

A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS GREEN PRODUCTS

Submitted in partial fulfillment of the requirements for the award of

Master of Business Administration

by

**S. ARAVIND
39410021**



SCHOOL OF BUSINESS ADMINISTRATION

SATHYABAMA

**INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)**

**Accredited with Grade "A" by NAAC | 12B Status by UGC | Approved by AICTE
Jeppiaar Nagar, RAJIV GANDHI SALAI, CHENNAI - 600 119**

April - 2021



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Jeppiaar Nagar, Rajiv Gandhi Salai, Chennai – 600 119
www.sathyabama.ac.in**

SCHOOL OF BUSINESS ADMINISTRATION

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **S. ARAVIND (39410021)** who have done the Project work entitled **A Study on Consumer Buying Behaviour towards Green Products** under my supervision from December 2020 to February 2021.

Internal Guide

External Guide

**Dr. BHUVANESWARI G.
Dean – School of Business Administration**

Submitted for Viva voce Examination held on _____.

Internal Examiner

External Examiner

DECLARATION

I **S. Aravind 39410021** hereby declare that the Project Report entitled **A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS GREEN PRODUCTS** done by me under the guidance of **Dr. BHUVANESWARI G.** is submitted in partial fulfillment of the requirements for the award of Master of Business Administration degree.

DATE:

PLACE:

SIGNATURE OF THE CANDIDATE

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ABSTRACT

The model that integrated the value attitude behaviour hierarchy and the theory of planned behaviour had the highest fit with both sets of data than other models of consumers' environmental attitudes and eco-friendly product purchase intentions, according to survey data collected in vadalur. The attributes of green products have the greatest influence on purchasing behaviour and customer satisfaction. The goal of this paper was to better understand the factors that influence consumer purchasing of green products. According to the study, demographic factors have no influence on green product purchasing behaviour. A consumer's purchasing behaviour is determined by his or her level of satisfaction with the product. Incorporating the effects of various types of perceived values of eco-friendly products (e.g., environmental, functional, and economic values) into the model did not improve model fit, despite the fact that the environmental value of the products had significant interaction effects with some of the non-environmental values.

Keyword: Eco – friendly, Survey, Green Products, Demographic factors, Consumer behaviour.

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CHAPTER - 1

INTRODUCTION

1.1. Introduction

Indian literate and concrete client is obtaining additional aware of the deserves of green product merchandise. However, it's still a replacement construct for the lots. The buyer must be educated and created tuned in to the environmental threats. The new green movements got to reach the lots which can take tons of your time and energy. By India's piece of writing heritage, Indian shoppers do appreciate the importance of exploitation natural and seasoning beauty merchandise. Indian client is exposed to healthy living lifestyles like yoga and natural food consumption. In those aspects the buyer is already aware and can be inclined to simply accept the green product merchandise.

Asian country is already one in all the biggest economies within the world, and can continue its speedy urbanization and economic development over ensuing few decades. This is often a cause for celebration, however one tempered by the popularity of challenges this growth presents: rising consumption and demand for energy, increasing greenhouse emissions, and constraints on essential natural resources like land, water, and oil. Like all alternative countries, Asian country must realize how to confirm energy and atmosphere property while not compromising its economic and social development. Despite India's robust policy framework and a few successes, environmental degradation has not been inactive on an outsized scale. While method continues within the full speed across the worlds, this method has additionally brought some issues with it.

Leading one in all these issues are environmental issues that have an effect on all living beings negatively. These aforesaid environmental issues have begun to return to the agenda additional and additional on the recent years and folks have started worries concerning the longer term of the planet and as results of this principally like environmentally friendly merchandise. In returns to those attitudes of the shoppers,

corporations have begun to form of their promoting methods therefore, on attractiveness increasing awareness of this environment-friendliness. These promoting methods, named as green product promoting, have caused corporations to adopt inexperienced policies in their evaluation, promotion, product options and distribution activities.

Taking into thought that corporations or socio-economic entities, it can't be expected that they continue to be unresponsive to the "Environmental Awareness that will direct client behaviours. Significantly promoting managers encounters with shoppers wise to environmental problems. The recent perception on, however businesses or institutions with no alternative objectives. However, to profit leaves its place speedily to a replacement perception that defines corporations as institutions that or wise to social issues. Aside from manufacturing atmosphere friendly merchandise and choosing environment — friendly markets, primarily understanding of "Environmentally Friendly" is needed to be integrated into the company culture.

1.2. Industry Profile

In India, the concept of Green Marketing has been utilizing right from the use of biogas in the Villages to using environment-friendly products like bamboo furniture, CFL, etc. In fact, the Pottery made from earthenware and the use of traditional Surahi and Matka for drinking cool water Rather than the refrigerator is another motivating example not only this most of all sectors are implementing green products for future well-being. Utilize of steel utensils which is reusable, rather than disposable plates can also be viewed as a green initiative. The use of Coolers rather than air conditioners goes a long way in reducing the carbon footprint. However, these traditional items seem to be gradually losing their sheen, with more and more people Using modern gadgets and gizmos. According to Google report 2007 on a comparative basis and supplementary searches for green Marketing originated from India and any other country from International Journal of Research in Finance & Marketing. If companies are charging a premium for their product and many environmentally preferable Products cost more due to economies of

scale and use of higher-quality ingredients, make sure that consumer can afford the premium and feel it's worth it. The rural marketers give their customers an Opportunity to participate this means personalizing the benefits of your environmentally friendly performance, usually through leasing the customers take part in positive environmental action. Taken by Some Companies in India. Many companies in India are adopting green for capturing market opportunity of green Marketing. Listed below are examples of some Indian companies which have taken a green Initiative. This shows a loyalty of companies as a part of their corporate social liability or otherwise to do something valuable in this direction. Idea Cellular is implemented its national campaign "Use Mobile" and "Save Paper". The company Organized Green Pledge campaigns to save paper and trees. Idea decorated bus shelters with potted plants and tendril climbers to communicate the green message.

1.3. Company Profile

Nokia's policy is to reduce the environmental impact of its products. It has taken the proposal to take back, recover useful materials and organize of waste in a manner that causes least harm to the environment. IBM is selling green solutions to corporate data centers where energy constraints and costs are limited their capability to grow with the undertake that the energy costs would be reduced by half. Wipro InfoTech (Green It) was India's first company to launch environment sociable Computer peripherals for the Indian market. Wipro has launched a new variety of desktops and laptops called Wipro Green ware. These products are RoHS (Restriction of Hazardous Substances) compliant thus reducing e-waste in the environment. Samsung offers a host of eco-friendly products. It was the first to launch eco-friendly Mobile handsets (made of renewable materials) – W510 and F268-in India. Tamil Nadu Newsprint and Papers Limited (TNPL) was awarded the Green Business Leadership Award in the pulp and paper sector for the year 2009-10, based on the EVI (Emergent Ventures of India) Green Business Survey conducted by Financial Express and Emergent Ventures of India. This was given in recognition of two clean development mechanism projects implemented by the EVI. There are number of Opportunities of green marketing in India, around 25 percent of the consumers prefer

environmental-friendly products and appears that all types of consumers, both individual and industrial are suitable more concerned and aware about the natural situation. Firm's marketing goods with environmental distinctiveness have realized an aggressive advantage over firms marketing non-environmentally accountable alternatives. There are many examples of firms who have strived to become more environmentally accountable in a challenge to better satisfy their consumer requirements. For Example, the Surf Excel detergent and powder which saves water Social liability playing through many firms are starting to realize that they are members of the wider society and therefore must behave in an environmentally accountable fashion. This translates into firms that believe they must attain environmental objectives as well as profit associated objectives. This results in environmental issues being incorporated into the firm's corporate culture. Firms in this position can take two perspectives: 1) they can use the information that they are environmentally accountable as a marketing tool; or 2) they can become accountable without promoting this fact. The HSBC was the world's first bank to go carbon-neutral last year. Other examples consist of Coca-Cola which has invested in different recycling activities. Walt Disney World in Florida, US, has a widespread waste management program and infrastructure in place. There are number of governmental forces of the companies such as; Governmental regulations connecting to green marketing are considered to save from harm consumers in several ways, decrease production of risky goods or by-products, amend consumer and industry's use and/or utilization of risky goods, ensure that all types of consumers have the capability to assess the environmental composition of goods. These governmental systems are considered to control the number of dangerous wastes produced by firms. Many products of production are controlled through the issuing of different environmental licenses, thus modifying organizational activities. In some cases, governments try to encourage final consumers to become more liable. For example, some governments have introduced intended curb-side recycling programs, making it easier for consumers to take action sensibly. In other cases, governments tax individuals who act in an irresponsible fashion. The Indian government has to industrial structure of legislations to decrease the production of risky goods. These are diminishing the industry's production and consumers' consumption of damaging goods, as well as those harmful to the environment; for example, the prohibited of plastic

bags in Mumbai, prohibition of smoking in community areas etc. There are many lessons to be learned to keep away from green marketing myopia the short version of all this is that effective green marketing requires applying good marketing principles to make green products more sustainable services will depend on credibly communicating and delivering consumer-desired value in the market. Only then will product dematerialization push business onto a more sustainable path.

Some of the opportunities in the green marketing trends:

Landscaping professionals can now focus on reducing pesticides and chemical fertilizer while returning valuable organic material to the soil through composting and mulching.

Energy Auditing can help home and business owners reduce monthly bills and lower reliance on the traditional energy grid. Increasingly in demand, efficiency experts help modernize and green existing structures.

Cleaning Services provide traditional services with eco-friendly products and processes. Opportunities exist for pet cleaners, maids, car washes and more.

Solar Installations are growing as panels are becoming smaller and more efficient. From rooftop installs to small data transmitters to decorative displays, solar energy use is one the rise.

Restaurants using fresh organic produce are serving up nutritious meals in environmentally efficient settings to attract health-conscious consumers.

Home Improvement can be a combination of several services such as increased energy efficiency or the use of environmentally-friendly building materials.

Organic Food Production can take place on large and small scales. Franchisees focus on installation and cultivation within homes, schools and businesses.

Printer Ink Recycling franchisees provide a valuable service to their community while significantly reducing environmental waste.

1.4 Need for the Study

The problem states that encouraging environmentally friendly goods and a sustainable world where consumers can say that.

Business now-a-days flaunt the “green” attributes of their goods and services in virtually every sector at every opportunity they have.

This research was carried out to understand the factors that affect the buyer’s decision to buy green products at vadalur.

1.5 Scope and Significance of Study

The present study is an in-depth study confined to green products. The green products defined paper made products, jute products, solar products, CFL bulbs, paper plates / leaves and coir products and products which are eco-friendly. Thus, the present study would focus on consumers buying behavior towards selected green products in vadalur. Studies reporting the effect of demographic variables were beyond the scope of the paper. Studies were collected by gathering information through Questionnaire.

1.6 Objectives of the Study

1.6.1 Primary Objective:

- To study the buying behavior of the respondents towards green products at Vadalur.

1.6.2 Secondary Objective:

- To examine the buying motives and the level of awareness of the consumers towards green products.

- To study the factors that influences the willingness of consumers in the purchase of green products.
- To offer various suitable suggestion to increase the usage of green products.

1.7 Limitations of the Study

For this research, the authors tried to be very systematic and accurate in selecting articles, but some shortcomings remain that could be overcome by future studies. The variables identified may have different impacts on individuals from different cultural and social backgrounds. Focus on exploring additional factors influencing/causing the reported inconsistency in green purchase behavior and identifying the influence of factors that have been studied comparatively less in extant literature.

CHAPTER - 2

REVIEW OF LITERATURE

Ben-Akiva, M. and Lerman, S. (1985) says that modeling travel behavior could be a key facet of demand analysis, wherever combination demand is that the accumulation of individuals' choices. during this chapter, we tend to specialize in "short-term" travel choices. the foremost necessary short-run travel choices embody selection of destination for a non-work trip, selection of travel mode, selection of point in time and selection of route. it's necessary to notice that short-run choices are conditional on long travel and quality choices like automobile possession and residential and work locations.

Anderson, R.C. and Hansen, E.N. (2004) is states that's objectives of this explorative study were to: 1) verify the relative importance of 5 wood CD rack product attributes; and 2) determine demographic and psychographic variables related to the respondents WHO rated environmental certification because the most significant attribute in forming their product preferences. The results indicate that respondents viewed environmental certification as a good product attribute. though our sample wasn't representative of the final population, these results give insight concerning potential selling implications. First, since environmental certification was a comparatively unimportant purchase call criterion for the common respondent, CFPs marketed in thought distribution channels. However, since disposition to pay was greatest among those that placed the best importance on environmental certification, CFP value premiums is also potential through market segmentation.

Furlow, N.E. (2009) in her article has given the standing of the market currently flooded with "green products" that are literally dishonorable within the name of atmosphere protection. Within the wake of attracting an inexperienced audience, corporations usually use claims that sound atmosphere friendly, however are literally imprecise, and now and then is also false. As a result, "Green washing" has become commonplace within the

marketplace. The priority over inexperienced laundry isn't solely that it misleads shoppers, however conjointly that if unscrupulous marketers still claim to be environmentally friendly, then corporations faithful their environmental mission lose their aggressiveness. Additionally, overuse and misuse of the "green" claims will saturate the market to the purpose that the greenness of the merchandise might become nonsensical to the patron. In the end, inaccurate environmental selling won't solely hurt shoppers and corporations, however it'll conjointly hurt our surroundings. Environmental claims should, therefore, be honest, sincere and a mirrored image of the organization's mission.

Ali, A., Khan, A.A., Ahmed, I. & Shahzad, W. (2011) in their analysis article has examined the Pakistani consumers' intention to shop for environmentally friendly product. The prime focus of this analysis paper was to look at and investigate the hypothesized relationship between predictor and criterion variable i.e., inexperienced purchase angle (GPA) and inexperienced purchase intention (GPI). The second was to see the link of criterion variable and outcome variable i.e., inexperienced purchase (GPI) intention and inexperienced purchase behavior (GPB). The third objective was to determine the alleviative impact of perceived product value, and quality (PPP&Q). The tests unconcealed there's not solely a correlational statistic between criterion and GPI however conjointly a person's criterion had a major impact on his GPI. Similarly, GPI is absolutely related to with GPB. The results have shown that buyers with intentions to shop for inexperienced product exhibit higher actual shopping for rates than those that demonstrate no intention of shopping for. The upper the offerings of inexperienced product with competitive value and quality as compared to ancient product, the stronger the link between purchase intention and get behavior.

Tiwari (2016) in her study entitled, "Green selling in India: associate degree Overview", increasing awareness on the varied environmental issues has crystal rectifier a shift within the means shoppers acts their life. There has been an amendment in shopper attitudes towards an inexperienced life-style. Folks are actively attempting to scale back their impact on the atmosphere. However, this is often not widespread and remains evolving. Organizations and business but have seen this modification in shopper

attitudes and try to achieve a footing within the competitive market by exploiting the potential within the inexperienced market business. Within the epoch of economic process, it's become a challenge to stay the shoppers in fold and even keep our natural atmosphere safe which is the biggest want of the time. Inexperienced selling could be a development that has developed explicit importance within the trendy market and has emerged as a very important conception in Republic of India as in different components of the developing and developed world, and is seen as a very important strategy of facilitating property development. During this analysis paper, main stress has been fabricated from conception, want and importance of inexperienced selling. Knowledge has collected from multiple sources of proof, additionally to books, journals, websites, and newspapers. It explores the most problems in adoption of inexperienced selling practices. The paper describes the present situation of Indian market and explores the challenges have with inexperienced selling.

Khan and Mohsin (2017) in their paper entitled, "The power of emotional value: Exploring the consequences of values on inexperienced product shopper selection behavior", victimization the speculation of consumption values, this analysis proposes to explore the patron selection behavior for inexperienced product in The Asian country. Purposeful price (price and quality), social price, conditional price, epistemological price, and emotional price and environmental price were accustomed study the patron selection behavior for inexperienced product. It conjointly gauges the extent to that emotional price moderates the impact of different consumption values on inexperienced product shopper selection behavior. Supported a sample of 260 respondents, the results indicate that purposeful price (price), social price and environmental price has a positive impact on inexperienced product shopper selection behavior, whereas conditional price and epistemological price has a negative impact. Purposeful price (quality) and emotional price don't influence inexperienced product shopper selection behavior. As a moderator, emotional price contains an important impact on the role of purposeful price, social price, conditional price, epistemological price and environmental price. This confirms and considerably

adds to the literature of inexperienced product shopper selection behavior during a developing market.

Antil, J.H. (1984) says that ethics are vital thing about these days business. the aim of this paper to search out the case within which client behaves unethically in Asian nation. The study shows that completely different customers behave otherwise in term of moral purpose of read. Our study shows that customers similar in terms of autocracy they show. Limitation during this paper is that the study was conducted solely in metropolis. Another downside is that time; disposition and mood of the purchasers conjointly have an effect on the responses. this can be associate wildcat analysis and therefore the results aren't claimed to be generalized. So, the additional analysis ought to be created on social and political issues that have an effect on the moral behaviors and take a look at to generalize the results.

Balderjahn, I. (1988) states that an off-the-cuff model of ecologically involved customers is analyzed by the LISREL approach. Demographic, socioeconomic, cultural, temperament, and attitudinal variables are specific to predict 5 completely different patterns of ecologically accountable consumption. The results recommend that every activity pattern has its own cluster of predictors, though the ecologically involved client belongs to the higher social categories. The results given will offer a foundation for market segmentation methods and for instructional programs of policy manufacturers.

Bigsby, H. and Ozanne, L.C. (2002) states that we tend to analytically study a offer chain model wherever a manufacturer produces a inexperienced product and sells it to the tip customers through a merchant. we tend to formulate the analytical model as a Stackelberg game. we tend to derive and compare the equilibria underneath 3 business situations, as well as decentralized offer Chain with Non-information Sharing (Scenario N), decentralized offer Chain with data Sharing (Scenario I), and Centralized offer Chain (Scenario C). we tend to provide social control suggestions to the manufacturer and therefore the merchant on a way to promote the inexperienced merchandise and bring home the bacon structure property goals. we tend to conjointly analytically illustrate a way

to coordinate the channel, and highlight the crucial role contend by data within the inexperienced product offer chain.

