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### AN EXPLORATION OF ISSUES AFFECTING CONSUMER PURCHASE DECISIONS TOWARDS ECO-FRIENDLY BRANDS

**Abstract.** *This paper summarizes the arguments and counterarguments within the scientific discussion on the issue of eco-consumers purchase decisions through the lens of consumer preferences and patterns of information processing in the course of eco-friendly brands purchase. The main purpose of the research is to bridge the gap in understanding why shoppers in India despite high environmental awareness and positive attitudes practice sustainable consumer behaviour by consuming less than better. Systematization of literary sources and approaches for solving the problem of the low frequency of eco-shopping indicates that positive attitudes and purchase intentions correspond with environmental concerns, however, they are not manifested in more frequent purchase actions. The relevance of the solution of this scientific problem is that it gives orientation to the firms on a better understanding of eco-market in India. Investigation of the topic reveals high ambiguity in buying decisions among young eco-buyers, who are ready to consume more but find it difficult due to high price, poor quality and distribution models of eco-firms. The research established the negligible impact of family members and friends as role models for promoting green sales. Methodological tools of the research methods were comparative studies, regression analysis, Principal Component Analysis and ANOVA to establish the effects of information processing and consumer preferences on the frequency of eco-friendly brands purchasing. The object of research is eco-consumers residing in Delhi and NCR because namely they are more educated and have better access to green products. Convenient sampling covered 194 respondents and was conducted in 2018. The paper presents the results of an empirical analysis of the effects of consumer preferences on the frequency of eco-shopping actions, which showed a significant relationship between purchase frequency and level of environmental concerns. The research empirically confirms and theoretically proves that increasing demand for information about eco-brands does not lead to more often shopping. The results of the research can be useful for eco-firms to enhance marketing-mix capable to offer competitive price, quality, distribution and communication with customers.*

**Keywords:** consumer preferences, decision-making process, eco-friendly brand, eco-purchase frequency, green marketing, information processing, purchase intentions.

**Introduction.** Nowadays buyers are getting more responsive to environmental problems and are concerned towards them. Preventing environmental degradation has become the aim of many organizations in today's scenario. Hence, companies put huge efforts to reduce pressure on the Earth ecosystem by using sustainable business practices, particularly, through the promotion of eco-friendly brands under the name of green products. Global solicitude for environment and sustainability has gradually increased the demand for eco-friendly brands across various product categories and consumer profiles. Recently the idea behind eco-friendly goods become to associate with sustainable production and distribution that grounded on ecological standards, technologies and practices incorporated in the processes of raw materials procurement, production, storage, packaging, shipping, and distribution (Palevich, 2011). Sustainable consumer behaviour manifests itself also through power saving, reusing, decreasing of water use, consuming fewer wrapping and plastic cases, purchasing energy efficient appliances that are directly connected to purchase decisions. We conduct our study with special reference to India as one of the most flourishing economies in the world with its population exceeding 1.3 billion inhabitants. An increasing number of middle-income consumers in India make this market lucrative for all producers and opens avenues for green manufacturers entry. Unfortunately, according to

the market research of the World Business Council for Sustainable Development, presently Indian market lacks awareness and understanding of sustainable consumption. The idea of consuming less rather than differently prevails among customers irrespectively of income group belongingness (World Business Council for Sustainable Development, 2008). A lot of research has been done in developed economies, however very little in developing ones to address the issue of consumer behaviour in the eco-products segment. Based on literature review and empirical analysis of eco-shoppers in India this paper attempts to reveal whether demographic and behavioural factors boost the frequency of eco-purchases. Information search and consumer preferences are examined in connection to purchase frequency as well. We intend to investigate if the amount of information available to customers leads to more frequent sales of eco-friendly products.

**Literature Review.** An eco-friendly brand is described as «a specific set of brand attributes and benefits related to the reduced environmental impact of a brand and the respective consumer perception as being environmentally sound» (Hartmann et al., 2005). Eco-labels are powerful tools utilized not only for resource protection (Erwann, 2009) but sound brand identifiers that convey the information about consumer's demands with respect to environmental preservation (Bruce and Laroia, 2007). They ensure that concerned measures have been undertaken for certain products to prevent unacceptable consequences on the flora and fauna and the climate (Gouin et al., 2006). Eco-friendly brands adopt the idea of green marketing strategies. Eco-marketing is understood as «all activities designed to generate and facilitate any exchanges intended to satisfy human needs or wants such that the satisfaction of these needs and wants occurs, with minimum harmful impact on the natural environment». It also focuses on enhancing the quality of human life and the natural environment rather than accentuates only on the needs of consumers (Polonsky, 2011).

