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**Title: The Impact of Green Premium Pricing and Price Sensitivity
on Consumer Purchase Decisions: A Comparative Study of the
Retail Industry in the United Kingdom and India**

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Declaration

I hereby declare that this dissertation entitled “**The Impact of Green Premium Pricing and Price Sensitivity on Consumer Purchase Decisions: A Comparative Study of the Retail Industry in the United Kingdom and India**” is my own original work and has been completed independently in partial fulfilment of the requirements for the award of the **Master of Business Administration (MBA)** degree.

I confirm that this work has not been submitted previously, either in whole or in part, for any degree or qualification at this or any other academic institution. All sources of information used in this dissertation have been properly acknowledged and referenced in accordance with academic standards.

I further declare that this dissertation complies with the ethical requirements of academic research and that the data collected were used solely for academic purposes.

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Abstract

Sustainability has become a critical concern in contemporary retail markets, leading many organisations to adopt green marketing strategies, including green premium pricing. Green premium pricing refers to the practice of charging higher prices for environmentally friendly products to reflect increased production costs and ethical commitments. However, consumer acceptance of such pricing strategies remains uncertain, particularly when price sensitivity influences purchasing decisions. This study examines the impact of green premium pricing and price sensitivity on consumer purchase decisions through a comparative analysis of the retail industries in the United Kingdom and India.

The research adopts a quantitative, deductive approach using primary data collected through an online survey administered to consumers in both countries. A total of 80 responses were collected, with 40 respondents from the UK and 40 from India. Data were analysed using descriptive statistics, correlation analysis, and regression analysis to explore the relationship between consumers' willingness to pay a green premium and their sensitivity to price changes.

The findings indicate that consumers in both the UK and India demonstrate a moderate willingness to pay a green premium while simultaneously exhibiting relatively high levels of price sensitivity. Statistical results reveal a weak and statistically insignificant relationship between green premium willingness and price sensitivity in both markets, suggesting that the two constructs coexist rather than function as opposing forces. These results highlight the persistence of the intention–behaviour gap in sustainable consumption, where positive environmental attitudes do not consistently translate into purchasing behaviour due to financial and contextual constraints.

The study contributes to the sustainable marketing literature by jointly examining green premium pricing and price sensitivity within a cross-national framework. Managerially, the findings suggest that retailers should balance sustainability initiatives with value-based pricing and effective communication strategies to enhance perceived value without alienating price-conscious consumers.

Keywords: Green premium pricing, price sensitivity, sustainable consumption, retail industry, UK, India

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Chapter 1: Introduction

1.1 Background of the Study

Sustainability has become a central concern in contemporary business and consumer markets as environmental degradation, climate change, and resource scarcity intensify global pressures on firms and policymakers. Retail organisations are increasingly expected to adopt environmentally responsible practices while maintaining profitability and competitive positioning. One of the most significant challenges arising from this shift is how sustainable practices are reflected in pricing decisions. In particular, green premium pricing—where environmentally friendly products are sold at higher prices than conventional alternatives—has become a prominent yet contested strategy within sustainable marketing.

Green premium pricing reflects the additional costs associated with ethical sourcing, environmentally responsible production, certification, and reduced environmental impact. From a business perspective, charging a premium can help firms recover higher costs, signal environmental commitment, and strengthen brand reputation. From a consumer perspective, however, higher prices may act as a barrier to purchase, especially when green products are perceived as functionally similar to cheaper non-green alternatives. This creates a fundamental tension between sustainability objectives and consumer affordability.

Alongside green premium pricing, price sensitivity remains one of the most influential determinants of consumer purchase behaviour. Price-sensitive consumers are more likely to prioritise affordability, compare prices, and switch to lower-cost alternatives when prices increase. Even consumers who express strong environmental concern may hesitate to purchase green products if the price premium is perceived as excessive or unjustified. As a result, understanding how green premium pricing interacts with consumer price sensitivity is critical for explaining real-world sustainable purchasing behaviour.

Consumer responses to sustainable pricing strategies vary significantly across economic and cultural contexts. In developed economies such as the United Kingdom (UK), higher environmental awareness, stronger sustainability norms, and greater purchasing power may support acceptance of green premium pricing. Conversely, in emerging economies such as India, lower average disposable incomes, strong frugality norms, and intense price competition often make price sensitivity a dominant influence on purchasing decisions. These contrasting market conditions make the UK and India particularly suitable for a comparative analysis of green premium pricing and price sensitivity.

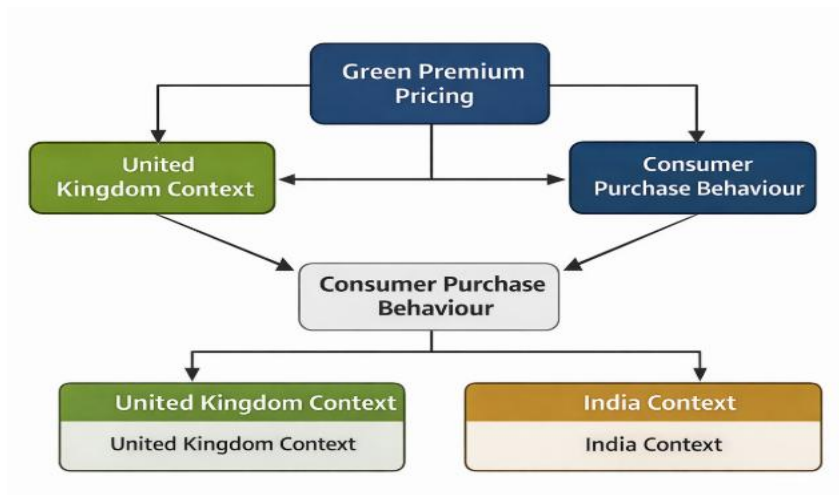


Figure 1: Conceptual Overview of Green Premium Pricing, Price Sensitivity, and Consumer Purchase Behaviour

1.2 Research Problem

Although extensive research has examined sustainable consumption and green marketing, empirical findings on consumers' willingness to pay a green premium remain mixed and context-dependent. While many studies report that consumers express positive attitudes toward environmentally friendly products, actual purchasing behaviour frequently fails to reflect these intentions, particularly when green products are priced higher than conventional alternatives. This intention–behaviour gap suggests that positive environmental attitudes alone are insufficient to explain sustainable purchasing decisions.

A key limitation of existing research is that green premium willingness and price sensitivity are often examined separately rather than jointly. Moreover, much of the literature focuses on single-country contexts, limiting understanding of how economic and cultural differences influence the trade-off between sustainability and affordability. Comparative studies that systematically examine both green premium pricing and price sensitivity across developed and emerging markets remain limited.

As a result, it remains unclear whether consumers who are highly price-sensitive are necessarily unwilling to support green products, or whether willingness to pay a green premium can coexist with strong price consciousness. Addressing this issue is particularly important for multinational retailers operating across markets with differing income levels, sustainability norms, and consumer expectations. This study seeks to address these gaps by adopting a comparative approach focused on the retail sectors of the UK and India.

1.3 Research Aim and Objectives

The primary aim of this study is to examine the impact of green premium pricing and price sensitivity on consumer purchase decisions in the retail industries of the United Kingdom and India.

The specific objectives of the study are to:

1. Examine consumer attitudes toward green premium pricing in the UK and India.
2. Analyse the level of price sensitivity among consumers in both countries.
3. Investigate the relationship between green premium willingness and price sensitivity.
4. Compare how economic and cultural contexts influence sustainable purchasing behaviour in the UK and India.
5. Identify implications for retailers seeking to balance sustainability objectives with consumer affordability.

1.4 Research Questions

To achieve the above objectives, the study addresses the following research questions:

1. What factors influence consumers' willingness to pay a green premium?
2. How does price sensitivity affect consumer purchase decisions for green products?
3. Is there a relationship between green premium willingness and price sensitivity?
4. Do consumer responses to green premium pricing differ between the UK and India?

1.5 Significance of the Study

This study offers several important contributions at both academic and practical levels. Academically, it extends the literature on sustainable consumption by jointly examining green premium pricing and price sensitivity within a comparative framework. By analysing consumer behaviour in both a developed economy (UK) and an emerging economy (India), the study highlights how economic and contextual differences shape sustainable purchasing decisions. The findings also contribute to theoretical discussions surrounding the intention–behaviour gap by demonstrating that willingness to pay a green premium and price sensitivity may coexist rather than operate as opposing forces.

From a managerial perspective, the study provides valuable insights for retailers and marketers seeking to implement sustainable pricing strategies. Understanding how consumers perceive

green premiums and respond to price changes can help firms design pricing and communication strategies that enhance perceived value while minimising resistance. Policymakers may also benefit from the findings by gaining a clearer understanding of how sustainability initiatives can be promoted in ways that remain affordable and inclusive across different consumer segments.

1.6 Structure of the Dissertation

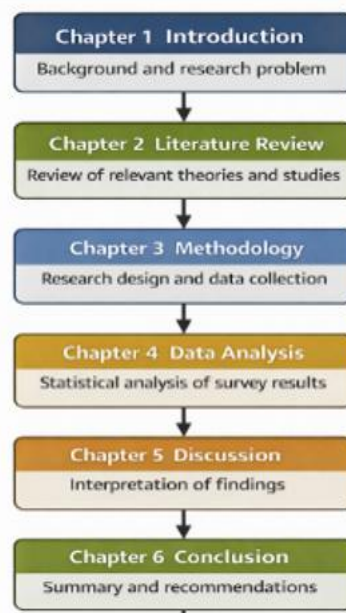


Figure 2: Structure of the Dissertation

The remainder of this dissertation is organised as follows. Chapter 2 presents a comprehensive review of the theoretical and empirical literature on green premium pricing, price sensitivity, and sustainable consumer behaviour. Chapter 3 outlines the research methodology, including the research design, data collection methods, and analytical techniques employed. Chapter 4 presents the empirical findings of the study. Chapter 5 discusses these findings in relation to existing theories and prior research. Finally, Chapter 6 concludes the dissertation by summarising key findings, outlining managerial implications, and suggesting directions for future research.

Chapter 2: Literature review

2.1 Introduction to Green Premium Pricing and Sustainable Consumption

Growing concerns about environmental sustainability have reshaped contemporary consumer behaviour and the strategic priorities of firms across global markets. As sustainability becomes embedded within both corporate agendas and consumer expectations, one of the most critical

questions facing marketers is whether consumers are willing to pay a green premium—an additional cost attached to environmentally friendly products—and how this willingness differs across socio-economic and cultural contexts. The literature consistently highlights that although sustainability awareness has increased, the translation of pro-environmental attitudes into actual green purchases remains uneven and highly dependent on pricing structures, perceived value, and cultural influences. The present study's comparison between the United Kingdom (UK) and India sits firmly within this discourse, as these markets represent two contrasting economic environments: a developed economy where environmental norms are relatively stronger and purchasing power is higher, and an emerging economy where affordability plays a more dominant role in shaping purchasing behaviour. Understanding green premium pricing and price sensitivity in these contexts requires integrating insights from behavioural theories, consumer value frameworks, cross-cultural psychology, and empirical research on price perception and sustainable consumption.

2.2 Theoretical Foundations of Green Purchasing Behaviour

A central foundation for explaining green purchasing intentions is Ajzen's Theory of Planned Behaviour (TPB), which proposes that attitudes, subjective norms, and perceived behavioural control collectively shape behavioural intentions. In the context of sustainability, TPB suggests that while positive environmental attitudes and social norms can encourage consumers to pay a premium for green products, perceived behavioural control—particularly financial capability—often limits this intention from converting into action (Ajzen, 2020). This intention-behaviour gap is well documented in sustainability literature and is particularly relevant when considering green premium pricing. Consumers may value sustainability and express willingness to act responsibly, yet refrain from purchasing greener alternatives when they are priced higher than conventional products. This phenomenon has been observed in both developed and emerging markets, though financial constraints tend to magnify the gap in developing economies such as India. Research cited in the dissertation proposal supports this argument, noting that UK consumers typically demonstrate greater willingness to pay a green premium due to higher income levels and stronger sustainability norms, while Indian consumers remain more price sensitive as affordability plays a dominant role in consumption decisions. This disparity reflects differences not only in economic conditions but also in cultural expectations and perceived behavioural control, supporting TPB's relevance to this study.

The social dilemma perspective offered by Gupta and Ogden (2009) provides another critical lens for understanding why green premium pricing poses a challenge for many consumers. Their research conceptualises green buying as a social dilemma in which individuals must weigh personal costs—such as paying a premium—against collective environmental benefits that depend on widespread cooperation. Many consumers who express environmental concern ultimately defect from purchasing green products because the immediate financial sacrifice appears to outweigh uncertain long-term environmental gains. Their findings reveal that trust, perceived personal efficacy, and in-group social identity are significant predictors of green purchasing, while non-green buyers often lack confidence that others will act sustainably and therefore choose not to incur the additional cost. This framework aligns with both TPB and the price sensitivity literature by emphasising that even strong attitudes do not necessarily lead to green purchasing if perceived personal cost is too high. The theory is particularly relevant in India, where financial constraints amplify perceptions of personal cost and weaken perceived behavioural control, thereby reducing willingness to buy green despite rising environmental awareness. By contrast, UK consumers may experience stronger social norms supporting sustainability, reducing the psychological cost of paying a premium. Integrating this perspective strengthens the conceptual foundation for comparing green premium acceptance across the two markets.