Banyte, J., Brazioneine, L. & Gadeikiene, A. (2010) in their article has given the interpretation of the conception of an inexperienced shopper supported the investigation of each foreign and Lithuanian scientific works. Once describing an inexperienced shopper, its profile is generalized within the article. It encompasses each demographic and psychographic activity characteristics of a shopper. The article has introduced the findings of inquiry into the demographic and psychographic activity profiles of feminine shoppers of eco-friendly food product in the Baltic State. So as to decide on effective solutions of inexperienced selling, it's necessary to analyze their numerous characteristics (demographic and psychographic) as solely knowing inexperienced shopper attributes, their temperament and life-style, the motives to shop for ecological product, quality and angle. The survey was conducted with one hundred and five girls, all shopping for eco-friendly food product with the assistance of a form. It was detected that four-hundredth of the respondents are to be attributed to less devoted inexperienced shoppers per their disposition to contribute to environmental conservation. Although they were involved concerning the environmental problems, they were too busy to alter their life-style. Majority of respondents same they continually browse the labels of eco-friendly food product and study their marking in search of knowledge. Such shoppers were found to be having an associate degree expressed ought to amendment. Half the respondents attributed themselves to the kind of health fanatics regarding motives. Additional educated shoppers understand environmental problems higher and are additional sensitive to them. The respondents WHO are inclined to contribute to environmental conservation and WHO are sensitive to ecological issues tend to pay additional for eco-friendly product.

Blamey, R.K., Bennett, J.W., and Louviere, J.J. (1999) states that selection modelling could be an explicit preference technique that has been wide utilized in selling and transport applications, and has recently been utilized in many environmental applications preponderantly involving use values. There are many reasons for the interest shown in

exploitation selection mode Hing for non-market valuation. First, selection modelling has the potential for providing a lot of bigger data concerning people's preferences than contingent valuation. Second, selection modelling seems to be notably suited profit transfer due to its capability to permit for variations in environmental enhancements once transferring benefit estimates. Third, some proponents contend that selection modelling could also be less susceptible to many of the biases that have an effect on the contingent valuation technique. This paper presents the results of analysis designed to check the validity of exploitation selection modelling to estimate non-use values, and for-profit transfer. It's found that selection modelling will be wont to offer valid estimates of non-use values. selection modelling is additionally shown to be a lot of suited to learn transfer, notably transfer of implicit costs.

Blend, J.R. and van Ravenswaay, E.O. (1999) says that buyers concern with inexperienced problems could be a worldwide subject that ceaselessly changes their modus vivendi into turning into a lot of environmentally accountable. Consumer's surroundings responsibilities are associated with the interest towards the biophysical environment and its issues associated with the patron and therefore the surroundings. This analysis provides a quick review to spot the inexperienced values of the customers, their level of awareness concerning environmental responsibility, inexperienced merchandise and practices. The study was conducted on 162 respondents. knowledge has been analyzed by exploitation to check, regression toward the mean, paired comparisons check and weighted average. analysis finding shows that there's a medium level of environmental responsibility towards inexperienced consumption practices and merchandise was found among the customers still customers have shown positive angle towards inexperienced merchandise. This has given smart insights for the policy manufacturers and suggests planning a lot of intensive awareness campaigns promoting inexperienced merchandise because of high inexperienced worth among the customers.

Cary, J., Bhaskaran S. and Polonsky, M. (2004) states that fashionable farming in Australia isn't any longer easy. Farms are massive, multi-enterprise businesses underpinned by pricey capital investments, ever-changing production technologies,

volatile markets and social challenges. The complexness of contemporary broadacre farming results in the question: what's the character of the link between farm business complexness and farm gain? This study uses bioeconomic farm modelling and employs eight measures of complexness to look at the profitability and complexness of a good vary of broadacre farming systems in Australia. A normally acknowledged feature of farm business complexness is that the annual employment of the farmer, nonetheless the trade-off between farm profit and this employment is found too not be massive. A case is made public wherever the farmer's annual hours worked may well be reduced by nine per cent for a three per cent reduction in farm profit. If farmers workloads are proving problematic currently, and within the future, then agricultural R&D, service delivery and policy development can have to be compelled to focus a lot of on being extremely enticing to more and more farm managers.

Chan, R.Y.K. (2001) states that this study examines the influence of varied cultural and psychological factors on the inexperienced purchase behavior of Chinese customers. to the current finish, an abstract model has been planned and subjected to empirical verification with the utilization of a survey. The survey results obtained in 2 major Chinese cities offer affordable support for the validity of the planned model. Specifically, the findings from the structural-equation modeling make sure the influence of the subjects' man–nature orientation, degree of collectivism, ecological have an effect on, and marginally, ecological information, on their attitudes toward inexperienced purchases. This study conjointly discusses however the current findings might facilitate the Chinese government and inexperienced marketers to fine-tune their environmental programs.

Cooper, D.R. and Emory, C.W. (1995) states that a review of previous analysis within the computer-supported cooperative work (CSCW) field found that the nomenclature and definitions employed by researchers were inconsistent, with some terms being outlined otherwise then again used interchangeably. An acceptable technique for distinctive inconsistencies and structuring nomenclature for bigger clarity of nomenclature use in a very given analysis field wasn't known. This paper presents a replacement technique, the hierarchal nomenclature technique (HTT), that could be a style of qualitative content

analysis method that extends idea of concept mapping. HTT was developed for this analysis downside to structure a hierarchy of terms to reveal the link between the terms. this method includes nomenclature identification, analysis and presentation to point out the scope of the analysis field, and to gift nomenclature and definitions to enhance consistency. this method may well be utilized in alternative fields of study.

Crosby, L.A., Gill, J.D., and Taylor, J.R. (1981) states that Digital Eco selling has emerged as a necessary idea in Asian nation as in alternative elements of the developing and developed countries. because of this shift from ancient selling to Digital Eco selling, corporations of late face several new challenges. This abstract study discusses the initiatives of few elect companies towards Digital Eco selling in Asian nation and abroad conjointly. Their initiatives are completely different however the goals are similar and therefore the initiatives have resulted in competitive advantage for these organizations. That paper describes the varied initiatives introduced by elect corporations for promoting Digital Eco marketing-revolution.

Dillman, D.A. (1978) says that to developed a in theory primarily based system radio-controlled by principles of social exchange and administration that guarantee prime quality surveys at low value. This Total style technique (TDM) approach depends on a theoretical read of why individuals do and don't reply to questionnaires. It's supported the premise that to maximize each the amount and quality of response, attention should tend to each body detail that may have an effect on response behavior.

D'Souza, Taghian, Lamb, and Peretiatkos R. (2006) states that it's apparent that the study is all concerning inexperienced selling and specially to assess the consumer's perception concerning the merchandise and types, that are environmental-friendly i.e., whether or not inexperienced selling extremely impresses a personal to shop for the products/brands than a product/brand, that doesn't promote environmental-friendly positioning. This study focuses the Asian market, that is challenged by economic development and chance because of gain in energy costs, terrorism, environmental and climatical changes and consequences. A spare sample of 2000 users of inexperienced

merchandise were elect via judgmental sampling and inquired via on-line structured form. it had been discovered by multiple correlation check that the associate variables of Consumer's Environmental Consciousness, that are Social Influence, Environmental Concern, and Perceived Seriousness of Environmental issues, so an individual's whole Perception/Preference. While, Environmental angle, that is that the associate variable of Environmental angle and whole's Environmentally Friendly Perception doesn't have an effect on Brand Preference.

Fisher, A.B. (1990) states that the advancement of inexperienced idea studies has triggered some vital disarray concerning the style of the build and rendered it tough for everything except the foremost fanatic peruses to stay responsive to advances during this space. the shortage of analysis to look at inexperienced idea makes things worse. this text reviews the notion of inexperienced in relevance associated ideas and empirical consequences discovered within the existing sphere of data. Researchers accompanied literature review because the primary methodology for reviewing current empirical information to construct abstract content to help the recommended directions for the study. The findings of the study offer insights into however empirical results are mirrored in literature reviews that connect the inexperienced idea with associated concepts and consequences. supported the discussion, conclude future study directions in line with the gaps in empirical information discovered at intervals.

Glegg, Richards, Heard, and Dawson, (2005) states that the polychlorinated aromatic antimicrobials triclosan and triclocarban are in widespread use for killing microorganisms indiscriminately, rapidly, and by nonspecific action. whereas their utility in tending settings is undisputed, advantages to users of antimicrobial attention merchandise are few to none. Yet, these latter, high-volume uses have caused widespread contamination of the surroundings, wildlife, and human populations. This feature presents a timeline of scientific proof and restrictive actions within the U.S. regarding persistent polychlorinated biocides, showing a possible path forward to considered and property uses of artificial antimicrobials, as well as the planning of greener and safer next-generation alternatives.

Hallin, P.O. (1995) says that to a particular extent, on-line social selling campaigns will be hold to blame for the shift from associate flighty behavior to associate environmentally friendly behavior. To elucidate however on-line social selling campaigns will influence consumers' intention to behave in an environmentally friendly manner, we've got used the speculation of Planned Behavior (TPB) as our analysis framework. the fundamental variables of TPB were developed and custom-made for the aim of our study. The model work indicates that TPB could be a viable analysis framework once attempting to elucidate and predict consumers' environmentally friendly behavior. Conclusions and implications are additional careful.

CHAPTER - 3

RESEARCH METHODOLOGY

3.1 Research Design

In this project, Descriptive Research Design is used in research topic.

3.2 Sampling Technique

Stratified sampling is used as sampling technique in this project.

3.3 Sources of Data

Survey method has been followed for the study. Both primary and secondary source of data were used.

3.3.1 PRIMARY DATA:

In this project, primary data is collected through Questionnaires.

3.3.2 SECONDARY DATA:

In this project, secondary data is collected from journals, magazine, websites and research papers.

3.4 Structure of Questionnaire

Multiple choice questions and Likert's scale questions.

3.5 Sample Size

The present study covers buying who have using green products in vadalur town only.

3.6 Period of Study

The period of study is carried out from January 2021 to March 2021 which is three months of study.

3.7 Hypothesis

There is no significant difference between decision towards green products and the demographic factors.

There is no significant difference between level of consumer's buying satisfaction in green products and the demographic factors.

3.8 Analytical Tools

The applied statistical tools to process the collected data: Percentage analysis, ANOVA, Chi-square test, T-test, Correlation analysis.

CHAPTER - 4

DATA ANALYSIS AND INTERPRETATION

4.1 PERCENTAGE ANALYSIS

Table 4.1.1: Showing Gender wise classification of respondents

Gender	No. of Respondents	Percentage
Male	88	62.86%
Female	52	37.14%
Total	140	100.00%

Source: Primary Data

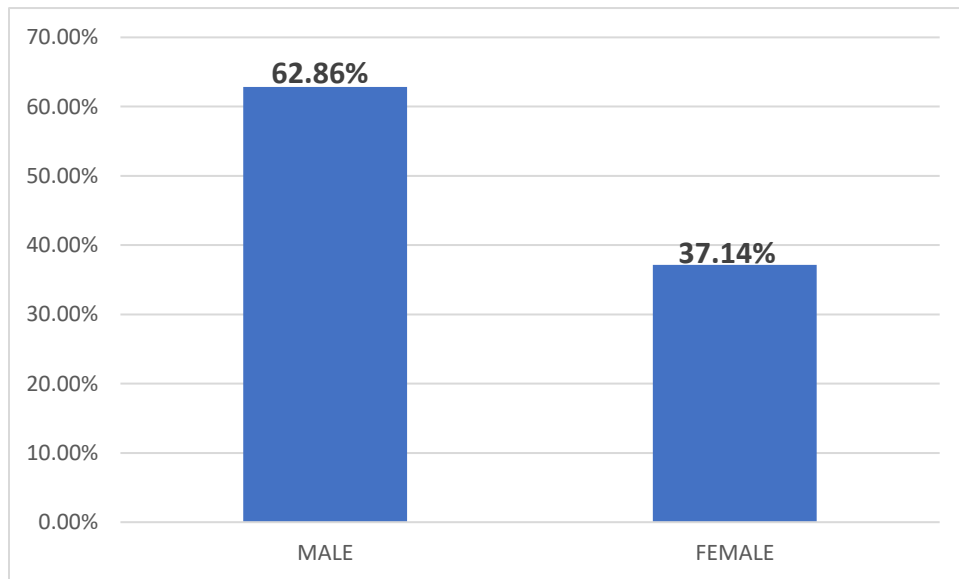


Chart 4.1.1: Showing Gender wise classification of respondents

Interpretation:

From the above table it is interpreted that 62.86% are Male respondents and 37.14% are Female respondents.

Inference:

Majority of the respondents are Male.

Table 4.1.2: Showing Age wise classification of respondents

Age	No. of Respondents	Percentage
below 25	59	42.14%
25 - 35 years	39	27.86%
35 - 45 years	37	26.43%
above 45 years	5	3.57%
Total	140	100.00%

Source: Primary Data

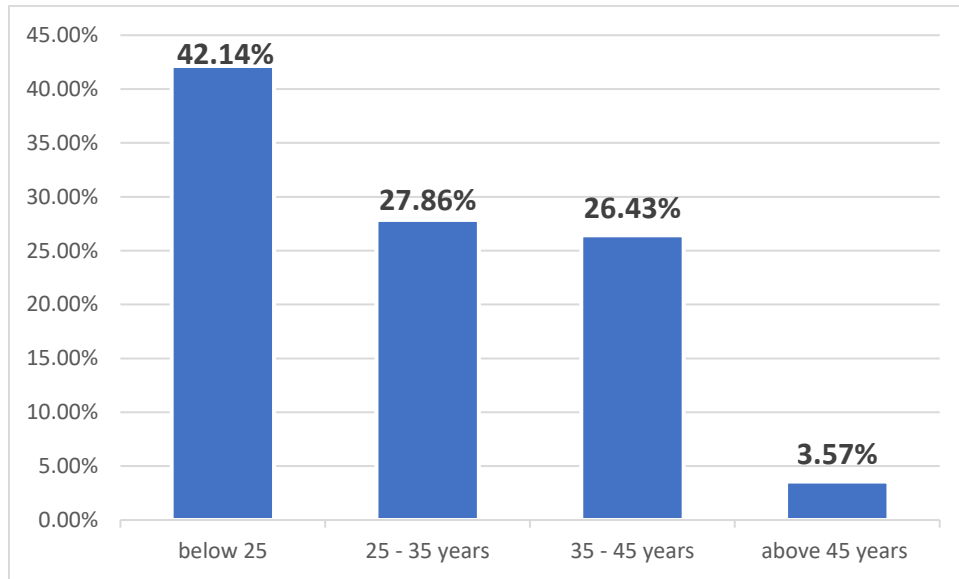


Chart 4.1.2: Showing Age wise classification of respondents

Interpretation:

From the above table it is interpreted that 42.14% respondents are below 25 years, 27.86% respondents are between 25-35 years, 26.43% respondents are between 35-45 years and 3.57% respondents are above 45 years.

Inference:

Majority of the respondents are below 25 years.

Table 4.1.3: Showing Marital Status wise classification of respondents

Marital Status	No. of Respondents	Percentage
Unmarried	103	73.57%
Married	37	26.43%
Total	140	100.00%

Source: Primary Data

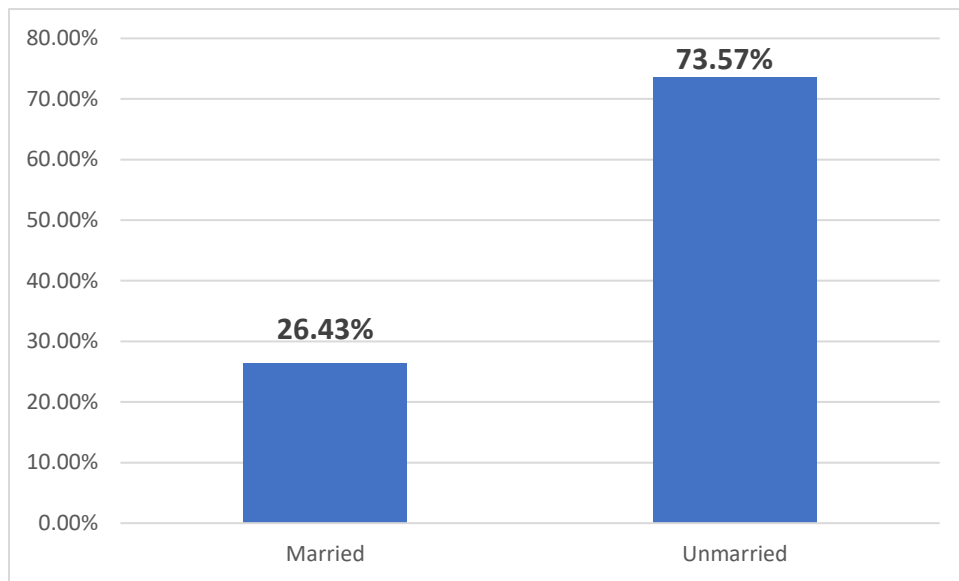


Chart 4.1.3: Showing Marital Status wise classification of respondents

Interpretation:

From the above table it is interpreted that 26.43% are Married respondents and 73.57% are Unmarried respondents.

Inference:

Majority of the respondents are Unmarried.

Table 4.1.4: Showing Qualification wise classification of respondents

Qualification	No. of Respondents	Percentage
High school	33	23.57%
Under Graduate	28	20.00%
Post Graduate	47	33.57%
PHD & Above	32	22.86%
Total	140	100.00%

Source: Primary Data

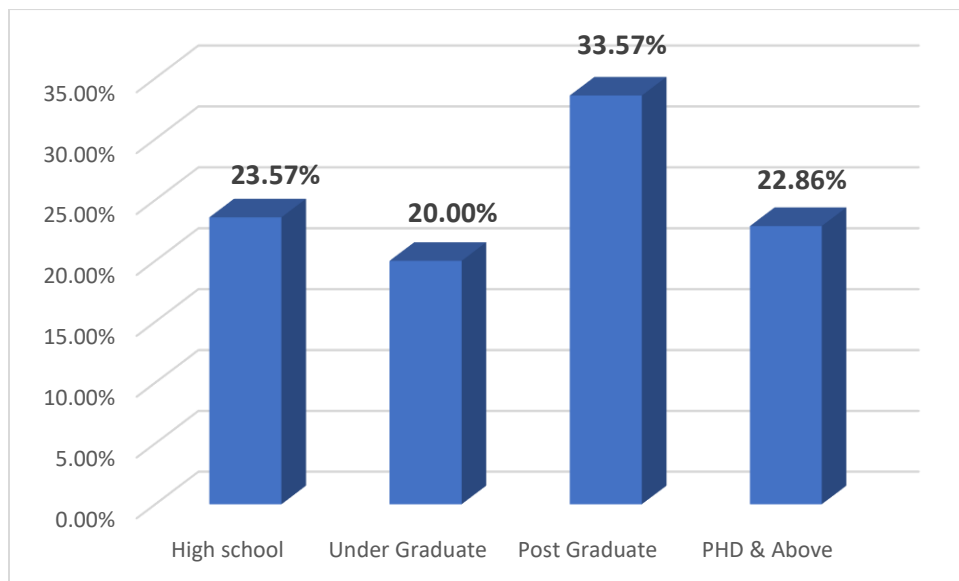


Chart 4.1.4: Showing Qualification wise classification of respondents

Interpretation:

From the above table it is interpreted that 23.57% are High school respondents, 20.00% are Under Graduate respondents, 33.57% are Post Graduate respondents and 22.86% are PhD & Above respondents.

