



Exploring The Influence Of Socio-Economic Variables On Consumer Preferences For Green Products

¹ Mrs. G. Preetha, ² Dr.M.Suguna

¹Ph.D Research Scholar, Department of Commerce, Periyar University, Salem-11.

²Assistant Professor, Department of Commerce, Periyar University, Salem-11.

Abstract

A consumer's eco-conscious mindset is their way of thinking about and caring for the planet. An individual's environmental attitude consists of their certainty, feelings, and planned actions in regards to environmental protection and preservation. The paper aims to examine the impacts of demographic variables on consumer attitude of green products. Descriptive research was adapted for this study. The survey provides a snapshot of the current status in terms of customers' beliefs and intentions to buy green products, taking into account the effects of demographic factors. The Structured Questionnaire is used to collect primary data. In order to reduce the potential for bias, the questionnaire only included closed-ended items. Individuals were asked to fill out a questionnaire that included questions on their demographics, income, and attitudes and intentions about the purchase of green products. The sample of the study was found to be infinite which consists of purchasers of green products. The population frame of the buyers cannot be ascertained which made the study to adopt for non-random sampling technique. The judgement sampling technique was used for selecting the sample from the population. The sample size of the study was fixed to be 120 based on the pilot study that was conducted in the study area. The area of study was fixed to be Salem which is based on its growing demand for green products in the study area. The collected data were segregated based on the needs of the objectives and coded using the SPSS-20. The chi-square analysis and ANOVA was used for analyzing the data. The socio-economic variables are lacking impact on the consumer attitude towards the green products in the study area.

Keywords: Green Products, Consumer Attitude, Age, Income and Salem District

Introduction

Toxic gases and fumes released by manufacturing industries are polluting the environment, which is the most essential resource of life. Now more than ever, it is critical that we preserve and safeguard our natural habitat. Companies are embracing green marketing methods to improve their bottom lines as green marketing grows in importance as part of a sustainable business strategy. To act responsibly, businesses must maintain a relentless concentration on their ethical conduct. While businesses maintain their commitment to sustainability, it's crucial that they pay attention to both the products they make and the processes by which they make them. Many companies now know that going above and beyond environmental compliance is both the right thing to do for the environment and a smart way to boost their bottom line. The private sector should take the lead in addressing environmental concerns. They should consider the consequences of their activities and safeguard natural resources. Incorporating recycled materials into their goods or opting for reconditioned devices instead of brand new ones are two ways in which businesses may use this framework to lessen their negative effects on the environment. Caused by things like rising temperatures, more pollution, and shifting weather patterns, the ecosystem is in a state of collapse.

Consumers who are concerned about the environment or the cornerstone to the green marketing process is the green customer, who is ecologically conscious and seeks out goods with a smaller ecological footprint. The term "green client" refers to those who are concerned about the environment and so choose green products. One who "prevents the consumption of other products which are likely to threaten the health of consumers; causes serious environmental damage in the course of production, use, or disposal; uses excessive energy; causes unnecessary waste; uses material derived from the endangered or environment species; involves unnecessary use or cruelty to an unnecessary animal" (from the Environmental Protection Agency's definition of a "green customer"). A "green consumer" is one who actively cares about environmental issues. These eco-conscious shoppers often led petition drives, pushed for a store boycott, and otherwise worked to protect the environment.

Consumers' actions to preserve the earth are being influenced by the growing awareness of environmental challenges. Indian culture is more at odds with its natural surroundings, prompting some businesses to alter their practices in an effort to better accommodate the public's "new" worries. Some businesses have been quick to adopt environmental management strategies like recycling and composting, and to integrate environmental concerns into all facets of policymaking.