2.3 Price Sensitivity and Consumer Response to Green Premiums

Price sensitivity itself has been widely studied as a determinant of consumer purchasing behaviour. The literature consistently emphasises that consumers with higher price sensitivity are less likely to pay a premium for any product, including sustainable goods. Zhu et al. (2021) highlight how demographic factors such as income and age strongly influence price sensitivity, with lower-income and older consumers demonstrating significantly stronger reactions to price increases. These groups tend to reduce consumption sharply when prices rise and readily switch to cheaper alternatives, a pattern that mirrors behaviour observed in green product markets where conventional options remain more affordable. Additionally, their research indicates that online shoppers are particularly price sensitive, reducing purchases more drastically in response to price increases than supermarket shoppers. This has implications for green retailing in both the UK and India, particularly given the rise of e-commerce in both regions. The findings strongly support the expectation that Indian consumers—who face tighter financial constraints on average—would exhibit greater price sensitivity and lower willingness to pay

for green products, while UK consumers with relatively lower price sensitivity may be more open to premium pricing structures.

2.4 Cultural Influences on Price Perception and Sustainable Consumption

While economic factors are central to understanding price sensitivity, cultural dimensions also play a significant role. Liu et al. (2025) demonstrate that cultural tightness–looseness influences how consumers interpret price signals and respond to price differences. In culturally tight societies, where social norms are strong and rule adherence is prioritised, consumers are more likely to associate higher prices with higher quality and are therefore less price sensitive. Conversely, consumers in culturally loose societies tend to emphasise actual price differences and display weaker price–quality associations, resulting in greater price sensitivity. This distinction is highly relevant to cross-country comparisons. India, often characterised as culturally tighter and more collectivistic than the UK, may exhibit complex responses to green premium pricing. While strong collectivist values might conceptually support environmental responsibility, frugality and affordability pressures may override potential quality inferences associated with higher prices. Liu et al. (2025) further argue that frugality can coexist with cultural tightness as a competing mechanism that increases price sensitivity. This suggests that cultural tightness does not necessarily reduce price sensitivity uniformly across contexts; instead, economic conditions determine whether cultural norms or financial constraints dominate. Such insights provide a nuanced understanding of why Indian consumers, despite collectivist orientations, remain highly price sensitive in retail purchasing.

2.5 Consumer Value Theory and Willingness to Pay a Green Premium

The behavioural and cultural perspectives above provide a strong basis for analysing consumer responses to sustainable pricing, but understanding willingness to pay a green premium also requires examining how consumers perceive the value of green products. Consumer Value Theory, developed by Sheth, Newman, and Gross (1991), offers a multidimensional framework that identifies five value dimensions influencing consumption behaviour: functional, emotional, social, epistemic, and conditional. This theory argues that consumer decisions extend beyond rational economic considerations and are shaped by diverse motivations depending on the consumption context. Although their classic applications involve choices such as smoking behaviour and brand preferences, the theory has significant implications for sustainable consumption. For example, functional value may reflect perceived product performance or health benefits, emotional value may relate to feelings of doing good for the environment, social value may derive from signalling environmentally conscious identity,

epistemic value may involve curiosity or interest in new sustainable products, and conditional value may relate to situational influences such as government incentives or scarcity of eco-friendly alternatives. One of the most relevant insights from this theory is that consumers assign different levels of importance to each value dimension depending on the decision context. Green purchasing therefore cannot be understood solely as a financial decision; rather, it is influenced by a combination of emotional, social, and cognitive factors. This framework supports the argument that growing environmental awareness in the UK may enhance emotional and social value attached to sustainable products, thereby justifying a higher green premium. In contrast, in India, where functional and economic values are likely to dominate, consumers may prioritise affordability over environmental benefits.

2.6 Value Perception, Framing, and Communication in Green Marketing

Recent studies reinforce the importance of value perceptions in shaping willingness to pay green premiums. Hu et al. (2024) find that value perception, price sensitivity, psychological benefits, and green promotion all significantly influence consumers' willingness to pay for environmentally sustainable products. Their study specifically highlights that consumers who perceive greater environmental, health, or emotional benefits are more likely to justify premium prices, whereas strong price sensitivity reduces this willingness even when attitudes are favourable. Additionally, they identify intention to consume organic food as a key mediator between attitudes and willingness to pay, supporting TPB's argument that intentions are an essential but not always sufficient precursor to behaviour. These findings have clear relevance to cross-country comparisons: UK consumers may perceive stronger psychological and environmental benefits, increasing their perceived value and reducing resistance to green premiums. Indian consumers, who tend to prioritise affordability, may experience weaker psychological benefits associated with green purchases or may perceive them as insufficient to justify the higher cost. Hu et al.'s research provides strong empirical support for integrating value perception factors when examining sustainable purchasing across markets.

The perceptual framing of green products also plays a significant role in willingness to pay. Okada and Mais (2010) demonstrate that framing environmental benefits differently significantly influences consumer responsiveness to green premiums. They found that environmentally conscious consumers respond more positively to messages emphasising the advantages of choosing green products, whereas less conscious consumers react more strongly to framing that highlights the disadvantages of choosing conventional alternatives. Subtractive price framing—focusing on what consumers avoid losing by choosing green options—was

shown to be particularly effective among price-sensitive consumers. This suggests that even in markets like India, where price sensitivity is high, framing techniques could potentially increase willingness to pay a green premium by shifting perceived value. In the UK, where environmental consciousness is generally higher, positive framing of benefits may be more effective. These insights are particularly important for retailers attempting to bridge the intention–behaviour gap and highlight the need for strategic communication alongside pricing strategies.

Further support for the importance of value creation comes from Aydin’s (2022) research on mobile multi-brand loyalty programmes, which found that monetary, hedonic, and symbolic values significantly influence consumer satisfaction and loyalty. Although this study focuses on loyalty programmes rather than environmental products, the findings reinforce the broader argument that consumers weigh both tangible and intangible benefits when making purchasing decisions. In particular, hedonic and symbolic values—enjoyment and identity signalling—are shown to exert strong influence, sometimes comparable to monetary benefits. This supports the argument that green products, which often evoke symbolic and emotional associations, could leverage these intangible values to justify higher prices. However, the strength of monetary value in Aydin’s research also signals that affordability cannot be ignored; tangible financial considerations remain central to consumer satisfaction. In the UK–India comparison, this duality is critical: UK consumers may place greater weight on symbolic and emotional value dimensions due to stronger sustainability norms, whereas Indian consumers may prioritise monetary value and perceive hedonic or symbolic aspects as less relevant if the price is too high.

2.7 Sustainability Marketing Frameworks and the Intention–Behaviour Gap

Collectively, the literature also underscores the role of broader sustainability marketing frameworks in shaping consumer expectations and purchasing decisions. The Triple Bottom Line (Elkington, 1998) and sustainability marketing scholarship (Peattie and Belz, 2010; Belz and Peattie, 2012) emphasise the integration of economic, environmental, and social values in marketing practice. Sustainable marketing positions green premium pricing not merely as a commercial strategy but as a mechanism for aligning consumer welfare with environmental responsibility. Increasing numbers of consumers in developed markets have demonstrated willingness to support organisations perceived as environmentally responsible, but price remains a critical barrier to widespread adoption. Numerous studies have shown that even environmentally conscious consumers revert to cheaper non-green alternatives when green

products are priced significantly higher, reinforcing the argument that sustainability initiatives must balance ethical intentions with economic realities.

The tension between sustainability aspirations and affordability becomes even more apparent when examining intention–behaviour gaps across markets. Although UK consumers demonstrate relatively high environmental awareness and stronger acceptance of corporate social responsibility initiatives (Haws, Winterich and Naylor, 2014; White, Habib and Hardisty, 2019), research indicates that this does not always translate into consistent green purchasing. Carrington, Neville and Whitwell (2014) argue that even ethically minded consumers regularly fail to act on their intentions because contextual factors—particularly price—override positive attitudes. Their findings align with Ajzen’s (2020) discussion of perceived behavioural control: when financial ability is limited or when green alternatives are viewed as too costly, environmentally concerned consumers may still choose conventional products. This dynamic helps explain why willingness to pay a green premium varies significantly within the UK market despite relatively high sustainability awareness. The UK’s mature retail sector provides a wide spectrum of green alternatives, but many remain more expensive than mainstream products, contributing to inconsistent adoption patterns.

2.8 Comparative Perspectives: Sustainable Consumption in the UK and India

By contrast, the Indian retail market presents a substantially different context. Studies show that price sensitivity remains a dominant factor in Indian purchasing behaviour due to more constrained disposable incomes and strong frugality norms (Nair and Little, 2016). Even when consumers express positive environmental attitudes, affordability barriers prevent many from choosing green alternatives. Gupta and Ogden’s (2009) social dilemma model is particularly applicable here: Indian consumers may view paying a green premium as a personal cost they are unwilling or unable to bear, especially when they believe that others in society will not similarly prioritise green consumption. This perception reduces trust in collective action and weakens personal motivation to incur a price premium. The literature review in the dissertation proposal similarly identifies affordability as a crucial determinant of sustainable purchasing in India, noting that cultural and economic differences between the UK and India significantly shape consumer expectations and responses to sustainable pricing strategies. Rising environmental awareness, especially among urban middle-class consumers in India, suggests potential for greener consumption; however, price remains a significant structural barrier.

2.9 Trust, Fairness, and Risk in Green Pricing

Marketing scholars further emphasise that consumers assess green products not only on their environmental attributes but also on the perceived fairness of their pricing. Zhao et al. (2021) found that transparent pricing and clear communication of product attributes significantly enhance purchase intentions, particularly when consumers can easily evaluate the value they are receiving. This intersects with Okada and Mais's (2010) findings regarding framing: consumers are more receptive to green premiums when benefits are clearly articulated or when non-green alternatives are framed as environmentally harmful. In markets where environmental awareness is less ingrained—such as India—effective message framing may help bridge the gap between positive attitudes and actual willingness to pay.

Consumer scepticism can further impact green purchasing behaviour. Peattie and Crane (2005) note that the rise of "greenwashing"—exaggerated or misleading environmental claims—has eroded consumer trust in environmental marketing. When green claims are perceived as unreliable, consumers may question whether green premiums are justified. This can exacerbate existing price sensitivity, leading consumers to revert to conventional products. In the UK, where green marketing is more widely adopted, scepticism may limit willingness to pay higher prices unless environmental claims are substantiated and communicated transparently. In India, where exposure to green marketing is still evolving, scepticism may compound the perceived risks associated with paying a premium, particularly for unfamiliar or emerging product categories.

Cross-national differences in green consumption are also explained by variations in perceived behavioural control and subjective norms. Stern (2000) argues that environmentally significant behaviour is shaped by values, personal capabilities, and contextual constraints. In the UK, pro-environmental values are reinforced by widespread government initiatives, media discourse, and corporate commitments to sustainability, increasing subjective norms that support green purchasing. In India, such norms are less pervasive, and environmental concern often competes with financial priorities. This supports the expectation that UK consumers exhibit stronger social value motivations when purchasing green products, whereas Indian consumers emphasise functional and monetary value, consistent with Sheth et al.'s (1991) consumption value theory. The theory suggests that without sufficient functional or emotional value, premium-priced green products will struggle to gain traction among price-sensitive consumers.

2.10 Socio-Demographic and Contextual Drivers of Green Consumption

The role of socio-demographic variables also warrants attention. Research by Biswas and Roy (2015) shows that consumers in emerging economies may possess environmental concern but lack purchasing power to act on such concern. They found that high price sensitivity limits the adoption of green products across demographic groups in India, with consumers relying on discounts or promotions to justify green purchases. Their findings resonate with Zhu et al.'s (2021) observations about demographic drivers of price sensitivity, particularly income and age. Younger, urban, higher-income consumers tend to be more open to greener alternatives, suggesting that segmentation strategies may help retailers target those with higher willingness to pay green premiums. In the UK, meanwhile, relatively stable income distribution and higher purchasing power allow a broader segment of consumers to consider sustainable alternatives.

The interplay between price, value perception, and cultural context is further complicated by consumer expectations regarding quality. In some cases, higher prices may be perceived as indicators of superior quality or authenticity. Liu et al.'s (2025) research on cultural tightness–looseness reveals that consumers in tighter cultures often rely more on price–quality associations, particularly when evaluating unfamiliar products. This may mean that Indian consumers could interpret higher prices for green products as signalling quality or authenticity; however, frugality norms and affordability constraints may simultaneously undermine willingness to act on these perceptions. In the UK, where sustainability norms are stronger, higher prices may be more readily interpreted as justified by environmental quality or ethical practices. This suggests a nuanced dynamic in which cultural norms interact with economic factors to influence how consumers interpret green premiums.

Awareness and knowledge also shape willingness to pay. Research from Laroche, Bergeron and Barbaro-Forleo (2001) indicates that consumers who are more knowledgeable about environmental issues are more likely to pay premiums. Their study found that gender, income, and education level influence willingness to pay, with women, higher-income groups, and more educated consumers demonstrating greater acceptance of sustainability-based pricing. Similarly, studies in sustainable marketing emphasise that knowledge enhances perceived behavioural control, making consumers feel more capable of evaluating environmental claims and justifying higher expenditures (Peattie and Belz, 2010). In the UK, extensive public discourse around sustainability may therefore enhance consumer knowledge, supporting willingness to pay. In India, where sustainability education is less widespread, consumers may

lack the knowledge required to evaluate environmental claims confidently, increasing reliance on price as a decision factor.