Inference:

Majority of the respondents are Post Graduate.

Table 4.1.5: Showing Work Experience wise classification of respondents

Occupation	No. of Respondents	Percentage
Student	43	30.71%
Self-employed	39	27.86%
Employee	24	17.14%
Other	34	24.29%
Total	140	100.00%

Source: Primary Data

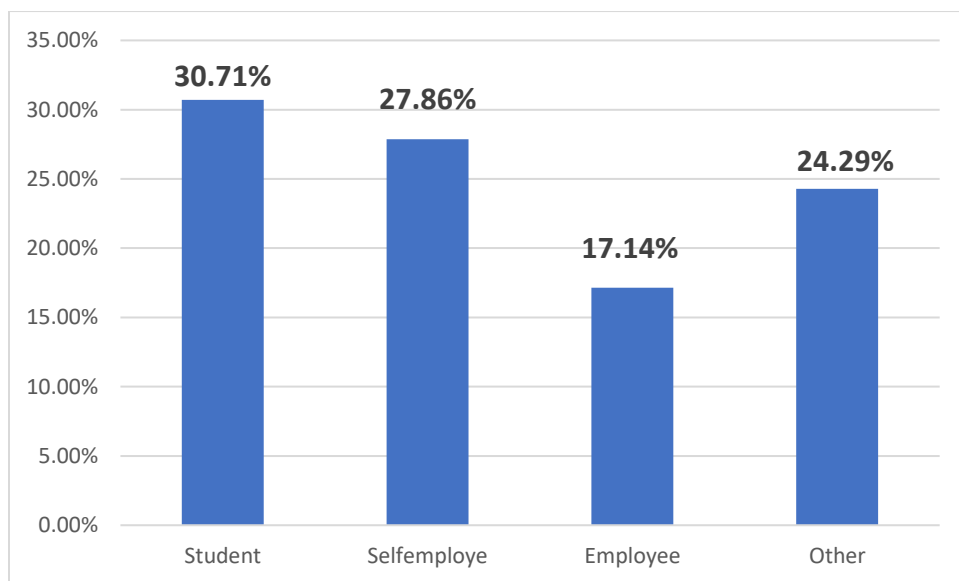


Chart.4.1.5: Showing Occupation Status wise classification of response

Interpretation:

From the above interpretation the 30.71% of respondents are students, 27.86% of respondents are self-employed, 17.14% of respondents are employees and then 24.29% of respondents belong to other.

Inference:

Majority of the respondents are Student.

Table 4.1.6. Showing respondents that being environmentally friendly is important

Particulars	No. of Respondents	Percentage
strongly disagree	3	2.14%
disagree	7	5.00%
undecided	21	15.00%
agree	57	40.71%
strongly agree	52	37.14%
Total	140	100.00%

Source: Primary Data

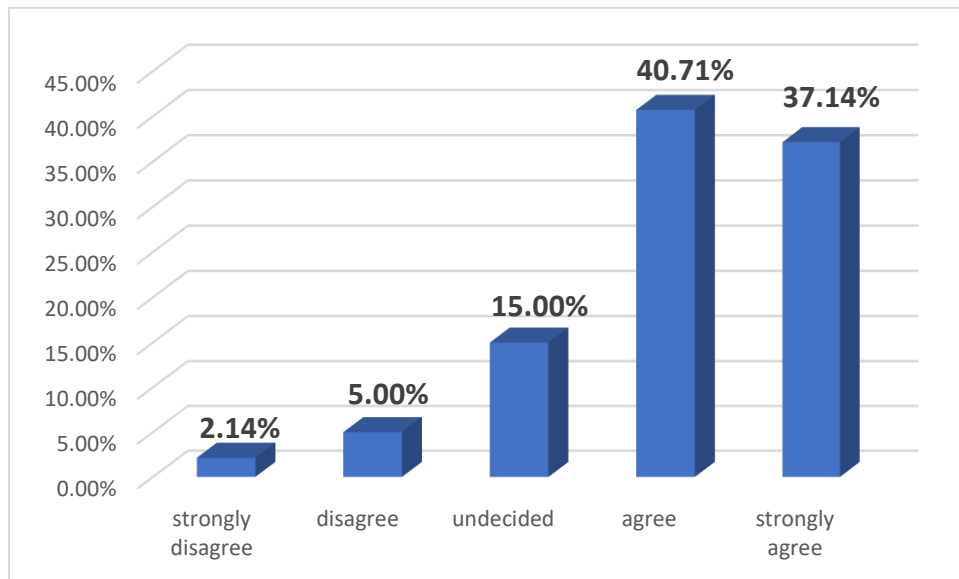


Chart 4.1.6. Showing respondents that being environmentally friendly is important

Interpretation:

From the above table it is interpreted that 37.14% of respondents are Strongly Agree, 40.71% of respondents are Agree, 15.00% of respondents are Undecided, 5.00% of respondents Disagree and 2.14 % of respondents are Strongly Disagree.

Inference:

Majority of the respondents are Agree.

Table 4.1.7. Showing that respondents buying eco-friendly approved products

Particulars	No. of Respondents	Percentage
strongly disagree	3	2.14%
disagree	13	9.29%
undecided	32	22.86%
agree	44	31.43%
strongly agree	48	34.29%
Total	140	100.00%

Source: Primary Data

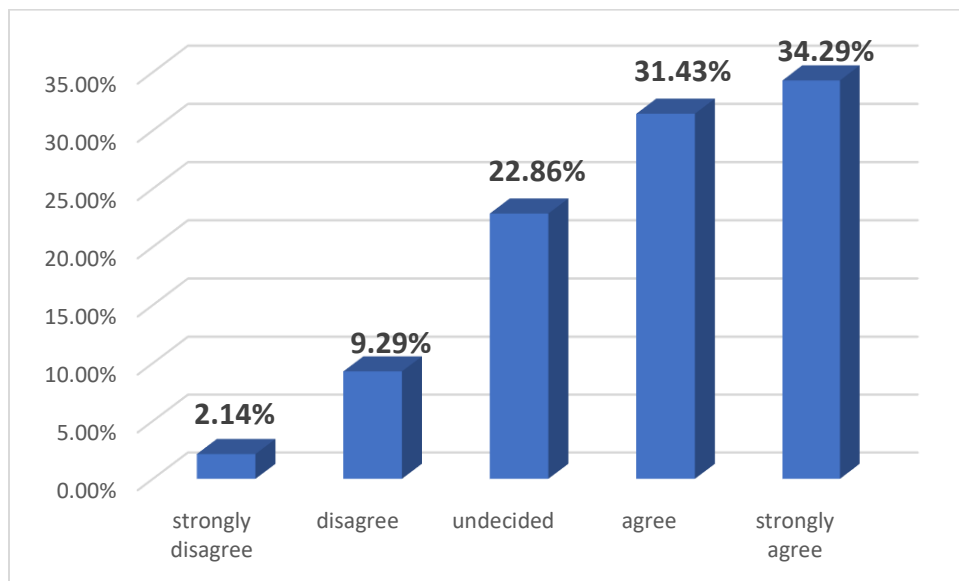


Chart 4.1.7. Showing that respondents buying eco-friendly approved products

Interpretation:

From the above table it is interpreted that 34.29% of respondents are Strongly Agree, 31.43% of respondents Agree, 22.86% of respondents are Undecided, 9.29% of respondents Disagree and 2.41% of respondents are Strongly Disagree.

Inference:

Majority of the respondents are Strongly Agree.

Table 4.1.8 Showing that respondents purchase green products more than common products

Particulars	No. of Respondents	Percentage
strongly disagree	7	5.00%
disagree	15	10.71%
undecided	30	21.43%
agree	43	30.71%
strongly agree	45	32.14%
Total	140	100.00%

Source: Primary Data

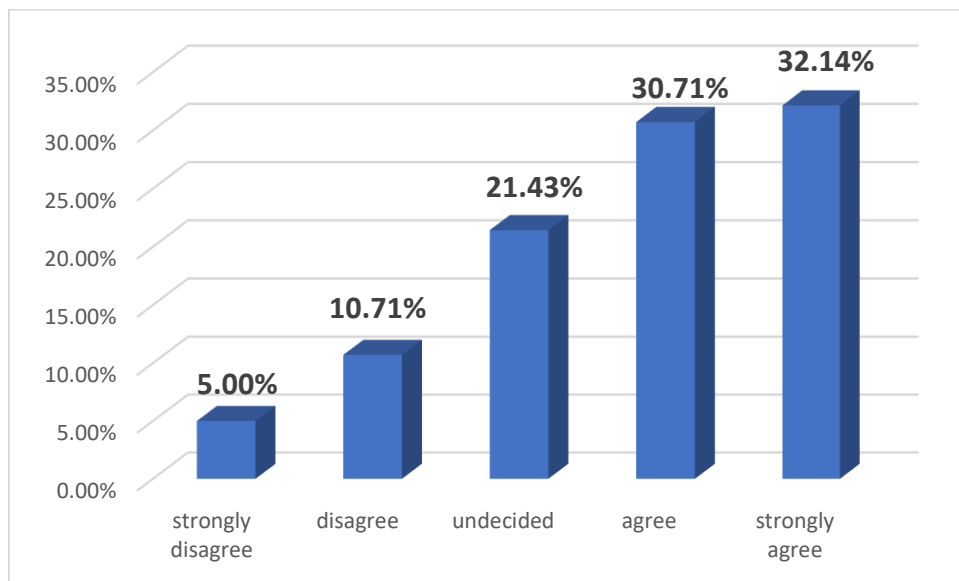


Chart 4.1.8 Showing that respondents purchase green products more than common products

Interpretation:

From the above table it is interpreted that 32.14% of respondents are Strongly Agree, 30.71% of respondents are Agree, 21.43% of respondents are Undecided, 10.71% of respondents are Disagree and 5.00% of respondents Strongly Disagree.

Inference:

Majority of the respondents are Strongly Agree.

Table 4.1.9. Showing that respondents buying the products based on info given in product's package

Particulars	No. of Respondents	Percentage
strongly disagree	2	1.43%
disagree	12	8.57%
undecided	36	25.71%
agree	41	29.29%
strongly agree	49	35.00%
Total	140	100.00%

Source: Primary Data

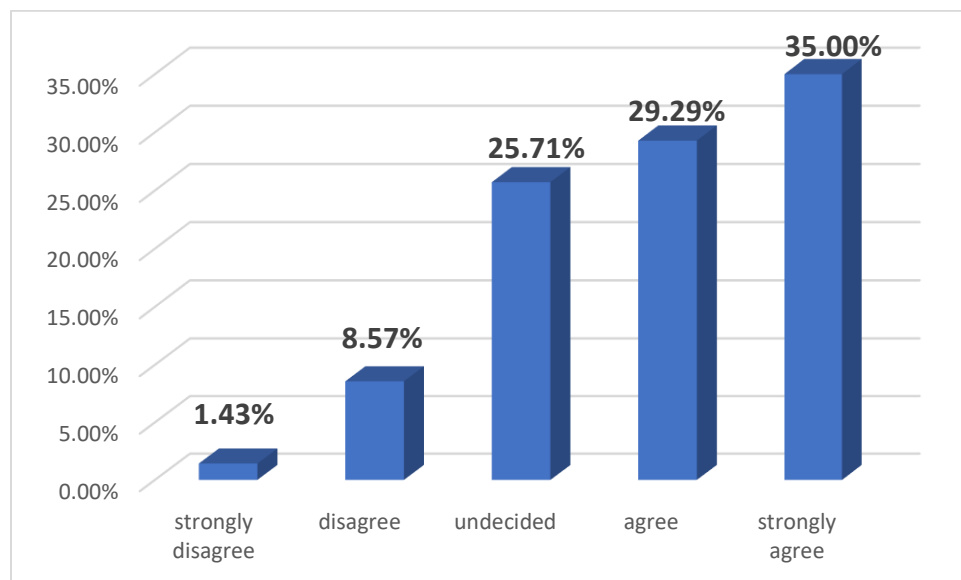


Chart 4.1.9. Showing that respondents buying the products based on info given in product's package

Interpretation:

From the above table it is interpreted that 35.00% of respondents are Strongly Agree, 29.29% of respondents are Agree, 25.71% of respondents are Undecided, 8.57% of respondents are Disagree and 1.43% of respondents are Strongly Disagree.

Inference:

Majority of the respondents are Strongly Agree.

Table 4.1.10. Showing that respondents pay excess money for green products

Particulars	No. of Respondents	Percentage
strongly disagree	6	4.29%
disagree	14	10.00%
undecided	20	14.29%
agree	43	30.71%
strongly agree	57	40.71%
Total	140	100.00%

Source: Primary Data

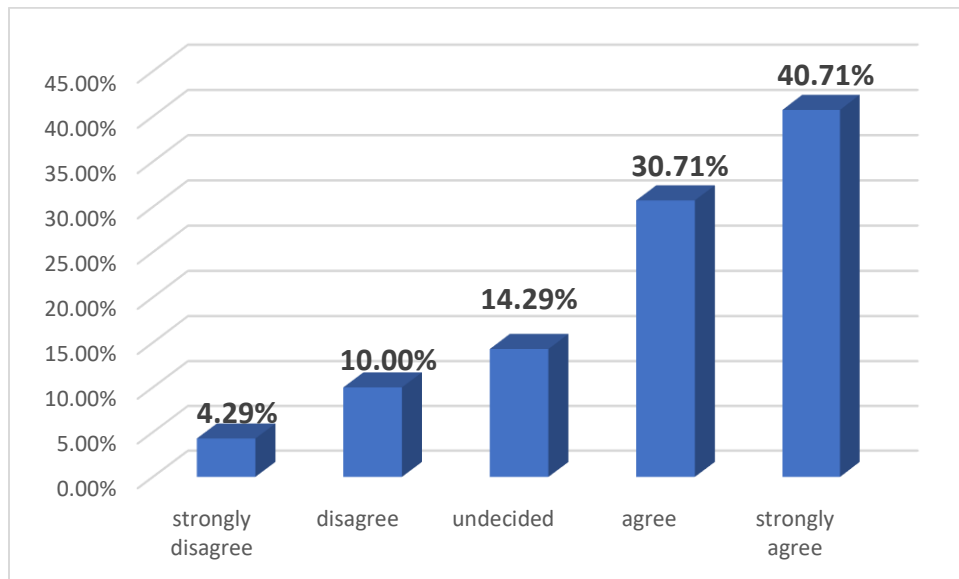


Chart 4.1.10. Showing that respondents pay excess money for green products

Interpretation:

From the above table it is interpreted that 40.71% of respondents are Strongly Agree, 30.71% of respondents are Agree, 14.29% of respondents are Undecided, 10.00% of respondents are Disagree and 4.29% of respondents are Strongly Disagree.

Inference:

Majority of the respondents responds Strongly Agree.

Table 4.1.11. Showing respondents concern about the environment impact your daily decisions or purchases

Particulars	No. of Respondents	Percentage
strongly disagree	6	4.29%
disagree	12	8.57%
undecided	27	19.29%
agree	46	32.86%
strongly agree	49	35.00%
TOTAL	140	100.00%

Source: Primary Data

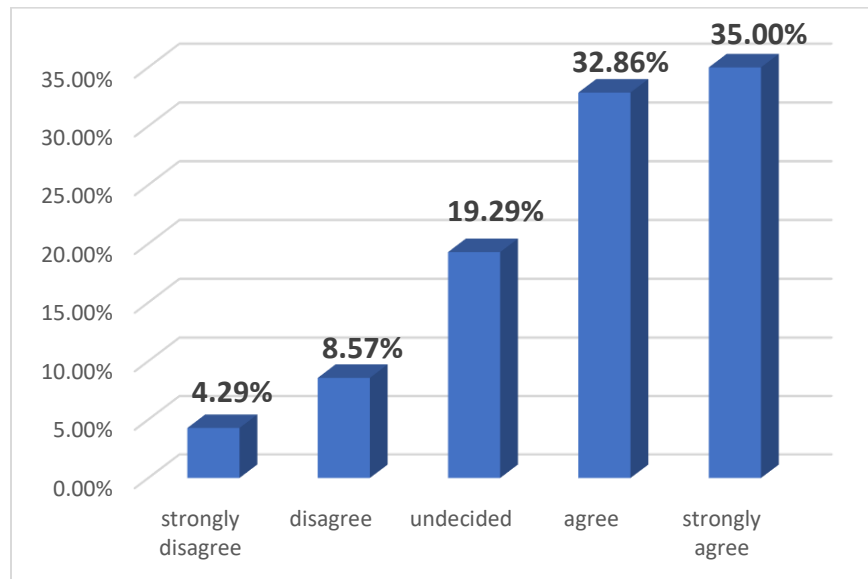


Chart 4.1.11. Showing respondents concern about the environment impact your daily decisions or purchases

Interpretation:

From the above table it is interpreted that 35.00% of respondents are Strongly Agree, 32.86% of respondents are Agree, 19.29% of respondents are Undecided, 8.57% of respondents are Disagree and 4.29% of respondents are Strongly Disagree.

Inference:

Majority of the respondents are Strongly Agree.

