A study on factors influencing the consumers' attitude about green products with special reference to Tirupur City

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Abstract: The purpose of this study is to understand the factors influencing the consumer attitude about green products. From this research it is found that attitude and personal norms are positively influencing consumer purchase intention and attitude towards green products. This study helps the marketers to design strategies for sustaining in the green products. The structured questionnaire was used collect primary data and analyzed using software package. This study aims to investigate the effect of demographic factors towards consumer attitude about green products. A total of 150 completed questionnaires were collected via convenience sampling from customers in Tirupur City. Eight demographic variables were used in this study including gender, age, educational qualification, employment status, monthly income, marital status, number of family members and type of family. The findings of the present study showed that the most used statistical techniques were Descriptive Analysis and Chi-Square Test. Based on the findings of the present study, several environmental and non-environmental predictors of green marketing strategies have been identified. The present study has also provided directions for future research on consumer attitude.

I. Introduction

India, one of the mega diverse countries in terms of its biodiversity, is under threat today. With only 2.4 percent of the world's land area, India accounts for 7-8 per cent of the world's plant and animals spices, ecosystem and genetic resource and links traditional conversion to sustainable future. Today's conventional agriculture system may give short gain in production, but in most cases it is not sustainable in long term, nor does it guarantee safe food. In particular, conventional production methods are inadequate for disadvantage forming communities and are thus not a sustainable solution for many of those who face a food shortage. Organic or green product has the potential to produce sufficient food of high quality. Green marketing is also deals closely with issue of industrial ecology and environment

sustainable such as extended producers of liability, life-cycle analysis, material use, resource flows and eco efficiency. Generally terms like phosphate free, recyclable, ozone friendly and environmental friendly are some of the concepts that the consumers most often are associate with green product or organic product.

II. Importance of the study

An eco-label is basically a label, which distinguishes a product on its environmental preference within a product category based on life cycle consideration. Eco labeling is only a kind of environmental labeling that informs the consumers about the relative environmental quality of the product. The green seal provides a seal of approval for a variety of products that meet specific criterion on a category by category basis. The following are the some 'Ecomarks' for green products. From the Indian scenario, the development and implementation of standards for green products will bring about a change in the market availability of green products and boost sustainable consumption and production in India. Effective communication of green products to consumers in India is also one of the major challenges taking into consideration for consumers who have the limited knowledge on green products and minimal information disclosure on the same. Antecedents and outcomes of consumers' environmentally friendly beliefs and behaviour affect in developing countries like India

III. Statement of the problem

Now a day's awareness on green product by the people has and increased which shows the importance of green product. It is not only because of awareness; it is also because of the bad impact on health of mankind. Artificial fertilizers, manures and pesticides create problem even to the level of cancer. Understanding the impact of non-organic product and started using or adopting green product for regular consumption. The researcher shows interest on the positive impact on green or organic products. Thus, this particular study has been carried out.

IV. Objectives of the study

The present study was undertaken with the following specific objectives in focus:
1. To study the socio-economic conditions of the consumers using green products in Tirupur City.
2. To analyze the consumer attitude towards green products in Tirupur City.
3. To offer suitable suggestions for improve the green products markets in the study area.

V. Hypothesis of the study

Null Hypothesis: There is no significant relationship between demographic factors and factors influencing the consumer attitude about green products in Tirupur City

VI. Research Methodology
6.1 Research Design

This research adopted a conclusive research design. Specifically, this research used the descriptive research method. The major objective of descriptive research is to describe the data, usually to describe market characteristics or functions. In this research, demographic profile (gender, age, occupation, education and income) were investigated whether there are differences between the groups on consumers' green purchase intention. Cross-sectional design was used as this research involved one-time collection of information from the Tirupur City population. Non-probability sampling technique which is convenient sampling was used in this research. To get the right sample size from the Tirupur City population, the calculation is made according to based on the calculation; the minimum number of respondents needed was 150. However, a sample size of 150 respondents was recommended to be

sufficient for data analysis. Data was collected through well designed questionnaire. Moreover data was then analyzed by using the Statistical Package for Social Science latest software version.

6.2. Statistical Tools Used

The primary data collected from the respondents were analyzed and presented in the form of tables are used. The entire statistical test in this study was carried out at 5% and 1% level of significance. In this present study the following statistical tools are used i.e., Descriptive Analysis and Chi – square test.