Availability and accessibility of green alternatives also shape purchasing behaviour. The UK retail sector offers extensive eco-labelled and organic product ranges, which normalises sustainable consumption and enables comparisons across price points. This increases opportunities for value-based decision-making and allows consumers to seek affordable green options within their budget range. In India, however, green alternatives are less widely available, particularly in Tier 2 and Tier 3 cities, limiting consumer exposure and preventing the development of habitual green purchasing. This lack of availability interacts with price sensitivity, reducing opportunities for consumers to choose sustainable products even when they express positive attitudes. The proposal literature review similarly highlights that accessibility and affordability together shape consumer perceptions of green products in India, reinforcing the need for retailers to adjust pricing strategies to local economic realities.

Research in behavioural economics also provides insights into how consumers evaluate trade-offs between price and sustainability. Pan, Han and Li (2019) show that retailer pricing strategies significantly influence price perception and purchase decisions by affecting whether consumers perceive prices as fair, reasonable, or exploitative. Fairness perception is a critical mediator in green pricing: consumers are more accepting of green premiums when they believe the higher cost is justified by genuine environmental benefits rather than opportunistic pricing by firms. This reinforces the importance of transparent communication and aligns with Okada and Mais's (2010) emphasis on framing strategies. Moreover, a failure to communicate environmental benefits effectively can lead to perceptions of unfair pricing, further reducing willingness to pay.

Another factor influencing green premium acceptance is the emotional and psychological benefits associated with sustainable consumption. Scholars have shown that green purchasing can generate positive emotions such as pride, moral satisfaction, and identity reinforcement (Haws et al., 2014). These emotional rewards can increase motivation to pay higher prices, especially among consumers who derive symbolic value from sustainable behaviour. Aydin's (2022) findings support this, showing that hedonic and symbolic values significantly enhance satisfaction within loyalty programmes. Although unrelated to sustainability directly, this demonstrates the broader principle that emotional and symbolic value can effectively complement monetary value in shaping consumer decisions. In the UK, where environmental

identity is increasingly mainstream, these symbolic values may play a notable role; in India, such symbolic associations may be emerging but remain secondary to economic considerations.

Literature also highlights the importance of perceived risk in sustainable purchasing. When environmental products are new or unfamiliar, consumers may perceive greater performance risk, which increases reliance on price cues and decreases willingness to experiment with higher-priced alternatives. This is particularly relevant in Indian markets, where trust in green labelling and certification processes is still developing. Conversely, in the UK, established certification schemes such as Fairtrade and the Soil Association increase trust, reduce perceived risk, and support willingness to pay. This difference in institutional infrastructure may partly account for cross-country differences in green premium acceptance.

2.11 Summary

Altogether, the literature demonstrates that willingness to pay a green premium is shaped by a multifaceted interplay of economic, psychological, cultural, and contextual factors. Price sensitivity consistently emerges as a dominant barrier, especially in emerging markets such as India. At the same time, value perceptions, social norms, knowledge, and communication strategies influence how consumers interpret and respond to green pricing. The UK's stronger environmental norms, higher purchasing power, and greater availability of green alternatives create conditions that support green premium acceptance, though intention-behaviour gaps persist. In India, despite rising environmental concern, affordability constraints, frugality norms, and limited availability of green alternatives continue to inhibit widespread green purchasing. These insights collectively underscore the need for comparative research examining how green premium pricing and price sensitivity interact across these contrasting markets.

Chapter 3: Research Methodology

3.1 Introduction

This chapter presents the research methodology employed to examine consumer attitudes toward Green Premium pricing and price sensitivity within the retail sectors of the United Kingdom (UK) and India. The methodological framework is carefully designed to align with the study's research objectives and to ensure the collection of reliable, valid, and comparable data across two distinct national and economic contexts. Given the cross-country nature of the

study, particular emphasis is placed on methodological consistency and transparency to support meaningful comparative analysis.

The chapter details the overall research design and approach, followed by an explanation of the data collection methods and sampling techniques adopted. It also outlines the development of the questionnaire, including the measurement scales used to capture consumer perceptions, attitudes, and behavioral intentions related to Green Premium pricing. Furthermore, the chapter describes the data analysis techniques applied to interpret the findings systematically and rigorously. Ethical considerations, such as informed consent, confidentiality, and voluntary participation, are also addressed to ensure compliance with academic research standards.

The increasing focus on sustainability within the retail industry has led to the widespread adoption of Green Premium pricing strategies, whereby environmentally friendly products are often sold at higher prices than conventional alternatives. However, consumer acceptance of such pricing strategies varies considerably depending on factors such as income levels, cultural values, and environmental awareness. As a result, a comparative methodological approach is essential to capture differences and similarities between consumers in a developed economy like the UK and an emerging economy such as India. This chapter therefore establishes a robust foundation for analyzing how economic and cultural contexts shape consumer responses to Green Premium pricing and price sensitivity.

3.2 Research Design

This study adopts a comparative quantitative research design to examine consumer attitudes toward Green Premium pricing and price sensitivity in the retail sectors of the United Kingdom (UK) and India. A quantitative approach is appropriate for this research as it enables the measurement of consumer attitudes, perceptions, and behavioural intentions through structured numerical data that can be analysed using statistical techniques. Quantitative research enhances objectivity and allows for the identification of relationships between key variables, as well as the generalisation of findings to a broader population (Creswell, 2014).

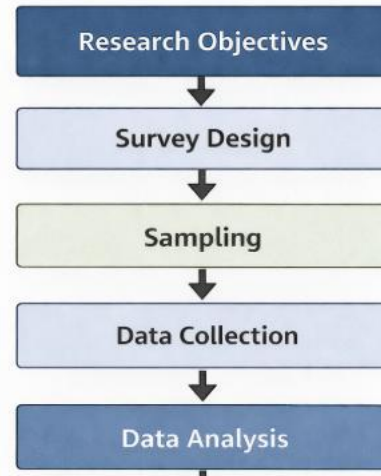


Figure 3 Research Design and Methodological Process

The comparative nature of the research is central to the study, as it facilitates a cross-national analysis between the UK and India. These two countries were selected due to their contrasting socio-economic environments, levels of economic development, consumer purchasing power, and degrees of awareness and engagement with sustainability issues. The UK represents a developed economy with relatively high consumer awareness of environmental concerns, while India reflects an emerging economy where price sensitivity may play a more dominant role in purchasing decisions. Comparing these two contexts provides valuable insights into how economic conditions and cultural differences influence consumer responses to Green Premium pricing strategies.

A cross-sectional research design was employed, with data collected from respondents at a single point in time. This design is suitable for capturing current consumer attitudes and behaviours related to sustainable products and pricing. It allows the study to identify prevailing patterns, trends, and relationships without the need for longitudinal data collection. Overall, the chosen research design ensures methodological rigor while supporting meaningful comparison between the two national contexts.

3.3 Research Approach

This study adopts a deductive research approach, drawing on established theories and existing literature related to sustainable consumption, Green Premium pricing, and consumer price sensitivity. Prior academic research and conceptual models informed the development of the research framework, variables, and survey instrument. By grounding the study in existing knowledge, the research aims to empirically examine whether theoretical assumptions about

consumer responses to environmentally friendly products and higher prices hold true across different national contexts.

The deductive approach is particularly suitable for this study because it focuses on testing relationships between predefined variables rather than generating new theory. Based on insights from previous studies, assumptions regarding the influence of Green Premium pricing on consumer attitudes and price sensitivity were translated into measurable constructs within the questionnaire. These assumptions were implicitly tested through quantitative and statistical analysis of the collected data, allowing for objective evaluation of the proposed relationships.

Furthermore, the use of a structured questionnaire and standardised measurement scales aligns well with a deductive approach, as it ensures consistency and comparability of responses across the UK and Indian samples. Statistical techniques were employed to analyse the data and assess patterns, relationships, and differences between the two countries. Overall, the deductive research approach supports a systematic and theory-driven investigation of consumer perceptions of Green Premium pricing and price sensitivity in retail markets.

3.4 Research Variables

The study focuses on two primary variables that are central to understanding consumer behaviour in the context of sustainable retail pricing. The first variable is **Green Premium Pricing Attitude**, which represents the extent to which consumers are aware of environmentally sustainable products, perceive value in them, and are willing to pay a higher price compared to conventional alternatives. This variable captures consumer beliefs, acceptance levels, and overall attitudes toward paying a premium for sustainability.

The second variable is **Price Sensitivity**, which reflects how strongly consumers respond to price changes and the degree to which price influences their purchasing decisions. Highly price-sensitive consumers are more likely to alter their buying behaviour in response to price increases, including Green Premiums.

In this study, Green Premium pricing attitude is treated as the independent variable, while price sensitivity and related purchase responses are considered dependent variables. The relationship between these variables is examined using statistical techniques such as correlation and regression analysis to identify patterns, strength, and direction of influence.

3.5 Data Collection Method

3.5.1 Primary Data Collection

This study relies exclusively on primary data collected through an online survey. Primary data collection was considered most appropriate as it enables the researcher to obtain information that is directly aligned with the research objectives and tailored specifically to the study's variables. By collecting original data, the researcher maintains greater control over the measurement of key constructs such as Green Premium pricing attitudes and price sensitivity, thereby enhancing the relevance and accuracy of the findings.

An online survey method was selected due to its efficiency, cost-effectiveness, and practicality for cross-national research involving respondents from both the United Kingdom and India. Online surveys facilitate the rapid distribution of questionnaires to a geographically diverse sample while ensuring uniformity in question wording and structure. This consistency is essential for comparative studies, as it reduces potential measurement bias and enhances the reliability of cross-country comparisons. Additionally, online surveys are convenient for respondents, allowing them to participate at their preferred time and location, which can improve response rates.

3.5.2 Survey Platform

The questionnaire was designed and administered using Google Forms. Google Forms was chosen because of its user-friendly interface and accessibility across multiple devices, including smartphones, tablets, and computers. The platform enables efficient data collection and allows responses to be easily exported into statistical software for analysis. Furthermore, Google Forms supports respondent anonymity, which helps encourage honest and unbiased responses, thereby improving the overall quality and credibility of the collected data.

3.6 Questionnaire Design

3.6.1 Structure of the Questionnaire

The questionnaire was designed using a structured format and consisted of 10 questions, primarily comprising closed-ended and Likert-scale items. The questions were carefully developed to capture key aspects of consumer behaviour relevant to the study objectives. Specifically, the questionnaire measured consumer awareness of sustainable and environmentally friendly products, attitudes toward Green Premium pricing, sensitivity to price changes, and purchase intentions related to both sustainable and low-cost products. The structured nature of the questionnaire ensures consistency in responses across participants, which is essential for quantitative analysis and cross-country comparison between the UK and

India. By using standardised questions, the study minimises interpretation bias and enhances the reliability and comparability of the data collected (Appendix 1.1).

3.6.2 Likert Scale Design

Most attitudinal questions employed a Likert scale, allowing respondents to indicate their level of agreement with a series of statements related to sustainability and pricing. Likert scales are widely used in consumer behaviour research due to their simplicity, clarity, and effectiveness in measuring attitudes and perceptions. Responses were recorded on an ordered scale and subsequently converted into numerical values to enable statistical analysis. This approach facilitated the creation of composite scores for variables such as Green Premium pricing attitude and price sensitivity, thereby supporting correlation and regression analysis to examine relationships between the key constructs.

3.7 Measurement and Scoring Method

3.7.1 Likert Scale Scoring

A structured scoring system was applied to the Likert-scale responses to quantitatively measure consumer attitudes toward Green Premium pricing. Each Likert-scale response was assigned a numerical value corresponding to the respondent's level of agreement with the given statements. The individual item scores were then summed to produce a composite score representing overall attitude toward Green Premium pricing. This composite scoring approach enables a clear and consistent interpretation of respondents' perceptions and behavioural tendencies.

Likert Scale Scoring				
Rating	very Low	Low	Moderate	High
Measures	4 to 8	9 to 12	13-16	17-20

Figure 4 Likert Scale for Green premium pricing and Price sensitivity

To facilitate meaningful interpretation, the composite scores were categorised into four levels of influence. Scores ranging from **4 to 8** indicate a **Very Low** influence of Green Premium pricing on purchasing behaviour, suggesting minimal acceptance or awareness. Scores between **9 and 12** represent a **Low** level of influence, while scores from **13 to 16** indicate a **Moderate** influence. Scores between **17 and 20** reflect a **High** level of agreement, suggesting strong

acceptance of Green Premium pricing and a greater willingness to pay more for environmentally sustainable products. This categorisation allowed the researcher to clearly distinguish varying levels of consumer acceptance and perception.

3.7.2 Construction of Variables

Based on the survey responses, two composite variables were constructed for each participant. The **Green Premium Score** was derived from items measuring sustainability awareness, willingness to pay a premium for eco-friendly products, and perceived value of sustainable pricing. The **Price Sensitivity Score** was derived from questions related to price consciousness, preference for lower-priced products, and responsiveness to price changes. Assigning these scores to each participant enabled systematic statistical comparison across individuals and between the UK and Indian samples.