Nowadays, eco-marketing is an essential part of marketing studies that aim to learn and promote eco-friendly behaviour among consumers and organizations. In spite of the low market share of eco-labelled products, huge efforts are put by marketers towards better customer experience and products effectiveness and efficiency (Rex and Baumann, 2007). As eco-products target a specific set of consumers, green manufacturers face the number of challenges associated with eco-brands marketing. Among the most common reasons among customers who unwilling to buy green products are poor quality, aesthetics, availability, convenience, substandard service level. These are contributing factors that nudge eco-shoppers to switch from eco-products to non-eco brands (World Business Council for Sustainable Development, 2008). Information processing is a multistage process resulting in performing task or decision-making. Information processing mechanism which fosters customers to take a decision typically includes information search, receipt (Bettman and Park, 1980; Jacoby, 1977), evaluation and integration (Ryan and Bonfield, 1975; Wilkie and Pessemier, 1973; Wright, 1974). Cognitive anthropology toward information processing originates from the number of cultural theories explaining human behaviour as a social being (Wagner, 2002). Consumer information processing relies on various factors such as existing knowledge of the product and familiarity with the product (Raaij, 1977). Generally, it involves the interest of the consumer in making the choice. Personality predictors describe the way an individual perceives and remembers information. A consumer may asses any financial, social, or personal risk involved while processing information of any product. Environmental and situational factors like the pressure of time, various distractions and crowding in the store also have an influence on the way a consumer processes information (Wright, 1974). Also, the pathways of information processing are also determined by the type of product marketed by a company. Theories of information processing suggest that younger people seek for more creative, innovative evidence of eco-brands functionality (Evanschitzky and Wunderlich, 2006; Gilly and Zeithaml, 1985). Whereas, older people do not try to obtain more information and depend on prevailing information because of their

capacity of information processing declines with oldness (Evanschitzky and Wunderlich, 2006; Gilly and Zeithaml, 1985; Ratchford et al., 2001).

Every company strives to maximize the effectiveness of its communication policies by providing information to the target consumers at proper time, place and mode. Consumers decisions are affected by the constituents of their routine chores and the ways the data is delivered. Decisions can be classified as stimulus-based, memory-based and mixed decisions (Lynch and Srull, 1982). A stimulus-based decision is «a decision where all the relevant information is externally available in the form of a summary table or a catalogue». «When a decision is made by using only the information available in our memory», it is called a memory-based decision. The usage of both outward pieces of evidence and interiorized information available in consumer's memory comprises a mixed decision. Such decisions are considered to be the most prevalent. This points to the need for understanding the ways information is delivered and a sufficient amount of it to enable purchase. Typically, consumer preference is defined as «how a consumer ranks a collection of goods or services or prefers one collection over another». Classical microeconomics states that consumer behaviour is always rational: consumer prefers one product over another based on the utility derived from the consumption of certain bundles of goods. Consumer operates by the ideas of opportunity costs, marginalism and utility maximization to rationalize and justify a choice (Salvatore, 2008). The problem of rational and emotional in the decision-making process has been well discussed in a book of Nobel Prize winner in economics Richard Thaler (Thaler and Sunstein, 2009). Unlike logical reasoning in mapping consumer preferences, emotional triggers like love, pride, envy jointly with the desire to follow role models perform a cut-off function to help grade available choices and mediate consumer decisions. The increasing importance of emotional messages in marketing campaigns that appeal to automatic decision-making centres (without proper prior reasoning) in the human brain have been also well argued in psychology and behavioural sciences. This is worth noticing as marketers need to re-tune marketing communication with a greater focus on emotional component. Predictors that affect shoppers' buying conduct towards eco-goods have been examined in recent research of (Gan et al., 2008). Their findings revealed that quality, price and brand are fundamental product qualities that shoppers take into consideration while making purchase decisions for green products. Importantly, buyers expect all products to be environmentally safe meaning that there is no trade-off between quality and extra prices charged for the products (D'Souza et al., 2006).