Table 4.1.12. Showing respondents about recycle

Particulars	No. of Respondents	Percentage
strongly disagree	10	7.14%
disagree	12	8.57%
undecided	29	20.71%
agree	35	25.00%
strongly agree	54	38.57%
Total	140	100.00%

Source: Primary Data

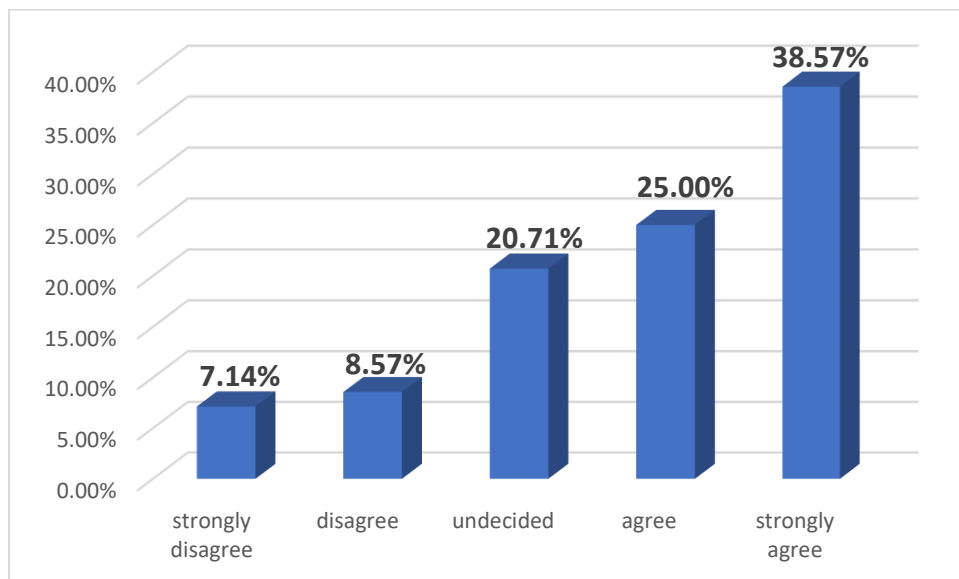


Chart 4.1.12. Showing respondents about recycle

Interpretation:

From the above table it is interpreted that 38.57% of respondents are Strongly Agree, 25.00% of respondents are Agree, 20.71% of respondents are Undecided, 8.57% of respondents are Disagree and 7.14% of respondents are Strongly Disagree

Inference:

Majority of the respondents responds Strongly Agree.

Table 4.1.13. Showing respondents required to provide their own shopping bags at grocery stores

Particulars	No. of Respondents	Percentage
strongly disagree	9	6.43%
disagree	19	13.57%
undecided	24	17.14%
agree	28	20.00%
strongly agree	60	42.86%
Total	140	100.00%

Source: Primary Data

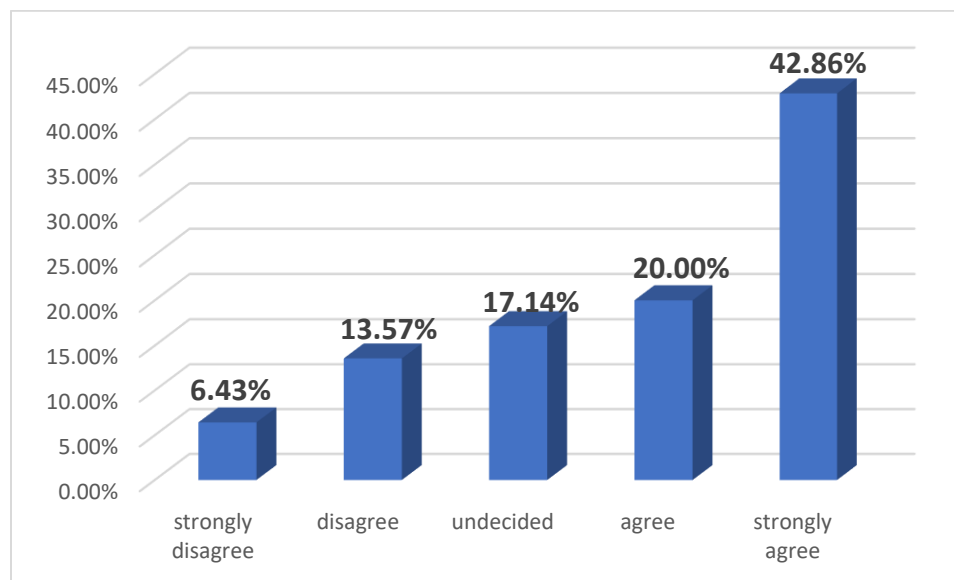


Chart 4.1.13. Showing respondents required to provide their own shopping bags at grocery stores

Interpretation:

From the above table it is interpreted that 42.86% of respondents are Strongly Agree, 20.00% of respondents are Agree, 17.14% of respondents are Undecided, 13.57% of respondents are Disagree and 6.43% of respondents are Strongly Disagree.

Inference:

Majority of the respondents responds Strongly Agree.

Table 4.1.14. Showing respondents about banning plastic shopping bags

Particulars	No. of Respondents	Percentage
strongly disagree	6	4.29%
disagree	21	15.00%
undecided	24	17.14%
agree	42	30.00%
strongly agree	47	33.57%
Total	140	100.00%

Source: Primary Data

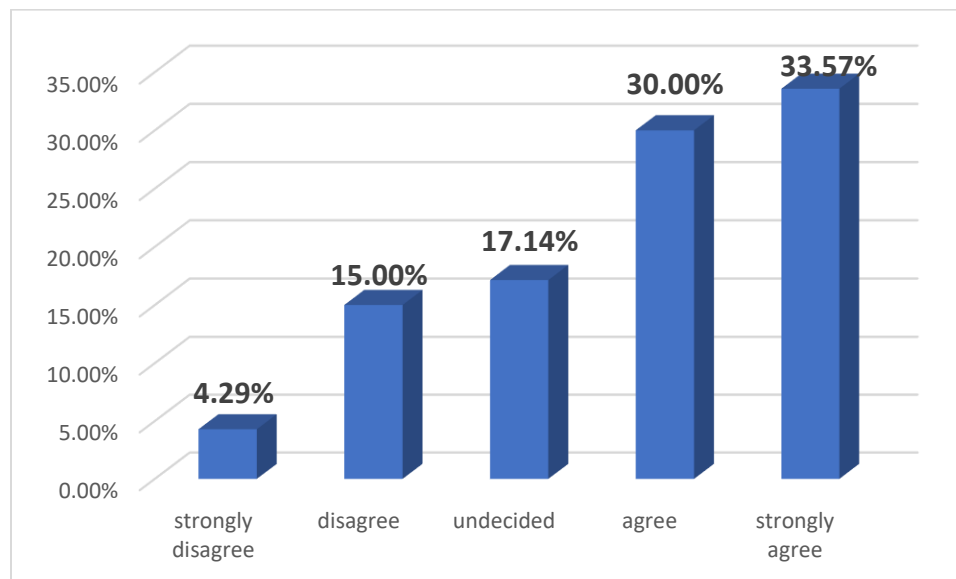


Chart 4.1.14. Showing respondents about banning plastic shopping bags

Interpretation:

From the above table it is interpreted that 33.57% of respondents are Strongly Agree, 30.00% of respondents are Agree, 17.14% of respondents are Undecided, 15.00% of respondents Disagree and 4.29% of respondents are Strongly Disagree.

Inference:

Majority of the respondents responds Strongly Agree.

Table 4.1.15. Showing respondents constructed their building using required guidelines that concerning the environment

Particulars	No. of Respondents	Percentage
strongly disagree	4	2.86%
disagree	19	13.57%
undecided	28	20.00%
agree	43	30.71%
strongly agree	46	32.86%
Total	140	100.00%

Source: Primary Data

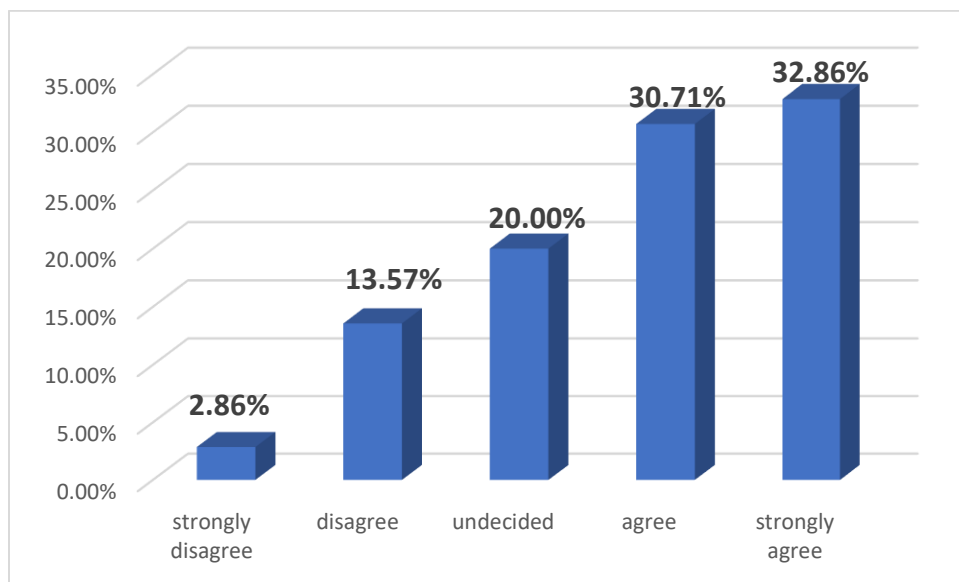


Chart 4.1.15. Showing respondents constructed their building using required guidelines that concerning the environment

Interpretation:

From the above table it is interpreted that 32.86% of respondents are Strongly Agree, 30.71% of respondents are Agree, 20.00% of respondents are Undecided, 13.57% of respondents are Disagree and 2.86% of respondents are Strongly Disagree

Inference:

Majority of the respondents are Strongly Agree.

Table 4.1.16. Showing respondents having a hybrid or eco-friendly car

Particulars	No. of Respondents	Percentage
strongly disagree	3	2.14%
disagree	19	13.57%
undecided	21	15.00%
agree	36	25.71%
strongly agree	61	43.57%
Total	140	100.00%

Source: Primary Data

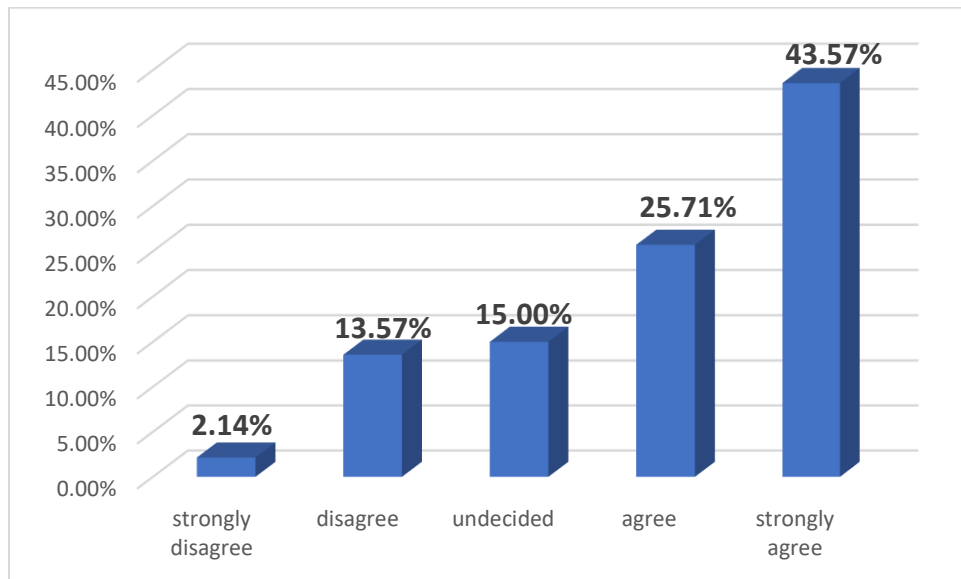


Chart 4.1.16. Showing respondents having a hybrid or eco-friendly car

Interpretation:

From the above table it is interpreted that 43.57% of respondents are Strongly Agree, 25.71% of respondents are Agree, 15.00% of respondents are Undecided, 13.57% of respondents Disagree and 2.14% of respondents are Strongly Disagree.

Inference:

Majority of the respondents responds Strongly Agree.

Table 4.1.17. Showing respondents used green products before

Particulars	No. of Respondents	Percentage
strongly disagree	9	6.43%
disagree	22	15.71%
undecided	25	17.86%
agree	32	22.86%
strongly agree	52	37.14%
Total	140	100.00%

Source: Primary Data

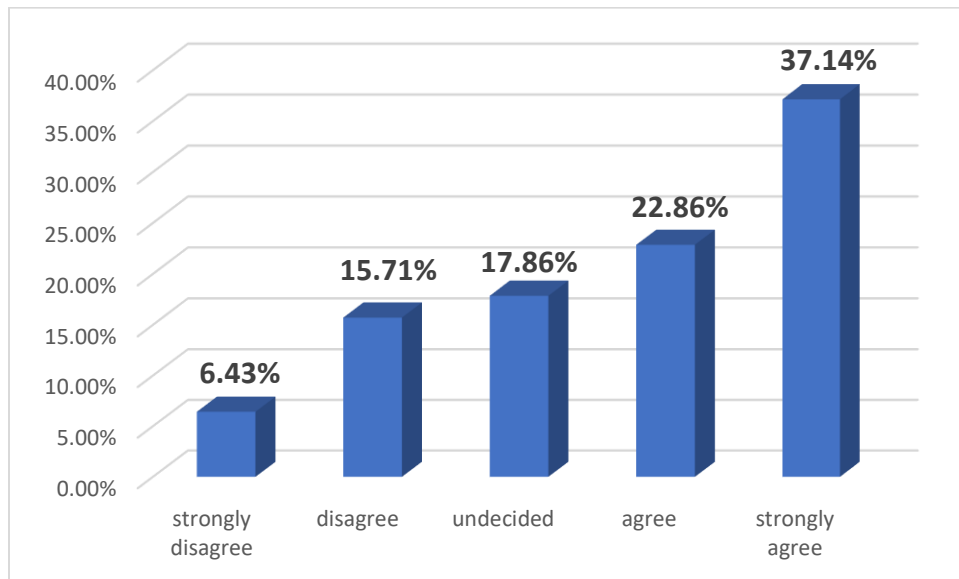


Chart 4.1.17. Showing respondents used green products before

Interpretation:

From the above table it is interpreted that 37.14% of respondents are Strongly Agree, 22.86% of respondents are Agree, 17.86% of respondents are Undecided, 15.71% of respondents are Disagree and 6.43% are Strongly Disagree respondents.

Inference:

Majority of the respondents responds Strongly Agree.

Table 4.1.18. Showing respondents believing that green products are more expensive than non-green products

Particulars	No. of Respondents	Percentage
strongly disagree	9	6.43%
disagree	22	15.71%
undecided	25	17.86%
agree	32	22.86%
strongly agree	52	37.14%
Total	140	100.00%

Source: Primary Data

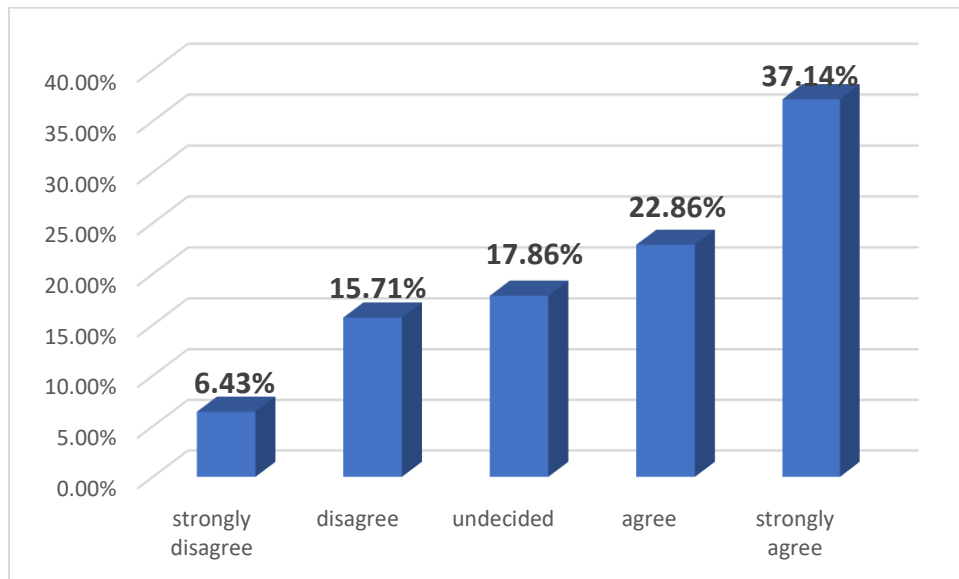


Chart 4.1.18. Showing respondents believing that green products are more expensive than non-green products

Interpretation:

From the above table it is interpreted that 37.14% of respondents are Strongly Agree, 22.86% of respondents are Agree, 17.86% of respondents are Undecided, 15.71% of respondents are Disagree and 6.43% of respondents are Strongly Disagree.

Inference:

Majority of the respondents responds Strongly Agree.

Table 4.1.19. Showing respondents believing that the price of green products affects my decision to purchase

Particulars	No. of Respondents	Percentage
strongly disagree	6	4.29%
disagree	20	14.29%
undecided	29	20.71%
agree	34	24.29%
strongly agree	51	36.43%
Total	140	100.00%

Source: Primary Data

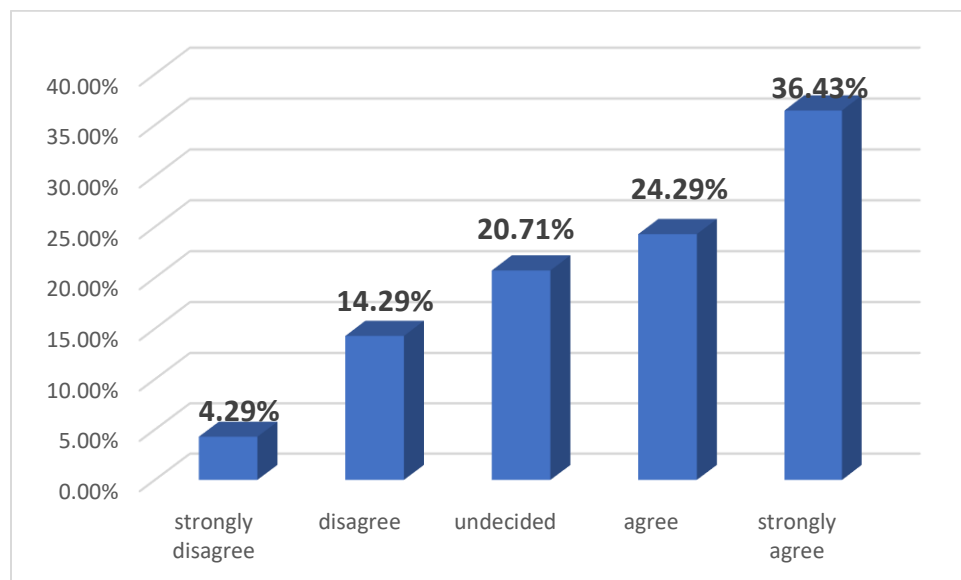


Chart 4.1.19. Showing respondents believing that the price of green products affects my decision to purchase

Interpretation:

From the above table it is interpreted that 36.43% of respondents are Strongly Agree, 24.29% of respondents are Agree, 20.71% of respondents are Undecided, 14.29% of respondents are Disagree and 4.29% of respondents are Strongly Disagree.

