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**A Delhi NCR Study on Customer Intention, Preference and the Factors Influencing Purchase of Sustainable Products, with Special Reference to Products Made from Moonj Grass.**

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**ABSTRACT:**

Over the years, the Indian market has shown a rapid increase in the consumption of consumables due to an increased per capita income. These days consumables are within easy reach of the consumers with digitization acting as a catalyst in attracting them, making them aware, and helping them acquire the preferred item. The purpose of this study is to gauge the intention & preference of consumers and the factors that motivate the consumers in buying sustainable goods made from moonj grass. This quantitative study is done across 172 respondents residing in the national capital region of Delhi. The responses are analysed systematically with the help of descriptive statistics, chi-square test, regression, and factor analysis using statistical software. The findings throw light on the “motivating factors” that play a significant role in enhancing the purchase of eco-friendly products made of moonj grass. The study enables marketers to make appropriate strategies to increase their market presence and reach maximum customers. The study has a potential to uplift the livelihood and standard of living of the artisans who make durable products using moonj grass as raw material. When customers make a deliberate conscious effort to buy green products, it may boost the handicraft industry and also promote environmental sustainability. This work is done for the first time and it has not been published anywhere else.

**Keywords:** Sustainable Products, Moonj Grass, Artisans, Livelihood, Sustainability, Environment

## 1 | INTRODUCTION:

For ages, nature has been providing resources for sustenance and protecting humanity. It becomes a moral obligation of human beings to reciprocate by minimizing the consumption of unsustainable products (Kannan N. and Selvakumari P. S., 2017). Due to overconsumption, exploitation of natural resources, and related pollution, the need to use eco-friendly products is becoming a norm, especially in developed nations. Day by day, green products are gaining importance and becoming popular in developing countries. There appears to be a need to increase the sense of responsibility and awareness amongst the consumers to preserve environmental sustainability and uplift the industries involved in producing eco-friendly products in developing countries. The area of research in this paper is concerning sustainable products made from eco-friendly raw material-moonj grass. These products come under the category of handicraft goods. A boost in the handicraft industry could be attained by better positioning of eco-friendly products in the minds of the customers. The vast scope of digital marketing can be used to create awareness and retain the attention of target customers, leading to the shift in sustainable product use.

This study attempts to come out with findings that may help the artisans involved in making handicraft items like baskets made from moonj grass. Such products are better for the environment as they are made of natural inputs and the pace of use of these inputs is less than their natural production rate. The moonj grass is available in abundance in nature near the water bodies. If needed, the grass can be cultivated, so there is no exploitation. These eco-friendly products do not pollute as they are non-plastic and biodegradable. These products are a source of livelihood for the artisans who specialize in handicrafts. These products are traditional, and the handicraft skills have been passed on to successive generations (Sankaran P. N., 2018). It is therefore essential to make the people realize the importance of creating a deliberate conscious effort to buy and use eco-friendly baskets, bags, and boxes through different marketing strategies. This research aims to study customers' intentions and preferences in purchasing sustainable products made from moonj grass and provide the research findings to the artisans helping them improve their livelihood. This research is expected to help analyze the hand-crafted product market and take necessary actions to increase customer reach.

## 1.2 | BACKGROUND:

Artisans contribute to India's non-farm rural economy through functional art and craft like items of home decorations, tools, jewellery, furniture and so on (Bolake R. N., 2015). Most artisans find it difficult to survive in the growing competition in the current market of machine-made products used for mass consumption. As the number of rural artisans decreased over the years due to a lack of income opportunities and migration to urban areas for unskilled jobs, it is time to call for re-investing in this sector to cater to their needs (Hirway I, et.al., 2014). It will boost their motivation to come up with innovative ideas and involve them in working in their area of expertise and facing the global market challenges. It is essential to upgrade the economic condition of the rural artisans by opening the door to new opportunities (Agarwal P., 2019). Artisans should be well aware of the value of their skills, which will enable them to invest more in their work and generate increased income. In contemporary times there has been an increased involvement of NGOs, private organisations and government institutions for uplifting the livelihood of artisans involved in making handicraft goods. Proper training and intervention may enhance the skills of artisans, and introducing new technology in the backward vertical supply chain will improve their work effectiveness and help them produce in bulk. In the present scenario, the philanthropists who wish to help the handicraft artisans may get support from various quarters like CSR funding, NGO funding, strategic investors and government institutions (Sodhi S. et.al., 2021). The ministry of MSME and development commissioner (handicraft) in India are formulating policies and schemes for the upliftment of the traditional handicraft industry (Mansur R. and Agarwal P., 2022).