Green shoppers are inspired by social, cultural, private and mental characteristics while purchasing something with eco-label. Particularly, the identification of opinion leaders is essential in brand acceptance by customers (Kotler and Armstrong, 2008). Regarding green brands, there is a positive effect of «significant others» on consumer purchase intentions (Kumar, 2012). This point is crucial in our study as it might help reveal the effects of friends and family members on purchase frequency. The description of buyers who are enthusiastic about paying extra for ecologically safe items has been identified and analysed in recent papers (Laroche et al., 2001; Paul et al., 2016). Their research elaborates on marketing strategies developed from a better understanding of consumer profiles. This point is vital as an effective eco-marketing requires different messages for various types of eco-shoppers and particularly for those who are still reluctant towards eco-consumption. The intention is commonly understood as «a person's commitment, plan, or decision to carry out an action or achieve a goal» (Eagly and Chaiken, 1993). It refers to how hard the consumer is willing to try to make a purchase. Consumer's desire to safeguard the environment determines his preference to purchase eco-friendly brands. When a consumer develops a favourable attitude towards an object, it is very likely to influence his perception towards that object. Latest empirical research of Indian eco-shoppers identified strong interlinkages between attitudes and purchase intentions (Paul and Rana, 2012).

Latest findings on eco-consumption in India stipulate strong links between customers' environmental concerns and their eco-attitudes, eco-behaviour and purchase intentions (Paul et al., 2016). In addition

to this, for consumers in India personal norms and attitudes are found to be crucial triggers of purchase intentions (Prakash and Prathak, 2017). As environmental concerns are associated with positive attitudes and intentions, marketers need to send their messages directly to those customers with a higher likelihood of purchase (Singh and Gupta, 2013). Though this approach is effective from marketing costs standpoint, it fails to take into account potential customers, who perceive and interpret information differently and look forward to buying products unlike existing clients of green firms. According to early research studies, various types of pro-environmental behaviours do not have a single pattern (Tracy and Oskamp, 1984). This implicates that people who practice recycling might not necessarily prefer carpooling. Such type of irregularities occurs due to the focus of researchers on the generalized view instead of focusing on certain behavioural aspects (Mainieri et al., 1997). Consumer decision about purchasing eco-brands varies across product categories and services. For instance, intentions to visit eco-hotels are similar among all age, income and education groups, and predominantly differ by gender and previous experience (Han et al., 2011). Purchase intention of «green» sportswear buyers are found to be significantly affected by expectations, perception, subjective norms and attitude toward eco-products (Changhyun et al., 2017). In case of buying eco-food family size, the number of children, perceived quality of goods, food safety and environmental concerns comprise a set of precursors affecting consumer choice (Loureiro et al., 2001). According to their results number of children under 18 bring eco-sales up, at the same time family size moves it down. Interestingly that eco-friendly food shoppers do not consider eco-wine as a product worth of distinguishing among conventional wines (Sirieix and Remaud, 2010). An empirical study run by (Paul and Rana, 2012) revealed that education and location have a significant impact on purchase frequency, at the same time age, gender, income and family size do not. Quite relevant that the majority of eco-consumers are motivated by the overall benefit derived from eco-food purchases, anticipating positive health and environmental outcomes.

**Methodology and research methods.** For the purposes of literature revision, appropriate references were compiled using most popular databases EBSCO, Scholar Google, Science Direct. All items were selected based on relevance premise. The search was made using most frequently used words associated with the topic: green brands, eco-friendly brands and consumer behaviour, attitude, knowledge, consumer decision making, information processing, purchase intentions. The subsequent selection included seminal papers that substantially contributed to the theory of the problem and empirical articles that examined the problem within the Indian context. To understand the relation of information processing and psychographic variables of consumer preferences towards eco-friendly brands an online questionnaire with 18 statements was developed and circulated. The respondents were requested to submit replies on these statements based on a 5-point scale as «strongly disagree», «disagree», «neutral», «agree» and «strongly agree». We used Likert scaling technique to analyse the responses. The scores that were allotted are as follows: 1 – «strongly disagree»; 2 – «disagree»; 3 – «neutral»; 4 – «agree» and 5 – «strongly agree». Estimation of environmental knowledge, influence on consumer decision-making, altruistic (positive)/egoistic (negative) consumer attitude are borrowed from recent research on eco-friendly brands (Padmavathi, 2015). The intention of consumers for purchasing eco-friendly brands is adapted according to studies about purchase intention (Lusk et al., 2007). Information processing by consumers is measured using two predictors (Capon and Burke, 1980). The last indicator of purchase frequency of eco-friendly brands contains only one question (Padmavathi, 2015). The effective sample size consisted of 194 subjects (66 female), 154 subjects are aged between 21-30, with equally distributed income level across all the range of respondents. 83.51% are single, and 55% are employees. Around 55.67% of answers are obtained from the employed population followed by 38.14% responses from students (Table 1).