VII. Limitations of the Study

Like most of the studies, the present study also suffers from some limitations. Limitations of the study are mentioned as below:

1. The present study was confined only to the Tirupur City. Therefore, the findings and recommendations of the study may not be applicable to other parts of the district.
2. The study was focused on urban area only. The characteristics and structure of rural population differs from the urban population to a large extent.

VIII. Review of Literature

The following are different review of literatures displayed by the researcher, which are collected from various books, journals and websites and so on.

Kishore Kumar and Byram Anand (2013)[1] The purpose of this study is to understand the variables affecting the consumer behavior while purchasing green products. Eco-friendly paper i.e. paper which is manufactured from used paper and reduces the harm to environment compared to manufacturing of traditional paper (virgin paper). The dependent factor is purchase intention and the independent factors are environmental behavior, attitude, knowledge and norms. The structured questionnaire was used collect primary data and analyzed using software package. From this research it is found that attitude and personal norms are positively influencing consumer purchase intention towards eco-friendly paper. This study helps the marketers to design strategies for sustaining in the competitive paper industry. The paper industry will have its demand in spite of latest technologies. The paper is used for different purposes like printing, writing, documentation and packaging etc. Hence the understanding consumer behavior is very important for marketers in the paper industry.

Chu Sze Mun and Rashad Yazdanifard (2014)[2] This paper argues that as people are become more concerned about the environment, the demands for green products also have increased. Green products usually define as products that are environmental friendly and can be recycled. However, different people may have different opinions towards the meaning of green products. People are purchasing more green products because they have start taking consideration for impacts that may cause to the environment. As a consequence, appearances of green products have created a new market known as green market. It is the market where selling and purchasing of green products taking place. Moreover, this paper also argues that whether it is an advantages or disadvantages for green products in market. Besides that, this paper also explains the reasons that consumer willingness to buy or not to buy green products. Furthermore, this paper then discusses the reasons that made the sellers willing to sell green products in market. Lastly, this paper also explains why all this aspects are important for green products because it may occur the situation where people misunderstanding the appearances of green products and misuse it. As a result, the purpose of appearances of green products in market may not achieve.

Chitra B (2015)[3] This paper is been focused on the Green Products and its marketing environment and its growing marketing potentiality. The concept of green marketing has been around at least since the first Earth Day in 1970. But the idea did not catch on until the 1980s, when rising public interest in the environment led to a demand for more green products and services. Manufacturers responded to public interest by labeling hundreds of new products "Environmentally Friendly"—making claims that products were biodegradable, compostable, energy efficient, or the like. In spite of its growing popularity, the green marketing movement faced serious setbacks in the late 1980s because many industries made false claims about their products and services. A common mantra in green marketing is that if we want the masses to buy our product, we want to focus on messaging more traditional attributes such as price, quality or service. A product's "greenness" is likely secondary for many mainstream consumers. For green marketers then, the Holy Grail may be to offer a product that is competitive on dimensions both traditional and eco-friendly. This would result in the greatest number of products sold and greatest impact on the environment. As such, the green product paradox presents quite the challenge for a marketer. For individual companies, such products can be both profitable and socially responsible. It is only by looking at the forest from the trees and perhaps a little into the future does it become apparent that, in aggregate, such products may, paradoxically, have a negative impact.

Prashant Kumar and Bhimrao Ghodeswar (2015)[4] The purpose of this paper is to report the findings of a systematic review of literature in green marketing domain and to propose directions for future research. Green marketing issues are delineated from literature extending marketing orientation and marketing mix frameworks. As society becomes more concerned with the natural environment, businesses modify their behaviour in an attempt to address society's concerns. Based on the literature review, the conceptual review and direction for future research have been delineated and discussed. The paper concludes with the evidences of integration between sustainability and marketing in forms of corporate environmental actions and green marketing practices in businesses. The paper deals with the concept of 4-Ps and the green marketing practice as business response to the increasing environmental consciousness of consumers in the market. The discussion highlights future research avenues and consequent implications for marketers of green products in designing their marketing strategies.