Green Marketing and Products

The term "Green Marketing" describes a broad approach to advertising. Products and services are made available, marketed, used, and discarded in a way that minimizes environmental impact. Global warming, non-biodegradable solid waste, and the detrimental effect of contaminants are all becoming more well understood. Both businesses and individuals are beginning to see the need of transitioning to environmentally friendly goods and services. The goal of "green marketing" is to provide environmentally friendly goods that nevertheless satisfy customers' needs in terms of quality,

performance, price, and ease of use. When it comes to doing business nowadays, "Green Marketing" is often regarded as a top trend. Polonsky, who argued for the need of sustainable development, insisted that it could be attained only through the combined efforts of forward-thinking corporations and governments. The book outlines four methods for government intervention to promote sustainable development: regulation, reformation, promotion, and participation; and the four Rs of corporate marketing strategy: redistribution of customer needs; reduction of consumption; realignment of the marketing mix; and reorganization. Environmental or green marketing methods that were first implemented under duress from legislation and environmental organizations have evolved into real attempts to operate in an eco-responsible way and enhance sustainable marketing strategies, which in turn promote a pro-environmental mentality.

The marketing words "green," "environmentally friendly," "environmentally responsible," "eco-friendly," and "nature-friendly" all refer to products, regulations, and policies that have little to no negative impact on ecosystems. Eco-friendly goods are those that pose no threat to the environment at any stage of their life cycle: manufacturing, use, or disposal. Neither of these is harmful to the environment, and neither uses up precious resources. It is possible to reuse and recycle these materials. Sustainable development targets may be advanced significantly with the help of green goods.

Rapid expansion of low-priced, easy-to-use, and supposedly more effective chemical goods followed the start of the industrial revolution and advancements in science and technology. Because of the relentless pursuit of profit, natural, tried-and-true raw materials began to be phased out in favor of dangerous chemical alternatives. In addition to being tested on animals, these items were also manufactured with harmful chemicals including synthetic preservatives, parabens, synthetic colors, and scents, as well as GMO substances. Many modern consumers are beginning to realize that organic goods give them with superior health treatments as they become more health conscious and concerned about the environment. The demand for organic goods is rising, according to recent research.

An individual's environmental attitude may be defined as their opinion on the importance of environmental preservation and conservation. A consumer's eco-conscious mindset is their way of thinking about and caring for the planet. An individual's environmental attitude consists of their certainty, feelings, and planned actions in regards to environmental protection and preservation. The way people feel about the environment influences the way they act toward the environment. A consumer's mindset towards a secure setting might be described as their outlook on the world. Recent research on the connection between people's worldviews and the actions they do has shown contradictory findings. Other empirical study has reached the same conclusion: a weak connection at best. Companies won't go the additional mile to save the environment until consumers start taking environmental issues seriously. Consumers' motivations and outlooks in relation to the environment are the most important factors in green marketing.

It has been shown that consumers' beliefs about their own environmental duty and the efficacy of environmental protection play significant roles in shaping their preferences and subsequent purchases of

eco-friendly goods. The researches found that young consumers in India are an essential future demographic to target because of the favorable effect their environmental outlook has on their propensity to make environmentally friendly purchases.

Review of Literature

Zeynalova, Z., & Namazova, N. (2022)¹The purpose of this research was to compare the environmental consciousness of administrative employees at four institutions in Baku. A total of 536 consumer surveys from a wide range of demographic and socioeconomic backgrounds were employed in the analysis. The poll analyzed how urbanites' knowledge, attitudes, and actions toward green goods were influenced by a variety of contextual variables, including the respondents' demographics, income levels, and education levels. One-way analysis of variance (MANOVA) was used to examine the survey findings. The research found that the green consumer behaviors of the survey participants varied with age, home size, marital status, educational attainment, and income. Consumers mostly focused on these factors: price, brand, look, advertising, expert opinion, and label information. Participants' education, wealth, and the size of their families all had a role in how seriously they placed these metrics. The survey respondents demonstrated just a moderate degree of environmental sensitivity, as shown by the findings.