An NGO - Mon Ami Foundation, has taken the initiative to develop a Growth Centre around moonj grass in the Khatima Block of the US Nagar district. The proposed industry would cater to more than 500 moonj grass artisans belonging to low-income group families. The products remain the same in terms of raw materials used. But the shape, size, colour and design may vary from buyer to buyer. However, some popular ones are different baskets, storage units, centre tables, etc.

## 2 | LITERATURE REVIEW:

Production and marketing of green products take into consideration the minimum usage of energy or any quantifiable raw material and avoid the usage of any pollutants, thereby reducing damage caused to the environment and contributing to sustainability. Each nature-friendly commodity requires a different approach to promote nature's sustainability (Dangelico and Pujari, 2010).

Social accountability of business in the economy can bring social change (Issacs, 2015). When customers believe that their responsible action can bring a positive difference in society and behave responsibly, it helps the promotion of eco-friendly products.

A study on consumers and manufacturers of organic products was conducted in Delhi in 2015 to analyse consumer attitudes towards purchasing green products. It emphasized organic creation and identification of the two essential aspects called “Enablers” and “Barriers” that determine market penetration (Laheri and Anupam, 2015). The factors constituting “Enablers” are eco-friendliness, nature of excellence concerning eco-friendliness, and recyclable material of the products. In contrast, those comprising “Barriers” are unaffordability, unawareness, fewer options, unavailability and lack of promotion of the environment-friendly products. There is a need for more awareness activities to encourage the use of green products and reduce the presence of barriers. From the above study, the factors taken are the intention of customers to buy sustainable products and the influencing factors like biodegradable nature of product, non-hazardous nature of the product, appealing advertisement, looks and product quality.

In a similar study, it has been postulated that customers are keen to purchase commodities due to their environmental sensibility. Also, the study shows that the companies are intensely focused on encouraging maintainable and standard buying trends according to consumer demand. (Dubihlela and Ngxukumeshe, 2016). In research carried out by Nielsen, it was found that Indians avoid using green products due to the high price (Press Trust of India, 2011). In the study of moonj grass, the authors intend to observe the customer’s willingness to pay as a factor influencing artisans’ pricing strategy.

Sustainable consumption behaviour depends on customers’ ability to purchase and the extent to which customers perceive the importance of such behaviour towards society and environment. People who want to live in clean surroundings also contribute to sustainable consumption (Lee et al. 2015). Customers’ moral obligation directly influences their purchase intentions which is explained by the ‘Theory of Planned Behaviour Model’ (Chen M., 2020). A study has identified that environmental knowledge positively affects people’s opinion and outlook, subjective norms and apparent behavioural control with the buying purpose of sustainable products (Yoon J. and Joung S., 2019). From this part of the review, researchers have used the factors - how customers are influenced by social feedback in buying sustainable products. The researchers want to find out the platforms which provide detailed information regarding the sustainable products.