Mohd Danish Kirmani and Mohammed Naved Khan (2016)[5] The main aim of the study was to explore the characteristics of the research on green consumerism and to prepare future research agenda. A total of two hundred research papers relevant to the study were accessed using appropriate keywords from various sources. Only seventy papers were found relevant to objectives of this study. Among the research papers, most of the studies were based on USA consumers with students as respondents. The findings of the present study showed that the most used statistical techniques were Regression Analysis and Structural Equation Modelling. Based on the findings of the present study, several environmental and non-environmental predictors of green consumerism have been identified. The present study has also provided directions for future research on green consumerism.

Kavita Kumara (2017)[6] Green marketing is used for environment friendly products that are considered to be green like low power consuming electrical appliances, organic foods, lead free paints, recyclable paper, and phosphate free detergents. Companies are finding that consumers are willing to pay more for a green product. Green marketing in a broader sense is corporate social responsibility because it helps business to become a socially responsible as well. In different research conducted in India High level of awareness about green marketing practices was found among the Indian consumers. However, this is not widespread and is still evolving. In this review based paper, main emphasis has been made of concept, need and importance of green marketing. Data has collected from secondary sources. It considers

the main issues in adoption of green marketing practices. The paper explains the context of Indian market and explores the challenges with green marketing.

Igor Trandafilovic, Vesna Conic and Aleksandra Blagojevic (2017)[7] Over the last years, a number of papers have been published on the topic of the influence of different factors on the environmentally conscious behavior of consumers. It can be noted that interest in the influence of demographic factors on this type of behavior in these papers is diminishing. However, the published papers did not provide a unique answer on this topic. The goal of this paper is to examine the correlation between demographic factors and environmentally conscious purchase behavior using the method of meta-analysis and CMA software. In line with this statistical method, studies that examined the influence of demographic factors on environmentally conscious purchase behavior have been taken into account. Among these, only the studies that published Pearson correlation coefficient have been selected. This way, it was possible to aggregate the samples of these studies and to repeat the testing of the hypothesis that demographic factors influence the environmentally conscious purchase behavior. Results of this analysis provide some proof of this correlation, but also call for an expanded research to deal with this topic in more details.

Faridah Che In and Afham Zulhusmi Ahmad (2018)[8] The increasingly serious environmental pollution problem has shifted the ecological movement from the periphery and put environmental concerns on the main stream. In western countries, green movement has become one of the most important issues in society since the last decade. Traders, governments and consumers are increasingly aware of and concerned with environmental issues. The development of environmental concerns has begun to change the attitudes and behaviors of the environment. Therefore, this study aims to investigate the effect of demographic factors towards purchase intention of green personal care products. A total of 200 completed questionnaires was collected via convenience sampling from customers of a several shopping-mall in Melaka. Five demographic variables were used in this study, including gender, age, level of income, level of education and presence of children in the household. The findings revealed that, gender, age, level of education did have significant impacts on the consumer intention to buy green personal care products. These findings will appeal to those interested in consumer behaviour regarding green personal care products consumption and the continued development of Malaysia's green personal care products industry.

Evangelia Sdrolia and Grigoris Zarotiadis (2019)[9] Nowadays, interest in corporate environmental strategies shifts from cleaner processes to the holistic nature of green products. The relevant literature argues that firms have the opportunity to pioneer through green product innovation, allowing them to differentiate and thus gain competitive advantage. Environmental burden of products during their entire life cycle is undeniable. Due to the weakness of the existing literature that inadequately addresses a commonly accepted green product definition, as well as the thereby caused inconclusive academic empirical results on firms' competitiveness, there are many cases of businesses green washing behavior. The overall contribution of this exploratory paper, on determining and evaluating the degree of greenness of a product, is twofold; first, starting with a systematic literature review, authors further contribute by proposing an integrative definition that addresses the so far existing terminological gap. Next, after reviewing the existing environmental assessment tools, authors based on the developed definition and in accordance to its dynamic dimension contribute to the existing methodology, as the paper reveals issues that need to be considered in the evaluation of green products.

