most consumers are willing to change their consumption to eco-friendly; however, consumers are only buying few green products which have direct benefits such as organic food, plant-based medicines, plant-based cosmetics (health benefits), reusable cups or bottles. The consumer agrees with the literature on importance, benefits and need of adopting green products on their consumption, however, their readiness for changing to green behaviour does not necessarily include a willingness to buy green products. Hence, adopting green consumption is very individual and about buying green products is choices among various products.

The second research question regarding the green information and green market, the findings suggests that consumers have poor information regarding green product information. There are very few ways of passing green information to consumers, in this case besides internet search, eco-fairs and eco- trades become the major way of information circulation. Consumers lack the information on green product variety and don't have the idea that the green can be their everyday consumption commodity. The result also suggest that consumers are less willing to search about green products information or product itself. The result further suggest that consumer lacks the information about green products. It is seen that green innovation and green marketing has weakly functioning in market so that consumers are not so well informed and not habitual with green consumption. Consumers have positive attitude towards green products. They understand how healthy green products can be with various benefits. This can be happening if consumers are well informed about the green products and they apply in their behaviour to satisfy their needs with green consumption.

The third sub-research question regarding the environmental concern, consumers are aware about the current environmental issues, they feel they have equal responsibility for environmental protection and their consumption has direct impact on environment. Due to the existence of environmental issues, consumer seems to be influence by the green alternatives.

The attitude of consumer on individual responsibility towards environment in general predominantly positive and most of the consumer show desire for adopting green behaviour and consumption. However, finding also suggest that lack of easy green information and green product market access consumers are less likely to use green products in their daily life. The finding further suggests that within green, the products are very limited and hence green products are not satisfying consumer needs.

Thus, it can be concluded that consumer believes green products are more sustainable and environmental friendly products. They also believe that use of these green products not only benefits environment but it is more sustainable and healthier product. They have positive attitude towards environment and also wants to act in greener way. But it is found that information system to let consumer know about green products seems weak. They are not getting green information easily like other products information they get easily and they have to search green information specifically. They also believe they lack proper market access for green products, like other products they get in market

6. Limitation of Research

This research focuses only on customers of Kathmandu valley, Nepal. This study intends to assess the consumer perception about green products or green orientation. Therefore, the interpretations of this study will be limited to customers of Kathmandu valley. This research focuses on general consumers not specified with environmentally conscious consumers so that we can get a more concrete picture of the consumer perception while buying the kind of the product they choose. At the same time, this study is region specific. This study is conducted with reference to the capital city and not across whole Nepal. This study has limited itself to the educated and literate individuals and consumers, which may bias the result in terms of consumer perceived mentality and can affect the results.

Moreover, the conceptual framework consisted with few variables, like consumer understanding on green products, their information level, current attitude and behaviour, environment consciousness and market access. There might be other factors which might affect the consumer perception, but our conceptual framework does adequately address them. Removing above limitations would open the path for further research.

7. Future Research Possibilities

There are many follow-ups for this study. The most obvious is to widen the area for research. This research was carried out in the Kathmandu valley and it is not sure the same result can be drawn in other parts of Nepal. As I explore the consumer perception on green products, further research can be done through which factors significantly influence consumers for buying green products. How consumers search for information about products for their consumption or information searching habits can also be a guide for further research. Further research can be on green products variety and what kind of green products consumers are buying and willing to buy.

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Appendices 1

1. Interview Guide

Interview Guide

Dear Sir/Madam,

My name is Ajay Ghimire and I am a Master's student in Nord University and I am conducting a research on the topic "Consumer perception on Green Products, A case study in Kathmandu Valley, Nepal" for partial fulfilment of degree. I would appreciate it if you could please help me to complete this questionnaire for me. The questions will take 30-40 minutes to complete. I am aware that you are busy, but the time you will give to complete this questionnaire will be valuable to this important research. This questionnaire is purely for academic purposes and will certainly respect your right anonymity and examine the outcomes of the questionnaire with the highest degree of confidentiality. Thank you for your willingness to participate and helping to shape the efficacy of green perception.