In research by Chang, Wong & Leung, it was observed that environmental awareness shapes the buying pattern of consumers. (Chang, Wong & Leung, 2007). Customers mostly prefer unique, handcrafted products and are willing to pay premium prices for biodegradable products and for those products on which they have established brand loyalty (Yue *et. al*, 2010). In another study, it was found that likeability for a sustainable product is positively correlated with a preference for colour, function, and quality. The research shows that consumers preferred vintage looks and muted earth tone colours. These specifications are crucial for the artisans to know the requirements of customers and accordingly make the products (Enright *et. al*, 2016). Alex and Mathew in their research have shown that perceived quality and worth have a direct positive association with purchase (Alex and Mathew, 2018). Converting a non-buyer to an actual buyer is a challenge for the organizations or the marketers. New prospects need to be influenced to make them understand the importance of buying environmentally friendly items. In a study conducted on non-buyers, it was observed that they have shown an intention to buy an expensive sustainable or green product if it was of premium quality or if it had an appealing offer. The anticipation of quality of the item, its price, and the advertisements related to the item are the critical factors that encourage a non-buyer of green products to become customers and positive agents spreading the word of mouth among other prospects and customers (Chockalingam and Israel, 2016). From this literature review the product's quality, looks and feel factors have been taken for the study. Also, it takes into account the preferred category of products that customers intend to buy. This part of the literature review helped researchers to take the “preferred category of sustainable products that customers intend to buy”, and “how product's look and quality influence the intention to buy sustainable products”.

In research by Alptekin, customer needs are considered as the “voice of customers,” and product characteristics are considered as the “voice of the company.” Eliminating fringe customer needs reduces and solves problems for the marketer, so it is essential to investigate the product characteristics that can satisfy major customer needs (Alptekin. 2017). In the same research, the importance of Internet of Things (IoT) applications for the development of enhanced products and services for customers is highlighted (Alptekin. 2017).

Additionally, it was found that factors impacting female consumers' intentions to buy eco-friendly products included their attention on their way of life, personal image, fitness, and economic and social standing. The product's appearance or other features are in line with the progression of the consumer's life cycle. (Pudaruth *et. al*, 2015).

The two goals of environmental excellence and customer satisfaction are absolutely crucial for green marketing to succeed (Ottman et. al, 2006). Research by Ottman et al. shows that green products have five separate desirable qualities, including: competence and cost effectiveness; fitness, care, and security; presentation or performance capacity; imagery and social position; and appropriateness (Ottman et. al, 2006). All these qualities are of value to the customers.

### **3 | OBJECTIVES**

The objectives of this research work are as follows: First, to ascertain the factors influencing the purchase intention of people living in Delhi NCR in purchasing sustainable, eco-friendly green products like baskets, showpieces, or other similar items produced out of moonj grass. The second purpose is to know the customers' opinion about the platforms where green products are readily available with complete information and the platform, they use to purchase moonj grass products. Lastly, this study observes the preferred category of products that customers intend to buy along with the price they are willing to pay.

### **4 | MATERIALS AND METHODS**

The research design used for this study is descriptive, which is used to describe and explain the nature and behaviour of a specific group of people with the help of quantitative methods. Participants of this research are individuals above 16 years of age who reside in Delhi NCR. Convenient sampling method is used for the research. Responses are obtained from the participants with the help of a Likert scale through a structured questionnaire that was sent online to the respondents across Delhi NCR and 172 responses were received from them. SPSS is used to carry out the analysis of data. Reliability test, descriptive statistics, multiple regression, Chi-Square tests and factor analysis have been done for the study.

### **5 | RESULT**

Test of reliability was conducted on the data set and it was found from Table I that Cronbach's Alpha value for each construct was greater than 0.7, which indicates that it is strongly reliable. The construct of the questionnaire was shown to the experts in this domain who validated this work.

**TABLE I Cronbach's Alpha Value**

Serial No.	Scales	Chronbach's Alpha Value
1	Reasons to buy green products	0.9
2	Availability of green products	0.72
3	Information available related to green products	0.86
4	Factors about digital medium motivating people to buy products	0.76
5	Frequently used digital medium of communication	0.74
6	Digital platforms where green products are seen	0.82
7	Product preference of respondents	0.78
8	Purchase intention of pictured products	0.87
9	Price willingness of pictured products	0.92

As evident from Table II, the frequency distribution indicates that there are about 72 percent of respondents who have shown a positive intention towards the purchase of products made from moonj grass.