Amit Kumar Bhardwaj et al (2020)[10] The term "green products" is used commonly to describe the products that seek to protect or enhance the environment during production, use, or disposal by conserving resources and minimizing the use of toxic agents, pollution, and waste. Hence, green products offer potential benefits to the environment and human health. Therefore, environmentally conscious consumers have shown an enhanced inclination for them. Consumer preferences, environmental activism and stringent regulations have forced sustainability-oriented firms to shift their focus to producing green products. The present study uses bibliometric tools and various indicators to discern research progress in the field of green products over the period 1964–2019. Further, VOS viewer software is applied to map the main trends. A total of 1619 publications during the study period were extracted from the SCOPUS database using different keywords related to the green products. The data analysis indicates that the field of green products has experienced significant growth since 1964, especially in the last 14 years. In terms of publications and citations, the United States is the leading country. The field of research concerning green products has evolved from the early debates on sustainable design, green marketing, sustainable development, and sustainability. The topic seems to be advancing into a variety of green themes related to consumer trust and purchase intentions, branding and loyalty, and environmental and health consciousness.

IX. Results and Discussion

In this section presents the socio-demographic and economic profiles of the respondents from those who are using green products as it provides authenticity to the collected data and makes it a true representation of the unit under study.

Descriptive Analysis - Demographic Factors

"We do not inherit the earth from our ancestors; we borrow it from our children" **Ancient Indian proverb**

9.1 Gender

Gender normally plays a vital role as the new age marketers are providing more significance to gender segmentation in offering new products and services. The Indian females are removing their clutches from house responsibility to building up serious careers.

The table 1 shows that out of the total respondents taken for the study, 55.69 per cent of the respondents are female and 44.31 per cent of the respondents are male. The majority of the respondents are belonging to female category. In this district, the female population has just now started taking up dual career for economic independence, so compared to the females, male respondent are less.

9.2 Age

The Age wise classification is exhibited in the Table 1. Youngsters are considered to be modern, dynamic and energetic. Hence they will have greater interest in using the new grouping concept of organic and green products.

Table 1 shows that, the respondents are classified into four age groups namely, 18 to 25, 26 to 40, 41 to 55 and above 56. It indicates that 39.31 per cent of respondents are between 41 to 55 years and they are well-experienced customers who have adequate and rich knowledge about green products. The age group of 26 to 40 years accounts for 32.64 is in the productivity span of life. Next to above 56 age groups representing 15.14 per cent of the respondents are older and more responsible and sensitive to the environmental issues expressed their concerns over the environmental problems in terms of their behaviour towards green products, which in turn was reflected in their level of awareness towards green

products. Lastly 12.92 per cent of the respondents are beginners in the organic and green activity and will be more willing to using green products effectively.

It is quite evident from above that, majority of the sample respondents are in the age group of 41 to 55 (39.31 per cent) and hence it is concluded that this age group dominates the other age groups in the use of green products. It indicates that the matured customer or respondents are in the age group of 41 to 55 years and are more experienced and well knowledge than others.

9.3 Educational Qualification

Education plays an important role in improving the knowledge, attitude, tendency and temperament of the customers.

Table 1 reflects that, 40.14 per cent of the respondents are qualified post graduates, 32.22 per cent of the respondents are qualified under graduates, 14.44 per cent of the respondents are diploma or ITI and 13.19 per cent of the respondents are school level. Hence, it is concluded that the majority of the sample respondents are post graduates which is more sufficient to using green products effectively.

9.4 Employment Status

Employment wise distributions of sample respondents are classified according to their occupational position. Employment is a status symbol in society. Hence the respondents are classified into groups namely Government Employees, Private Sector Employees, Businessmen, Professionals and others.

Table 1 reveals the employment wise distribution of respondents. Out of 720 respondents, private sectors employees constitute 34.58 per cent, followed by own business people are 21.53 per cent, government employees are 18.19 per cent, and Professionals make 16.11 per cent. Lastly 9.58 per cent of the respondents are 'others' categories of employment.

It shows majority of the respondents from private sector and own business people are using green products in the study area.

9.5 Monthly Income

Monthly income is important for all human beings because income is essential for day to day life. In this study, the income has been studied closely to see its relationship with green products. The respondents' income was studied under four different categories.

Table 1 clearly shows that 27.64 per cent of the respondents have an income level between Rs.15,001 to Rs.30,000, 27.08 per cent of the respondents has an income level between Rs.30,001 to Rs.45,000, 23.61 per cent of the respondents have income level above Rs.45,000, 21.67 per cent of the respondents have income level less than Rs.15,000.

Finally, the greater part of the respondents (27.64 per cent) have normal income level between Rs.15,001 to Rs.30,000.

