

Why Customers Adopt Green Products Like AC's with Green Tag Which Emit Low CO2?

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ABSTRACT

This research investigates the drivers behind consumer adoption of environmentally friendly air conditioners (Acs) labelled with low CO2 emissions. Through a blend of qualitative interviews and quantitative surveys, key determinants including environmental awareness, perceived effectiveness, price sensitivity and trust in green certifications are analyzed. Results suggests that environmental consciousness significantly impacts adoption decisions, alongside product effectiveness and trust in certifications. Moreover, price sensitivity remains a barrier, underscoring the need to balance environmental benefits with affordability. This study offers valuable insights for marketers and policymakers aiming to promote eco-friendly AC adoption.

INTRODUCTION

In recent years, there has been a significant surge in global awareness regarding environmental sustainability, prompting a heightened interest in green products across various sectors. One such area of focus is the air conditioning industry, where consumers are increasingly inclined towards products that not only offer effective cooling but also minimize their carbon footprint. Amidst growing concerns about climate change and the role of carbon emissions, there has been a noticeable uptick in demand for air conditioners with low CO2 emissions.

This Introduction lays the groundwork for understanding the factors driving consumer adoption of environmentally friendly air conditioners. While the advantages of reducing CO2 emissions are evident, consumer behavior in this context is influenced by a myriad of factors, including environmental awareness, perceived product performance, pricing considerations, and confidence in green certifications. By exploring these factors, this study aims to provide insights into motivations and obstacles affecting the widespread acceptance of air conditioners with low CO2 emissions.

Moreover, as governments and organizations worldwide prioritize environmental sustainability, comprehending consumer preferences and behaviors concerning green air conditioners becomes paramount for policy makers and marketers. By aligning product offerings with consumer expectations and addressing the barriers to adoption, stakeholders can expedite the transition towards more sustainable cooling solutions while meeting the evolving needs of consumers. This Introduction sets a stage for examining these dynamics in greater depth throughout the study.

LITERATURE REVIEW

The adoption of green products, including air conditioners (ACs) with low CO₂ emissions, has garnered significant attention in academic research and Industry discourse. This Literature Review synthesizes key findings from existing studies to elucidate the factors influencing consumer adoption of such environmentally ACs. These Factors are:-

1. Environmental Consciousness
2. Perceived Product Effectiveness
3. Price Sensitivity
4. Trust in Green Certifications

The literature Review underscores the multifaceted nature of consumer adoption of green ACs with low CO₂ emissions. While environmental consciousness drives initial interest, perceived product effectiveness, pricing considerations, and trust in green certifications collectively shape consumer behavior. Addressing these factors through targeted marketing strategies, pricing inventions, and certification mechanisms is essential in prompting the widespread adoption of environmentally friendly ACs and advancing sustainability goals in the air conditioning industry.

DATA COLLECTION

We have collected 20 responses from the survey created in Google Forms the Questions were taken as from different research paper [1]

The Questions were- Using green ACs is important for reducing carbon emissions 1 Strongly Disagree-5 Strongly Agree, Adopting Green ACs aligns commitment to environmental sustainability 1 Strongly Disagree-5 Strongly Agree, Green ACs are perceived as to be as good as traditional ACs 1 Strongly Disagree-5 Strongly Agree, The Cooling Performance of Green ACs meets or exceeds my expectations 1 Strongly Disagree-5 Strongly Agree, Customers Willing to pay a premium for the environmental benefits of green ACs 1 Strongly Disagree-5 Strongly Agree, Government Incentives or subsidies would influence my decision to adopt green ACs 1 Strongly Disagree-5 Strongly Agree, Recommendations from friends and family members would positively influence my decision to adopt green ACs 1 Strongly Disagree-5 Strongly Agree, The societal perception of using green ACs is important to the customers 1 Strongly Disagree-5 Strongly Agree, the presence of a recognizable eco label would influence my choice of Green ACs 1 Strongly Disagree-5 Strongly Agree, Customer trust eco friendly labels like Green Tag when choosing products, including ACs 1 Strongly Disagree-5 Strongly Agree, On the scale from 1 to 5 how likely are you to adopt green ACs in the next 12 Months 1 Very Unlikely-5 Very Likely.

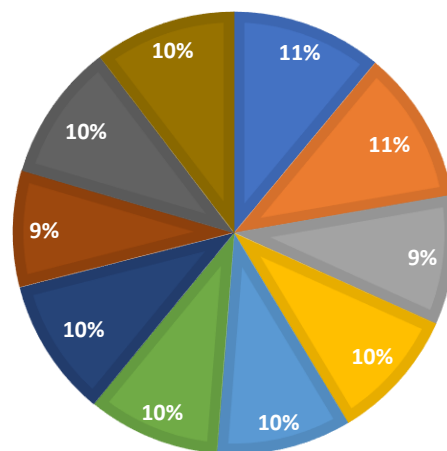
RESULT

The following table shows the Total number of responses by 20 Customer by Google Form Survey, the table here show the Question wise total responses:

Question 1	84
Question 2	86
Question 3	72
Question 4	74
Question 5	75
Question 6	74
Question 7	77
Question 8	65
Question 9	77
Question 10	79
Question 11	81

GOOGLE SURVEY 20 RESPOSNSES

■ Question 1 ■ Question 2 ■ Question 3 ■ Question 4 ■ Question 5 ■ Question 6
■ Question 7 ■ Question 8 ■ Question 9 ■ Question 10 ■ Question 11



Equal Number of Customers will adopt equal number of green ACs based on the questions.

CONCLUSION

Understanding the motivations behind consumer adoption of green air conditioners (ACs) emitting low CO₂ is essential for promoting sustainable consumption patterns. This study has illuminated several key insights from existing research.

Firstly, environmental consciousness emerges as a primary driver for consumers opting for eco friendly ACs. Individuals increasingly prioritize products that align with their environmental values, viewing them as tangible contributions to sustainability efforts.

Secondly, Perceived product effectiveness is crucial in influencing adoptions decisions. Consumers expect green ACs to offer comparable or superior performance to conventional models, emphasizing the importance of highlighting their efficiency and effectiveness.

However, despite environmental benefits, price sensitivity is the barrier. Many Consumers are hesitant to invest in green ACs if they come with a premium price tag. Addressing pricing concerns through incentives and subsidies could make eco-friendly options more accessible.

Furthermore, trust in green certifications plays a vital role in shaping consumer perceptions. Products endorsed by reputable certification programs are viewed as credible indicators of environmental performance, enhancing consumer trust and facilitating adoption.

In conclusion, Promoting the adoption of green ACs emitting low CO₂ requires a multifaceted approach that addresses environmental consciousness, perceived product effectiveness, pricing concerns, and trust in certifications. By aligning strategies with consumer preferences and behaviors, stakeholders can accelerate the transition towards sustainable cooling solutions, contributing to environmental preservation and consumer needs.

REFERENCES

1. Transition towards Sustainability: Adoption of Eco-Products among Consumers, Jana Hojnik, Mitija Ruzzier, and Maja.