**TABLE II Respondents have Intention to buy such products**

	Frequency	Percent	Valid Percent	Cumulative Percent
Completely disagree	1	0.6	0.6	0.6
Disagree	6	3.5	3.5	4.1
Neither agree nor disagree	32	18.6	18.6	22.7
Agree	73	42.4	42.4	65.1
Completely agree	60	34.9	34.9	100
Valid Total	172	100	100	

To find out the influencers of such positive intention to buy eco-friendly products stepwise regression was done on various sets (constructs) to analyse the strength of the impact of construct variables on the dependent variable where the dependent variable was 'intention to buy'. From the

analysis outcome, the variables that show significant correlation to the dependent variable have been reported in this paper.

Regression analysis was done on “intention to buy” as a dependent variable and the construct “various factors that motivate the customers to buy such products”. From the analysis shown in Table III, the following variables from the construct appear to be significantly impacting the intention to buy: Biodegradable nature of the product, appealing advertisement and promotions, good quality, less hazardous products with R value of 0.457, 0.496, 0.517, 0.535 and significance value of 0.000, 0.000, 0.000, 0.000 respectively.

**Table III      Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Significance
1	.457 <sup>a</sup>	0.209	0.204	0.75966	0.000
2	.496 <sup>b</sup>	0.246	0.237	0.7437	0.000
3	.517 <sup>c</sup>	0.267	0.254	0.7356	0.000
4	.535 <sup>d</sup>	0.286	0.269	0.72793	0.000

Table III: Regression Analysis on intention to buy as a dependant variable and the construct various factors that motivates customers to buy such products.

Predictors: (Constant), 4(c). Biodegradable nature is motivation, 4(m). Appealing advertisement and promotions, 4(a). Good quality is motivation to buy, 4(i). Less hazardous products are motivation.

Dependent Variable: 3. Respondents have the Intention to buy such products

Regression was done on “intention to buy” as a dependent variable with other variables. The first variable taken into consideration is “places/platforms where such products are easily available”. It is observed that the factor “people selling such products from home” has an R value of 0.219, with a significance of 0.004 appears to be slightly impacting the intention to buy sustainable products.

The other variable considered was “customers looking at social feedback in buying such products”. There appears to be a weak positive relationship with intention to buy as the Pearson correlation R-value is 0.14 with a significance of 0.033.



Analysis was done on the variable “platforms provide detailed information on such products” with the dependent variable “intention to buy”. There appears to be a weak positive relationship between the “intentions to buy” and “social media provides the detailed information regarding the availability of such products” as the Pearson correlation R-value is 0.195 with a significance of 0.005.

The next variable considered was “detailed product description on a digital platform motivating people”. There appears to be a weak positive relationship with the dependent variable “intention to buy”. The Pearson correlation R-value is 0.188 with a significance of 0.013. One of the vital features of the online platform is to provide detailed product information and this association appears to be confirming this.

Analysis was done on “intention to buy” as a dependent variable and the construct “which digital online platform is frequently used for communication and getting the information on such products” as an independent variable. There appears to be a moderate positive relationship between the “intentions to buy” and “frequent usage of general websites as a digital medium of communication” as the Pearson correlation R-value is 0.311 with a significance of 0.000.

“Intention to buy” as a dependent variable was tested for correlation with the variable “online platform where the respondents have frequently seen such products”. There appears to be a moderate positive correlation with general websites, YouTube and Instagram having R values of 0.340, 0.216, 0.131 and significance values of 0.000, 0.002, 0.044 respectively.

“Preference for specific products” was tested with “intention to buy” as a dependent variable. There appears to be a weak positive relationship between the dependent variable “intention to buy” with “Preference for buying Boxes & Wall hangings” as the Pearson Correlation R-value is .349 with a significance of 0.055.