3.8 Sampling Technique and Sample Size

3.8.1 Sampling Method

This study employed a convenience sampling technique, whereby respondents were selected based on their accessibility and willingness to participate in the survey. The target population consisted of individuals who actively purchase products from retail stores or e-commerce platforms, as these consumers are more likely to encounter Green Premium pricing in their purchasing decisions. Convenience sampling was chosen due to practical considerations such as time constraints, limited resources, and the cross-national scope of the study. Although this sampling method has limitations in terms of statistical generalisability, it is widely used in exploratory and comparative consumer behaviour research. It allows researchers to gain initial insights into consumer attitudes and behavioural patterns, particularly when the primary objective is comparison rather than population-wide prediction.

3.8.2 Sample Size

The final sample comprised a total of 80 respondents. Of these, 40 respondents were from the United Kingdom and 40 respondents were from India. Maintaining an equal number of participants from each country enhances the reliability and validity of the comparative analysis by ensuring balanced representation. This symmetrical sample distribution allows for clearer cross-national comparisons of consumer attitudes toward Green Premium pricing and price sensitivity, supporting meaningful interpretation of similarities and differences between the two markets.

3.9 Data Analysis Techniques

Data analysis in this study was carried out in two main stages: descriptive analysis and inferential analysis. This two-step approach enabled both an overall understanding of the data and a deeper examination of relationships between the key variables.

3.9.1 Descriptive Statistics

Descriptive statistical techniques were used to summarise and organise the collected data in a clear and meaningful manner. Frequencies and percentages were applied to describe demographic characteristics of the respondents and to illustrate the distribution of responses across survey items. In addition, mean scores were calculated to compare consumer attitudes toward Green Premium pricing and levels of price sensitivity between respondents from the United Kingdom and India. Descriptive analysis provides a foundational overview of consumer perceptions and behaviours, allowing for the identification of general trends, patterns, and notable similarities or differences between the two national contexts. This stage of analysis is essential for contextualising the findings and guiding further inferential testing.

3.9.2 Inferential Statistics

Inferential statistical techniques were employed to examine relationships between variables and to test the study's underlying assumptions. Correlation analysis was conducted to assess the strength and direction of the relationship between Green Premium pricing attitudes and price sensitivity. This analysis helped determine whether greater acceptance of Green Premium pricing is associated with higher or lower sensitivity to price changes. Furthermore, regression analysis was used to examine the predictive relationship between Green Premium perceptions and price sensitivity. Regression techniques allowed the researcher to assess the extent to which attitudes toward Green Premium pricing influence consumer price sensitivity and purchasing behaviour. The combined use of correlation and regression analysis enhances the robustness and explanatory power of the research findings.

3.10 Cross-National Comparison

A central objective of this study is to conduct a cross-national comparison of consumer attitudes toward Green Premium pricing and price sensitivity between the United Kingdom and India. To achieve this, data were analysed both separately and comparatively for each country. Mean scores, response distributions, and statistical relationships were examined to identify similarities and differences in consumer perceptions and behaviours across the two national

contexts. This comparative analysis allows for a clearer understanding of how consumers in each country respond to sustainable pricing strategies.

The cross-national approach significantly enhances the academic and practical contribution of the study by demonstrating how variations in economic development, income levels, and market maturity influence consumer acceptance of Green Premium pricing. Additionally, cultural factors and differing levels of environmental awareness are considered when interpreting the results. By comparing a developed economy with an emerging economy, the study provides valuable insights for retailers seeking to implement sustainable pricing strategies across diverse international markets.

3.11 Ethical Considerations

Ethical principles were strictly adhered to throughout the entire research process to ensure the protection and rights of all participants. Informed consent was obtained from all respondents prior to their participation in the study. Participants were clearly informed about the purpose of the research, the nature of the questions, and the voluntary basis of their involvement, enabling them to make an informed decision to participate.

Anonymity and confidentiality were maintained at all times. No personally identifiable information, such as names or contact details, was collected during the survey. All responses were used solely for academic purposes and were stored securely to prevent unauthorised access. Participants were also informed of their right to withdraw from the survey at any stage without any obligation or penalty.

The use of an online survey platform further supported ethical compliance by ensuring respondent privacy and data security. These ethical measures helped maintain transparency, trust, and integrity throughout the research process.

3.12 Reliability and Validity

Several measures were taken to enhance the reliability and validity of the study. Reliability was ensured through the use of a structured questionnaire and standardised Likert-scale items, which provided consistency in measurement across all respondents. The uniform format of the survey reduced ambiguity and increased the dependability of the responses.

Content validity was addressed by designing the survey questions based on established literature and prior research related to Green Premium pricing, sustainable consumption, and

price sensitivity. This ensured that the questionnaire adequately captured the key concepts and variables relevant to the research objectives.

In addition, comparability was strengthened by administering the same questionnaire to respondents in both the United Kingdom and India. This consistency in data collection supports valid cross-national comparisons and enhances the overall credibility of the study's findings.

Chapter 4: Data Analysis

4.1 Introduction

This chapter presents the statistical analysis of the primary data collected to examine consumer responses to green premium pricing and price sensitivity in the retail sectors of the United Kingdom and India. The analysis aims to address the research objectives by identifying patterns and relationships between consumers' willingness to pay a green premium and their sensitivity to price changes. Descriptive statistics are used to summarise overall consumer attitudes, followed by correlation analysis to assess the strength and direction of relationships between key variables. Regression analysis is then applied to determine whether price sensitivity significantly predicts willingness to pay a green premium. Results are presented separately for each country to support comparative analysis.

4.2 India

4.2.1 Descriptive Statistic (IN)

The descriptive statistics summarize respondents' views on two variables: **Green Premium** and **Price Sensitivity**, based on **40 observations** for each variable. These statistics provide an overview of central tendency and dispersion, helping to understand general patterns in consumer perceptions related to environmentally friendly products and their pricing.

	<i>Green premium</i>	<i>Price sensitivity</i>
Mean	11.375	12.125
Median	11	12
Mode	11	11
Minimum	8	9
Maximum	16	16
Count	40	40

Table 1: Descriptive Statistic table of Indian consumer survey

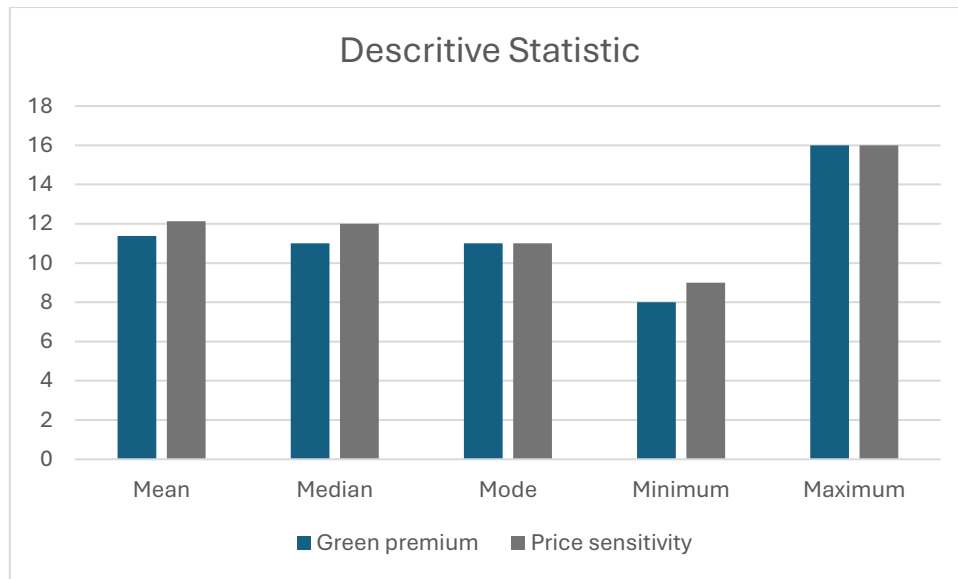


Figure 5: Graphical overview of Descriptive Statistic of Indian consumer survey

Starting with **Green Premium**, the **mean value of 11.375** indicates that, on average, respondents are willing to pay a moderately high premium for green or environmentally friendly products. The **median value of 11** suggests that half of the respondents report a green premium willingness at or below this level, while the other half report higher values. The close proximity of the mean and median implies that the distribution of responses is relatively symmetric, with no extreme skewness. The **mode of 11** further supports this interpretation, indicating that the most frequently selected response aligns with both the median and near the mean. This clustering around 11 suggests a general consensus among respondents regarding acceptable green premium levels.

The **minimum value of 8** and **maximum value of 16** indicate the range of responses for green premium. This range shows that while some consumers are only willing to pay a relatively small premium, others are willing to pay a substantially higher amount for environmentally friendly products. The moderate spread between the minimum and maximum suggests variation in environmental awareness, income levels, or personal values toward sustainability. Differences in trust toward green claims or perceptions of product quality may also contribute to this variation.

Turning to **Price Sensitivity**, the **mean value of 12.125** suggests that respondents, on average, show a slightly higher sensitivity to price compared to their willingness to pay a green premium. The **median of 12** indicates that half of the respondents have price sensitivity scores at or below this level, reinforcing the idea that price remains an important factor in consumer

decision-making. The **mode of 11** shows that the most common response is slightly lower than the mean, which may indicate a mild right skew in the distribution, where some respondents exhibit higher-than-average price sensitivity.

The **minimum price sensitivity value of 9** and **maximum value of 16** indicate that consumers differ considerably in how strongly price affects their purchasing decisions. Some consumers are relatively price-insensitive, possibly due to higher disposable income or strong environmental commitment, while others are highly price-conscious and may be reluctant to pay higher prices, even for green products. This variability highlights the challenge firms face in balancing sustainability initiatives with competitive pricing strategies.

Overall, comparing the two variables reveals important insights. Although respondents demonstrate a willingness to pay a green premium, their price sensitivity remains relatively high. This suggests that while environmental concerns influence consumer behavior, price remains a critical constraint. Consumers may support green products in principle but still require prices to remain within reasonable limits. The similarity in ranges and central tendency values for both variables suggests that green premium acceptance and price sensitivity coexist rather than offset each other.

4.2.2 Correlation Analysis (IN)

The correlation analysis for the Indian consumer sample examines the relationship between **green premium pricing** and **price sensitivity**. The Pearson correlation coefficient between these two variables is $r = 0.165$, indicating a **weak positive relationship**. This means that, within the Indian sample, consumers who show slightly higher acceptance of green premium pricing also tend to display marginally higher price sensitivity. However, the strength of this relationship is low, suggesting that the two variables are largely independent in shaping consumer behaviour.

	<i>Green premium</i>	<i>Price sensitivity</i>
Green premium	1	
Price sensitivity	0.165479848	1

Table 2: Correlation Analysis table of Indian consumer survey

The weak positive correlation implies that **willingness to pay a green premium does not strongly reduce price sensitivity among Indian consumers**. In other words, even consumers who express some support for environmentally friendly products remain highly conscious of price. This finding aligns with the economic context of India, where disposable income levels vary widely and affordability plays a central role in everyday purchase decisions. As a result, environmental concern alone is often insufficient to override financial considerations.

Several reasons may explain this outcome. First, **price sensitivity remains structurally embedded in emerging markets** such as India due to income constraints, inflationary pressures, and high competition in the retail sector. Consumers may value sustainability in principle but still carefully evaluate whether the price premium is justified. This reflects the **intention–behaviour gap**, where positive environmental attitudes do not always translate into actual purchasing behaviour when higher prices are involved.

Second, **perceived value** plays a critical moderating role. According to Consumer Value Theory, consumers are only willing to accept a price premium if they perceive clear functional, emotional, or social benefits. In India, green products are sometimes viewed as niche, urban, or targeted at higher-income groups, which can limit their perceived relevance to mainstream consumers. As a result, even environmentally aware consumers remain cautious and price-conscious.

Third, the weak correlation may also reflect **heterogeneity within the Indian market**. While a growing middle-class and younger demographic segment is becoming more environmentally conscious, a large proportion of consumers prioritise necessity goods and affordability. This diversity reduces the overall strength of the relationship between green premium acceptance and price sensitivity in the aggregated sample.

4.2.3 Regression Analysis (IN)

The regression analysis for the Indian survey examines whether **price sensitivity** significantly predicts consumers' **willingness to pay a green premium**. In this model, **green premium** is treated as the dependent variable, while **price sensitivity** is the independent variable. The analysis is based on **40 observations**, which aligns with the planned sample size for the Indian segment of the study.

SUMMARY OUTPUT								
Regression Statistics								
Multiple R	0.165479848							
R Square	0.02738358							
Adjusted R Square	0.001788411							
Standard Error	2.006997686							
Observations	40							
ANOVA								
	df	SS	MS	F	Significance F			
Regression	1	4.309490923	4.309490923	1.069872998	0.307512159			
Residual	38	153.0655091	4.028039713					
Total	39	157.375						
	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95.0%	Upper 95.0%
Intercept	9.374901342	1.959548771	4.784214346	2.59906E-05	5.408002246	13.34180044	5.408002246	13.34180044
Price sensitivity	0.16495659	0.15947902	1.034346653	0.307512159	-0.157891807	0.487804987	-0.157891807	0.487804987

Figure 6: Regression Analysis table of Indian consumer survey

The **Multiple R** value is **0.165**, indicating a **very weak positive relationship** between price sensitivity and green premium willingness. This suggests that as price sensitivity increases, willingness to pay a green premium increases only marginally. The weakness of this relationship highlights that price sensitivity alone does not strongly explain variations in green premium acceptance among Indian consumers.