Thanking you for your cooperation,

Sincerely,

Ajay Ghimire

Nord University

Business School

ugotajay@outlook.com

Questions Related to Topic

1. Definition of Green products from consumer prospective
 - As my topic is consumer perception on green products, how do you define green products on your own way?
 - What are the pre-conditions for you to become products to be green or eco-friendly products/green products?
2. Consumer information about green products
 - What kind of green products you know about?
 - How often you search information about green products? what kind of green product you search information for?
 - Do you search green alternatives when you needed to buy products? if no, why?
 - Do you think you have enough information about green product market? If yes, what are the ways for you to getting information? If no, how can marketers can make easy access to green product information?
3. Consumer attitude about green products
 - What do you think about green consumerism?
 - What do you think about the benefits about green products?
 - Do you think green alternatives before you buy any products? Can you give examples.
 - Are you satisfied with green consumption? If yes/ no, why?
 - Are you concern with green behaviour adoption? If no, why? If yes, How you are changing your behaviour?
4. Consumer behaviour on green products
 - How often you buy green products?
 - What kind of green products you mostly buy? Can you list at least 4 kind of green products you use?
 - What motivates you to buy green products?
 - What hinders you to buy green products?
5. Consumer environmental concern.
 - What do you think about current environmental situation? Who you think responsible for current environmental situation?
 - Do you think you have individual responsibility towards environment? What action you are taking for environment protection?
 - Do you think our daily consumption habit impacted our environment? If yes, can you explain ideas regarding it?

6. Green product market

- What kind of green products are available in your market?
- Do you find enough green product in your market for your daily uses? if yes, please list at least 4 kind of green products you use regular basis. If no, what kind of green products you want in market?
- What do you think why people find hard for green product adoption?

Apendices 2

Interviewee 1; Responses

1. Definition of Green products from consumer prospective

- As my topic is consumer perception on green products, how do you define green products on your own way?
- What are the pre-conditions for you to become products to be green or eco-friendly products/green products?

For me, they are environmentally friendly and are produce after recycling of waste materials

It must be organic and no harm on human health.

I don't know variety of green products, but I think green products are recycled paper, organic food, cotton, shoes made from wools, medals made from can of beer.

2. Consumer information about green products

- What kind of green products you know about?
- How often you search information about green products? what kind of green product you search information for?
- Do you search green alternatives when you needed to buy products? if no, why?
- Do you think you have enough information about green product market? If yes, what are the ways for you to getting information? If no, how can marketers can make easy access to green product information?

I don't know much about variety of green products, but I think it is organic foods, recycled paper, reusable paper.

I never search for green products information. I simply buy products on need-based way, but I prefer organic foods and vegetables. I don't think I have enough information on green products.

No, I never tried searching green as alternatives while buying products because I don't think I can find green alternatives for my entire consumption.

I don't think I have proper information about green products. A good advertisement about product, price, function of product can help me to better on using GP.

3. Consumer attitude about green products

- What do you think about green consumerism?
- What do you think about the benefits about green products?
- Do you think green alternatives before you buy any products? Can you give examples.
- Are you concern with green behaviour adoption? If no, why? If yes, How you are changing your behaviour?

I believe, a group conscious people who wants to live in eco-friendly way without hampering surrounding.

In my opinion, green products are organic, easily disposable and no harm on environment.

I really don't think about green alternatives, but I mostly buy organic foods and cotton bags

Yes, I want to live in greener way. Right now, I use lesser green products but still I use green products like bags, reusable bottles.

4. Consumer behaviour on green products

- How often you buy green products?
- What kind of green products you mostly buy? Can you list at least 4 kind of green products you use?
- What motivates you to buy green products?
- What hinders you to buy green products?

Yes, I buy sometimes. Mostly, I buy organic foods and wooden household items like bowl, cups, hangers etc.

I feel it makes me healthy and waste also becomes less.

I don't think green products are easily accessible, I must go specific shop to buy green products.

5. Consumer environmental concern.

- What do you think about current environmental situation? Who you think responsible for current environmental situation?
- Do you think you have individual responsibility towards environment? What action you are taking for environment protection?
- Do you think our daily consumption habit impacted our environment? If yes, can you explain ideas regarding it?

Our environment is declining day by day. I don't find our air quality is good. Our action and weak government policy leading this situation.

I do feel environmental responsibility for myself. I have solar power for electricity, and I have maintained garden in my home. I understand I have to minimize waste generation, I try to boycott non eco-friendly products.

Yes, I think our daily consumption habit impacted our environment. For example, in our market we have plastic packaging for milk, and milk is one of the daily consumption products for everyone which makes more plastic release to environment.