Brécard, D., et al., (2009)²In this research, the elements shaping Europeans' opinions on whether or not "fish obtained using an ecologically friendly approach may bear a particular label," and the theoretical motives for purchasing eco-friendly items. We make use of the recent incorporation of non-economic components in the microeconomic study of consumer behavior to emphasize the causes contributing to their desire for green goods. We use a unique European survey of over 5,000 customers to examine the role of personal motivation, knowledge, geography, and socioeconomic status in the demand for a fish product with an eco-label. The study found a strong correlation between the importance people place on eco-labels and specific characteristics of seafood, such as how recently it was caught, where it was caught, and whether or not it was wild or farmed. And we show that the price of seafood was a big factor. We also show that the "green fish consumer" is often a young lady who is well educated, aware on the situation of marine resources, and not particularly trusting in the control of the fisheries, all of which have an impact on the ecological problem of overfishing. Customers that understand the value of protecting marine resources tend to fit a similar profile.

Muresan, I. C., et al., (2022)³All participants in the food chain may need to rethink how they ensure and react to customers' requirements and desires if a crisis like the COVID-19 epidemic causes them to change their habits. The primary purpose of this research was to uncover consumers' primary food safety concerns during the COVID-19 pandemic and to identify potential variables that may impact their behavior. Some 859 Romanian customers were

¹ Zeynalova, Z., & Namazova, N. (2022). Revealing Consumer Behavior toward Green Consumption. *Sustainability*, 14(10), 5806.

² Brécard, D., Hlaimi, B., Lucas, S., Perraudau, Y., & Salladarré, F. (2009). Determinants of demand for green products: An application to eco-label demand for fish in Europe. *Ecological economics*, 69(1), 115-125.

³ Muresan, I. C., Harun, R., Brata, A. M., Brata, V. D., Chiciudean, D. I., Tirpe, O. P., ... & Dumitras, D. E. (2022). Factors Affecting Food Consumers' Behavior during COVID-19 in Romania. *Foods*, 11(15), 2275.

surveyed online. The Principal Component Analysis of consumer food preferences during the COVID-19 pandemic indicated five factors: ecological, socioeconomic, food waste, plant-based, and readily available. Women were shown to be more concerned with the economic and social factors related to food waste than men. Conversely, there were statistically significant age disparities in the groups' worries about environmental impact, social equity, and health. These understandings provide light on significant factors that determine consumer behavior in times of crisis. **Nezakati, H., & Hosseinpour, M. (2015)**⁴ There is a global problem with environmental deterioration. The majority of the blame for this situation lies with human actions. The government of Malaysia, like governments elsewhere, is working to safeguard Earth's natural resources. The government also hopes to inspire people to alter their eco-friendly habits in this manner. In order to reach these people, the government has pushed eco-friendly items. The major purpose of this research is to learn how well-informed the general public of Malaysia is regarding environmentally friendly items. Additionally, the goal is to quantify customers' propensity to buy environmentally friendly goods. Statistical tests like the chi-square and the binary logistic regression were used. **Susanty, A., et.al., (2021)**⁵ This research uses an Analysis of Variance (ANOVA) statistic-test to examine whether or not there are statistically significant differences in the environmental concern and knowledge of customers based on demographic variables (gender, age, education level, and income level). Primary data were acquired using an online and paper-based questionnaire for this investigation. 510 residents of Semarang, Indonesia, who were asked to fill out the online and offline questionnaire for this research provided responses, however only 325 were considered reliable. Consumers of diverse ages, sexes, and educational backgrounds were shown to have vastly varying levels of environmental consciousness and awareness, as determined by an analysis of variance (ANOVA) statistic-test. Customers in the under-30, female, and post-secondary educated demographics have a higher mean value of environmental concern and knowledge than do customers in the over-30, male, and lower education demographics. However, the research cannot provide conclusive evidence that higher-income customers are more concerned about or knowledgeable about environmental issues than lower-income consumers. **Haanpää, L. (2007)**⁶ Recent studies in the sociology of consumption have mostly concentrated on "green" consumer behavior. Current consumer behavior is said to be a reflection of the 20th century's shifts in consumer culture and the prevalence of environmental challenges associated to consumption. The two primary foci of this thesis are (i) the postmodern features of consumer society and (ii) the degree to which these postmodern features are compatible with the phenomena of current eco-friendly consumerism. The empirical section makes use of statistics applied to data on consumer behavior in Finland in 2003. This section of the research presents findings on how

⁴ Nezakati, H., & Hosseinpour, M. (2015). Green products purchasing among Malaysian consumers. *International Journal of Sustainable Development & World Policy*, 4(1), 1-6.