Table 1. Demographic characteristics of the sample size

Variable	Characteristics	Percentage	Frequency
Gender	Male	65.00%	117
	Female	35.00%	63
Age	20 and below	7.22%	13
	21-30	80.00%	144
	31-40	7.22%	13
	41-50	2.78%	5
	50 and above	2.78%	5
Occupation	Student	38.33%	69
	Employee	55.56%	100
	Business	4.44%	8
	Homemaker	1.67%	3
Marital status	Married	14.44%	26
	Unmarried	85.56%	154
Income per month/rupees	Below 25,000	13.71%	24
	25,000-50,000	21.71%	38
	50,000-75,000	24.00%	42
	75,000-1,00,000	12.57%	22
	Above 1,00,000	28.00%	49
Frequency of eco-product purchasing	Once a week	7.22%	13
	Once a month	40.56%	73
	Once is six months	24.44%	44
	Once a year	19.44%	35
	Other (please specify)	8.33%	15

Source: developed by the authors.

With the intention of exploiting the relationship between the frequency of eco-brands purchases, information processing and consumer preferences, descriptive and inferential statistics is employed. For the purposes of this study, we select the audience of students and working professionals between 18-60 years old. Convenience sampling technique covers 194 respondents. All participants were found as green product users. SPSS software is used to analyse data. The answers collected from 194 respondents were scrutinized in SPSS through factor analysis test and correlation analysis. We used exploratory factor analysis (PCA technique), to retain factors that explain the frequency of eco-purchases. Multiple regression, correlation, descriptive statistics, ANOVA tests are applied to test research hypotheses. Kaiser-Meyer-Olkin Measure of Sampling Adequacy, Bartlett's Test of Sphericity and Cronbach's Alpha were utilized to test data robustness.

**Results.** From the sample size of 194, only 181 have completed all questionnaire. Frequency distribution results admit a high level of confidence about the ecological situation on the planet and cause humans to be the reason for negative climate changes. Influential component of consumer behaviour contains high uncertainty and neutrality, which makes predictions ambiguous. Thought the drivers to buy eco-products are huge, consumers would search for convenience and comfort, acceptable costs and quality (Table 2).

Data shows that buyers are keen for information search prior purchasing, particularly, more than 52% are curious about brand popularity and read customers feedbacks.

**Table 2. Frequency distribution of respondents on eco-brand preferences and information processing**

		STRONGLY DISAGREE	DISAGREE	NEUTRAL	AGREE	STRONGLY AGREE
KNOWLEDGE	Q1. I know and understand the extent of harm that human beings cause to the earth	1,11%	1,11%	3,33%	49,45%	45,00%
	Q2. Climate pattern of the earth has been changing because of the damage caused	1,67%	0,56%	2,78%	42,77%	52,22%
	Q3. I am concerned about protecting the environment	1,11%	0,56%	8,33%	47,22%	42,78%
	Q4. We should learn to live in harmony with nature in order to survive	1,11%	1,11%	1,67%	42,78%	53,33%
INFLUENCE	Q5. I would purchase eco-friendly brands only when someone in my family insists on buying them	10,00%	28,33%	33,90%	18,33%	9,44%
	Q6. I would purchase eco-friendly brands only when there is no other choice	16,11%	44,45%	24,44%	10,56%	4,44%
	Q7. I cannot change my behaviour voluntarily for anything unless there was some compulsion	14,44%	37,78%	24,44%	19,44%	3,90%
	Q8. I would continue to buy brands that are convenient to me until they are available in the market	4,44%	12,22%	36,67%	41,11%	5,56%
ATTITUDE	Q9. My individual role as a consumer matters a lot for the community welfare	2,22%	2,78%	17,78%	57,78%	19,44%
	Q10. I have changed / would change my choice of many brands for ecological reasons	1,11%	3,33%	23,33%	56,11%	16,12%
	Q11. When I choose a brand, I will try to consider how my consumption of such brands will affect the environment and other consumers.	2,22%	5,56%	23,89%	54,44%	13,89%
	Q12. I would prefer eco-friendly brands only if they are beneficial in terms of cost and quality to my family	2,22%	12,80%	24,44%	47,22%	13,33%
INTENTION	Q13. I always prefer an eco-friendly brand over conventional brand given the price is the same	2,22%	4,44%	27,22%	43,90%	22,22%
	Q14. I think that people and the environment will benefit from the consumption of eco-friendly brands	2,22%	1,11%	11,67%	58,90%	26,10%
	Q15. While shopping, I always search for an eco-friendly brand in the store	5,00%	18,89%	40,56%	30,00%	5,55%
DEPTH OF SEARCH	Q16. I acquire a lot of information about an eco-friendly brand before purchasing it	5,00%	17,22%	34,44%	33,90%	9,44%
	Q17. I search for specific information such as brand popularity and reviews for selecting an eco-friendly brand	2,78%	13,89%	31,10%	45,56%	6,67%