Specific products were shown to the respondents and responses were taken. “Product 2” in Figure 1 and “Product 10” in Figure 2 appear to have a moderate positive relationship between “intention to buy” as the Pearson Correlation R-values are 0.364, 0.408 with a significance of 0.000, 0.000 respectively.



Figure 1: Product 2



Figure 2: Product 10

In the analysis of the customers' response about the "price they are willing to pay for different types of products" it is observed that most of the respondents are willing to pay below Rs 500 for all the given products except "Product 3" in Figure 3 for which they intend to pay within Rs 500-Rs 800.



Figure 3: Product 3

Chi-Square Test is done to find the cross relationships amongst the demographic variables. There appears to be a significant relationship between “Last purchase” and “Most used platform” for buying sustainable products. Most of the purchases are done between “6 months – 1 year” and “1 year – 5 years”. Most of the respondents buy green products from roadside vendors and handicraft specialty stores.

There appears to be a significant relationship between “most used platform” and “gender”. From the analysis, it appears that men buy more from the roadside vendors and women from the handicraft specialty stores. There appears to be a significant relationship between the “most used platform” and “income”. Households with income categories between “70001 to 150000” buy more from the roadside vendors and households with income categories “150000 and above” buy from the handicraft specialty stores. A significant relationship is noticed between “age group” and “the price that people are willing to pay for product category number 6 (fruit baskets)” which is represented in Figure 3. The people between the ages of 36 to 50 years are willing to pay a higher price ranging from “Rs. 500 to 800”.



Figure 4: Product 6

There appears to be a significant relationship between “gender” and “price people are willing to pay for product 1 to 5 (household baskets, handbags and trays)”. Women are willing to pay a higher price ranging from “Rs. 500 to 800”, whereas men are willing to pay “Rs. 500 or less”.



Figure 5: Product 1



Figure 6: Product 2



Figure 7: Product 3



Figure 8: Product 4



Figure 9: Product 5

In all the above tests, the association is significant on condition that the significance value is less than 0.05.

The Table IV represents frequency distribution of preference for the type of products that respondents would like to purchase.

**Table IV: Frequency distribution of the type of products that respondent would like to purchase.**

Product Preference	Bag	Basket	Boxes	Seats	Wall Hangings	Showpiece
Customers would like to Buy	Frequency	Frequency	Frequency	Frequency	Frequency	Frequency
Completely disagree	4	5	7	18	7	8
Disagree	4	7	19	20	18	11
Neither agree nor disagree	34	32	38	49	28	21
Agree	58	59	53	46	59	59
Completely agree	72	69	55	39	60	73
Total	172	172	172	172	172	172

In the next stage Factor Analysis is done to reduce the number of variables which are the motivating factors of the respondents to buy sustainable products. The KMO value in Table V is 0.863 which tests the measure of sampling adequacy in the model which is acceptable. There are four principal components that are derived from the analysis. Thus, twenty-two factors were reduced to four major factors having similar values. From the Scree Plot in Figure 4 it is seen that those four components have Eigen value greater than 1.

**Table V: KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	0.863
Approx. Chi-Square	1944.431
Df	231
Bartlett's Test of Sphericity Sig.	0