⁵ Susanty, A., Ulkhaq, M. M., Puspitasari, N. B., Prastawa, H., Akshintia, Y., & Listyawardhani, P. (2021, March). Socio-Economic Factors Affecting Environmental Concern and Knowledge of Consumers' Purchasing Behaviors of Green Products: A Study of Semarang Regency. In *Proceedings of the 11th Annual International Conference on Industrial Engineering and Operations Management, Singapore* (pp. 7-11).

⁶ Haanpää, L. (2007). Consumers' green commitment: indication of a postmodern lifestyle?. *International Journal of Consumer Studies*, 31(5), 478-486.

various lifestyle factors are associated with eco-friendly behavior. You can tell how committed you are to environmental sustainability by the kinds of purchases you make, and vice versa for lifestyle. The findings imply that alternative ways of living better explain eco-consciousness than do more conventional socioeconomic factors. **Rezai, G., Mohamed, Z., Shamsudin, M. N., & Teng, P. K. (2011)**⁷ In Malaysia, the green movement and green cuisine are still in their infancy. So, it's important to look at how Malaysians feel about and think about eating more sustainably fare. In light of recent developments throughout the world including the environment, food safety, and animal welfare, the purpose of this research is to examine the impact of selected socioeconomic and demographic variables and attitudes on consumers' intentions to buy green foods in Malaysia. About 1,355 people in Peninsular Malaysia were questioned using structured questionnaires to learn more about their opinions and intentions about the buying of green food in Malaysia. The marginal effects and probability were computed using coefficients obtained from a binary logistic model. The findings show that the purchase intent of Malaysian consumers for green foods is highly influenced by characteristics such as educational level, income, and food safety and environmental friendliness. **Tang, Y., Wang, X., & Lu, P. (2014)**⁸ The focus of this article is on how Chinese consumers' attitudes regarding low-displacement automobiles moderate their decision-making processes. Online survey data collected in China is used together with multiple regression and recursive regression models to draw conclusions. Consumers are more likely to have a favorable impression of these goods if they share the consumers' environmental concerns, efficacy beliefs, and functional value. The way consumers feel significantly impacts their propensity to make a purchase. Attitudes of consumers serve as a mediator between environmental concerns and their desire to buy, as well as between beliefs about a product's efficacy and its practical usefulness. The knowledge of government policies by consumers has little correlation with their opinions or their propensity to buy. **Yilmaz, K. G., & Belbag, S. (2016)**⁹ Manufacturers must collect and reuse returned items due to limited resources, stringent take-back regulations, a shorter product life cycle, and fiercer competition. Remanufacturing, or "reman," is a well-known and extensively utilized method of eco-friendly manufacturing that assesses returned products. In addition, the remanufacturing process allows original equipment manufacturers to provide green goods to "green" customers. The purpose of this research is to create a model that can foresee how consumers will react to refurbished goods. We look into the information by polling 400 locals in Ankara, Turkey, using a series of closed-ended questions. Researchers took into account a number of variables that were shown to have an impact on how customers felt about buying refurbished goods. The proposed methodology uses logistic regression analysis to foretell how consumers will react to refurbished goods. In this study, we found

⁷ Rezai, G., Mohamed, Z., Shamsudin, M. N., & Teng, P. K. (2011). Demographic and attitudinal variables associated with consumers' intention to purchase green produced foods in Malaysia. *International Journal of Innovation, Management and Technology*, 2(5), 401.