6. Green product market

- What kind of green products are available in your market?
- Do you find enough green product in your market for your daily uses? if yes, please list at least 4 kind of green products you use regular basis. If no, what kind of green products you want in market?

- What do you think why people find hard for green product adoption?

I really don't know what kind of green products are available in market. I really don't know where I could get green products.

Its hard to get products that match my needs with green products, for example I could not avoid plastic rapping in products because almost all products have plastic rapping.

I don't think people are aware about green products and people are used to for their traditional consumption habit. Lack of proper marketing, proper information and product categories.

Appendices 3

Interviewee 2; Responses

1. Definition of Green products from consumer prospective

- As my topic is consumer perception on green products, how do you define green products on your own way?
- What are the pre-conditions for you to become products to be green or eco-friendly products/green products?
-

I believe green products are reproducible, recyclable and organic and no harm on human health and environment

It should be sustainable and have no impact on planet.

2. Consumer information about green products

- What kind of green products you know about?
- How often you search information about green products? what kind of green product you search information for?
- Do you search green alternatives when you needed to buy products? if no, why?
- Do you think you have enough information about green product market? If yes, what are the ways for you to getting information? If no, how can marketers can make easy access to green product information?

When I think about green products mostly, I think about organic food and vegetables, and some eco-friendly appliances. I really don't have enough information about green products.

Sometimes I search information, about energy efficiency home appliances. Few weeks back I have installed solar power for home.

I am much more habituated in buying normal products that are easily available, so I rarely search for green alternatives. But I can say I go for green in some way

I really think we don't have proper information flowing for green products in market. I get some information about green products from eco-fairs and eco-trades.

3. Consumer attitude about green products

- What do you think about green consumerism?
- What do you think about the benefits about green products?
- Do you think green alternatives before you buy any products? Can you give examples.
- Are you concern with green behaviour adoption? If no, why? If yes, How you are changing your behaviour?

Green consumerism are people those are conscious about what they use and its impact on health and planet.

I believe there are lots of benefits of green products, firstly, it has no impact on environment during its manufacture and consumption, raw materials are eco-friendly and healthy.

I try for green, but I don't see green products variety that satisfies all my need. I use organic foods, reusable bottles, cotton bags, recycled papers

Yes, I'm adopting green habits, I am avoiding gasoline products and I use electricity-based appliance. I have solar for electricity.

4. Consumer behaviour on green products

- How often you buy green products?
- What kind of green products you mostly buy? Can you list at least 4 kind of green products you use?
- What motivates you to buy green products?
- What hinders you to buy green products?

I buy sometimes, For, foods, I go for organic but in other things I don't know its green or not. I have solar power and electric car in my home.

I feel I am making contribution for environment and adopting healthy lifestyle.

I don't see easy market and information's on green products and there are limited product variety in green products.

5. Consumer environmental concern.

- What do you think about current environmental situation? Who you think responsible for current environmental situation?
- Do you think you have individual responsibility towards environment? What action you are taking for environment protection?

- Do you think our daily consumption habit impacted our environment? If yes, can you explain ideas regarding it?

I feel very bad for our current environment situation and we all are responsible for this.

I do believe. We use petrol or diesel vehicles, which release more carbon dioxide to environment.

6. Green product market

- What kind of green products are available in your market?
- Do you find enough green product in your market for your daily uses? if yes, please list at least 4 kind of green products you use regular basis. If no, what kind of green products you want in market?
- What do you think why people find hard for green product adoption?

I don't think our market have enough green products available.

Our market needs to innovate more in greener things. Now, we have very few green products been available.

I don't think marketers had made proper marketing for product information and promotion.

Appendices 4

Interviewee 3; Responses

1. Definition of Green products from consumer prospective

- As my topic is consumer perception on green products, how do you define green products on your own way?
- What are the pre-conditions for you to become products to be green or eco-friendly products/green products?

I think they have no impact on plants and living beings with eco-friendly production and distribution process.

They must be reusable, and waste can be managed eco-friendly way

2. Consumer information about green products

- What kind of green products you know about?

- How often you search information about green products? what kind of green product you search information for?
- Do you search green alternatives when you needed to buy products? if no, why?
- Do you think you have enough information about green product market? If yes, what are the ways for you to getting information? If no, how can marketers can make easy access to green product information?

Green products that I am familiar with are organic foods, solar panel for electricity, electric cars, cloth/fabric made from plants. I don't know much variety in greener products,

I search information about green products vary rarely. But I prefer cotton bags over plastic made bags.