Inference:

Majority of the respondents are Strongly Agree.

Table 4.1.20. Showing respondents believing that the quality of green products affects my decision to purchase

Particulars	No. of Respondents	Percentage
strongly disagree	7	5.00%
disagree	26	18.57%
undecided	23	16.43%
agree	35	25.00%
strongly agree	49	35.00%
Total	140	100.00%

Source: Primary Data

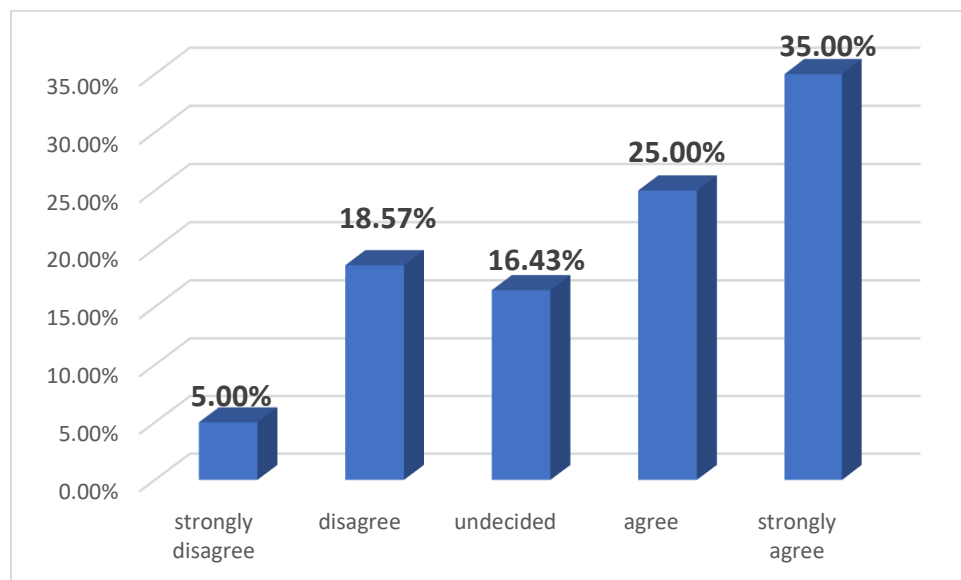


Chart 4.1.20. Showing respondents believing that the quality of green products affects my decision to purchase

Interpretation:

From the above table it is interpreted that 35.00% of respondents are Strongly Agree, 25.00% of respondents are Agree, 16.43% of respondents are Undecided, 16.43% of respondents are Disagree and 5.00% of respondents are Strongly Disagree.

Inference:

Majority of the respondents responds Strongly Agree.

Table 4.1.21. Showing respondents believing that green products are of better quality than non-green products

Products	No. of Respondents	Percentage
strongly disagree	18	12.86%
disagree	10	7.14%
undecided	22	15.71%
agree	49	35.00%
strongly agree	41	29.29%
Total	140	100.00%

Source: Primary Data

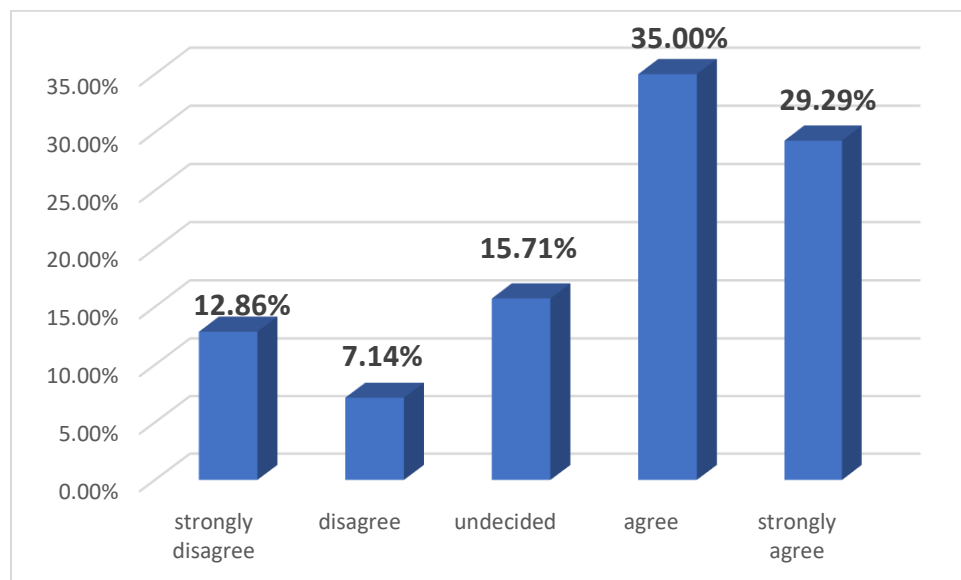


Chart 4.1.21. Showing respondents believing that green products are of better quality than non-green products

Interpretation:

From the above table it is interpreted that 29.29% of respondents are Strongly Agree, 35.00% of respondents are Agree, 15.71% of respondents are Undecided, 7.14% of respondents are Disagree and 12.86% of respondents are Strongly Disagree.

Inference:

Majority of the respondents responds Strongly Agree.

Table 4.1.22. Showing respondents recommended their green products to friends based on their quality

Particulars	No. of Respondents	Percentage
strongly disagree	6	4.29%
disagree	28	20.00%
undecided	20	14.29%
agree	37	26.43%
strongly agree	49	35.00%
Total	140	100.00%

Source: Primary Data

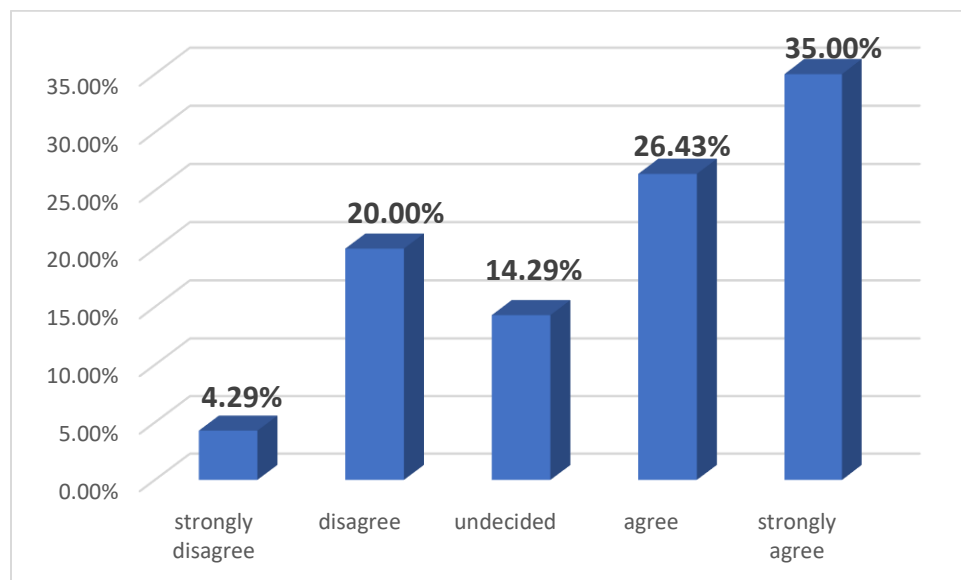


Chart 4.1.22. Showing respondents recommended their green products to friends based on their quality

Interpretation:

From the above table it is interpreted that 35.00% of respondents are Strongly Agree, 26.43% of respondents are Agree, 14.29% of respondents are Undecided, 20.00% of respondents are Disagree and 4.29% of respondents are Strongly Disagree.

Inference:

Majority of the respondents responds Strongly Agree.

Table 4.1.23. Showing respondents switched to green products if it available more in local store

Particulars	No. of Respondents	Percentage
strongly disagree	8	5.71%
disagree	16	19.29%
undecided	32	22.86%
agree	27	11.43%
strongly agree	57	40.71%
Total	140	100.00%

Source: Primary Data

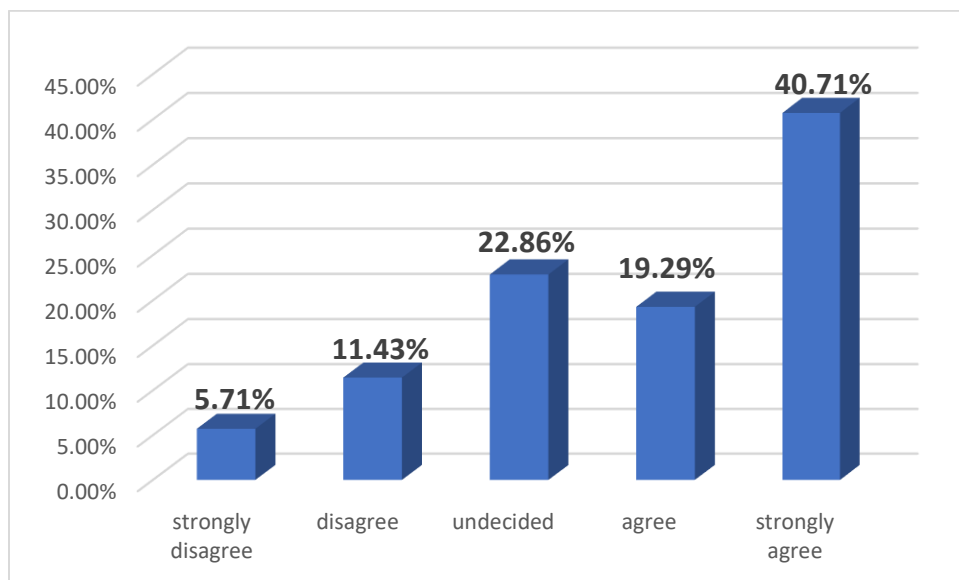


Chart 4.1.23. Showing respondents switched to green products if it available more in local store

Interpretation:

From the above table it is interpreted that 40.71% of respondents are Strongly Agree, 19.29% of respondents are Agree, 22.86% of respondents are Undecided, 11.43% of respondents are Disagree and 5.71% of respondents are Strongly Disagree.

Inference:

Majority of the respondents responds Strongly Agree.

Table 4.1.24. Showing respondents switched to green products if it available more for discount coupons in local store

Particulars	No. of Respondents	Percentage
strongly disagree	8	5.71%
disagree	26	18.57%
undecided	13	9.29%
agree	36	25.71%
strongly agree	57	40.71%
Total	140	100.00%

Source: Primary Data

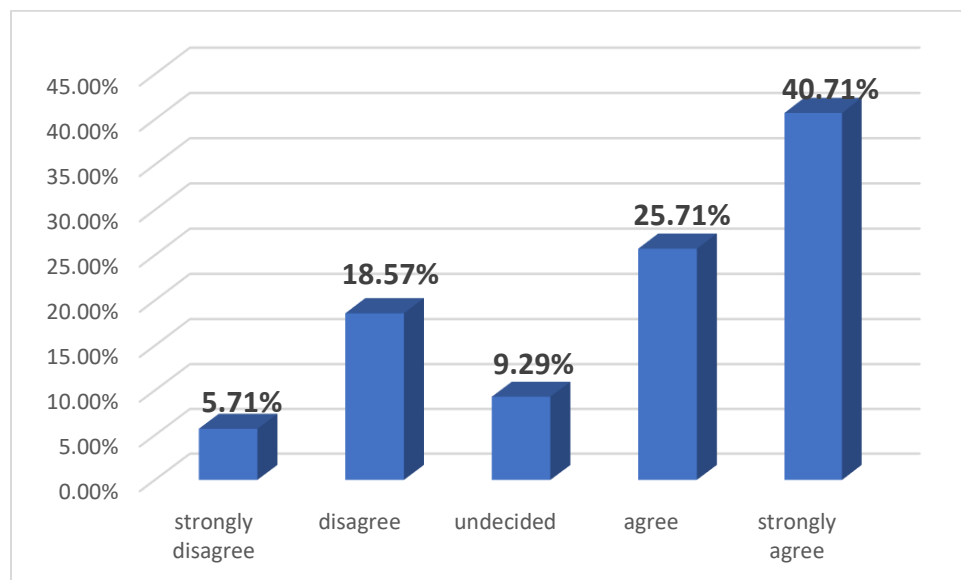


Chart 4.1.24. Showing respondents switched to green products if it available more for discount coupons in local store

Interpretation:

From the above table it is interpreted that 40.71% of respondents are Strongly Agree, 25.71% of respondents are Agree, 9.29% of respondents are Undecided, 18.57% of respondents are Disagree and 5.71% of respondents are Strongly Disagree.

Inference:

Majority of the respondents responds Strongly Agree.

Table 4.1.25. Showing respondents more likely to buy a certain product because it has a brand name

Particulars	No. of Respondents	Percentage
strongly disagree	8	5.71%
disagree	20	14.29%
undecided	20	14.29%
agree	39	27.86%
strongly agree	53	37.86%
Total	140	100.00%

Source: Primary Data

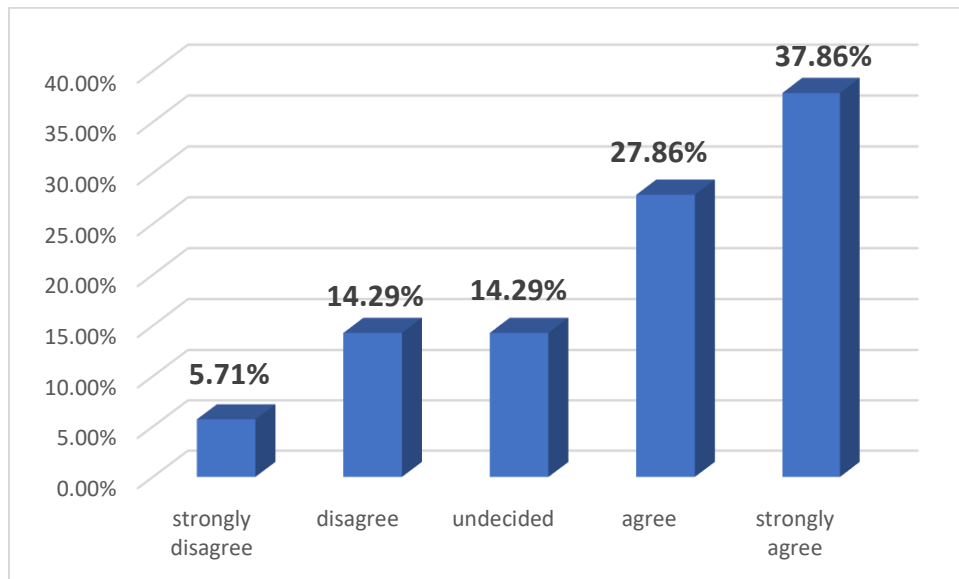


Chart 4.1.25. Showing respondents more likely to buy a certain product because it has a brand name

Interpretation:

From the above table it is interpreted that 37.86% of respondents are Strongly Agree, 27.86% of respondents are Agree, 14.29% of respondents are Undecided, 14.29% of respondents are Disagree and 5.71% of respondents are Strongly Disagree.

Inference:

Majority of the respondents Strongly Agree.

Table 4.1.26. Showing respondents will recycle electronic devices or e-waste as opposed to discarding them as trash

Particulars	No. of Respondents	Percentage
strongly disagree	4	2.86%
disagree	21	15.00%
undecided	24	17.14%
agree	26	18.57%
strongly agree	65	46.43%
Total	140	100.00%

Source: Primary Data

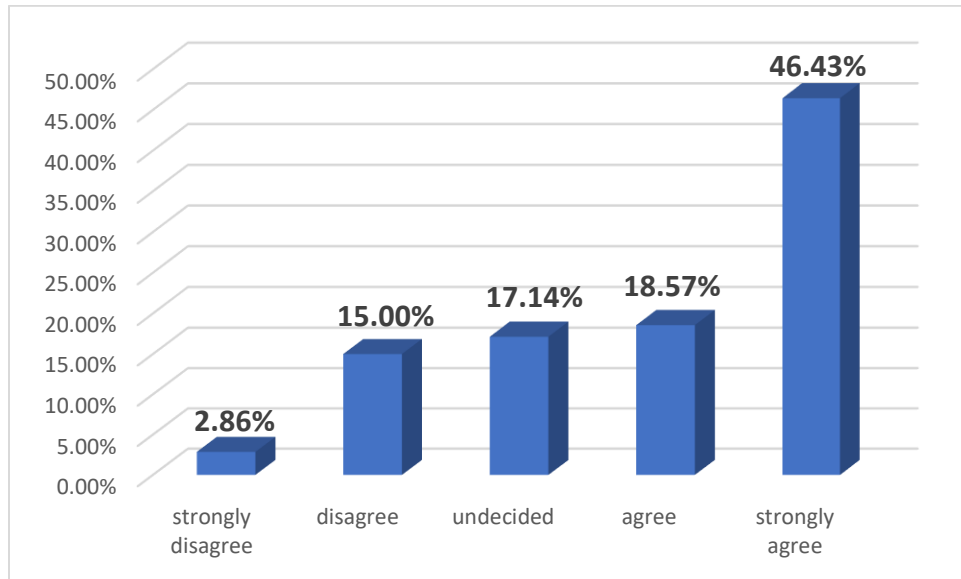


Chart 4.1.26. Showing respondents will recycle electronic devices or e-waste as opposed to discarding them as trash

Interpretation:

From the above table it is interpreted that 46.43% of respondents are Strongly Agree, 18.57% of respondents are Agree, 17.14% of respondents are Undecided, 15.00% of respondents are Disagree and 2.86% of respondents are Strongly Disagree.

Inference:

Majority of the respondents responds Strongly Agree.