⁸ Tang, Y., Wang, X., & Lu, P. (2014). Chinese consumer attitude and purchase intent towards green products. *Asia-Pacific Journal of Business Administration*.

⁹ Yilmaz, K. G., & Belbag, S. (2016). Prediction of consumer behavior regarding purchasing remanufactured products: a logistics regression model. *International Journal of Business and Social Research*, 6(2), 1.

that a combination of cheap costs, corporate dependability, and product advertising influenced consumers to switch from not buying to purchasing remanufactured items.

Ritter, Á. M., et.al., (2015)¹⁰ The consumption of environmentally friendly goods is significantly impacted by factors such as culture and socioeconomic level. Currently, there is a dearth of research on Brazilian consumer sentiment about these items. In this study, we look at what influences people to buy environmentally friendly goods. This finding indicates that learning more about the environment might lead to more environmentally responsible purchasing decisions. This study helped shed light on the most influential factors considered by respondents before settling on a green product preference. New firms devoted to sustainable production and consumption may emerge as a result of management efforts to enhance ethical transactions, promote socially responsible behaviors, disseminate accurate information about green goods, and organize the green supply chain. The results of this study might influence legislation and initiatives aimed at educating consumers, producers, businesses, and society at large about the positive impact that using green goods has on the environment and people's health.

Research Gap

The "attitude-behavior gap" is a common theme in academic studies. Studies show that despite people's environmental awareness and presumably positive beliefs, attitudes, and intentions, it may be difficult to translate such qualities into environmentally conscious purchases. Previous research has shown that there is a threshold at which environmental factors no longer influence behavior. Understanding customer sentiment and intent may help overcome this gap. Despite researchers' best efforts; it's clear that individual consumers' patterns of consumption and attitudes toward the environment are wildly variable. One clear example of this mismatch is in the way they treat the values of the environment. There is a lot of nuance and change in consumer sentiment. The quantity of study needed to have a strong mix of sustainability concepts into consumer patterns is large. Recognizing openings to lessen environmental damage requires a firm grasp of consumer sentiment. The requirements of individuals at the bottom of the economic pyramid must be taken into account alongside findings from studies of consumption in advanced nations. In terms of both social and environmental justice, this is crucial. The idea of attitude is crucial. Clarifying the idea of attitude and maintaining research are essential for cutting through the fog of uncertainty. The demographic variables can play a significant role in the consumer attitude of the consumers towards green products which is research gap ascertained from the reviews

Statement of the Problem

There has been a recent uptick in interest in "Green Marketing," the practice of promoting environmentally friendly goods as a possible source of competitive advantage. However, resources must

¹⁰ Ritter, Á. M., Borchardt, M., Vaccaro, G. L., Pereira, G. M., & Almeida, F. (2015). Motivations for promoting the consumption of green products in an emerging country: exploring attitudes of Brazilian consumers. *Journal of Cleaner Production*, 106, 507-520.

be allocated to improve technology, alter processes, inform consumers of advantages, etc. It's becoming more common for Indian businesses to advertise themselves as environmentally conscious. Reasons for this include new rules imposed by governments, a general movement in consumer preferences, and a modification in the way people think and plan to spend their money. Insufficient studies have been conducted on green lifestyle and consumption patterns in India, and the level of consumer knowledge of green goods is uncertain. Most studies have been done in wealthy countries. No other species on Earth is responsible for the alarming rate of environmental destruction that we have caused. All the ecological upheaval the globe is seeing right now, then, is mostly due to human activity. This is both a worrying reality and a comforting certainty. There is reason for alarm due to external, uncontrollable forces, yet this human variable may be managed with the right set of regulations and precautions. By learning about customers' perspectives, we can better write these rules and implement appropriate actions. In order to capitalize on the demand and market for environmentally friendly goods, it is necessary to have an understanding of consumer attitude and intention towards green products. Indian shoppers have mixed feelings about eco-friendly goods. It's also unclear how closely the attitude and action are linked. Green advertising is distinct from conventional methods. It's one of a kind. In order to sell more environmentally friendly items, marketers must learn what motivates consumers to make such purchases. The purpose of this research is to learn how consumers feel about and plan to buy environmentally friendly Fast Moving Consumer Goods. In this article, it is analyzed how different demographic factors influence customers' perspectives and intentions to buy green products.