I don't think green alternatives, but I try to live healthy and harmony with environment. I have electric car.

Marketers are less involved in promoting green products, for information for green, I just watch out in market.

3. Consumer attitude about green products

- What do you think about green consumerism?
- What do you think about the benefits about green products?
- Do you think green alternatives before you buy any products? Can you give examples.
- Are you concern with green behaviour adoption? If no, why? If yes, How you are changing your behaviour?

In my sense, green consumerism belongs to that group who care for environment and impact of their activities on environment.

There are lots of benefits for going green, firstly it is healthy and eco-friendly, no impact on soil air and water

I do concern on adopting green behaviour. I will try on coming days.

4. Consumer behaviour on green products

- How often you buy green products?
- What kind of green products you mostly buy? Can you list at least 4 kind of green products you use?
- What motivates you to buy green products?
- What hinders you to buy green products?

I buy sometimes, Primarily, it comes as organic food, then after I try buying organic cotton cloth, hemp cloths, cotton bags, reusable bottles.

Price and design motivate me for buying green. green products leads to eco-friendly way of living which concerns me most.

For me, they have little higher price and I don't find good for after sales service.

5. Consumer environmental concern.
 - What do you think about current environmental situation? Who you think responsible for current environmental situation?
 - Do you think you have individual responsibility towards environment? What action you are taking for environment protection?
 - Do you think our daily consumption habit impacted our environment? If yes, can you explain ideas regarding it?

It is very bad situation in Kathmandu valley. We all are equally responsible for this.

Yes, I feel individual responsibility for environment. I try to manage waste in organic way.

Yes, our consumption habit is direct relation to environment pollution. Most of the products packaging are not environmentally friendly.

6. Green product market
 - What kind of green products are available in your market?
 - Do you find enough green product in your market for your daily uses? if yes, please list at least 4 kind of green products you use regular basis. If no, what kind of green products you want in market?
 - What do you think why people find hard for green product a

I don't find variety in green products. I mostly find organic food, cloth in specific place. We have fewer green entrepreneurs in Kathmandu.

Because of less consumer awareness and green information.

Appendices 5

Respondent 4; Responses

1. Definition of Green products from consumer prospective
 - As my topic is consumer perception on green products, how do you define green products on your own way?
 - What are the pre-conditions for you to become products to be green or eco-friendly products/green products?

They are made reusable resources like plants, herbs and shrubs and organic manure.

Can be reproduce, reuse and recycle.

2. Consumer information about green products

- What kind of green products you know about?
- How often you search information about green products? what kind of green product you search information for?
- Do you search green alternatives when you needed to buy products? if no, why?
- Do you think you have enough information about green product market? If yes, what are the ways for you to getting information? If no, how can marketers can make easy access to green product information?

I know about organic food and I am using water mill (Pani Ghatta), it is also a green technology.

Personally, I don't search for the green information, but I prefer green products that are available in markets.

I really don't search green alternatives because I am not really aware about green variety.

I really don't have enough green information. sometimes I get information from eco-fairs

3. Consumer attitude about green products

- What do you think about green consumerism?
- What do you think about the benefits about green products?
- Do you think green alternatives before you buy any products? Can you give examples.
- Are you concern with green behaviour adoption? If no, why? If yes, How you are changing your behaviour?

Green consumerism, for me is living in sustainable way.

Green products have different advantages, no toxic gas emission, easy consumption and disposable.

I really don't think that way, but I prefer whatever I buy it should be in a way eco-friendly

Yes, I am concern in adopting eco-friendly behaviour I am trying but slowly because I don't see varieties in green products.

4. Consumer behaviour on green products

- How often you buy green products?
- What kind of green products you mostly buy? Can you list at least 4 kind of green products you use?
- What motivates you to buy green products?
- What hinders you to buy green products?

I buy green products occasionally, but I frequently buy organic foods, chemical free cosmetics, Ayurvedic medicine.

I like to live my life greener way, that motivates me a lot.

Lack of proper information in market and price hinders me from buying green products.

5. Consumer environmental concern.

- What do you think about current environmental situation? Who you think responsible for current environmental situation?
- Do you think you have individual responsibility towards environment? What action you are taking for environment protection?
- Do you think our daily consumption habit impacted our environment? If yes, can you explain ideas regarding it?