The **R Square value (0.027)** shows that price sensitivity explains only **2.7% of the variance** in green premium willingness. The **Adjusted R Square (0.0018)** further confirms that the explanatory power of the model is extremely limited once sample size and model complexity are taken into account. This indicates that **over 97% of the variation** in consumers' willingness to pay a green premium is influenced by other factors not included in this model, such as income level, environmental awareness, trust in green claims, cultural norms, or perceived product quality. This finding supports the study's argument that green purchasing behaviour in India is **multidimensional rather than price-driven alone**.

The **ANOVA results** reinforce this interpretation. The model produces an **F-statistic of 1.07** with a **significance value (p-value) of 0.308**, which is well above the conventional 0.05 threshold. This means that the regression model is **not statistically significant**, and price sensitivity does not reliably predict green premium willingness in the Indian sample. In practical terms, changes in price sensitivity do not lead to meaningful or consistent changes in consumers' readiness to pay extra for environmentally friendly products.

Looking at the **coefficients**, the **intercept value (9.37)** represents the estimated level of green premium willingness when price sensitivity is zero. Although hypothetical, the intercept is

statistically significant ($p < 0.001$), suggesting that baseline attitudes toward green products exist independently of price considerations. This may reflect underlying environmental concern, social desirability, or positive attitudes toward sustainability among Indian consumers, even before price factors are considered.

The coefficient for **price sensitivity** ($\beta = 0.165$) is positive but **statistically insignificant** ($p = 0.308$). This indicates that while there is a slight positive association, it is weak and could be due to random variation rather than a true underlying effect. The **95% confidence interval** for this coefficient ranges from **-0.158 to 0.488**, crossing zero, which further confirms the lack of statistical significance. Therefore, price sensitivity cannot be considered a strong predictor of green premium willingness in the Indian context.

Several reasons help explain these results. First, Indian consumers often demonstrate **high price consciousness across all product categories**, regardless of sustainability attributes. As a result, price sensitivity does not vary enough in a meaningful way to explain differences in green premium acceptance. Second, consumers may support green products in principle but only when price increases are minimal, reflecting the well-documented **intention–behaviour gap** in sustainable consumption. Third, the Indian market is highly diverse, and aggregating respondents from different income and education levels may dilute the impact of price sensitivity on green purchasing behaviour.

4.3 UK

4.3.1 Descriptive Statistic

The descriptive statistics summarize responses from the UK survey on two key variables: **Green Premium** and **Price Sensitivity**, each based on **40 observations**. These measures provide insight into respondents' central tendencies and the range of opinions regarding willingness to pay for environmentally friendly products and sensitivity to price changes.

	<i>Green premium</i>	<i>Price sensitivity</i>
Mean	11.925	11.775
Median	12	12
Mode	9	12
Minimum	6	9
Maximum	18	16

Count	40	40
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Table 3: Descriptive Statistic table of UK consumer survey

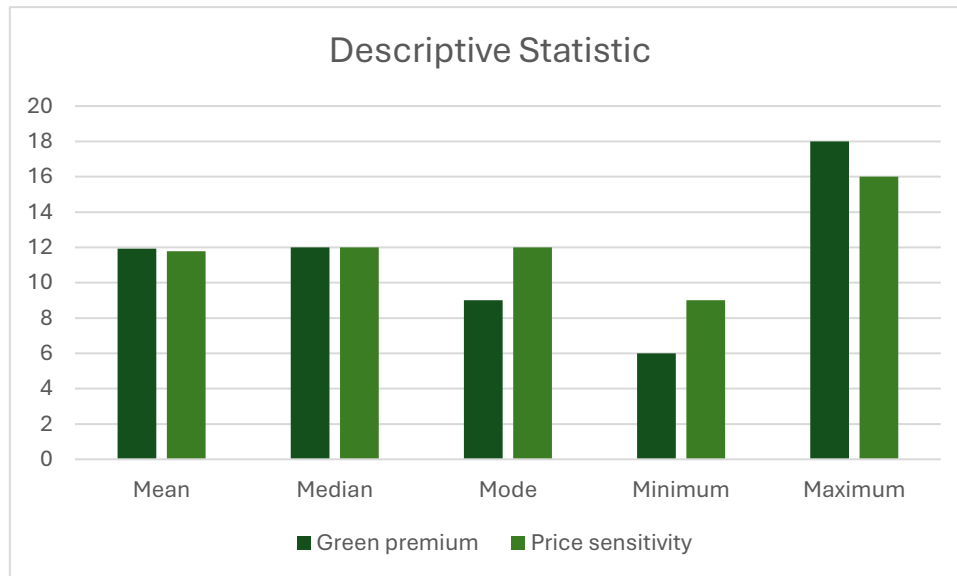


Figure 7: Graphical overview of Descriptive Statistic of UK consumer survey

Starting with **Green Premium**, the **mean value of 11.925** indicates that, on average, UK respondents show a relatively strong willingness to pay a premium for green or environmentally friendly products. The **median value of 12** suggests that half of the respondents are willing to pay a green premium at or above this level, reflecting a generally positive attitude toward sustainable consumption. The **mode of 9** indicates that the most frequently reported value is lower than both the mean and median, suggesting some concentration of respondents who are less willing to pay a higher premium. This difference between the mode and the mean implies a slight right skew, where a subset of respondents with higher willingness pulls the average upward.

The **minimum green premium value of 6** and **maximum of 18** highlight a wide range of responses. This wide spread suggests considerable heterogeneity among UK consumers. Some respondents may be constrained by income, sceptical of green claims, or unwilling to pay extra for environmental benefits. Others may place high importance on sustainability, ethical consumption, and environmental responsibility, leading to a much higher willingness to pay. This variation may also reflect differences in age, education, lifestyle, and environmental awareness across the UK population.

Turning to **Price Sensitivity**, the **mean value of 11.775** indicates that UK consumers remain moderately sensitive to price when making purchasing decisions. The **median and mode both equal 12**, suggesting that price sensitivity is highly concentrated around this value. The close alignment of mean, median, and mode implies a fairly symmetrical distribution, indicating consistency in how respondents perceive price importance.

The **minimum price sensitivity value of 9** and **maximum of 16** suggest that while some UK consumers are relatively price-insensitive, others are highly cautious about price changes. This range reflects the economic diversity within the UK, where differences in income levels, household expenses, and exposure to inflation influence purchasing behaviour. Even among environmentally conscious consumers, rising living costs may increase price awareness.

Comparing the two variables provides meaningful insights. Although UK respondents show a relatively high willingness to pay a green premium, their price sensitivity remains similarly high. This indicates that while environmental concerns are important, price continues to play a crucial role in decision-making. Consumers may support sustainability in principle but still require products to offer good value for money. This balance reflects the practical reality of green consumption in the UK market.

4.3.2 Correlation analysis

The correlation analysis examines the relationship between **Green Premium** and **Price Sensitivity** based on the UK survey data. Correlation measures the strength and direction of the linear association between two variables, with values ranging from -1 (perfect negative relationship) to $+1$ (perfect positive relationship). In this analysis, the correlation coefficient between Green Premium and Price Sensitivity is **0.1605**, indicating a **weak positive relationship** between the two variables.

	<i>Green premium</i>	<i>Price sensitivity</i>
Green premium	1	
Price sensitivity	0.160490209	1

Table 4: Correlation Analysis table of UK consumer survey

A correlation coefficient of 0.160 suggests that as consumers' willingness to pay a green premium increases, their price sensitivity also tends to increase slightly. However, the relationship is very weak, meaning that changes in one variable are only marginally associated

with changes in the other. This implies that willingness to pay extra for environmentally friendly products is **largely independent** of how sensitive consumers are to price.

The weak positive correlation indicates that some consumers who are willing to pay more for green products may still be price-conscious. This reflects a realistic consumer behavior pattern: environmentally concerned individuals may support sustainable products but still carefully evaluate prices and compare alternatives. In the UK context, where cost-of-living pressures and inflation have been prominent in recent years, even environmentally aware consumers may remain cautious about spending.

Another reason for the weak relationship is **consumer heterogeneity**. UK consumers differ widely in income levels, environmental awareness, and purchasing priorities. High-income or highly environmentally conscious consumers may show both low price sensitivity and high willingness to pay a green premium, while others may be environmentally supportive but financially constrained. These mixed behaviors reduce the strength of the linear relationship between the two variables.

The low correlation also suggests that **green premium and price sensitivity are conceptually distinct constructs**. Green premium reflects ethical values, environmental concern, and perceived benefits of sustainable products, whereas price sensitivity is influenced more by financial considerations, budgeting constraints, and perceived value for money. Since these factors arise from different motivations, it is reasonable that the relationship between them is weak.

From a managerial perspective, the weak correlation implies that increasing consumers' willingness to pay for green products does not automatically reduce their sensitivity to price. UK firms cannot assume that environmentally friendly branding alone will make consumers less price-conscious. Instead, firms must balance sustainability with competitive pricing, clear communication of value, and cost efficiency.

4.3.3 Regression Analysis

The regression analysis investigates whether **Price Sensitivity** influences consumers' **Green Premium** in the UK survey, based on **40 observations**. In this model, Green Premium is treated as the dependent variable, while Price Sensitivity is the independent variable. The objective is to understand whether consumers who are more sensitive to price are more or less willing to pay an additional premium for environmentally friendly products.

SUMMARY OUTPUT								
Regression Statistics								
Multiple R	0.16049021							
R Square	0.02575711							
Adjusted R Square	0.00011914							
Standard Error	3.09147127							
Observations	40							
ANOVA								
	df	SS	MS	F	Significance F			
Regression	1	9.601605655	9.601605655	1.00464687	0.322528883			
Residual	38	363.1733943	9.55719459					
Total	39	372.775						
	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95.0%	Upper 95.0%
Intercept	8.97499591	2.983488143	3.00822242	0.00464412	2.935239931	15.014752	2.93523993	15.0147519
Price sensitivity	0.25053113	0.24995106	1.00232074	0.32252888	-0.25546834	0.7565306	-0.25546834	0.7565306

Figure 8: Regression Analysis table of UK consumer survey

Starting with the **model summary**, the **Multiple R value of 0.160** indicates a very weak positive relationship between Price Sensitivity and Green Premium. This means that as price sensitivity increases, the green premium tends to increase slightly, but the relationship is minimal. The **R Square value of 0.0258** shows that only **2.6% of the variation** in Green Premium is explained by Price Sensitivity. This extremely low explanatory power suggests that price sensitivity alone is not a strong predictor of consumers' willingness to pay a green premium in the UK. The **Adjusted R Square**, which is close to zero, reinforces this conclusion and indicates that the model provides very limited explanatory value. The **Standard Error of 3.09** is relatively high compared to the scale of the dependent variable, suggesting substantial unexplained variation in green premium preferences.

The **ANOVA results** further confirm the weakness of the model. The **F-statistic is 1.00**, and the **Significance F is 0.323**, which is well above the commonly used 5% significance level. This indicates that the regression model is **not statistically significant**, meaning that Price Sensitivity does not explain Green Premium better than random variation. In practical terms, the model does not provide strong evidence that price sensitivity has a meaningful impact on willingness to pay for green products among UK respondents.

Examining the **coefficient estimates** provides additional insight. The **intercept is 8.97** and statistically significant (p-value = 0.0046). This value represents the expected level of Green Premium when Price Sensitivity equals zero. Although a price sensitivity of zero is unlikely in practice, the significant intercept suggests that UK consumers exhibit a baseline willingness to pay a green premium regardless of price considerations. This reflects a general level of environmental concern or ethical motivation that exists independently of price sensitivity.

The coefficient for **Price Sensitivity** is **0.2505**, indicating a positive relationship with Green Premium. However, this coefficient is **not statistically significant** ($p\text{-value} = 0.323$), and the 95% confidence interval includes zero. This means that the observed positive relationship could easily be due to chance, and there is no reliable evidence that higher price sensitivity leads to higher or lower willingness to pay a green premium. The positive sign suggests that some price-sensitive consumers may still express support for green products, but this tendency is inconsistent and weak across the sample.

There are several reasons for these results. First, **green premium and price sensitivity reflect different consumer motivations**. Green premium is driven largely by environmental values, ethical beliefs, and perceived social responsibility, whereas price sensitivity is influenced by income, budget constraints, and economic conditions. In the UK context, consumers may support sustainability in principle but still respond differently to price changes depending on their financial situation.

Second, **consumer heterogeneity** plays an important role. UK consumers vary widely in income levels, environmental awareness, and trust in green claims. Some highly price-sensitive consumers may still be willing to pay more for green products because of strong environmental commitment, while others may reject green premiums regardless of price sensitivity. This diversity weakens the overall statistical relationship.