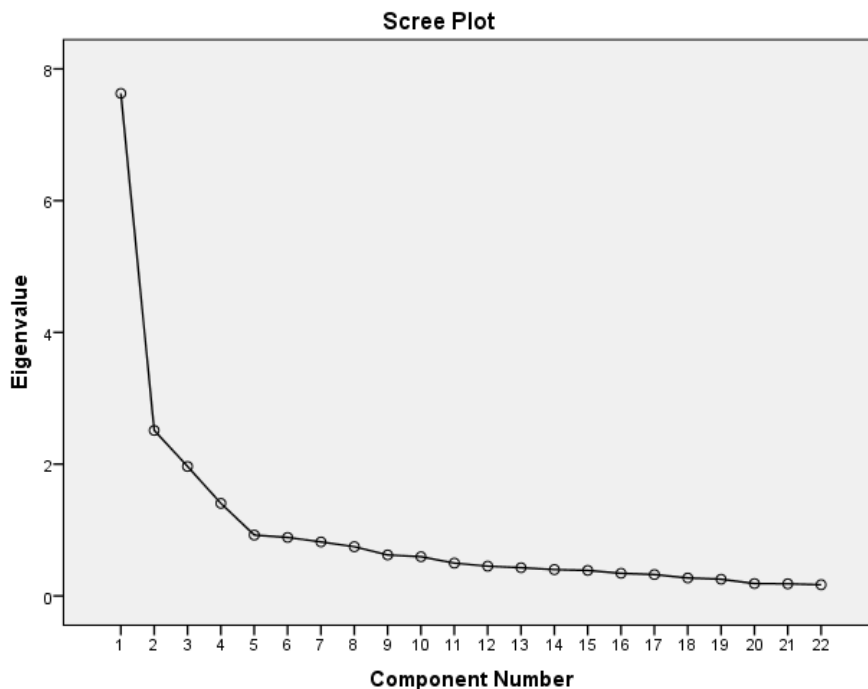


Figure 4: Scree Plot showing Eigen value.

The Table VI of rotated component matrix indicates that the first component consists of sub factors like age, gender, income and occupation of the respondents which allows them to buy green products, followed by the second factor which comprises product look, quality, durability, affordability and accessibility. The third component includes biodegradable nature of product, less hazardous features, environment booster, cause of livelihood to artisans and lifting handicraft industry are the factors that enhance customer purchase. Finally, the last component comprises the recommendations of friends, family members and peer groups which intend the consumers to buy sustainable products. Figure V shows the grouping and depicts the association as a result of Factor Analysis.

**Table VI: Rotated Component Matrix**

	Component			
	1	2	3	4
4(a). Good quality is motivation to buy	.090	.702	.182	.224
4(b). Good looks is the motivation	.247	.676	.085	-.044
4(c). Biodegradable nature is motivation	.147	.100	.757	.106
4(d). Decency of the products is the motivation	.276	.526	.373	.091
4(e). Durability of the products is the motivation	.075	.710	-.023	.208
4(f). Style image is the motivation	.379	.556	.214	-.150
4(g). Affordability is the motivation	.073	.642	.268	.217
4(h). Accessibility in the motivation to buy	.042	.770	.054	.223
4(i). Less hazardous products are the motivation	.050	.030	.807	.034
4(j). Such products boost the environment	.054	.146	.793	.178
4(k). Indian handicraft industry can be uplifted	.084	.187	.742	.130
4(l). Livelihood to artisans is the motivation	.133	.161	.688	.162
4(m). Appealing advertisement and promotions	.292	.321	.116	.443
4(n). Family member's recommendations	.202	.246	.136	.701
4(o). Friend's recommendations	.296	.091	.178	.803
4(p). Peer's use these products	.151	.135	.225	.743
4(q). Showing these products to peers	.713	.206	.103	.141
4(r). Respondant's age (Life Stage) is the motivation	.853	.065	.170	.053
4(s). Respondant's lifestyle / living choice is the motivation	.544	.260	.338	.192
4(t). Respondant's occupation is the reason	.819	.133	.063	.253
4(u). Respondant's Gender is the the reason	.848	.092	.037	.146
4(v). Respondant's Income is the the reason	.782	.181	.039	.308