9.6 Marital Status

Marital status wise distributions of sample respondents are classified according to their social position, because the marital status is also one of the status symbol in society. Hence the respondents are classified into groups namely married and single or unmarried.

Table 1 reveals the marital status wise distribution of respondents. Out of 720 respondents, 473 who are account for 65.69 per cent of the total are married. It is clear that, married respondents are more commitment to purchase green or organic products which are useful in the healthy world. Next to unmarried respondents are 34.31 per cent.

It shows most of the respondents belongs to married in the selected study area.

9.7 Number of Family Members

Since the family size of the green product users may influence the level of the standard of living the respondents and it may have its own influence on their level of perception and utilization.

The table 1 indicates that, the important numbers of dependents in family members are three to four members which constitute 34.03 per cent. Below three members of the family are 30.97 per cent, five to six members of the family are 24.17 per cent. Lastly 10.83 per cent of the respondents constitute below three members.

The analysis infers that the number of family members three to four are more (34.03 per cent) compare to others.

9.8 Type of Family

Type of the family exerts a major impact in buying and selling activity of green or organic products. The increased number of dependents was naturally increasing the necessity to earn more for the family. For this purpose of the study, the type of the family was classified in table below.

Table 1 shows that 77.22 per cent of respondents categorized nuclear family and 22.78 per cent of the families are joint family of the selected respondents in the study area.

In this era of nuclear families are majority in the study area, the table reveals that now-a-days the nuclear families are maximum used green or organic products.

X. Chi-Square Analysis

The Chi-square test is an important test amongst the several tests of significance developed by statisticians. Chi-square, symbolically written as X^2, is a statistical measure used in the context of sampling analysis for comparing a variance to a theoretical variance. It is a non-parametric test, it could be used to determine if categorical data shows dependency or the two classifications are independent. It can also be used to make comparisons between theoretical populations and actual dta when categories are used. Thus, the chi-square test is applicable in large number of problems. The test is a technique through the use of which it is possible for all researchers to do the following. (i) Test the goodness of fit, (ii) Test the significance of association between two attributes and (iii) Test the homogeneity or the significance of population variance.

10.1 Gender of the Respondents

Null Hypothesis: There is no significant relationship between gender and factors influencing the consumer attitude about green products in Tirupur City

It is pragmatic that table 2, Chi-square p-value as 0.196, likelihood ratio is 0.054 and Linear-by-Linear Association is 0.212. The Chi-square p-value is more than 0.05 at 5 per cent level of significance. So, the null hypothesis is accepted and the researcher hypothesis is not supported. There is no significant relationship between gender and factors influencing the consumer attitude about green products in Tirupur City. Hence, a personal factor like gender is not related with the consumer attitude of green products.

10.2 Age of the Respondents

Null Hypothesis: There is no significant relationship between age and factors influencing the consumer attitude about green products in Tirupur City.

It is observed that table 2, Chi-square p-value as 0.000, likelihood ratio is 0.000 and Linear-by-Linear Association is 0.000. The Chi-square p-value is less than 0.05 at 5 per cent level of significance. So, the null hypothesis is rejected and the researcher hypothesis is supported. There is significant relationship

between age and factors influencing the consumer attitude about green products in Tirupur City. Hence, a personal factor like age is related with the consumer attitude of green products.

10.3 Educational Qualification of the Respondents

Null Hypothesis: There is no significant relationship between educational qualification and factors influencing the consumer attitude about green products in Tirupur City.

It is experimental that table 2, Chi-square p-value as 0.000, likelihood ratio is 0.000 and Linear-by-Linear Association is 0.000. The Chi-square p-value is less than 0.05 at 5 per cent level of significance. So, the null hypothesis is rejected and the researcher hypothesis is supported. There is significant relationship between educational qualification and factors influencing the consumer attitude about green products in Tirupur City. Hence, a personal factor like educational qualification is outspokenly related with the consumer attitude of green products.

10.4 Employment Status of the Respondents

Null Hypothesis: There is no significant relationship between employment status and factors influencing the consumer attitude about green products in Tirupur City.