Third, external factors such as **cost-of-living pressures, inflation, and energy prices** in the UK may overshadow the direct relationship between price sensitivity and green premium. Consumers may express willingness to pay more for green products in surveys, but actual purchasing decisions may depend on broader economic constraints not captured in this simple regression model.

4.4 Summary

This chapter analysed consumer attitudes toward green premium pricing and price sensitivity in the UK and India using descriptive, correlation, and regression techniques. The findings show that consumers in both countries demonstrate moderate willingness to pay a green premium while remaining highly price-sensitive. Correlation and regression results indicate weak and statistically insignificant relationships between price sensitivity and green premium willingness in both markets. These findings suggest that price sensitivity alone does not explain sustainable purchasing behaviour and that environmental concern and price consciousness can coexist. Overall, the results highlight the persistence of the intention–behaviour gap in

sustainable consumption and provide a foundation for the theoretical discussion in the following chapter.

Chapter 5: Discussion

5.1 Introduction

This chapter discusses the empirical findings of the study in relation to the existing literature on green premium pricing, price sensitivity, and sustainable consumer behaviour. The purpose of the discussion is to interpret the results beyond statistical outcomes and to explain how they contribute to academic understanding and managerial practice. By integrating the quantitative findings from the UK and Indian consumer surveys with established theories such as the Theory of Planned Behaviour (TPB), Consumer Value Theory, and sustainability marketing frameworks, this chapter evaluates whether the results confirm, contradict, or extend prior research.

The study aimed to compare how green premium pricing and price sensitivity influence consumer purchase decisions in a developed market (the UK) and an emerging market (India). The findings reveal that although consumers in both countries express willingness to pay a green premium, price sensitivity remains high and exerts a constraining influence on purchasing behaviour. Importantly, the statistical analyses demonstrate that price sensitivity is **not a significant predictor** of willingness to pay a green premium in either country, suggesting that green purchasing behaviour is more complex and multidimensional than often assumed.

This chapter is structured around the key themes emerging from the findings: (1) the weak relationship between green premium willingness and price sensitivity, (2) cross-country similarities and differences between the UK and India, (3) the persistence of the intention–behaviour gap, and (4) the theoretical and practical implications of these findings for sustainable pricing strategies.

5.2 Green Premium Willingness and Price Sensitivity: Interpreting the Weak Relationship

One of the most notable findings of this study is the weak and statistically insignificant relationship between price sensitivity and consumers' willingness to pay a green premium in both the UK and Indian samples. The correlation analysis revealed low positive coefficients in both markets, while regression results indicated that price sensitivity accounted for less than 3% of the variation in green premium willingness. These results challenge a commonly implied

assumption within the sustainability and pricing literature—that higher price sensitivity necessarily reduces consumers’ readiness to pay more for environmentally friendly products.

Much of the existing research suggests an inverse relationship between price sensitivity and green purchasing behaviour. For example, Zhu et al. (2021) and Nair and Little (2016) argue that price-sensitive consumers are generally reluctant to accept premium pricing, particularly in emerging markets where affordability constraints are more pronounced. From this perspective, consumers with high price sensitivity are expected to prioritise lower-cost alternatives, limiting the market potential for green products. While this reasoning is intuitively appealing, the findings of the present study suggest a more complex reality. Rather than acting as opposing forces, price sensitivity and willingness to pay a green premium appear to coexist. Consumers may simultaneously value affordability and express support for sustainability, indicating that these constructs operate independently rather than as direct substitutes.

This pattern is strongly aligned with Consumer Value Theory (Sheth, Newman and Gross, 1991), which posits that consumer decision-making is influenced by multiple value dimensions beyond purely monetary considerations. The descriptive statistics from this study show that respondents in both the UK and India report moderate-to-high willingness to pay a green premium while also demonstrating relatively high levels of price sensitivity. This supports the view that consumers evaluate green products through a broader value framework that incorporates functional, emotional, and social benefits alongside price. As highlighted in the literature review, green consumption can generate emotional rewards such as moral satisfaction and reinforce a pro-environmental self-identity (Haws, Winterich and Naylor, 2014). These non-monetary benefits may sustain a stated willingness to pay for green products even when consumers remain cautious about price increases.

At the same time, the weak relationship observed in the statistical analysis suggests that price sensitivity alone is insufficient to explain green purchasing behaviour. This finding extends prior research by empirically demonstrating that affordability concerns, while important, do not act as the dominant determinant of green premium acceptance—even in the Indian context, where price sensitivity is often assumed to be the primary driver of consumer choice. Instead, the results indicate that a large proportion of the variation in willingness to pay for green products is influenced by factors not captured by price sensitivity alone, such as environmental awareness, trust in green claims, perceived product quality, and cultural norms.

These findings support broader arguments in the sustainability marketing literature that call for more nuanced and multidimensional models of sustainable consumption (Peattie and Belz, 2010). Rather than viewing green purchasing as a simple trade-off between ethical values and price, the evidence suggests that consumers engage in complex internal evaluations, balancing environmental concern with financial constraints. As a result, willingness to pay a green premium should be understood as part of a broader value assessment process rather than as a direct function of price sensitivity. This insight has important implications for both theory and practice, reinforcing the need to integrate psychological, cultural, and contextual factors alongside economic considerations when analysing and designing green pricing strategies.

5.3 The Intention–Behaviour Gap Revisited

The findings of this study strongly reinforce the existence of the intention–behaviour gap that is widely discussed in the sustainable consumption literature. Respondents in both the United Kingdom and India report a clear willingness to pay a green premium; however, this stated willingness is not strongly associated with reduced price sensitivity or a firm commitment to purchase environmentally friendly products. This pattern highlights a persistent disconnect between consumers' positive attitudes toward sustainability and their actual purchasing behaviour. The results align closely with Ajzen's Theory of Planned Behaviour (TPB), particularly the concept of perceived behavioural control, which plays a critical role in determining whether intentions are translated into action (Ajzen, 2020).

According to TPB, behavioural intentions are shaped by attitudes, subjective norms, and perceived behavioural control. While favourable attitudes toward sustainability and supportive social norms may encourage consumers to express willingness to pay more for green products, perceived behavioural control ultimately determines whether this intention can be enacted. In this context, price functions as a key constraint on perceived behavioural control. Even consumers who are environmentally conscious may feel unable to act on their values when green products are priced above conventional alternatives. The findings of this study provide empirical support for this mechanism. The statistically significant intercepts in both regression models suggest that baseline willingness to pay for green products exists independently of price sensitivity. This indicates that underlying pro-environmental attitudes are present among consumers in both markets. However, when price considerations become salient, these attitudes alone are insufficient to drive behaviour.

This dynamic closely mirrors the arguments advanced by Carrington, Neville and Whitwell (2014), who contend that ethical consumers frequently fail to act on their intentions due to situational and contextual barriers. Price is consistently identified as one of the most powerful of these barriers. The present study extends this insight by demonstrating that the intention–behaviour gap is not limited to emerging markets such as India, where affordability constraints are often more pronounced. Even in the UK, a developed market characterised by relatively high environmental awareness and strong institutional support for sustainability, consumers remain highly price-conscious. This suggests that financial considerations continue to override ethical intentions, particularly in periods of economic uncertainty or cost-of-living pressure.

The cross-country findings therefore challenge the assumption that stronger sustainability norms automatically lead to consistent green purchasing behaviour. While UK consumers may express greater environmental concern, this does not eliminate sensitivity to price or guarantee acceptance of green premiums. Instead, the results indicate that the intention–behaviour gap is a structural feature of sustainable consumption across different economic contexts. This reinforces the argument that sustainable purchasing is shaped not only by values and norms but also by practical constraints that limit consumers' ability to act on their intentions.

From a theoretical standpoint, the findings reaffirm the relevance of TPB in explaining sustainable consumption while also exposing its limitations. TPB provides a useful framework for understanding why consumers form positive intentions toward green products, but it does not fully capture the emotional and symbolic motivations associated with sustainable behaviour. As discussed in the literature review, Consumer Value Theory highlights the role of emotional satisfaction, moral fulfilment, and identity signalling in green consumption decisions. The coexistence of willingness to pay a green premium alongside high price sensitivity suggests that consumers experience internal trade-offs rather than making purely rational or linear decisions. These trade-offs reflect the simultaneous influence of ethical aspirations and financial constraints.

5.4 Comparative Insights: UK versus India

A central objective of this study was to compare consumer responses to green premium pricing and price sensitivity across two contrasting economic contexts: the United Kingdom and India. The findings partially confirm expectations derived from the existing literature, while also revealing important similarities between the two markets that challenge commonly held assumptions about sustainable consumption in developed versus emerging economies.

Consistent with prior research, UK respondents demonstrate a slightly higher mean willingness to pay a green premium compared to their Indian counterparts. This result aligns with studies suggesting that consumers in developed markets tend to exhibit stronger environmental norms, higher levels of environmental awareness, and greater purchasing power, all of which support acceptance of sustainability-based pricing (Laroche, Bergeron and Barbaro-Forleo, 2001; White, Habib and Hardisty, 2019). The wider range of responses observed in the UK sample further indicates a high degree of heterogeneity within the market. While some UK consumers display a strong commitment to paying higher prices for environmentally friendly products, others remain highly price-conscious, reflecting differences in income, lifestyle, and environmental engagement. This diversity suggests that even within developed economies, willingness to pay a green premium is not uniform and cannot be assumed across the entire consumer base.

However, the similarities between the UK and Indian samples are arguably more revealing than the differences. In both countries, price sensitivity remains relatively high, and regression analyses demonstrate that it does not significantly predict willingness to pay a green premium. This finding challenges the widely held assumption that Indian consumers are fundamentally more constrained by price than UK consumers when it comes to sustainable purchasing decisions. Instead, the results suggest that consumers in both markets face similar psychological trade-offs between ethical aspirations and financial considerations, despite differences in income levels and economic structures. In other words, environmental concern does not automatically override price sensitivity, regardless of whether consumers operate in a developed or emerging market context.

These findings extend Gupta and Ogden's (2009) social dilemma framework, which conceptualises green consumption as a conflict between individual costs and collective environmental benefits. While previous research often emphasises this dilemma more strongly in emerging markets, the present study indicates that consumers in developed markets also experience similar tensions. UK consumers may support sustainability in principle and express willingness to pay a premium, yet hesitate when faced with higher prices, particularly if they perceive their individual contribution as insignificant or if lower-priced non-green alternatives remain readily available. This suggests that the social dilemma associated with green consumption is not context-specific but rather a universal feature of sustainable purchasing behaviour.

In the Indian context, the findings confirm that affordability remains a significant structural constraint, consistent with the arguments of Nair and Little (2016). Price sensitivity continues to play a central role in shaping purchase decisions, particularly in mass-market retail categories. However, the presence of moderate willingness to pay a green premium among Indian respondents suggests that environmental concern is emerging more strongly than traditionally assumed. This supports recent literature highlighting the growth of environmentally conscious, urban, and middle-class consumer segments in India, who may be more receptive to sustainable products when prices remain accessible and perceived value is clear.

5.5 Cultural and Value-Based Explanations

The weak statistical relationship identified between price sensitivity and willingness to pay a green premium can be further understood through cultural and value-based perspectives discussed in the literature review. Cultural frameworks help explain why consumers may acknowledge the value of green products without consistently acting on this recognition. In particular, Liu et al.'s (2025) cultural tightness–looseness framework suggests that consumers in culturally tighter societies are more likely to associate higher prices with higher quality or authenticity. From this perspective, premium pricing for environmentally friendly products could signal superior quality or genuine sustainability credentials. However, the findings of the present study indicate that such price–quality inferences are insufficient to overcome affordability constraints, particularly in the Indian context.

This outcome supports Liu et al.'s argument that cultural tightness can coexist with strong frugality norms, producing complex and sometimes contradictory consumer responses to premium pricing. Indian consumers may recognise that higher-priced green products are likely to be of better quality or more environmentally responsible, yet still refrain from purchasing them due to budget limitations and heightened price consciousness. In this sense, cultural values that might theoretically encourage acceptance of higher prices are moderated by economic realities. As a result, willingness to pay a green premium remains conditional rather than automatic. These findings help explain why price sensitivity remains high in India despite growing environmental awareness and collectivist cultural orientations.

In contrast, UK consumers operate in a context where premium pricing for ethical, organic, and sustainable products is relatively well established. Greater exposure to green marketing, certification schemes, and corporate sustainability initiatives may normalise higher prices and

reduce scepticism toward green claims. However, the findings suggest that this familiarity does not eliminate price sensitivity. Instead, external economic pressures—such as rising living costs and inflation—appear to constrain consumers’ ability to consistently act on their sustainability preferences. This indicates that even in markets where cultural norms support ethical consumption, financial considerations continue to play a decisive role in shaping behaviour.

Consumer Value Theory provides a particularly strong explanatory framework for interpreting these patterns. According to this theory, consumer decisions are shaped by multiple value dimensions, including functional, emotional, social, and monetary values (Sheth, Newman and Gross, 1991). The findings of this study suggest that emotional and social values associated with green consumption—such as moral satisfaction or signalling environmental responsibility—are present in both the UK and India. However, these values do not dominate decision-making. Instead, consumers appear to weigh them against functional considerations, such as product usefulness and quality, as well as monetary constraints.