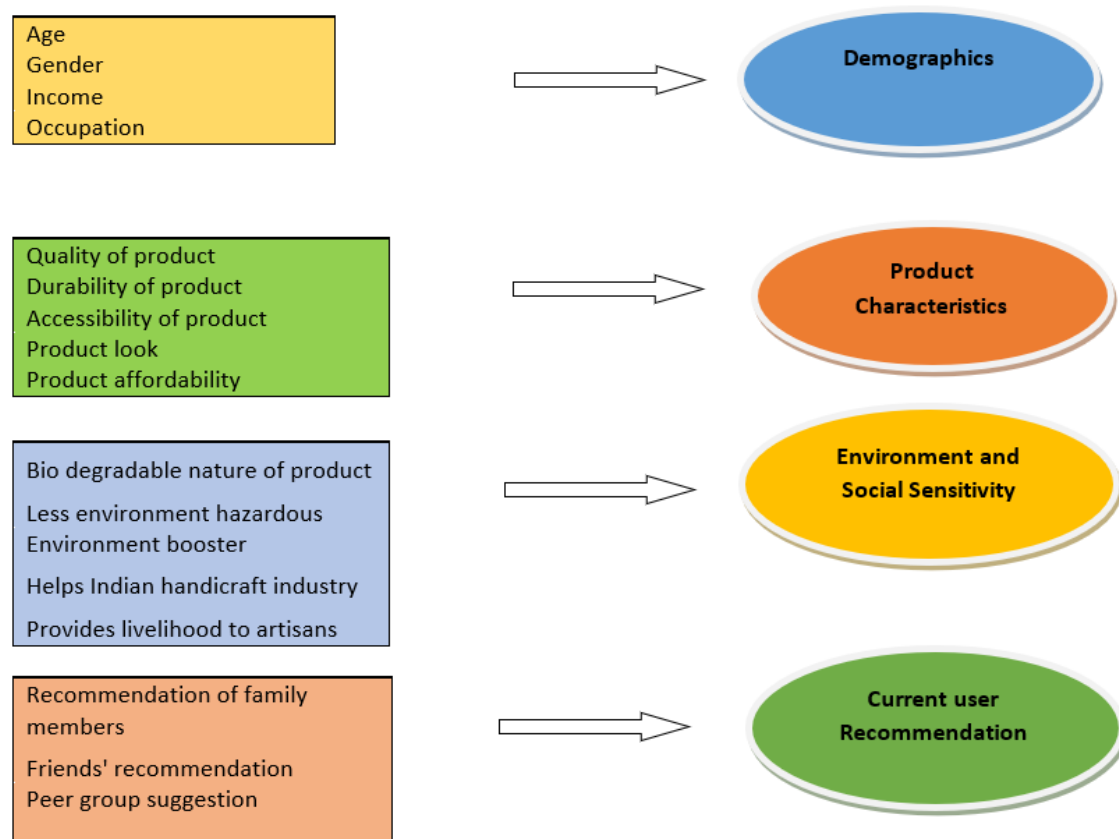


Figure 5: Diminishing factors derived from Factor Analysis that motivates consumers' buying intention for sustainable products.

## 6 | DISCUSSION

From the analysis, it appears that people residing in Delhi NCR have a positive intention to buy eco-friendly products made of moonj grass as observed from most of the responses. The most crucial attributes like good quality, and recyclability contribute as a motivating factor for the respondents to buy sustainable products made from moonj grass. Good look negatively influences customers' intention to buy.

It is observed from the factor analysis that four major factors are reduced from the twenty-two factors that motivate people to buy sustainable products. The factors are named according to their characteristics and components of sub factors. From Figure 5, various factors are obtained from factor analysis which merges to form four major factors that intend consumers to buy green



products. They are: Demographics, Product characteristics, Environment and Social Sensitivity and Current user recommendation. These four reduced factors contribute to the motivation of people in buying sustainable products made of moonj grass.

The analysis also shows that people use websites to get detailed information related to green products and mostly buy them from the sellers who sell from their homes. It is also observed from the study that the important features of digital platforms that motivate consumers to buy are the detailed description of the product, easy return policy and trustworthiness of the product. Most of the respondents strongly agree to these features which the marketers should keep in mind while offering their products. This will help to empower the marketers to implement those essential motivating factors while selling green products online.

Households where income is within “70001 to 150000” buy more from the roadside vendors and families having income “150000 and above” buy mostly from the handicraft specialty stores. Men have intentions to buy from roadside vendors whereas women are interested to purchase from handicraft speciality stores. This fulfils the second objective of the study.