It is observed that, Chi-square p-value as 0.011, likelihood ratio is 0.000 and Linear-by-Linear Association is 0.000. The Chi-square p-value is more than 0.05 at 5 per cent level of significance. So, the null hypothesis is accepted and the researcher hypothesis is not supported. There is significant relationship between employment status and factors influencing the consumer attitude about green products in Tirupur City. Hence, a personal factor like employment status is not related with the consumer attitude of green products.

10.5 Monthly Income of the Respondents

Null Hypothesis: There is no significant relationship between monthly income and factors influencing the consumer attitude about green products in Tirupur City.

It is observed that table 2, Chi-square p-value as 0.001, likelihood ratio is 0.000 and Linear-by-Linear Association is 0.000. The Chi-square p-value is less than 0.05 at 5 per cent level of significance. So, the null hypothesis is rejected and the researcher hypothesis is supported. There is significant relationship between monthly income and factors influencing the consumer attitude about green products in Tirupur City. Hence, a personal factor like monthly income is closely related with the consumer attitude of green products.

10.6 Marital Status of the Respondents

Null Hypothesis: There is no significant relationship between marital status and factors influencing the consumer attitude about green products in Tirupur City

It is pragmatic that table 2, Chi-square p-value as 0.274, likelihood ratio is 0.192 and Linear-by-Linear Association is 0.163. The Chi-square p-value is more than 0.05 at 5 per cent level of significance. So, the null hypothesis is accepted and the researcher hypothesis is not supported. There is no significant relationship between marital status and factors influencing the consumer attitude about green products in Tirupur City. Hence, a personal factor like marital status is not related with the consumer attitude of green products.

10.7 Number of Family Members of the Respondents

Null Hypothesis: There is no significant relationship between number of family members and factors influencing the consumer attitude about green products in Tirupur City.

It is observed that table 2, Chi-square p-value as 0.005, likelihood ratio is 0.000 and Linear-by-Linear Association is 0.000. The Chi-square p-value is less than 0.05 at 5 per cent level of significance. So,

the null hypothesis is rejected and the researcher hypothesis is supported. There is significant relationship between number of family members and factors influencing the consumer attitude about green products in Tirupur City. Hence, a personal factor like number of family members is directly related with the consumer attitude of green products.

10.8 Family Type of the Respondents

Null Hypothesis: There is no significant relationship between family type and factors influencing the consumer attitude about green products in Tirupur City.

It is observed that table 2, Chi-square p-value as 0.003, likelihood ratio is 0.000 and Linear-by-Linear Association is 0.000. The Chi-square p-value is less than 0.05 at 5 per cent level of significance. So, the null hypothesis is rejected and the researcher hypothesis is supported. There is significant relationship between family type and factors influencing the consumer attitude about green products in Tirupur City. Hence, a personal factor like family type is strongly related with the consumer attitude of green products.

XI. Suggestions and Recommendations

On the basis of the analysis of the study, the following suggestions and recommendations have been made:-

1. In order to increase green products purchase, firms should take steps to protect environment through communicating positive information about green products and negatives of using non-green products. Specialty shops could provide some special offers during festivals, annual day sale to consumers.

2. As the education is a prime variable supporting green product purchase under Family oriented segment, Innovation adoption lifestyle segment and Convenience based segment, the marketers should concentrate on building up positive attitude towards green products.

3. The environmental concern of the individual is to be developed from childhood, so the market practitioners and government should initiate polices to the role of educational institutions and curriculum development.

4. The consumers with higher education attainment have more positive perception of environmental issues and benefits of green products than the consumers who have low education attainment.

5. The marketers to target adults and younger age group of consumers, who lead a convenience based lifestyle by educating consumers on the benefits and value derived from purchase of green products.

6. Manufacturers and retailers should provide useful information on how the product is made, best way to use and how to dispose.

7. The word 'organic' can be used on food product's packaging, only if they are produced according to the regulations, and farmers and processors must be certified by an approved organization.

8. Companies should consider eco-friendly packaging to minimize waste generation and consumers' satisfaction.

9. To attract the family oriented lifestyle consumers, the organization need to create demand for the product, as the segment has considerable market share.

10. Number of earning members and their income support the purchase of green products under family oriented segment and innovation adoption lifestyle segments. Hence, marketer to formulate the offer products suited for all income classes through coinage pricing.