Source: developed by the authors.

In general respondents are likely to seek more information, however, 32.8% expressed neutral position. Consumers need more information, though it has no direct impact on the frequency of eco-shopping. These findings related to Indian customers are in cohesion with global consumption patterns of eco-products, when the number of technical, quality-related, psychological factors retain purchasers

from eco-products (World Business Council for Sustainable Development, 2008). More than 90% of interviewed expressed good knowledge and understanding of harm humanity makes to our planet and are concerned to protect it. Only knowledge factor showed a positive correlation with frequency of eco-purchases. Consumers are reluctant to follow eco-shopping advice of family, friends, or switch to eco-goods in the case when the regular brand is out of stock. Around 30% expressed neutral opinion, whether 41% disagreement to change the habitual style of consumption. Market accessibility and close surrounding are not effective enough to induce more eco-purchases. Following intentions and attitudes toward eco-purchases were prevailing among respondents:

- 65% of shoppers always prefer eco-products over conventional if the price is the same.
- Only 35% of buyers always search for green products when shopping.
- Half of the respondents do not have clear intention regarding eco-purchases.
- For 60% of shoppers' eco-purchase is possible if costs and quality meet their families' expectations.
- 70% expressed willingness to change their buying patterns for ecological reasons.
- 68% try to anticipate the effects of purchases on the environment and other consumers.

Study reveals that slightly more than 7% buy eco-labelled goods every week, almost 41% of respondents buy eco-labelled products every other month, about 25% – once in 6 months, and 27% at least once a year or less. In our study demographic breakdown of obtained sample size is the following: most powerful age segment is 21-30 years population, of male gender, predominantly unmarried employees with income level 50-75 thousand or 1 lakh rupees. Generally, holders of these demographic features buy eco-brands once a month or frequently. Although environmentally responsible behaviour is highly correlated with various demographic parameters (Diamantopoulos et al., 2003), especially education level, there is no evidence of its relationship with eco-purchase frequency. However, in our study, there was no relationship revealed between demographic variables and frequency of co-branded products bought by customers. This outcome fits perfectly with the results obtained for customer preferences for the eco-friendly paper (Kumar and Anand, 2014). Descriptive statistics associated with demographic parameters demonstrates the following characteristics: there is a negative kurtosis in gender and income distribution, monthly income and are represent the largest standard deviation (Table 3).

**Table 3. Descriptive Statistics**

	N	Minimum	Maximum	Mean		Std. Deviation	Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Statistic	Std. Error
Age	194	1	5	2.16	.051	.713	6.881	.347
Gender	194	1	2	1.34	.034	.475	-1.554	.347
Occupation	194	1	5	1.71	.048	.669	3.439	.347
Marital status	194	1	2	1.84	.027	.372	1.325	.347
Monthly family income	189	1	5	3.24	.102	1.408	-1.307	.352

Source: SPSS output.