Table 4.1.27. Showing respondents will recycle electronic devices or e-waste if there is an easy way

Particulars	No. of Respondents	Percentage
strongly disagree	6	4.29%
disagree	22	15.71%
undecided	19	13.57%
agree	37	26.43%
strongly agree	56	40.00%
Total	140	100.00%

Source: Primary Data

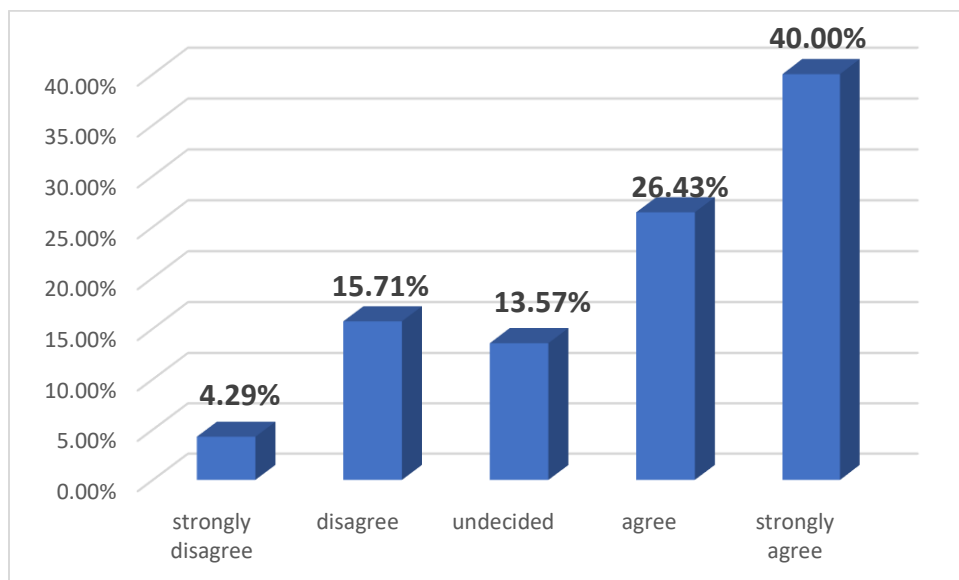


Chart 4.1.27. Showing respondents will recycle electronic devices or e-waste if there is an easy way

Interpretation:

From the above table it is interpreted that 40.00% of respondents are Strongly Agree, 26.43% of respondents are Agree, 13.57% of respondents are Undecided, 15.71% of respondents are Disagree and 4.29% of respondents are Strongly Disagree.

Inference:

Majority of the respondents responds Strongly Agree.

Table 4.1.28. Showing respondents had the choice of discarding an old electronic device I would use a drop-off recycling facility

Particulars	No. of Respondents	Percentage
strongly disagree	6	4.29%
disagree	24	17.14%
undecided	26	18.57%
agree	23	16.43%
strongly agree	61	43.57%
Total	140	100.00%

Source: Primary Data

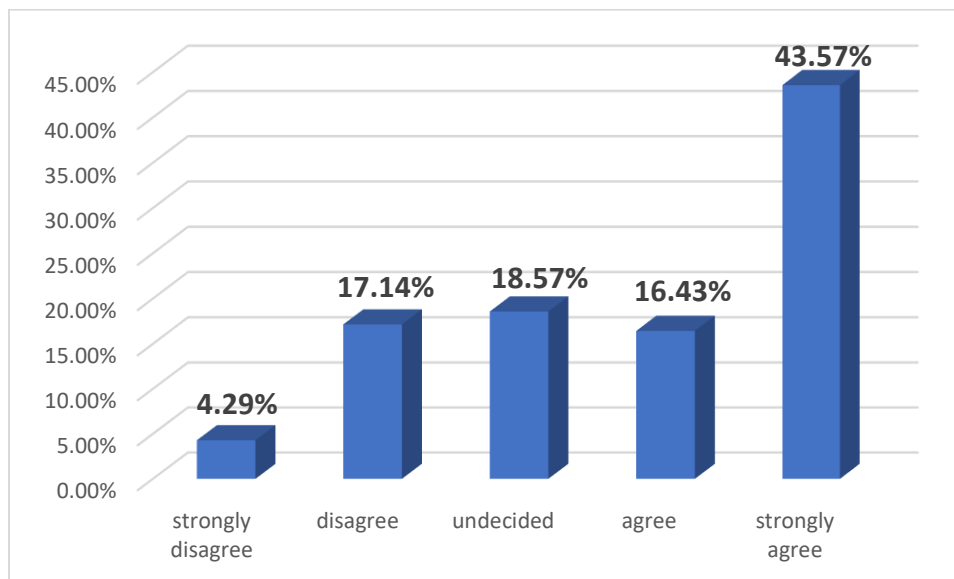


Chart 4.1.28. Showing respondents had the choice of discarding an old electronic device I would use a drop-off recycling facility

Interpretation:

From the above table it is interpreted that 43.57% of respondents responds Strongly Agree, 16.43% of respondents are Agree, 18.57% of respondents are Undecided, 17.14% of respondents are Disagree and 4.29% of respondents responds Strongly Disagree.

Inference:

Majority of the respondents responds Strongly Agree.

Table 4.1.29. Showing respondents would recycle electronic devices if more drop-off recycling facilities were available in my area

Particulars	No. of Respondents	Percentage
strongly disagree	7	5.00%
disagree	25	17.86%
undecided	33	23.57%
agree	24	17.14%
strongly agree	51	36.43%
Total	140	100.00%

Source: Primary Data

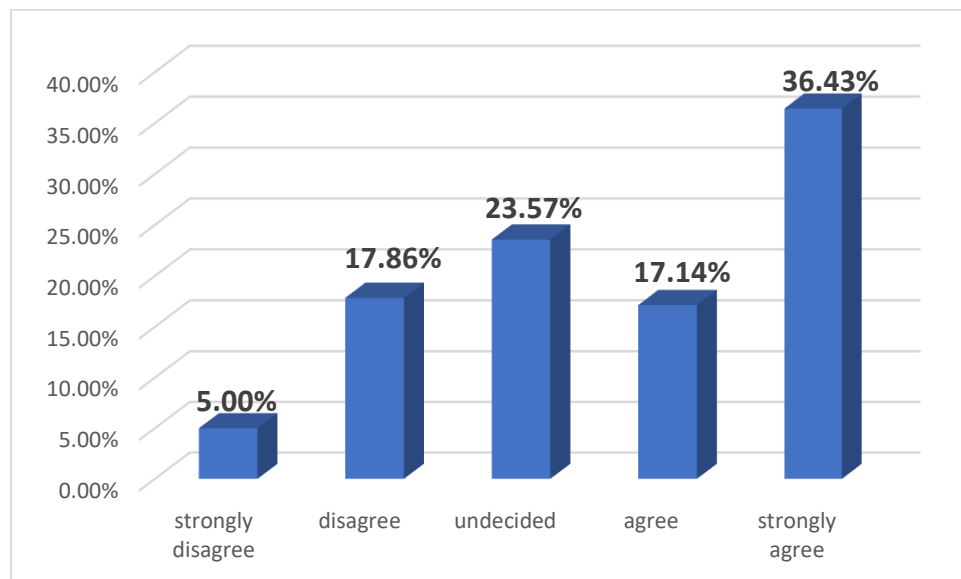


Chart 4.1.29. Showing respondents would recycle electronic devices if more drop-off recycling facilities were available in my area

Interpretation:

From the above table it is interpreted that 36.43% of respondents responds Strongly Agree, 17.14% of respondents Agree, 23.57% of respondents are Undecided, 17.86% of respondents responds Disagree and 5.00% of respondents responds Strongly Disagree.

Inference:

Majority of the respondents responds Strongly Agree.

Table 4.1.30. Showing respondents can recognize green product by packaging color, size and shape

Particulars	No. of Respondents	Percentage
strongly disagree	8	5.71%
disagree	30	21.43%
undecided	23	16.43%
agree	23	16.43%
strongly agree	56	40.00%
Total	140	100.00%

Source: Primary Data

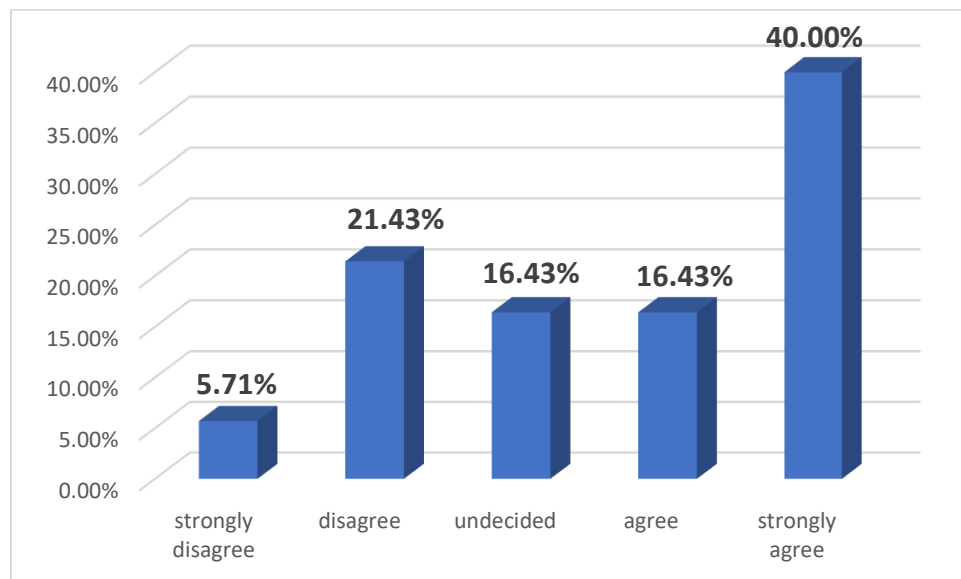


Chart 4.1.30. Showing respondents can recognize green product by packaging color, size and shape

Interpretation:

From the above table it is interpreted that 40.00% of respondents responds Strongly Agree, 16.43% of respondents Agree, 16.43% of respondents are Undecided, 21.43% of respondents responds Disagree and 5.71% of respondents responds Strongly Disagree.

Inference:

Majority of the respondents responds Strongly Agree.

Table 4.1.31. Showing respondents think of green label first when thinking of green products

Particulars	No. of Respondents	Percentage
strongly disagree	5	3.57%
disagree	18	12.86%
undecided	31	22.14%
agree	33	23.57%
strongly agree	53	37.86%
Total	140	100.00%

Source: Primary Data

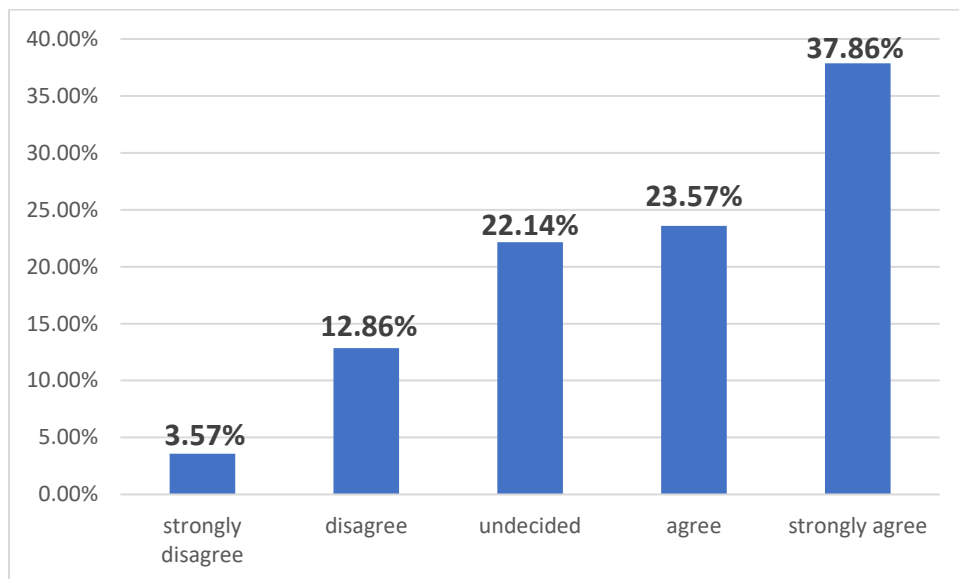


Chart 4.1.31. Showing respondents think of green label first when thinking of green products

Interpretation:

From the above table it is interpreted that 37.86% of respondents responds Strongly Agree, 23.57% of respondents Agree, 22.14% of respondents are Undecided, 12.86% of respondents responds Disagree and 3.57% of respondents responds Strongly Disagree.

Inference:

Majority of the respondents responds Strongly Agree.

Table 4.1.32. Showing respondents that products with green packaging are more attractive

Particulars	No. of Respondents	Percentage
strongly disagree	12	8.57%
disagree	39	27.86%
undecided	14	10.00%
agree	24	17.14%
strongly agree	51	36.43%
Total	140	100.00%

Source: Primary Data

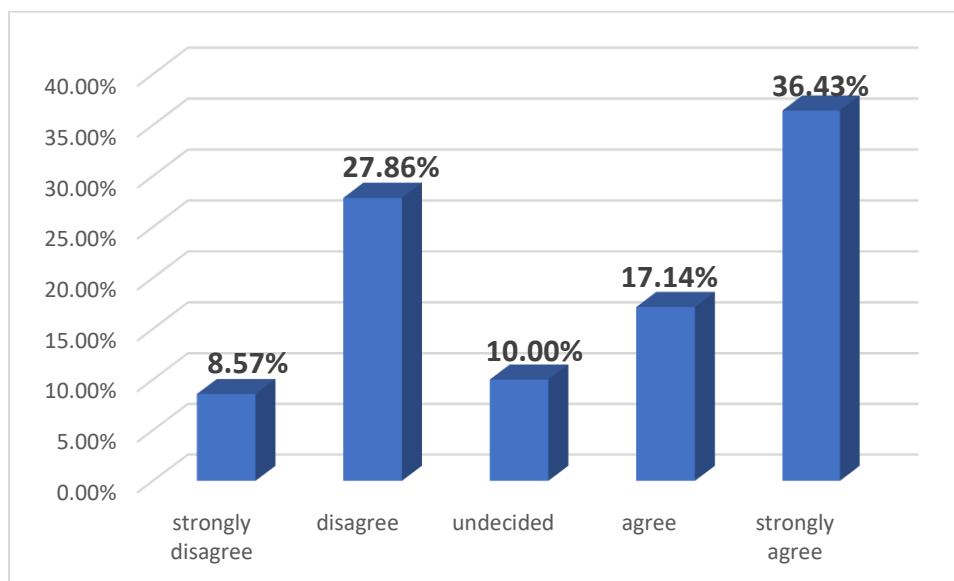


Chart 4.1.32. Showing respondents that products with green packaging are more attractive

Interpretation:

From the above table it is interpreted that 36.43% of respondents responds Strongly Agree, 17.14% of respondents responds Agree, 10.00% of respondents are Undecided, 27.86% of respondents responds Disagree and 8.57% of respondents responds Strongly Disagree.

Inference:

Majority of the respondents responds Strongly Agree.

Table 4.1.33. Showing that respondents would like to pay more for a product if the packaging is less harmful to the environment and human

Particulars	No. of Respondents	Percentage
strongly disagree	7	5.00%
disagree	26	18.57%
undecided	26	18.57%
agree	31	22.14%
strongly agree	50	35.71%
Total	140	100.00%

Source: Primary Data

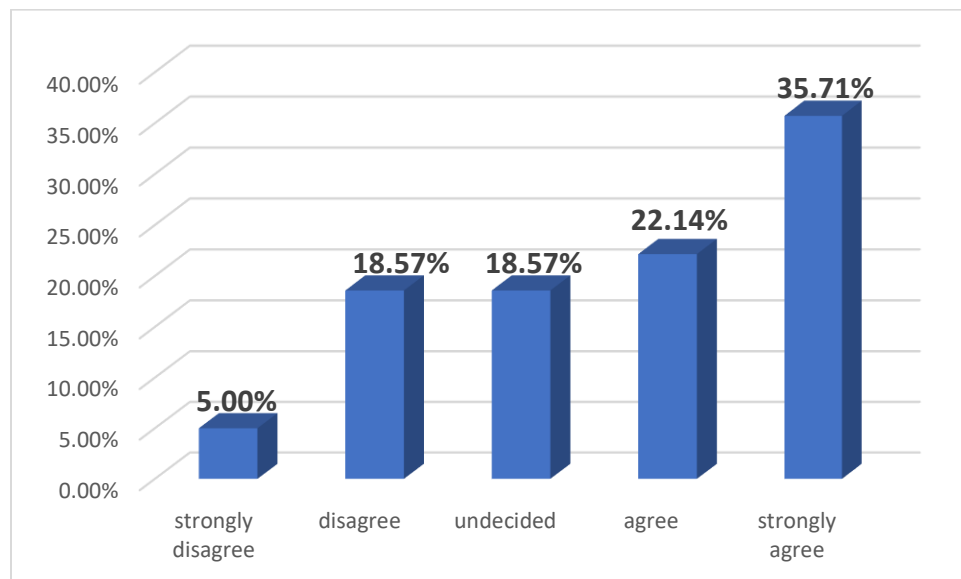


Chart 4.1.33. Showing that respondents would like to pay more for a product if the packaging is less harmful to the environment and human

Interpretation:

From the above table it is interpreted that 35.71% of respondents responds Strongly Agree, 22.14% of respondents responds Agree, 18.57% of respondents are Undecided, 18.57% of respondents Disagree and 5.00% of respondents responds Strongly Disagree.

Inference:

Majority of the respondents responds Strongly Agree.