This interpretation aligns with Aydin’s (2022) findings that hedonic and symbolic values can enhance consumer satisfaction and perceived value but do not replace the importance of monetary value. Extending this insight to sustainable consumption, the current study demonstrates that symbolic or ethical value alone is insufficient to neutralise price sensitivity. Even when consumers derive emotional or social benefits from supporting green products, they continue to evaluate whether the price premium is justified and affordable.

5.6 Managerial and Strategic Interpretation of Findings

From a managerial perspective, the findings of this study offer several important implications for the design and implementation of green pricing strategies in both developed and emerging markets. The weak statistical relationship between price sensitivity and willingness to pay a green premium indicates that firms cannot rely solely on sustainability positioning or environmental messaging to justify higher prices. While consumers may express support for environmentally responsible products, this support does not automatically translate into reduced price consciousness. As a result, green premium pricing must be embedded within a broader value proposition that clearly communicates benefits, ensures affordability, and builds consumer trust.

The literature highlights the central role of perceived price fairness and transparency in shaping purchase decisions (Zhao et al., 2021). The findings of this study strongly support this view, as consumers in both the UK and India remain highly price-sensitive despite demonstrating

willingness to support green products. This suggests that managers should focus on minimising the perceived financial sacrifice associated with green premiums. Practical strategies may include tiered pricing structures that offer multiple product versions at different price points, allowing consumers to select options that align with their budget constraints. Similarly, offering smaller pack sizes or entry-level green products can lower the initial cost barrier and encourage trial without requiring consumers to commit to a full premium price.

Loyalty programmes and promotional incentives also emerge as effective tools for reducing resistance to green pricing. By offering rewards, discounts, or points for purchasing sustainable products, firms can compensate consumers for perceived price premiums and reinforce repeat purchasing behaviour. Such mechanisms help bridge the intention–behaviour gap by aligning ethical intentions with tangible economic benefits. Importantly, these strategies do not undermine sustainability positioning but instead enhance perceived value and affordability.

The findings also underline the importance of strategic message framing, as discussed by Okada and Mais (2010). In price-sensitive markets such as India, framing green products in terms of avoided losses, long-term cost savings, or functional benefits—such as durability, health advantages, or energy efficiency—may be more persuasive than abstract appeals to environmental responsibility. Emphasising how green products reduce future costs or risks can help consumers justify the initial price premium. In contrast, in the UK, where environmental awareness and ethical consumption norms are relatively stronger, positive framing that highlights moral responsibility, social impact, and ethical identity may be more effective in reinforcing willingness to pay.

Finally, the findings highlight the critical importance of market segmentation. Consumers do not respond uniformly to green premiums, even within the same national context. Targeting high-value segments—such as environmentally conscious consumers, higher-income groups, or younger demographics—allows firms to sustain green premiums without alienating more price-sensitive customers. This approach supports Biswas and Roy's (2015) argument that green marketing strategies in emerging economies should be selective and targeted rather than mass-oriented.

5.7 Contribution to Knowledge and New Insights

This study makes several important contributions to the existing literature on green premium pricing, price sensitivity, and sustainable consumer behaviour. First, it provides empirical evidence that price sensitivity does not significantly predict consumers' willingness to pay a

green premium in either a developed market (the UK) or an emerging market (India). This finding challenges a commonly held assumption within sustainability and pricing research that affordability alone acts as the primary determinant of green purchasing decisions, particularly in developing economies. By demonstrating that price sensitivity explains only a very small proportion of variation in green premium willingness, the study highlights the limitations of single-factor explanations of sustainable consumption.

Second, the comparative design of the research reveals that key behavioural challenges—specifically the intention–behaviour gap and the trade-off between ethical values and financial considerations—are present in both markets. While previous studies have often portrayed these issues as more pronounced in emerging economies, the findings suggest that such challenges are more universal in nature. Consumers in both the UK and India express pro-environmental intentions yet remain constrained by price considerations, extending social dilemma and Theory of Planned Behaviour (TPB) explanations beyond their traditional contextual boundaries. This contributes to a more balanced understanding of sustainable consumption across different economic environments.

Third, the study demonstrates the theoretical value of integrating multiple conceptual frameworks to explain green purchasing behaviour. By combining insights from the Theory of Planned Behaviour, Consumer Value Theory, and sustainability marketing literature, the research offers a more comprehensive and nuanced explanation than any single theory could provide in isolation. TPB helps explain the formation of pro-environmental intentions, Consumer Value Theory captures the emotional, social, and symbolic dimensions of green consumption, and sustainability marketing perspectives highlight the role of pricing, communication, and perceived fairness. Together, these frameworks offer a richer account of how consumers evaluate and respond to green premium pricing.

Finally, the findings highlight the importance of conceptualising green premium pricing not as a binary decision but as part of a broader and dynamic value proposition. Rather than being simply willing or unwilling to pay more, consumers continuously negotiate between ethical aspirations and financial realities when making purchasing decisions. This insight advances existing literature by emphasising that green purchasing is an ongoing evaluative process shaped by competing values rather than a one-time moral choice.

5.8 Summary

In summary, the discussion demonstrates that while consumers in both the UK and India express willingness to pay a green premium, price sensitivity remains a persistent constraint that limits behavioural commitment. The weak relationship between price sensitivity and green premium willingness underscores the multidimensional nature of sustainable consumption and supports existing literature on intention–behaviour gaps. At the same time, the findings offer new insights by challenging assumptions about emerging market consumers and highlighting similarities across economic contexts.

Chapter 6: Conclusion and Recommendations

6.1 Introduction

This chapter concludes the dissertation by summarising the key findings of the study, drawing overall conclusions in relation to the research aim and questions, and presenting practical recommendations for managers and policymakers. It also outlines the study's limitations and provides suggestions for future research. The purpose of this chapter is to consolidate the insights generated from the comparative analysis of green premium pricing and price sensitivity in the retail sectors of the United Kingdom (UK) and India, while highlighting the broader implications for sustainable pricing strategies.

6.2 Summary of Key Findings

The primary aim of this study was to examine the impact of green premium pricing and price sensitivity on consumer purchase decisions in the UK and India. Using a comparative quantitative research design, the study analysed consumer attitudes toward environmentally friendly products, willingness to pay a green premium, and responsiveness to price changes in both countries.

The findings indicate that consumers in both the UK and India demonstrate a moderate willingness to pay a green premium for environmentally friendly products. UK consumers, on average, show slightly higher acceptance of green premium pricing, which is consistent with higher environmental awareness, stronger sustainability norms, and greater purchasing power in developed markets. Indian consumers also exhibit positive attitudes toward sustainability, suggesting that environmental concern is not limited to developed economies.

However, the analysis reveals that price sensitivity remains relatively high in both countries. Importantly, the correlation and regression results demonstrate that price sensitivity does not significantly predict willingness to pay a green premium in either the UK or India. This

suggests that green premium acceptance and price sensitivity coexist rather than operate as direct opposites. Consumers may support sustainability in principle while simultaneously remaining cautious about price increases.

These findings reinforce the existence of an intention–behaviour gap in sustainable consumption. While positive environmental attitudes are evident, they do not automatically translate into consistent purchasing behaviour when higher prices are involved. The results also highlight that sustainable purchasing decisions are multidimensional and cannot be explained by price considerations alone.

6.3 Conclusion in Relation to Research Questions

The findings allow clear conclusions to be drawn in relation to the research questions posed in this study.

First, consumers' willingness to pay a green premium is influenced by factors beyond price, including environmental awareness, perceived value, and ethical considerations. While consumers recognise the importance of sustainability, they expect green products to offer clear benefits that justify higher prices.

Second, price sensitivity continues to play a significant role in consumer decision-making in both markets. Consumers remain attentive to affordability, even when they express support for environmentally friendly products. However, high price sensitivity does not necessarily eliminate willingness to pay a green premium.

Third, while some differences exist between the UK and India—particularly in terms of average willingness to pay—the overall behavioural patterns are surprisingly similar. In both countries, consumers face a trade-off between ethical aspirations and financial constraints, indicating that the challenges of sustainable pricing are not confined to emerging markets.

Finally, the study concludes that neither green premium pricing nor price sensitivity alone can fully explain sustainable purchase behaviour. Instead, consumers evaluate green products through a broader value framework that incorporates price, perceived benefits, trust, and personal values.

6.4 Managerial Recommendations

Based on the findings of this study, several practical recommendations can be offered to retailers and marketers seeking to implement effective and inclusive sustainable pricing strategies.

First, firms should avoid assuming that environmentally conscious consumers are insensitive to price. Even in markets such as the UK, where sustainability awareness is relatively high, consumers remain price-conscious. Green premium pricing should therefore be accompanied by clear communication of value, explaining why environmentally friendly products cost more and how the premium contributes to tangible environmental or social benefits.

Second, retailers should consider adopting tiered or flexible pricing strategies. Offering a range of green products at different price points can make sustainable consumption more accessible to price-sensitive consumers. Entry-level green options or smaller pack sizes may encourage trial and reduce resistance to higher prices.

Third, promotional tools such as discounts, loyalty programmes, and bundled offers can help bridge the intention–behaviour gap. By providing financial incentives for purchasing green products, firms can align ethical intentions with economic benefits without undermining sustainability positioning.

Fourth, message framing should be adapted to market context. In price-sensitive markets such as India, emphasising functional benefits, long-term savings, or avoided losses (such as health or environmental risks) may be more effective than purely moral appeals. In the UK, where ethical consumption norms are stronger, messaging that highlights environmental impact, social responsibility, and identity alignment may resonate more strongly.

Finally, building trust is essential. Transparent communication, credible certifications, and consistent sustainability practices can reduce scepticism and increase consumers' willingness to accept green premiums. Firms that fail to substantiate their environmental claims risk undermining consumer trust and reinforcing price resistance.

6.5 Policy Implications

The findings of this study also have implications for policymakers seeking to promote sustainable consumption. Policies that support affordability—such as subsidies, tax incentives, or reduced duties on sustainable products—can help lower price barriers and encourage wider adoption of green alternatives. Educational initiatives that increase consumer awareness and understanding of sustainability can also enhance perceived value and reduce resistance to green premiums.

Additionally, stronger regulation and standardisation of environmental claims can reduce greenwashing and increase consumer trust, making consumers more comfortable with paying higher prices for genuinely sustainable products.

6.6 Limitations of the Study

Despite its contributions, this study has several limitations that should be acknowledged. First, the sample size of 80 respondents limits the generalisability of the findings. Second, the use of convenience sampling may introduce selection bias, as respondents may not fully represent the broader consumer population in either country. Third, the study relies on self-reported data, which may be influenced by social desirability bias, particularly in relation to environmental attitudes. Finally, the quantitative design captures patterns and relationships but does not provide deeper insight into the psychological or cultural motivations underlying consumer behaviour.

6.7 Suggestions for Future Research

Future research could address these limitations by employing larger and more diverse samples across multiple countries. Incorporating qualitative methods such as interviews or focus groups would provide richer insight into how consumers perceive green premiums and balance sustainability with affordability. Longitudinal studies could also examine whether willingness to pay for green products changes over time, particularly as sustainability becomes more mainstream and green products become more affordable. Additionally, future studies could explore the role of trust, brand reputation, and government intervention as moderating factors in sustainable purchasing behaviour.

6.8 Final Conclusion

This study set out to examine the impact of green premium pricing and price sensitivity on consumer purchase decisions in the retail sectors of the United Kingdom and India. By adopting a comparative quantitative approach, the research sought to explore how consumers in a developed and an emerging economy evaluate environmentally friendly products when higher prices are involved. The findings of the study provide important insights into the complexity of sustainable consumer behaviour and contribute to ongoing academic and managerial debates surrounding green pricing strategies.

The results demonstrate that consumers in both the UK and India express a clear willingness to pay a green premium for environmentally friendly products. UK consumers, on average, show slightly higher acceptance of green premium pricing, reflecting stronger environmental

awareness, more established sustainability norms, and greater purchasing power. However, Indian consumers also display positive attitudes toward sustainable products, indicating that environmental concern is not confined to developed economies. This highlights the growing relevance of sustainability in emerging markets and the potential for green products beyond niche consumer segments.

Despite these positive attitudes, the study reveals that price sensitivity remains a persistent constraint on sustainable purchasing behaviour in both countries. Importantly, statistical analysis shows that price sensitivity does not significantly predict consumers' willingness to pay a green premium. This finding challenges the assumption that price-sensitive consumers are unwilling to support sustainable products and suggests that willingness to pay and price consciousness can coexist. Consumers may value sustainability and express ethical intentions while still carefully evaluating affordability and value for money.

These findings reinforce the existence of the intention–behaviour gap widely discussed in the sustainable consumption literature. Positive environmental attitudes alone are insufficient to ensure consistent green purchasing, particularly when price premiums are perceived as high or unjustified. Instead, sustainable purchasing decisions are shaped by a multidimensional evaluation process that includes perceived value, trust in green claims, affordability, and personal values.

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Appendix

Appendix 1.1: Survey Questionary.

1. When deciding between two similar products—one eco-friendly but higher-priced, and one regular but cheaper—how do you usually make your choice?

- a) I always choose the cheaper option, regardless of environmental factors.
- b) I usually choose the cheaper product unless the eco-friendly one has visibly better quality.
- c) I balance price and sustainability before deciding.
- d) I usually choose the eco-friendly option, even if it costs a bit more.
- e) I always choose the eco-friendly product, regardless of price difference.