Significance of the Study

Ecologically conscious spending is the key to a brighter, more stable future. Green marketing is essential in simple environments like ours because it promotes environmentally responsible consumption habits. The goal of "green" marketing is to promote goods that are less harmful to the planet. It's a win-win, as environmental issues can be addressed while the items are being marketed. It promotes a concept that may lead to long-term success. The country needs its resources used as efficiently as possible. Everyone has an obligation to do all they can to protect the planet. The only way to ensure a sustainable future is to take care of the present. Both those who buy products and those who make them must acknowledge their shared environmental responsibility. Both consumers and manufacturers must adopt a more eco-friendly mindset. Accordingly, it is crucial to repeatedly examine consumers' attitudes. By doing so, you'll get insight into the challenges that might derail a hopeful outlook. Marketers will be better able to develop effective green marketing strategies if they have a deeper knowledge of customers' attitudes about the environment and eco-friendly goods. Since the topic at hand is important to academics trying to make sense of the intricacies of the human mind, this research is of considerable value. The movement toward a more environmentally responsible way of living is still very recent. As a result of its efforts, the world's population will benefit greatly from a cleaner, safer planet, as well as more responsible patterns of consumption and more effective marketing

mix techniques. It will also be useful for working marketers and professionals. As a result, policymakers and regulatory bodies will likewise reap the benefits. The impacts of the demographic variables have to be analyzed to measure the changes in the consumer attitude towards green products.

Objectives of the Study

- To examine the impacts of socio-economic variables on consumer attitude of green products.

Research Methodology

Descriptive research was adapted for this study. The survey provides a snapshot of the current status in terms of customers' beliefs and intentions to buy green products, taking into account the effects of demographic factors. The Structured Questionnaire is used to collect primary data. In order to reduce the potential for bias, the questionnaire only included closed-ended items. Individuals were asked to fill out a questionnaire that included questions on their demographics, income, and attitudes and intentions about the purchase of green products. The sample of the study was found to be infinite which consists of purchasers of green products. The population frame of the buyers cannot be ascertained which made the study to adopt for non-random sampling technique. The judgement sampling technique was used for selecting the sample from the population. The sample size of the study was fixed to be 120 based on the pilot study that was conducted in the study area. The area of study was fixed to be Salem which is based on its growing demand for green products in the study area. The collected data were segregated based on the needs of the objectives and coded using the SPSS-20. The chi-square analysis and ANOVA was used for analyzing the data.

Analysis and Interpretations

The collected data was analysed using the statistical software to understand the impacts created by the demographic variables on consumer attitude towards green products. The various analyses have clearly identified the relationship among the variables. The following presents the results of the analysis that were tested and interpreted to solve the research problem.

Table – 1
Types of Green Products Consumed

Nature of Products	Responses	Percent
Durable goods	21	17.50
Personal care	18	15.00
Electrical goods	19	15.80
Food & Drinks	14	11.70
Automobiles	14	11.70
Clothing & Accessories	6	5.00

All the above	28	23.30
Total	120	100.00

(Source: Primary Data)

The majority of the consumers are using all the types of green products listed by the study. The consumers having significant change in the pattern of consumption and they are utilizing the green products more for their consumption. The consumption change in the green products is supported by the opinions of the consumers in the study area.

Association between Education and Types of Green Products Purchased

The educational level of the consumers can have significant level of impacts on the type of green products purchased and its association is tested with the chi-square test which is explained in the following table.