I think our environment in Kathmandu is declining day by day, I can see dusts particles moving in air in Kathmandu

We all have individual responsibility for environment. I am focusing on proper waste management.

Our consumption impacts our environment. For example, we mostly use bricks for building house and brick industry emits carbon dioxide during its production. Which directly hampers to the environment.

6. Green product market

- What kind of green products are available in your market?
- Do you find enough green product in your market for your daily uses? if yes, please list at least 4 kind of green products you use regular basis. If no, what kind of green products you want in market?
- What do you think why people find hard for green product adoption

In our market we have organic foods or herbal medicine. Green market in Kathmandu valley in slow phase.

I don't think we have enough GP in markets, there are very few products.

I think people are less aware about green behaviour and less market availability might be the reason for barriers of green development.

Appendices 6

Respondent 5; Responses

1. Definition of Green products from consumer prospective

- As my topic is consumer perception on green products, how do you define green products on your own way?
- What are the pre-conditions for you to become products to be green or eco-friendly products/green products?

I consider products to be green if it is made from natural renewable resources and eco-friendly way of production and distribution process

For green products it should be organic and less emission of GHG during its production.

2. Consumer information about green products

- What kind of green products you know about?
- How often you search information about green products? what kind of green product you search information for?
- Do you search green alternatives when you needed to buy products? if no, why?
- Do you think you have enough information about green product market? If yes, what are the ways for you to getting information? If no, how can marketers can make easy access to green product information?

I most know about organic foods and vegetables, and others may be reusable bottles, wooden household items

I do search information about production process of products while buying products.

I get information from marketing strategy of company, and from my friends.

I think of green alternatives, but I find lesser things.

I don't think I have proper information about green products....proper marketing can make consumer aware about that products

3. Consumer attitude about green products

- What do you think about green consumerism?
- What do you think about the benefits about green products?
- Do you think green alternatives before you buy any products? Can you give examples.
- Are you concern with green behaviour adoption? If no, why? If yes, How you are changing your behaviour?

I believe green consumerism is health and environmental conscious people

There are various benefits of green products such as health and hygiene, feel good as better citizen and contributing to environment

I don't really think about green alternatives but when I buy products in markets I try to think of organic products.

Yes, I want to behave in greener way. Slowly, I am trying to avoid non environmentally friendly products.

4. Consumer behaviour on green products

- How often you buy green products?
- What kind of green products you mostly buy? Can you list at least 4 kind of green products you use?
- What motivates you to buy green products?
- What hinders you to buy green products?

I buy occasionally, but I buy organic foods and vegetables regularly. For other things also I try for green. I use cotton bags while shopping

When I buy green, I feel like I am contributing to environment protection.

I feel green products are comparatively expensive which hinders me little to buy those products.

5. Consumer environmental concern.

- What do you think about current environmental situation? Who you think responsible for current environmental situation?
- Do you think you have individual responsibility towards environment? What action you are taking for environment protection?
- Do you think our daily consumption habit impacted our environment? If yes, can you explain ideas regarding it?

I do not feel our environment is like before. It is declining day by day. Our water quality air quality is declining

I think everything starts from individual, either it is worsening or protecting environment. I am making priority for greener products

Yes, it does. What we eat, how we travel, what we use, everything connected to GHG.

6. Green product market

- What kind of green products are available in your market?
- Do you find enough green product in your market for your daily uses? if yes, please list at least 4 kind of green products you use regular basis. If no, what kind of green products you want in market?
- What do you think why people find hard for green product adoption

We don't have good green market. Mostly, we can find organic foods and vegetables.

Not really, in Kathmandu Green products market is very small. I regularly use organic foods, cotton bags and reusable bottles.

I guess every need might not be fulfilled by green products, people need cannot satisfy by only green.

Appendices 7

Interviewee 6; Responses

1. Definition of Green products from consumer prospective
 - As my topic is consumer perception on green products, how do you define green products on your own way?

- What are the pre-conditions for you to become products to be green or eco-friendly products/green products?

In my opinion they are sustainable and produced without compromising need of future generation.

It should made from local resources, biodegradable, and do not produce GHG

2. Consumer information about green products
 - What kind of green products you know about?
 - How often you search information about green products? what kind of green product you search information for?
 - Do you search green alternatives when you needed to buy products? if no, why?
 - Do you think you have enough information about green product market? If yes, what are the ways for you to getting information? If no, how can marketers can make easy access to green product information?