Table 4.1.34. Showing a respondent purchasing product that has enough information and instruction on the packaging

Particulars	No. of Respondents	Percentage
strongly disagree	12	8.57%
disagree	21	15.00%
undecided	21	15.00%
agree	34	24.29%
strongly agree	52	37.14%
Total	140	100.00%

Source: Primary Data

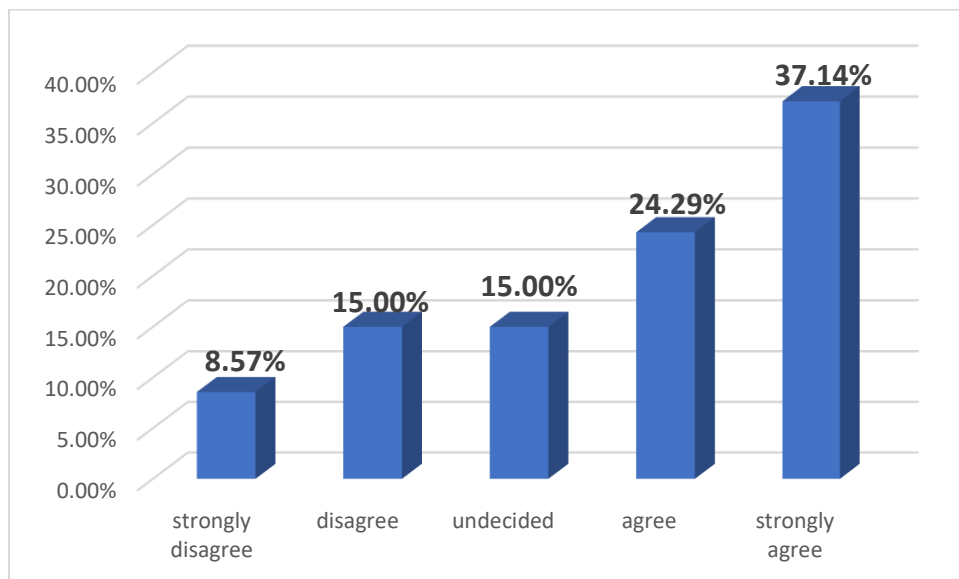


Chart 4.1.34. Showing respondents purchasing product that has enough information and instruction on the packaging

Interpretation:

From the above table it is interpreted that 37.14% of respondents responds Strongly Agree, 24.29% of respondents Agree, 15.00% of respondents are Undecided, 15.00% of respondents responds Disagree and 8.57% of respondents responds Strongly Disagree.

Inference:

Majority of the respondents responds Strongly Agree.

4.2 CORRELATION

4.2.1. HYPOTHESIS:

H0 (Null Hypothesis): There is no significant difference between Gender and The choice of discarding an old electronic device.

H1 (Alternate Hypothesis): There is a significant difference between Gender and The choice of discarding an old electronic device.

Table 4.2.1: Correlation between Gender the choice of discarding an old electronic device

Correlations			
		Gender	The choice of discarding an old electronic device
Gender	Pearson Correlation	1	-.227**
	Sig. (2-tailed)		0.007
	N	140	140
The choice of discarding an old electronic device	Pearson Correlation	-.227**	1
	Sig. (2-tailed)	0.007	
	N	140	140

** . Correlation is significant at the 0.01 level (2-tailed).

Inference:

The p-value is 0.007 which is lesser than the alpha value (0.05), hence alternate hypothesis (H1) is accepted. Therefore, there is a significant difference between age and stress level of employees.

4.4.2. HYPOTHESIS:

H0 (Null Hypothesis): There is no significant difference between Age and Recognize green product by packaging color, size and shape.

H1 (Alternate Hypothesis): There is a significant difference between Age and Recognize green product by packaging color, size and shape.

Table 4.2.2: Correlation between Age and Recognize green product by packaging color, size and shape

Correlations			
		Age	Recognize green product by packaging color, size and shape
Age	Pearson Correlation	1	.193*
	Sig. (2-tailed)		0.022
	N	140	140
Recognize green product by packaging color, size and shape	Pearson Correlation	-.193*	1
	Sig. (2-tailed)	0.022	
	N	140	140

** . Correlation is significant at the 0.01 level (2-tailed).

Inference:

The p-value is 0.022 which is lesser than the alpha value (0.05), hence alternate hypothesis (H1) is accepted. Therefore, there is a significant difference between age and stress level of employees.

4.2.3. HYPOTHESIS:

H0 (Null Hypothesis): There is no significant difference between Qualification and Pay excess money for green products.

H1 (Alternate Hypothesis): There is a significant difference between Qualification and Pay excess money for green products.

Table 4.2.3: Correlation between Qualification and Pay excess money for green products

Correlations			
		qualification	Pay excess money for green products
Qualification	Pearson Correlation	1	-.242**
	Sig. (2-tailed)		0.04
	N	140	140
Pay excess money for green products	Pearson Correlation	-.242*	1
	Sig. (2-tailed)	0.04	
	N	140	140

*. Correlation is significant at the 0.05 level (2-tailed).

Inference:

The p-value is 0.04 which is lesser than the alpha value (0.05), hence alternate hypothesis (H1) is accepted. Therefore, there is a significant difference between Gender and Having fulfilling Personal Life & perform my Work Responsibilities.

4.2.4. HYPOTHESIS:

H0 (Null Hypothesis): There is no significant difference between Occupation and to green products if it an available more in local store.

H1 (Alternate Hypothesis): There is a significant difference between Occupation and to green products if it an available more in local store.

Table 4.2.4: Correlation between Occupation and to green products if it an available more in local store

Correlation			
		occupation	To green products if it an available more in local store
Occupation	Pearson Correlation	1	-.173*
	Sig. (2-tailed)		0.41
	N	140	140
To green products if it an available more in local store	Pearson Correlation	-.173*	1
	Sig. (2-tailed)	0.41	
	N	140	140

*. Correlation is significant at the 0.05 level (2-tailed).

Inference:

The p-value is 0.041 which is lesser than the alpha value (0.05), hence alternate hypothesis (H1) is accepted. Therefore, there is a significant difference between Gender and Having fulfilling Personal Life & perform my Work Responsibilities.

4.3. ANOVA

4.3.1. HYPOTHESIS:

H0 (Null Hypothesis): There is no significant difference between Buying eco-friendly approved product with Between Groups and Within Groups.

.H1 (Alternate Hypothesis): There is a significant difference between Buying eco-friendly approved product with Between Groups and Within Groups.

Table 4.3.1: ANOVA on buying eco-friendly approved products

ANOVA					
Buying eco-friendly approved product					
	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	10.326	1	10.326	4.728	0.31
Within Groups	301.417	138	2.184		
Total	311.743	139			

Inference:

The p-value is 0.031 which is lesser than the alpha value (0.05), hence alternate hypothesis (H1) is accepted. Therefore, there is a significant difference between Buying eco-friendly approved product with Between Groups and Within Groups.

4.3.2 HYPOTHESIS:

H0 (Null Hypothesis): There is no significant difference between the products with green packaging are more attractive with Between Groups and Within Groups.

H1 (Alternate Hypothesis): There is a significant difference between the products with green packaging are more attractive with Between Groups and Within Groups.

Table 4.3.2: ANOVA on products with green packaging are more attractive

ANOVA					
That products with green packaging are more attractive					
	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	10.841	3	3.614	2.786	0.43
Within Groups	176.381	136	1.297		
Total	187.221	139			

Inference:

The p-value is 0.043 which is lesser than the alpha value (0.05), hence alternate hypothesis (H1) is accepted. Therefore, there is a significant difference between the products with green packaging are more attractive with Between Groups and Within Groups.

4.3.3 HYPOTHESIS:

H0 (Null Hypothesis): There is no significant difference between respondents pay excess money for green products with Between Groups and Within Groups.

H1 (Alternate Hypothesis): There is a significant difference between respondents pay excess money for green products with Between Groups and Within Groups.

Table 4.3.3: ANOVA on respondents pay excess money for green products

ANOVA					
Pay excess money for green products					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	16.727	3	5.576	3.234	0.24
Within Groups	234.444	136	1.724		
Total	251.171	139			

Inference:

The p-value is 0.024 which is lesser than the alpha value (0.05), hence alternate hypothesis (H1) is accepted. Therefore, there is a significant difference respondent pay excess money for green products with Between Groups and Within Groups.

4.4 T-TEST

4.4.1 HYPOTHESIS:

H0 (Null Hypothesis): There is no significant difference between Buying eco-friendly approved products and Qualification.

H1 (Alternate Hypothesis): There is a significant difference between Buying eco-friendly approved products and Qualification.

Table 4.4.1: Independent Samples Test on Buying eco-friendly approved products and Qualification

Independent Samples Test							
		Levene's Test for Equality of Variances		t-test for Equality of Means			
		F	Sig.	t	Df	Sig. (2- tailed)	Std. Error Difference
Buying eco- friendly approved products and Qualification	Equal variances assumed	.389	.534	-2.174	138	0.031	.259
	Equal variances not assumed			-2.254	119.222	0.026	.249

Inference:

The p-value is 0.031 which is greater than the alpha value (0.05), hence null hypothesis (H0) is accepted. Therefore, there is a no significant difference between Buying eco-friendly approved products and Qualification.

4.4.2. HYPOTHESIS:

H0 (Null Hypothesis): There is a no significant difference between the products with green packaging are more attractive and Age.

H1 (Alternate Hypothesis): There is a no significant difference between the products with green packaging are more attractive and Age.

Table 4.4.2: Independent Samples Test on the products with green packaging are more attractive and Age

Independent Samples Test							
		Levene's Test for Equality of Variances		t-test for Equality of Means			
		F	Sig.	t	df	Sig. (2- tailed)	Std. Error Difference
The products with green packaging are more attractive and Age	Equal variances assumed	1.317	.256	3.025	118	0.004	0.288
	Equal variances not assumed			3.035	118.000	0.004	0.287

Inference:

The p-value is 0.004 which is greater than the alpha value (0.05), hence null hypothesis (H0) is accepted. Therefore, there is a no significant difference between the products with green packaging are more attractive and Age.

4.4.3. HYPOTHESIS:

H0 (Null Hypothesis): There is no significant difference between green products are more expensive than non-green products and Age.

H1 (Alternate Hypothesis): There is a significant difference between green products are more expensive than non-green products and Age.

Table 4.4.3: Independent Samples Test on green products are more expensive than non-green products and Age

Independent Samples Test							
		Levene's Test for Equality of Variances		t-test for Equality of Means			
		F	Sig.	t	df	Sig. (2- tailed)	Std. Error Difference
Green products are more expensive than non- green products and Age	Equal variances assumed	13.681	0.000	2.428	118	0.017	0.231
	Equal variances not assumed			2.516	118.000	0.013	0.223

Inference:

The p-value is 0.017 which is greater than the alpha value (0.05), hence null hypothesis (H0) is accepted. Therefore, there is a no significant difference between green products are more expensive than non-green products and Age.

4.4.4 HYPOTHESIS:

H0 (Null Hypothesis): There is no significant difference between think of green label first when thinking of green products and Occupation.

H1 (Alternate Hypothesis): There is a significant difference between think of green label first when thinking of green products and Occupation.

Table 4.4.4: Showing respondents think of green label first when thinking of green products and Occupation

Independent Samples Test							
		Levene's Test for Equality of Variances		t-test for Equality of Means			
		F	Sig.	t	df	Sig. (2- tailed)	Std. Error Difference
think of green label first when thinking of green products and Occupation	Equal variances assumed	0.026	.873	2.871	56	0.006	0.319
	Equal variances not assumed			2.860	49.004	0.006	0.321

Inference:

The p-value is 0.006 which is greater than the alpha value (0.05), hence null hypothesis (H0) is accepted. Therefore, there is a no significant difference between think of green label first when thinking of green products and Occupation.

CHAPTER - 5

FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 Findings of the Study

1. It is found that 62.86% of the majority respondents are Male.
2. It is found that 42.14% of the majority respondents are Below 25 years.
3. It is found that 73.57% of the majority respondents are Unmarried.
4. It is found that 33.57% of the majority respondents are Post Graduate.
5. It is found that 30.71% of the majority respondents are Students.
6. It is found that 40.71% of the majority respondent responds to Agree and need eco-friendly environment.
7. It is found that 34.29% of the majority respondent responds to Strongly Agree and buying eco-friendly approved products.
8. It is found that 32.14% of the majority respondent responds to Strongly Agree and purchasing green products more than common products.
9. It is found that 35% of the majority respondent responds to Strongly Agree and buying the products based on info given in product's package.
10. It is found that 40.71% of the majority respondent responds to Strongly Agree and pay excess money for green products.
11. It is found that 35% of the majority respondent responds to Strongly Agree and concern about the environment impact your daily decisions or purchases.
12. It is found that 38.57% of the majority respondent responds to Strongly Agree and recycle their products in intervals.
13. It is found that 42.86% of the majority respondent responds to Strongly Agree and required to provide their own shopping bags at grocery stores.
14. It is found that 33.57% of the majority respondent responds to Strongly Agree for banning plastic shopping bags.
15. It is found that 32.86% of the majority respondent responds to Strongly Agree and constructed their building using required guidelines concerning the environment.

16. It is found that 43.57% of the majority respondent responds to Strongly Agree because they don't have a hybrid or eco-friendly cars.
17. It is found that 37.14% of the majority respondent responds to Strongly Agree and before they used a green product.
18. It is found that 37.14% of the majority respondent responds to Strongly Agree and believing that green products are more expensive than non-green products.
19. It is found that 36.43% of the majority respondent responds to Strongly Agree and believing that the price of green products effect my decision to purchase.
20. It is found that 35% of the majority respondent responds to Strongly Agree and believing that the quality of green products effect my decision to purchase.
21. It is found that 29.29% of the majority respondent responds to Strongly Agree and believing that green products are of better quality than non-green products.
22. It is found that 35% of the majority respondent responds to Strongly Agree and recommended their green products to friends based on their quality.
23. It is found that 40.71% of the majority respondent responds to Strongly Agree and switched to green products if it available more in local store.
24. It is found that 40.71% of the majority respondent responds to Strongly Agree and switched to green products if it available more for discount coupons in local store.
25. It is found that 37.86% of the majority respondent responds to Strongly Agree and more likely to buy a certain product because it has a brand name.
26. It is found that 46.43% of the majority respondent responds to Strongly Agree and respondents will recycle electronic devices or e-waste as opposed to discarding them as trash.
27. It is found that 40% of the majority respondent responds to Strongly Agree and respondents will recycle electronic devices or e-waste if there is an easy way.
28. It is found that 43.57% of the majority respondent responds to Strongly Agree and had the choice of discarding an old electronic device I would use a drop-off recycling facility.
29. It is found that 36.43% of the majority respondent responds to Strongly Agree and respondents would recycle electronic devices if more drop-off recycling facilities were available in my area.

30. It is found that 40% of the majority respondent responds to Strongly Agree and can recognize green product by packaging color, size and shape.
31. It is found that 37.86% of the majority respondent responds to Strongly Agree and think of green label first when thinking of green products.
32. It is found that 36.43% of the majority respondent responds to Strongly Agree and Showing respondents that products with green packaging are more attractive.
33. It is found that 35.71% of the majority respondent responds to Strongly Agree and that respondents would like to pay more for a product if the packaging is less harmful to the environment and human.
34. It is found that 37.14% of the majority respondent responds to Strongly Agree and purchasing a product that has enough information and instruction on the packaging.
35. The p-value is 0.005 which is lesser than the alpha value (0.05), hence alternate hypothesis (H1) is accepted. Therefore, there is a significant difference between age and stress level of employees.
36. The p-value is 0.005 which is lesser than the alpha value (0.05), hence alternate hypothesis (H1) is accepted. Therefore, there is a significant difference between age and stress level of employees.
37. The p-value is 0.019 which is lesser than the alpha value (0.05), hence alternate hypothesis (H1) is accepted. Therefore, there is a significant difference between Gender and Having fulfilling Personal Life & perform my Work Responsibilities.
38. The p-value is 0.019 which is lesser than the alpha value (0.05), hence alternate hypothesis (H1) is accepted. Therefore, there is a significant difference between Gender and Having fulfilling Personal Life & perform my Work Responsibilities.
39. The p-value is 0.000 which is lesser than the alpha value (0.05), hence alternate hypothesis (H1) is accepted. Therefore, there is a significant difference between work takes up time to spend with family and organisation.

40. The p-value is 0.000 which is lesser than the alpha value (0.05), hence alternate hypothesis (H1) is accepted. Therefore, there is a significant difference between work takes up time to spend with family and organisation.

41. The p-value is 0.000 which is lesser than the alpha value (0.05), hence alternate hypothesis (H1) is accepted. Therefore, there is a significant difference between work takes up time to spend with family and organisation.

5.2 Suggestions

1. It is suggested to increase the satisfaction of the green products among respondents by taking several measures.
2. The promoters must meet the respondents' expectations for purchasing green products and increase their level of satisfaction.
3. The government should raise public awareness in order to encourage people to buy green products.
4. Due to good market potential in green product, it is suggested to increase the number of customers to get profits.
5. To be included in student's curricula regarding the importance and benefits of green products in achieving environmental sustainability.
6. It is recommended that appropriate media be used for advertising the purchase of green products because it plays an important role in decision making.
7. Consumers should be prepared to buy green products that are environmentally friendly.

5.3 Conclusion

The modern customer is well aware of his or her social, economic, and environmental responsibilities. Green products are those that are both environmentally friendly and safe for customers to use. One thing that has been repeatedly stated is that current consumption levels are excessive and unsustainable. According to the study, educational background has no significant influence on the purchasing decision of green products,

and the main limiting factor for purchasing eco-friendly products is a lack of access to green products. As a result, the marketer should make these products available in locality stores. It will almost certainly increase the demand for the products.