It is observed from the study that the people between the ages of 36 to 50 years living in Delhi NCR are willing to pay a higher price ranging from “Rs. 500 to 800”. For the product category number 6 (fruit baskets), people who fall within the ages of 36 to 50 years are willing to pay a higher price ranging from Rs. 500 to Rs 800. Also, among all other product varieties that are shown to the respondents, most of them are willing to pay a higher price for product category number 3 which is a closed lid basket. There appears to be a significant relationship between “gender” and “price people are willing to pay for product 1 to 5 (household baskets, handbags and trays)”. Women are willing to pay a higher price ranging from “Rs. 500 to 800”, whereas men are willing to pay “Rs. 500 or less”. Thus, the final objective of the study is fulfilled.

Table V represents frequency distribution of respondents’ likeability to buy different categories of products that are shown to them. In Table V, the majority of the respondents choose to buy showpieces and bags followed by basket and wall hangings. The demand for purchase of seats and boxes is comparatively less. Hence the product offering should be more focused towards showpieces, bags, baskets and wall hangings according to the market requirement.

Green products are available in the market and people residing in the National Capital Region of Delhi appear to have an intention to buy them due to the special attributes of eco-friendly products made up of moonj grass and the factors related to the purchase of such products.

## **7 | PRACTICAL IMPLICATION**

This study has an implication for the marketers to enhance their digital presence and to boost the sales of sustainable products, as most of the respondents use online mode of communication and social media platforms. More digital efforts should be put into e-commerce websites and social media like Facebook, Instagram, and YouTube as these platforms are mostly used by the respondents for getting and sharing information.

By purchasing more environmentally friendly goods made from moonj grass, buyers may feel more responsible to contribute to the development of the handicraft industry and raise the standard of living for artists. The respondents primarily use websites to find pertinent information about the products. These websites must be created with appealing information that includes the real-life accounts of the craftsmen who actually make the things, the history of the products, and user-friendly elements that will entice customers to buy the product.

To make green products visible for any type of related search, more website promotions and SEO work must be done with the aid of digital marketing. Although the study indicates that consumers want to spend less for these eco-friendly products, impulsive purchases could still occur with the right digital marketing strategy.

Customers must be made aware of environmentally friendly products, made eco-aware, and encouraged to take environmental issues seriously by marketers.

## **8 | FUTURE PROSPECT**

Based on this study three prospects can be developed, firstly research work can be done on the intentions of corporate, business houses, or offices to buy sustainable products made up of moonj grass for their use. Secondly, an improved long-lasting relation on the B2B supply chain can be developed. A win-win model can be brought forward for all stakeholders, artisans so that each can

get the utmost benefit of making and selling green products made up of moonj grass. Thirdly, a study can be done to analyse which segment of digital marketing responds more to the marketing communications of sustainable products.

Through the course of study, it is also realised that the study can be designed in the format of 4Ps of marketing which is introduced by E. Jerome McCarthy (Twin A. and Anderson S., 2020). Each element of the marketing mix can be presented for the benefit of the handicraft industry and artisans to frame a concrete marketing strategy. The attributes of good look, biodegradable nature, good quality and recyclability, contributes to the element of Product as one of the first ‘P’ of marketing mix. The second ‘P’ is Price which is ascertained from the study as of what price respondents are actually willing to pay for a particular product category. The place where these products are available and also from where the respondents generally get contribute to the third ‘P’ of marketing mix that is Place. The responses from the factor of availability of information, appealing offers and advertisements contributes to the final ‘P’ Promotion of marketing mix where it is observed that respondents are hardly moved by influencers; rather, they pay more focus on the product attributes, detail description in digital medium and its trustworthiness. The presence of green products in social media or in any other digital platform is less. Thus, proper promotions and advertisement is required in those areas of digital platforms which are frequently used by people in order to involve the target segment to the maximum extent. This overall understanding of marketing mix may help the handicraft industry to bloom and work out to reach the rural artisans as far as possible.

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