I know about organic foods, reusable cups, stainless bottles, bamboo products. I really don't have proper information about green products.

I think of organic foods, Ayurvedic medicines and hemp cloths. I need to get some information about green products. I rarely search for green alternatives. I don't have much information about it.

I am not use to it because there are very few green alternatives for use.

I really don't have proper information about green products, we don't have good market here in Kathmandu and promotion for these products is really done. I get information sometimes when I go to trade fairs, or eco-trades.

3. Consumer attitude about green products
 - What do you think about green consumerism?
 - What do you think about the benefits about green products?
 - Do you think green alternatives before you buy any products? Can you give examples.
 - Are you concern with green behaviour adoption? If no, why? If yes, How you are changing your behaviour?

I believe consumer are concern in developing eco-friendly and sustainable society.

There are various benefits of using green products such as reduce pollution, good public health, balance environment

I have been purchasing very few green products. I just buy like organic foods, cups, bamboo products or recycled papers.

I really don't search green alternatives, my consumption habit is regular, but I try in some way like buying reusable bottles, organic foods and vegetables

I have health and environmental concern that's why I want to go green and in coming days I am looking forward for more green products in markets

4. Consumer behaviour on green products
 - How often you buy green products?
 - What kind of green products you mostly buy? Can you list at least 4 kind of green products you use?
 - What motivates you to buy green products?
 - What hinders you to buy green products?

I have been purchasing very few green products.

Mostly I buy organic foods and other reusable items

I am environmental concern as well as health concern that motivates me to buy green

There are limited green products and market access. We don't find green products easily in market

5. Consumer environmental concern.
 - What do you think about current environmental situation? Who you think responsible for current environmental situation?
 - Do you think you have individual responsibility towards environment? What action you are taking for environment protection?
 - Do you think our daily consumption habit impacted our environment? If yes, can you explain ideas regarding it?

Our environment is degrading day by day. We all are responsible for this, general people, policy maker

Absolutely, I believe each one of us has environmental responsibility. I have been following reduce, reuse, and recycle method as far as possible.

Consumption leads to promoting those things and in Kathmandu we rarely have eco-production process.

6. Green product market
 - What kind of green products are available in your market?
 - Do you find enough green product in your market for your daily uses? if yes, please list at least 4 kind of green products you use regular basis. If no, what kind of green products you want in market?
 - What do you think why people find hard for green product adoption?

There are limited green products available in our market. Mostly organic food is considered as green products. There are very few items I buy green.

I really don't know the variety in green products but I use organic soap, facewash and sometimes hemp cloth

In my opinion, people are not well informed about green products. May be lack of proper information about green products....

Appendices 8

Interviewee 7; Responses

1. Definition of Green products from consumer prospective

- As my topic is consumer perception on green products, how do you define green products on your own way?
- What are the pre-conditions for you to become products to be green or eco-friendly products/green products?

I think green products are less harmful then other products can be obtaining from plants

Green products must be recyclable or reusable

2. Consumer information about green products

- What kind of green products you know about?
- How often you search information about green products? what kind of green product you search information for?
- Do you search green alternatives when you needed to buy products? if no, why?
- Do you think you have enough information about green product market? If yes, what are the ways for you to getting information? If no, how can marketers can make easy access to green product information?

I don't know much more about green products, but fewer things may be cloth made from recycled fabric, organic foods, ayurvedic medicine etc.

I search for green information sometimes. I search about places for green products near me and what they have in their shops

Yes, I think of green alternatives but most of the time i buy herbal cosmetics

I don't think I have good information about green products, I solely depend on internet search.

3. Consumer attitude about green products

- What do you think about green consumerism?
- What do you think about the benefits about green products?
- Do you think green alternatives before you buy any products? Can you give examples.
- Are you concern with green behaviour adoption? If no, why? If yes, How you are changing your behaviour?

I believe consumer trying to live in eco-friendly manner is green consumerism.

I can say, adopting green products has health benefits, environmental promotion and in long run it can help for sustainability

I really don't think of alternatives, but I avoid plastics bags, use cotton bags

Yes, I want to adopt green behaviour. I have priority for green products if available.

4. Consumer behaviour on green products
 - How often you buy green products?
 - What kind of green products you mostly buy? Can you list at least 4 kind of green products you use?
 - What motivates you to buy green products?
 - What hinders you to buy green products?