Kaiser-Meyer-Olkin statistic of sampling adequacy is 0.763, which is above the minimum criteria of 0.5. Bartlett's measure represents the significance of selected factors. Thus, the sample size is appropriate for factor analysis. Reliability test is based on Cronbach's Alpha test (Table 4). Since the Cronbach's alpha is greater than 0.7, the data used in the study is reliable. By definition of Kaiser's

criterion, retaining factors with eigenvalues more than 1 are used. Totally, four factors explain about 60% of all variance.

**Table 4. KMO, Bartlett's Test and Reliability test of sample data**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.763
Bartlett's Test of Sphericity	Approx. Chi-Square	825.549
	df	105
	Sig.	.000
Cronbach's Alpha	N of Items	
.760	18	

Source: SPSS output.

Optimized factor structure gives more precise and equal numbers of variance explanation. Principal Component Analysis has identified 3 main components with substantial factor loadings that might affect eco-friendly brands purchases, the fourth component does not meet PCA score criteria of more than 0.5. In order to test the hypotheses that the consumer preferences defined by knowledge, influence, attitude and intention had an effect on the level of eco-purchases one-way ANOVA test was conducted (Table 5). Between-group ANOVA test yielded statistically significant results, thus, null hypotheses of no difference between data were rejected.

**Table 5. ANOVA test and regression coefficients for consumer preferences**

ANOVA					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	14.458	4	3.615	3.266	.013b
Residual	209.155	189	1.107		
Total	223.613	193			
a. Dependent Variable: I purchase eco-friendly brands:					
b. Predictors: (Constant), REGR factor score 4 for analysis 1, REGR factor score 3 for analysis 1, REGR factor score 2 for analysis 1, REGR factor score 1 for analysis 1					
Coefficients					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	2.758	.076		36.513	.000
REGR factor attitude and intention	-.114	.076	-.106	-1.501	.135
REGR factor environmental knowledge	.225	.076	.209	2.967	.003
REGR factor influence	.084	.076	.078	1.110	.268
REGR factor occasion	-.067	.076	-.062	-.880	.380
a. Dependent Variable: I purchase eco-friendly brands:					

Source: SPSS output.

Regression analysis does not represent the relationship between consumer preferences, information processing and frequency of purchasing eco-friendly brands. The detailed factor significance for



consumer-related components are following: 1) attitude and intention – 0.135; 2) environmental knowledge – 0.003; 3) influence – 0.268, 4) occasion – 0.380. Thus, the frequency of eco-brands purchases is not affected by influences from family or market conditions, such as availability and accessibility of products, given freedom of choice is ensured. Not even attitudes and intention matter for eco-purchases. Eco-sales in selected regions of India is driven by environmental concerns and awareness on environmental issues society faces. One-way ANOVA states the absence of statistically significant difference between group means. (Table 6).

**Table 6. ANOVA test and regression coefficients for information processing**

ANOVA						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.161	1	.161	.139	.710b
	Residual	223.452	192	1.164		
	Total	223.613	193			
a. Dependent Variable: I purchase eco-friendly brands:						
b. Predictors: (Constant), REGR factor score 1 for analysis 1						
Coefficients						
	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.758	.077		35.605	.000
	REGR factor information processing	-.029	.078	-.027	-.372	.710
a. Dependent Variable: I purchase eco-friendly brands:						

Source: SPSS output.

The significance of information processing is 0.710, which is greater than 0.05. Hence, we conclude that there is no relation between the amount of processed information and purchase frequency of eco-friendly brands.

**Conclusions.** Consumers make decisions based on preferences that reflect bundle of objective (age, gender, income level) and subjective (problem awareness and intention, purchase influence and personal attitudes, degree of information search) decision-making factors. Understanding these factors help marketers better communicate with the target audience, excel in uncovering socio-demographic and behavioural patterns. Our analysis did not find the relationship between socio-demographic variables and buying frequency. Modelling of consumer preferences did not prove the substantial significance of social component on the number of eco-products that consumers buy. Research failed to establish the inductive impact of family members, other external compulsive determinants like the availability of alternative products along with better product quality and convenience on eco-purchases frequency. In contrast to the opinion that raising awareness about the impact of eco-friendly brands on environmental preservation does not stimulate eco-shopping, our research stipulates the opposite. Increased environmental awareness and eco-shopping frequency are positively correlated, particularly environmentally concerned consumers and those who learn to live in harmony with nature appeared to do eco-purchases more often. Consequently, instruments of consumer attraction and retention vary depending on purchaser's knowledge about the environmental situation and lifestyle they follow. Thus, green marketing in the situation when the greater part of consumers persist is the state of eco-indifference or ignorance, targeting needs to be divided toward shoppers who are environmentally concerned to stimulate repeated purchases and those, who are unaware to attract attention. To enhance