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APPENDIX - I (QUESTIONNAIRE)

A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS GREEN PRODUCTS

1. Name:

2. Gender:

(a) Male

(b) Female

3. Age:

(a) Below 25 Years

(b) 25-35 Years

(c) 35-45 Years

(d) Above 45 Years

4. Marital Status:

(a) Married

(b) Unmarried

5. Qualification:

(a) Diploma

(b) Under Graduate

(c) Post Graduate

(d) Phd & Above

6. Type of Organization:

(a) IT Sector

(b) Banking Sector

(c) Education Sector

7. Work Experience

(a) Less than 2 Years

(b) 2-4 Years

(c) 4-6 Years

(d) Above 6 Years

8. Is being environmentally friendly important?

(1-Strongly Disagree, 2-Disagree, 3-Neither Agree or Disagree, 4-Agree, 5-Strongly Agree)

	1	2	3	4	5	
Strongly Disagree	☐	☐	☐	☐	☐	Strongly Agree

9. Are you buying products that are approved environment friendly?

(1-Strongly Disagree, 2-Disagree, 3-Neither Agree or Disagree, 4-Agree, 5-Strongly Agree)

	1	2	3	4	5	
Strongly Disagree	☐	☐	☐	☐	☐	Strongly Agree

10. Do you purchase green products more than common products?

(1-Strongly Disagree, 2-Disagree, 3-Neither Agree or Disagree, 4-Agree, 5-Strongly Agree)

	1	2	3	4	5	
Strongly Disagree	☐	☐	☐	☐	☐	Strongly Agree

11. Do you buy the products based on the information given on the product's package?

(1-Strongly Disagree, 2-Disagree, 3-Neither Agree or Disagree, 4-Agree, 5-Strongly Agree)

	1	2	3	4	5	
Strongly Disagree	☐	☐	☐	☐	☐	Strongly Agree

12. Will you pay excess money for the green products?

(1-Strongly Disagree, 2-Disagree, 3-Neither Agree or Disagree, 4-Agree, 5-Strongly Agree)

	1	2	3	4	5	
Strongly Disagree	☐	☐	☐	☐	☐	Strongly Agree

13. How much does your concern about the environment impact your daily decisions or purchases?

(1-Strongly Disagree, 2-Disagree, 3-Neither Agree or Disagree, 4-Agree, 5-Strongly Agree)

	1	2	3	4	5	
Strongly Disagree	☐	☐	☐	☐	☐	Strongly Agree

14. Do you recycle?

(1-Strongly Disagree, 2-Disagree, 3-Neither Agree or Disagree, 4-Agree, 5-Strongly Agree)

	1	2	3	4	5	
Strongly Disagree	☐	☐	☐	☐	☐	Strongly Agree

15. Should people be required to provide their own shopping bags at grocery stores?

(1-Strongly Disagree, 2-Disagree, 3-Neither Agree or Disagree, 4-Agree, 5-Strongly Agree)

	1	2	3	4	5	
Strongly Disagree	☐	☐	☐	☐	☐	Strongly Agree

16. Should plastic shopping bags, be banned?

(1-Strongly Disagree, 2-Disagree, 3-Neither Agree or Disagree, 4-Agree, 5-Strongly Agree)

	1	2	3	4	5	
Strongly Disagree	☐	☐	☐	☐	☐	Strongly Agree

17. Should buildings in your country be constructed using required guidelines concerning the environment, i.e., Leed certification?

(1-Strongly Disagree, 2-Disagree, 3-Neither Agree or Disagree, 4-Agree, 5-Strongly Agree)

	1	2	3	4	5	
Strongly Disagree	☐	☐	☐	☐	☐	Strongly Agree

18. Do you have a hybrid or environment friendly car?

(1-Strongly Disagree, 2-Disagree, 3-Neither Agree or Disagree, 4-Agree, 5-Strongly Agree)

	1	2	3	4	5	
Strongly Disagree	☐	☐	☐	☐	☐	Strongly Agree

19. I have used green products before.

(1-Strongly Disagree, 2-Disagree, 3-Neither Agree or Disagree, 4-Agree, 5-Strongly Agree)

	1	2	3	4	5	
Strongly Disagree	☐	☐	☐	☐	☐	Strongly Agree

20. I believe that green products are more expensive than non-green products.

(1-Strongly Disagree, 2-Disagree, 3-Neither Agree or Disagree, 4-Agree, 5-Strongly Agree)

	1	2	3	4	5	
Strongly Disagree	☐	☐	☐	☐	☐	Strongly Agree

21. I believe the price of green products effect my decision to purchase them.

(1-Strongly Disagree, 2-Disagree, 3-Neither Agree or Disagree, 4-Agree, 5-Strongly Agree)

	1	2	3	4	5	
Strongly Disagree	☐	☐	☐	☐	☐	Strongly Agree

22. I believe the quality of green products effect my decision to purchase them.

(1-Strongly Disagree, 2-Disagree, 3-Neither Agree or Disagree, 4-Agree, 5-Strongly Agree)

1	2	3	4	5
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Strongly Disagree ☐ ☐ ☐ ☐ ☐ Strongly Agree

23. I believe that green products are of better quality than non-green products.

(1-Strongly Disagree, 2-Disagree, 3-Neither Agree or Disagree, 4-Agree, 5-Strongly Agree)

1 2 3 4 5

Strongly Disagree ☐ ☐ ☐ ☐ ☐ Strongly Agree

24. I would recommend green products to my friends based on their quality.

(1-Strongly Disagree, 2-Disagree, 3-Neither Agree or Disagree, 4-Agree, 5-Strongly Agree)

1 2 3 4 5

Strongly Disagree ☐ ☐ ☐ ☐ ☐ Strongly Agree

25. I would switch to green products if they were more available at my local store.

(1-Strongly Disagree, 2-Disagree, 3-Neither Agree or Disagree, 4-Agree, 5-Strongly Agree)

1 2 3 4 5

Strongly Disagree ☐ ☐ ☐ ☐ ☐ Strongly Agree

26. I would switch to green products if they were promotional deals such as TV ads and discount coupons available at my local store.

(1-Strongly Disagree, 2-Disagree, 3-Neither Agree or Disagree, 4-Agree, 5-Strongly Agree)

1 2 3 4 5

Strongly Disagree ☐ ☐ ☐ ☐ ☐ Strongly Agree

27. I am more likely to buy a certain product because it has a brand name or I have used in the past.

(1-Strongly Disagree, 2-Disagree, 3-Neither Agree or Disagree, 4-Agree, 5-Strongly Agree)

	1	2	3	4	5	
Strongly Disagree	☐	☐	☐	☐	☐	Strongly Agree

28. I will recycle electronic devices or e-waste (products such as computers, televisions, stereos, fax machines, cellular phones) as opposed to discarding them as trash.

(1-Strongly Disagree, 2-Disagree, 3-Neither Agree or Disagree, 4-Agree, 5-Strongly Agree)

	1	2	3	4	5	
Strongly Disagree	☐	☐	☐	☐	☐	Strongly Agree

29. I will recycle electronic devices or e-waste if there is an easy way.

(1-Strongly Disagree, 2-Disagree, 3-Neither Agree or Disagree, 4-Agree, 5-Strongly Agree)

	1	2	3	4	5	
Strongly Disagree	☐	☐	☐	☐	☐	Strongly Agree

30. If I had the choice of discarding an old electronic device, I would use a drop-off recycling facility.

(1-Strongly Disagree, 2-Disagree, 3-Neither Agree or Disagree, 4-Agree, 5-Strongly Agree)

	1	2	3	4	5	
Strongly Disagree	☐	☐	☐	☐	☐	Strongly Agree

31. I would recycle electronic devices if more drop-off recycling facilities were available in my area.

(1-Strongly Disagree, 2-Disagree, 3-Neither Agree or Disagree, 4-Agree, 5-Strongly Agree)

	1	2	3	4	5	
Strongly Disagree	☐	☐	☐	☐	☐	Strongly Agree

32. I can recognize green product by packaging color, size and shape.

(1-Strongly Disagree, 2-Disagree, 3-Neither Agree or Disagree, 4-Agree, 5-Strongly Agree)

	1	2	3	4	5	
Strongly Disagree	☐	☐	☐	☐	☐	Strongly Agree

33. I think of green label first when thinking of green products.

(1-Strongly Disagree, 2-Disagree, 3-Neither Agree or Disagree, 4-Agree, 5-Strongly Agree)

	1	2	3	4	5	
Strongly Disagree	☐	☐	☐	☐	☐	Strongly Agree

34. The products with green packaging are more attractive to me.

(1-Strongly Disagree, 2-Disagree, 3-Neither Agree or Disagree, 4-Agree, 5-Strongly Agree)

	1	2	3	4	5	
Strongly Disagree	☐	☐	☐	☐	☐	Strongly Agree

35. I would like to pay more for product if the packaging is less harmful to environment and human.

(1-Strongly Disagree, 2-Disagree, 3-Neither Agree or Disagree, 4-Agree, 5-Strongly Agree)

	1	2	3	4	5	
Strongly Disagree	☐	☐	☐	☐	☐	Strongly Agree

36.I prefer purchasing product that has enough information and instruction on the packaging.

(1-Strongly Disagree, 2-Disagree, 3-Neither Agree or Disagree, 4-Agree, 5-Strongly Agree)

	1	2	3	4	5	
Strongly Disagree	☐	☐	☐	☐	☐	Strongly Agree

APPENDIX - II (ARTICLE)

A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS GREEN PRODUCTS

ARAVIND S, STUDENT, SCHOOL OF MANAGEMENT STUDIES, SATHYABAMA INSTITUTE OF SCIENCE AND TECHNOLOGY, CHENNAI – 600119, Email id: aravindssa12@gmail.com

Dr. BHUVANESWARI, ASSISTANT PROFESSOR, SCHOOL OF MANAGEMENT STUDIES, SATHYABAMA INSTITUTE OF SCIENCE AND TECHNOLOGY, CHENNAI – 600119

ABSTRACT:

The model that integrated the value attitude behaviour hierarchy and the theory of planned behaviour had the highest fit with both sets of data than other models of consumers' environmental attitudes and eco-friendly product purchase intentions, according to survey data collected in the vadalur. The attributes of green products have the greatest influence on purchasing behaviour and customer satisfaction. The goal of this paper was to better understand the factors that influence consumer purchasing of green products. According to the study, demographic factors have no influence on green product purchasing behaviour. A consumer's purchasing behaviour is determined by his or her level of satisfaction with the product. Incorporating the effects of various types of perceived values of eco-friendly products (e.g., environmental, functional, and economic values) into the model did not improve model fit, despite the fact that the environmental value of the products had significant interaction effects with some of the non-environmental values.

Keyword: Eco – friendly, Survey, Green Products, Demographic factors, Consumer behaviour.

1. INTRODUCTION

Indian literate and concrete client is obtaining additional aware of the deserves of green product merchandise. However, it's still a replacement construct for the lots. The buyer must be educated and created tuned in to the environmental threats. The new green

movements got to reach the lots which can take tons of your time and energy. By India's piece of writing heritage, Indian shoppers do appreciate the importance of exploitation natural and seasoning beauty merchandise. Indian client is exposed to healthy living lifestyles like yoga and natural food consumption. In those aspects the buyer is already aware and can be inclined to simply accept the green product merchandise.

Asian country is already one in all the biggest economies within the world, and can continue its speedy urbanization and economic development over ensuing few decades. This is often a cause for celebration, however one tempered by the popularity of challenges this growth presents: rising consumption and demand for energy, increasing greenhouse emissions, and constraints on essential natural resources like land, water, and oil. Like all alternative countries, Asian country must realize how to confirm energy and atmosphere property while not compromising its economic and social development. Despite India's robust policy framework and a few successes, environmental degradation has not been inactive on an outsized scale. While method continues within the full speed across the worlds, this method has additionally brought some issues with it.

Leading one in all these issues are environmental issues that have an effect on all living beings negatively. These aforesaid environmental issues have begun to return to the agenda additional and additional on the recent years and folks have started worries concerning the longer term of the planet and as results of this principally like environmentally friendly merchandise. In returns to those attitudes of the shoppers, corporations have begun to form of their promoting methods therefore, on attractiveness increasing awareness of this environment-friendliness. These promoting methods, named as green product promoting, have caused corporations to adopt inexperienced policies in their evaluation, promotion, product options and distribution activities.

Taking into thought that corporations or socio-economic entities, it can't be expected that they continue to be unresponsive to the "Environmental Awareness that will direct client behaviours. Significantly promoting managers encounters with shoppers wise to environmental problems. The recent perception on, however businesses or institutions

with no alternative objectives. However, to profit leaves its place speedily to a replacement perception that defines corporations as institutions that or wise to social issues. Aside from manufacturing atmosphere friendly merchandise and choosing environment — friendly markets, primarily understanding of “Environmentally Friendly” is needed to be integrated into the company culture.

2. REVIEW OF LITERATURE

Ben-Akiva, M. and Lerman, S. (1985) says that modeling travel behavior could be a key facet of demand analysis, wherever combination demand is that the accumulation of individuals' choices. during this chapter, we tend to specialize in “short-term” travel choices. the foremost necessary short-run travel choices embody selection of destination for a non-work trip, selection of travel mode, selection of point in time and selection of route. it's necessary to notice that short-run choices are conditional on long travel and quality choices like automobile possession and residential and work locations.

Anderson, R.C. and Hansen, E.N. (2004) is states that's objectives of this explorative study were to: 1) verify the relative importance of 5 wood CD rack product attributes; and 2) determine demographic and psychographic variables related to the respondents WHO rated environmental certification because the most significant attribute in forming their product preferences. The results indicate that respondents viewed environmental certification as a good product attribute. though our sample wasn't representative of the final population, these results give insight concerning potential selling implications. First, since environmental certification was a comparatively unimportant purchase call criterion for the common respondent, CFPs marketed in thought distribution channels. However, since disposition to pay was greatest among those that placed the best importance on environmental certification, CFP value premiums is also potential through market segmentation.

Furlow, N.E. (2009) in her article has given the standing of the market currently flooded with “green products” that are literally dishonorable within the name of atmosphere protection. Within the wake of attracting an inexperienced audience, corporations usually use claims that sound atmosphere friendly, however are literally imprecise, and now and then is also false. As a result, “Green washing” has become commonplace within the marketplace. The priority over inexperienced laundry isn't solely that it misleads shoppers, however conjointly that if unscrupulous marketers still claim to be environmentally friendly, then corporations faithful their environmental mission lose their aggressiveness. Additionally, overuse and misuse of the “green” claims will saturate the market to the purpose that the greenness of the merchandise might become nonsensical to the patron. In the end, inaccurate environmental selling won't solely hurt shoppers and corporations, however it'll conjointly hurt our surroundings. Environmental claims should, therefore, be honest, sincere and a mirrored image of the organization's mission.

Ali, A., Khan, A.A., Ahmed, I. & Shahzad, W. (2011) in their analysis article has examined the Pakistani consumers' intention to shop for environmentally friendly product. The prime focus of this analysis paper was to look at and investigate the hypothesized relationship between predictor and criterion variable i.e., inexperienced purchase angle (GPA) and inexperienced purchase intention (GPI). The second was to see the link of criterion variable and outcome variable i.e., inexperienced purchase (GPI) intention and inexperienced purchase behavior (GPB). The third objective was to determine the alleviative impact of perceived product value, and quality (PPP&Q). The tests unconcealed there's not solely a correlational statistic between criterion and GPI however conjointly a person's criterion had a major impact on his GPI. Similarly, GPI is absolutely related to with GPB. The results have shown that buyers with intentions to shop for inexperienced product exhibit higher actual shopping for rates than those that demonstrate no intention of shopping for. The upper the offerings of inexperienced product with competitive value and quality as compared to ancient product, the stronger the link between purchase intention and get behavior.

3. OBJECTIVES OF THE STUDY

To study the buying behavior of the respondents towards green products at Vadalur.

4. RESEARCH METHODOLOGY

4.1 Research Design

In this project, Descriptive Research Design is used in research topic.

4.2 Sampling Technique

Stratified sampling is used as sampling technique in this project.

4.3 Sources of Data

Survey method has been followed for the study. Both primary and secondary source of data were used.

4.3.1 PRIMARY DATA:

In this project, primary data is collected through Questionnaires.

4.3.2 SECONDARY DATA:

In this project, secondary data is collected from journals, magazine, websites and research papers.

4.4 Structure of Questionnaire

Multiple choice questions and Likert's scale questions.

4.5 Sample Size

The present study covers buying who have using green products in vadalur town only.

4.6 Period of Study

The period of study is carried out from January 2021 to March 2021 which is three months of study.

4.7 Hypothesis

There is no significant difference between decision towards green products and the demographic factors.

There is no significant difference between level of consumer's buying satisfaction in green products and the demographic factors.

4.8 Analytical Tools

The applied statistical tools to process the collected data: Percentage analysis, ANOVA, Chi-square test, T-test, Correlation analysis.

5. CORRELATION

5.1 HYPOTHESIS:

H0 (Null Hypothesis): There is no significant difference between Gender and the choice of discarding an old electronic device.

H1 (Alternate Hypothesis): There is a significant difference between Gender and the choice of discarding an old electronic device.

Table 5.1.1: Correlation between Gender the choice of discarding an old electronic device

Correlations			
		Gender	The choice of discarding an old electronic device
Gender	Pearson Correlation	1	-.227**
	Sig. (2-tailed)		0.007
	N	140	140
The choice of discarding an old electronic device	Pearson Correlation	-.227**	1
	Sig. (2-tailed)	0.007	
	N	140	140

** . Correlation is significant at the 0.01 level (2-tailed).

Inference:

The p-value is 0.007 which is lesser than the alpha value (0.05), hence alternate hypothesis (H1) is accepted. Therefore, there is a significant difference between age and stress level of employees.

5.2 HYPOTHESIS:

H0 (Null Hypothesis): There is no significant difference between Buying eco-friendly approved product with Between Groups and Within Groups.

H1 (Alternate Hypothesis): There is a significant difference between Buying eco-friendly approved product with Between Groups and Within Groups.

Table 5.2.1: ANOVA on buying eco-friendly approved products

ANOVA					
Buying eco-friendly approved product					
	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	10.326	1	10.326	4.728	0.31
Within Groups	301.417	138	2.184		
Total	311.743	139			

Inference:

The p-value is 0.031 which is lesser than the alpha value (0.05), hence alternate hypothesis (H1) is accepted. Therefore, there is a significant difference between Buying eco-friendly approved product with Between Groups and Within Groups.

5.3 HYPOTHESIS:

H0 (Null Hypothesis): There is no significant difference between Buying eco-friendly approved products and Qualification.

H1 (Alternate Hypothesis): There is a significant difference between Buying eco-friendly approved products and Qualification.

Table 5.3.1: Independent Samples Test on Buying eco-friendly approved products and Qualification

Independent Samples Test							
		Levene's Test for Equality of Variances		t-test for Equality of Means			
		F	Sig.	t	Df	Sig. (2- tailed)	Std. Error Difference
Buying eco- friendly approved products and Qualification	Equal variances assumed	.389	.534	-2.174	138	0.031	.259
	Equal variances not assumed			-2.254	119.222	0.026	.249

Inference:

The p-value is 0.031 which is greater than the alpha value (0.05), hence null hypothesis (H0) is accepted. Therefore, there is a no significant difference between Buying eco-friendly approved products and Qualification.

6. SUGGESTIONS

- It is suggested to increase the satisfaction of the green products among respondents by taking several measures.
- The promoters must meet the respondents' expectations for purchasing green products and increase their level of satisfaction

7. CONCLUSION

The modern customer is well aware of his or her social, economic, and environmental responsibilities. Green products are those that are both environmentally friendly and safe for customers to use. One thing that has been repeatedly stated is that current consumption levels are excessive and unsustainable. According to the study, educational background has no significant influence on the purchasing decision of green products, and the main limiting factor for purchasing eco-friendly products is a lack of access to green products. As a result, the marketer should make these products available in locality stores. It will almost certainly increase the demand for the products.

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