I buy sometimes if available green products what I need for. Mostly, I have bought herbal cosmetics, soap/facewash, ayurvedic medicine.

I want to leave less carbon footprint whatever I do for living, that's motivates me.

I don't see so much products on markets, and not easily accessible of product and product information that makes difficulty using green products

5. Consumer environmental concern.
 - What do you think about current environmental situation? Who you think responsible for current environmental situation?
 - Do you think you have individual responsibility towards environment? What action you are taking for environment protection?
 - Do you think our daily consumption habit impacted our environment? If yes, can you explain ideas regarding it?

I feel our environment is deteriorating day by day and we human primarily responsible for it

Yes, we have individual responsibility towards environment. I am trying to use less plastic products and using reusable products

Yes, I agree. Most of the waste comes after we consume things.

6. Green product market
 - What kind of green products are available in your market?
 - Do you find enough green product in your market for your daily uses? if yes, please list at least 4 kind of green products you use regular basis. If no, what kind of green products you want in market?
 - What do you think why people find hard for green product adoption?

Mostly, we can find foods, cosmetics, solar power or cloths. Fewer electric cars. Our market for green product is very small

We don't find enough products or variety of green products. organic food comes first and then fewer reusable products

Its hard to get out from their consumption practices to go for green and consumer might have less information on green product and market.

Appendices 9

Respondent 8; Responses

1. Definition of Green products from consumer prospective

- As my topic is consumer perception on green products, how do you define green products on your own way?
- What are the pre-conditions for you to become products to be green or eco-friendly products/green products?

For me green products are recycled components, energy saving appliances and better health benefits.

They have less carbon footprint, eco-friendly production and consumption.

2. Consumer information about green products

- What kind of green products you know about?
- How often you search information about green products? what kind of green product you search information for?
- Do you search green alternatives when you needed to buy products? if no, why?
- Do you think you have enough information about green product market? If yes, what are the ways for you to getting information? If no, how can marketers can make easy access to green product information?

I heard about green energy from solar panel, green transportation like electric cars and hybrid cars, energy efficiency appliances like LED bulbs.

It depends on situation, what kind of products I need that time but firstly, I go for green products, if not available then go for available products.

Sometimes I search for energy efficient appliance

In Kathmandu we don't find easy access to information. For information I must rely on trade fairs or internet.

3. Consumer attitude about green products

- What do you think about green consumerism?
- What do you think about the benefits about green products?
- Do you think green alternatives before you buy any products? Can you give examples.
- Are you concern with green behaviour adoption? If no, why? If yes, How you are changing your behaviour?

I think consumers are concern on how they live and what they consume so that their acts can be eco-friendly

There are many advantages for using green products, it helps in healthy lifestyle, less carbon emission, less dependent in non-renewable resources

Sometimes I search for alternatives like I said I search for energy efficient bulbs and other appliance

Yes I want to live in greener way, I want to make my home eco-friendly, using solar power, electric car, waste management etc

4. Consumer behaviour on green products

- How often you buy green products?
- What kind of green products you mostly buy? Can you list at least 4 kind of green products you use?
- What motivates you to buy green products?
- What hinders you to buy green products?

I buy often,

I mostly buy organic foods, cloths, reusable products and if available home appliances too, like solar power.

I want to live eco-friendly way which motivates me most

In Kathmandu we don't have good channel for green market information and don't really what kind of green products are available which hinders a lot

5. Consumer environmental concern.

- What do you think about current environmental situation? Who you think responsible for current environmental situation?
- Do you think you have individual responsibility towards environment? What action you are taking for environment protection?
- Do you think our daily consumption habit impacted our environment? If yes, can you explain ideas regarding it?

Our environment is in worse condition. It is because of our living style, resource consumption method, all impact to environment.

Yes of course, we do have. I want to imply greener behaviour in every aspect like clothing, in home in travelling etc.

Yes of course, the way we use resources everything have impact on environment. we buy different products and waste from that products hampers the environment

6. Green product market

- What kind of green products are available in your market?
- Do you find enough green product in your market for your daily uses? if yes, please list at least 4 kind of green products you use regular basis. If no, what kind of green products you want in market?
- What do you think why people find hard for green product adoption?

We have few green products like organic foods, cloth, fewer energy efficient appliance, ayurvedic medicine, cosmetics etc

People's habit, not enough green variety and information. And green electric items cost more in general green products is little higher in cost.