the effectiveness of decisions for existing customers, eco-oriented firms are recommended to work on product competitiveness, improve consumer characteristics, develop distribution channels, provide more information about values that eco-products deliver, create distinction in packaging to ease product search on store shelves or online to pursue more loyalty and consumer recognition. Companies need to adopt different marketing approach toward an audience who remains ignorant about the prevention of environmental degradation through eco-consumption. This type of customers feels lack of knowledge, thus the best way to build awareness is to communicate on general environmental issues, support social initiatives and develop strong eco-oriented industry community aiming to popularize «green» concepts. At any stage of the eco-consumer journey, marketers need to convey messages appealing to the emotional and rational reasonings of buyers, provide clear and unbiased information on product features, invest in eco-labelling and eco-lifestyle promotion. Both marketers and policymakers should take active steps in shaping a positive attitude toward eco-products and subtly nudge consumers to switch toward more environmentally-friendly behaviour.

Limitations of this research might be overcome if the broader dataset is collected from other regions of India or developing economies to establish patterns of effective consumption. As an addition to this study, it would be interesting to find out the ratio of emotional and rational reasoning in the decision-making of eco-shoppers and reveal the transformational journey of customers from regular to eco-friendly consumers.

**Author Contributions.** Individual contributions of authors are given as follows: conceptualization, H. O.; methodology, H. O.; software, U. B.; validation, U. B.; formal analysis, H. O.; investigation, U. B.; resources, H. O.; data curation, U. B.; writing-original draft preparation, U. B.; writing-review and editing, H. O.; visualization, H. O.; supervision, H. O.; project administration, H. O.

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**Дослідження факторів впливу на ставлення споживачів до екологічного бренду**

У статті узагальнено аргументи та контраргументи в рамках наукової дискусії щодо поведінки еко-споживачів через призму споживчих переваг та моделей обробки інформації про екологічні бренди. Основною метою дослідження є аналіз причин низького рівня екологічної свідомості індійських споживачів, незважаючи на високу їх екологічну обізнаність і позитивне ставлення до екологічного бренду. Систематизація літературних джерел і підходів до вирішення проблеми низької активності еко-шопінгу в Індії свідчить, що позитивне ставлення споживачів і їх наміри відповідають наявним екологічним інтересам, проте це не призводить до збільшення обсягів продажів еко-товарів. Актуальність вирішення цієї наукової проблеми полягає у необхідності формування перспективних напрямів розвитку екологічного ринку та визначення напрямів еко-розвитку індійських компаній. У ході дослідження, виявлено високий рівень невизначеності молоді при прийнятті рішення щодо купівлі еко-товарів. Так, молодь готова більше споживати еко-продукції, однак, їх фінансові можливості обмежені. Встановлено, що низка еко-товарів на індійському ринку мають високу ціну та низьку якість. Результати дослідження довели зробити висновок, що оточення споживачів (члени сім'ї та друзі) мають незначний вплив на рішення щодо купівлі еко-товарів. У статті використано метод порівняння, регресійний аналіз, метод головних компонент. Окрім цього, для оцінки впливу переваг споживачів на частоту придбання екологічних брендів авторами використано ANOVA модель. Об'єктом досліджень є еко-споживачі, що проживають в місті Делі і Національному столичному регіоні. Дані регіони мають найвищий рівень освіти та кращий доступ до еко-товарів. Інформаційну базу сформовано на основі анкетування 194 респондентів у 2018 році. Результати емпіричного аналізу впливу споживчих переваг на частоту придбання еко-товарів дають підстави зробити висновок про наявність статистично значущого взаємозв'язку між частотою придбання та рівнем екологічної свідомості. Дослідження емпірично підтверджує і теоретично доводить, що збільшення попиту на інформацію про еко-бренди не призводить до зростання обсягів продажів еко-продукції в Індії. Результати досліджень можуть бути використані екоорієнтованими компаніями при формуванні маркетингового комплексу просування еко-товарів.

Ключові слова: споживачі, процес прийняття рішень, еко-бренд, частота, зелений маркетинг, обробка інформації.

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