2. To what extent does price affect your willingness to purchase eco-friendly products?

- a) Price is the most important factor; I rarely pay more for eco-friendly items.
- b) Price matters, but I may pay slightly more for sustainable alternatives.
- c) I am comfortable paying a moderate premium for eco-friendly products.
- d) Price has little influence; environmental benefit matters more.
- e) Price does not influence my choice at all when the product is eco-friendly.

3. What percentage of additional cost would you consider acceptable for a product that is clearly eco-friendly (e.g., uses recycled materials, low carbon footprint, sustainable sourcing)?

- a) 0% – I will not pay any extra.
- b) Up to 5% more.
- c) 6–10% more.
- d) 11–20% more.
- e) More than 20% if environmental benefits are proven.

4. What would most strongly encourage you to pay a higher price (green premium) for eco-friendly products?

- a) Reliable certification or eco-label from government/third-party.
- b) Proven superior quality or durability.
- c) Visible environmental impact (e.g., reduced plastic, ethical sourcing).
- d) Positive social image or reputation for sustainable behaviour.
- e) Nothing would make me pay extra for eco-friendly products.

5. If the price of an eco-friendly product increases significantly compared to a regular product, what would you most likely do?

- a) Immediately switch to the cheaper alternative.
- b) Compare both and choose based on total value (price + features).
- c) Buy the eco-friendly option less frequently.
- d) Continue purchasing eco-friendly despite the higher cost.
- e) Stop buying that product category altogether.

6. In real purchase situations, how often do you change your mind at checkout due to price, even if you originally intended to buy an eco-friendly product?

- a) Never – I stick with my original eco-friendly choice.
- b) Rarely – only if the price gap is large.
- c) Sometimes – it depends on current offers or discounts.
- d) Often – I tend to choose the cheaper one.
- e) Always – price completely determines my final choice.

7. Which factor makes you hesitate the most when purchasing eco-friendly products?

- a) Higher price compared to regular products.
- b) Doubts about whether “eco-friendly” claims are genuine.
- c) Limited availability or brand options.
- d) Lack of visible benefits to justify the cost.
- e) I do not hesitate—I regularly buy eco-friendly items.

8. What source most influences your trust in eco-friendly claims?

- a) Official eco-certifications (e.g., Energy Star, Fairtrade, B-Corp).
- b) Company transparency and product labeling.
- c) Recommendations from peers, influencers, or social media.
- d) Scientific or media reports on environmental impact.
- e) I generally do not trust eco-friendly claims regardless of the source.

9. When comparing eco-friendly and conventional products, which product aspect do you evaluate first?

- a) Price and discounts.
- b) Brand reputation.
- c) Eco-label or sustainability description.
- d) Product quality or performance.
- e) Packaging and design appeal.

10. Suppose a well-known brand offers two versions of the same product:

- **Regular version:** £100 / ₹500
- **Eco-friendly version:** £120 / ₹750

Which would you buy?

- a) Definitely the cheaper regular product.
- b) Probably the regular product unless there's a discount on the eco-friendly one.
- c) Hard to decide—depends on my budget that day.
- d) Probably the eco-friendly product; the small price difference is acceptable.
- e) Definitely the eco-friendly product; it aligns with my values.

Appendix 1.2: Google Forms Survey Excel Data sheet.

Name	Gender	Age	country	Q.1	Q.2	Q.3	Q.4	Q.5	Q.6	Q.7	Q.8	Q.9	Q.10	Green premium	Price sensitivity
Preeti	Female	22	Uk	4	3	4	4	3	3	3	4	5	4	16	14
Raj	Male	23	United Kingdom	2	2	2	5	3	4	3	5	5	4	13	14
Malti	Female	35	India	2	2	1	4	1	1	1	5	1	1	8	5
Siddharth Bapodara	Male	18	India	4	3	2	5	5	3	3	3	5	2	13	16
Dev	Male	20	India	3	1	2	5	1	4	1	4	1	3	13	7
Jayu m.	M	22	Scotland	1	1	1	1	1	5	5	1	1	1	4	8
Bhumika Kadejiya	Female	27	India	5	2	1	1	3	3	1	5	1	3	10	9
Rahul	M	26	Indian	1	1	1	4	1	5	1	5	1	1	7	8
Ajay	M	32	India	2	1	1	4	1	4	1	5	1	1	8	7
Shivan	M	32	Indian	2	2	2	4	3	4	2	4	3	2	10	12
Paresh	M	34	India	3	4	1	4	1	5	1	5	5	4	12	15
Bhargav	M	19	Indian	3	3	3	5	2	3	3	3	5	3	14	13
Abhay	M	22	India	2	1	2	4	3	3	3	4	4	1	9	11
Hardik	M	20	Indian	4	4	4	3	5	2	2	4	4	4	15	15
Karan	M	24	Indian	5	5	5	1	1	1	5	1	2	5	16	9
Jay	M	18	India	2	3	2	5	3	2	2	3	5	4	13	13
Bharat	M	27	India	5	2	4	4	1	1	3	4	1	4	17	5
Abhay	M	27	India	4	1	2	3	3	1	2	5	4	5	14	9
Ram	M	21	India	3	1	2	3	1	4	3	4	1	4	12	7
Bharti	F	20	India	3	1	2	1	3	2	3	4	5	4	10	11
Riya	F	23	India	5	2	3	4	2	1	2	1	1	4	16	6
Shital	F	25	India	5	1	4	3	3	1	2	1	2	1	13	7
Siya	F	26	India	2	1	3	1	5	4	5	4	5	5	11	15
Siya	F	26	India	2	1	3	1	5	4	5	4	5	5	11	15
Deep	M	19	India	2	3	2	1	5	2	2	1	5	3	8	15
Vijay	M	28	India	4	2	2	3	5	4	5	1	3	4	13	14
Lakhan	M	27	India	3	5	2	4	1	3	2	1	5	3	12	14
Keshu	M	29	India	1	3	4	5	1	5	5	3	4	5	15	13
Ajay chavda	Male	27	India	3	2	2	3	3	4	2	4	4	4	12	13
Nitin	M	30	Uk	1	1	1	4	1	3	1	5	1	1	7	6
Ram	M	23	India	1	1	2	4	3	5	2	4	5	5	12	14
Bhart	M	21	India	1	1	1	4	1	5	1	5	1	1	7	8
Ronak	M	32	India	1	1	1	4	1	5	1	5	1	1	7	8
Biraj	M	44	India	1	1	1	4	1	5	1	5	3	5	11	10
Miki	F	34	India	1	1	1	4	1	5	1	5	1	1	7	8
Dipika	F	45	India	1	1	1	4	1	5	1	5	1	1	7	8
Aalya	F	45	India	1	1	2	4	1	2	2	3	5	4	11	9
Hema malni	F	67	India	1	1	2	5	2	4	3	3	3	3	11	10
Aeshvarya	F	56	India	1	1	5	3	5	3	3	3	1	2	11	10
Shahrukh Khan	M	45	India	1	1	2	5	3	3	2	4	3	2	10	10
Salman Khan	M	56	India	2	3	5	3	5	3	2	5	1	1	11	12
Ranveer Kapoor	M	45	India	1	1	1	4	3	4	2	5	1	2	8	9
Ranveer Singh	M	65	India	1	1	1	4	1	5	1	5	3	4	10	10
Anant ambani	M	45	India	3	3	4	5	3	4	2	3	4	2	14	14
Nita Ambani	F	78	India	1	1	3	5	2	3	2	4	4	2	11	10
Mukes ambani	M	76	India	1	2	5	1	3	4	2	3	5	4	11	14
Mital	Women	30	Uk	4	4	4	3	5	1	2	4	4	5	16	14
Falgun	Male	31	England	1	1	1	1	1	1	1	1	1	1	4	4
Lakhan	Male	25	India	2	1	2	4	3	3	3	5	4	1	9	11
Niru	Female	29	Uk	5	4	5	5	3	1	1	1	1	3	18	9
Ravi kumar	M	24	United Kingdom	1	2	2	5	3	5	1	3	2	1	9	12
Raj m	M	20	United Kingdom	2	3	3	3	2	3	2	5	4	5	13	12
Viral od	F	21	United Kingdom	2	4	3	4	2	4	1	5	1	3	12	11
Kunal	M	26	United Kingdom	3	2	1	4	1	5	1	5	1	1	9	9
Jayesh	M	26	United Kingdom	2	4	2	4	1	5	1	5	1	1	9	11
Ranjit	M	45	India	1	1	2	5	2	2	2	3	3	2	10	8
Keshu	M	35	India	1	1	1	4	3	4	3	3	5	4	10	13
Vanraj	M	35	India	1	1	2	5	2	3	3	3	5	2	10	11
Raj	M	27	India	1	2	2	5	5	3	2	1	3	3	11	13
Muno	M	56	India	1	2	2	4	3	5	3	4	4	2	9	14
Devang	M	27	India	2	2	2	4	3	3	5	4	4	1	9	12
Kano	M	56	India	1	1	2	4	2	3	2	3	5	2	9	11
Mipo	M	56	India	2	2	2	4	5	2	3	2	5	5	14	12
Kishan	M	32	India	2	2	2	4	5	2	3	2	4	4	14	11
Aavdo	M	54	India	2	1	2	5	2	3	3	3	5	2	11	11
Mehul	M	55	India	1	1	2	5	3	3	2	3	4	2	10	11
Manisha	Female	25	Uk	5	5	4	4	1	1	2	4	4	5	18	11
Dharam	Male	29	Uk	1	1	1	4	1	5	1	5	1	1	7	8
Dhanal	Female	26	Uk	2	2	2	4	3	4	2	4	3	2	10	12
Nandan	Male	25	Uk	3	3	3	5	2	3	3	3	5	3	14	13
Vishal	Male	28	Uk	4	4	4	3	5	2	2	4	4	4	15	15
Yagnik	Male	26	Uk	5	5	5	1	1	1	5	1	2	5	16	9
Rajesh	Male	28	Uk	1	2	3	3	1	5	2	3	4	5	12	12
Ankita	Female	27	Uk	2	1	1	5	5	4	3	4	1	3	11	11
Dushyant	Male	28	Uk	2	1	3	1	5	5	2	3	4	4	10	15
Krupa	Female	30	Uk	1	3	2	3	1	4	2	1	3	2	8	11
Arjun	Male	29	Uk	2	2	1	4	3	3	5	4	3	4	11	11
Dharmik	Male	30	Uk	1	2	1	3	2	4	2	3	4	1	6	12
Vishava	Female	27	Uk	3	2	3	4	1	3	5	4	4	3	13	10
Janvee	Female	25	Uk	2	3	3	3	3	3	3	5	5	4	12	14
Dhruv	Male	30	Uk	2	1	1	4	2	1	2	3	4	3	10	8
Meet	Male	26	Uk	2	2	3	4	3	3	2	3	3	3	12	11
Riddhi	Female	28	Uk	1	3	3	4	2	2	1	4	3	4	12	10
Harsh	Male	28	Uk	1	2	1	4	1	4	2	1	2	3	9	9
Karan	Male	28	Uk	4	1	4	1	2	1	1	3	5	1	10	9
Vibhusha	Male	29	Uk	2	3	3	4	3	3	1	4	5	1	10	14
Tejas	Male	30	Uk	2	1	2	3	1	2	5	1	2	5	12	6
Riya	Female	27	Uk	1	2	3	4	1	5	1	5	1	1	9	9
Mihir	Male	27	Uk	4	3	4	4	2	3	3	4	1	1	13	9
Kinjal	Female	26	Uk	1	1	1	4	1	5	1	5	1	1	7	8
Vijay	Male	28	Uk	3	2	1	4	1	5	2	4	2	5	13	10
Bhavik	Male	28	Uk	2	1	2	5	1	5	1	3	2	5	14	9
Parth	Male	25	Uk	4	5	3	1	3	1	5	4	3	1	9	12
Aarti	Female	28	Uk	3	3	3	4	3	5	5	1	1	5	15	12
Ashraf	Male	25	Uk	4	3	3	5	1	3	3	3	2	5	17	9
Pratik	Male	26	Uk	5	5	4	4	1	4	2	3	1	3	16	11
Ajay	Male	28	Uk	3	3	1	4	1	4	3	4	4	1	9	12
Shreya	Female	28	Uk	5	5	5	1	3	5	2	5	3	3	14	16
Paval	Female	26	Uk	4	4	1	4	3	4	1	4	4	3	12	15
Nirav	Male	30	Uk	3	2	2	1	1	2	5	4	5	1	7	10
Jayesh	Male	29	Uk	1	5	2	3	2	1	5	4	1	2	8	9
Nikita	Female	28	Uk	3	1	2	3	3	2	1	4	3	1	9	9
Kiran	Female	29	Uk	3	2	2	4	1	2	3	5	1	3	12	6
Rahul	Male	29	Uk	4	5	5	3	3	3	3	4	4	4	16	15
Mohit	Male	25	Uk	4	3	1	3	1	3	2	4	5	1	9	12
Geeta	Female	29	Uk	2	3	2	3	3	3	5	4	3	3	10	12
Sagar	Male	30	Uk	5	2	1	3	2	5	2	4	1	1	10	10