XII. Conclusion

Now this is the right time to select "Green product" globally. It will come with drastic change in the world of business if all nations will make strict roles because green product is essential to save world from pollution. From the business point of view because a clever marketer is one who not only convinces the consumer, but also involves the consumer in the product. Green product should not be considered as just one more approach to marketing, but has to be pursued with much greater vigor, as it has an environmental and social dimension to it. With the threat of global warming looming large, it is extremely important that green product becomes the norm rather than an exception or just a fad. The green product and its important started creating an awareness and helps for the sustainable development, which is the required for the future generation.

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Table 1

Descriptive Analysis - Demographic Profile of the Respondents

S.No	Factors	Classifications	Number of Respondent	Percentage
1	Gender	Male	66	44.31
		Female	84	55.69
2	Age	18 – 25 years	19	12.92
		26 – 40 years	49	32.64
		41 – 55 years	59	39.31
		56 years and above	23	15.14
3	Educational Qualification	School level	20	13.19
		Diploma / ITI	22	14.44
		Under Graduate	48	32.22
		Post Graduate	60	40.14
4	Employment Status	Government	27	18.19
		Private	52	34.58
		Own Business	32	21.53
		Professionals	24	16.11
		Others	14	09.58
5	Monthly Income	Less than Rs.15,000	33	21.67
		Rs.15,001 to Rs.30,000	41	27.64
		Rs.30,001 to Rs.45,000	41	27.08
		Above Rs.45,000	35	23.61
6	Marital Status	Married	99	65.69
		Unmarried	51	34.31
7	Number of Family Members	Below 3	46	30.97
		3 – 4	51	34.03
		5 – 6	36	24.17
		Above 6	16	10.83
8	Family Type	Nuclear	116	77.22
		Joint	34	22.78

Sources: Primary Data

Table 2

Overall Chi-Square Analysis between Demographic Variables and Factors Influencing the Consumer Attitude about Green Products

S.No	Demographic Factors	Factors Influencing the Consumer Attitude about Green Products			
		Value	Df	P-Value	S/NS
1	**Gender**				
	Person Chi-Square	1.054	4	0.196	**NS**
	Likelihood ratio	144.489	4	0.054	
	Linear-by-Linear Association	84.952	1	0.212	
	No. of Valid Cases	150			
2	**Age**				
	Person Chi-Square	2.157	12	0.000	**S***
	Likelihood ratio	229.852	12	0.000	
	Linear-by-Linear Association	110.922	1	0.000	
	No. of Valid Cases	150			
3	**Educational Qualification**				
	Person Chi-Square	2.593	12	0.000	**S***
	Likelihood ratio	278.051	12	0.000	
	Linear-by-Linear Association	103.751	1	0.000	
	No. of Valid Cases	150			
4	**Employment Status**				
	Person Chi-Square	3.603	16	0.011	**S***
	Likelihood ratio	302.705	16	0.000	
	Linear-by-Linear Association	131.509	1	0.000	
	No. of Valid Cases	150			
5	**Monthly Income**				
	Person Chi-Square	2.827	12	0.001	**S***
	Likelihood ratio	288.385	12	0.000	
	Linear-by-Linear Association	124.055	1	0.000	
	No. of Valid Cases	150			

Sources: Primary Data   S – Significant   NS – Not Significant

* 5% Level of Significant

Table 2 (Contd……)

Overall Chi-Square Analysis between Demographic Variables and Factors Influencing the Consumer Attitude about Green Products

S.No	Demographic Factors	Factors Influencing the Consumer Attitude about Green Products			
		Value	Df	P-Value	S/NS
6	**Marital Status**				
	Person Chi-Square	1.279	4	0.274	**NS**
	Likelihood ratio	163.336	4	0.192	
	Linear-by-Linear Association	108.687	1	0.163	
	No. of Valid Cases	150			
7	**Number of Family Members**				
	Person Chi-Square	3.737	12	0.005	**S***
	Likelihood ratio	340.874	12	0.000	
	Linear-by-Linear Association	137.871	1	0.000	
	No. of Valid Cases	150			
8	**Family Type**				
	Person Chi-Square	1.500	4	0.003	**S***
	Likelihood ratio	160.565	4	0.000	
	Linear-by-Linear Association	104.541	1	0.000	
	No. of Valid Cases	150			

Sources: Primary Data   S – Significant   NS – Not Significant

* 5% Level of Significant