Table – 2
Chi-Square - Education and Types of Green Products Purchased

Education Level	Durable goods	Personal care	Electrical goods	Food & Drinks	Automobiles	Clothing & Accessories	All the above
School level	14.80	11.10	29.60	3.70	11.10	---	29.60
Graduate or Diploma level	15.20	17.40	19.60	19.60	6.50	4.30	17.40
PG level	14.80	25.90	---	11.10	18.50	14.80	14.80
Professionals	30.00	---	10.00	5.00	15.00	---	40.00
Total	17.50	15.00	15.80	11.70	11.70	5.00	23.30
Chi-Square Result			Highly Significant				

(Source: Primary Data)

The educational level is playing significant role in the types of green products purchased by the consumers and professional level of education is having high consumption of green products in comparison with other groups. The chi-square value of the association is revealing that the variables are having significant association which is revealed by the results. The values suggest that education is playing vital role in change of consumption to green products.

Impacts of Socio-Economic Variables on Consumer Attitude towards Green Products

The Socio-Economic variables can have significant impact on the consumer attitude towards the green products which is tested with the following hypothesis. The relationship testing among the variable is done with the variables of age and income of the consumers involved in the study. The results of the analysis is given in the following

H₀: There is no significant difference between Socio-Economic variables and attitude towards green products

H₁: There is significant difference between Socio-Economic variables and attitude towards green products

Table – 3
ANOVA - Age and Attitude towards Green Products

		Attitude towards Green Products		
		Mean	S.D	No.
Age	Up to 25 years	21.83	2.35	40
	26 - 35 years	20.96	2.62	28
	36 - 45 years	21.19	2.04	32
	46 - 55 years	21.05	3.87	20
Total		21.33	2.64	120

(Source: Primary Data)

The age of the consumers is classified into diverse groups which are tested with the ANOVA and basis statistics explains that the age group is not playing any significant role in the consumption of the green products. The results are further consolidated based on the following table.

Table – 4
ANOVA for Attitude towards Green Products

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	15.761	3	5.254	0.748	Not Significant
Within Groups	814.564	116	7.022		
Total	830.325	119			

(Source: Primary Data)

The ANOVA explains that the relationship is not significant which is clear from the p-value that has accepted the null hypothesis stating the lack of relationship among the variables of age and attitude towards green products.

Relationship between Monthly Income and Attitude towards Green Products

The monthly income has significant influence on diverse consumption of consumers and also impacting the attitude towards the products. The relationship between the variables is tested with the variance to understand the impact of monthly income. The following presents the results of the testing among variables involved in the study.

Table – 5

ANOVA - Monthly Income and Attitude towards Green Products

		Attitude towards Green Products		
		Mean	S.D	No.
Family monthly income	Rs.5001 - 10000	21.14	3.39	29
	Rs.10001 - 15000	20.40	3.00	20
	Rs.15001 - 20000	21.65	2.62	20
	Above Rs.20000	21.67	1.90	51
Total		21.33	2.64	120

(Source: Primary Data)

The monthly income of the consumers and their attitude is having equivalent thoughts based on the different classes of income. The mean of the different groups are more or less equivalent which reveals that monthly income is having less influence on the consumer attitude towards the green products. The following explains the results of the hypothesis testing.

Table – 6

ANOVA for Attitude towards Green Products

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	26.193	3	8.731	1.260	Not Significant
Within Groups	804.132	116	6.932		
Total	830.325	119			

(Source: Primary Data)

The relationship testing reveals that the monthly income of the consumers is not impacting the attitude of the consumers towards the green products. The hypothesis testing reveals that the null hypothesis is accepted based on the non-significance at 5 percent level. The different classes of month income are not affecting the attitude towards the green products.

Discussions

The peculiar and difficult to explain is consumer stance towards green products. It is with this problem in mind that the authors of this article set out to investigate the intersection of demographic data and consumer sentiment. Modern consumers have developed a concern for the natural world, and as a result, they lean more heavily toward eco-friendly goods. How customers feel and act toward environmentally friendly goods affects their propensity to buy such items. According to the research, most people understand why it's preferable to buy environmentally friendly goods. Also, they advocate

vigorously for the usage of green goods among their friends and family members. It is also clear from the report that individuals want to help the environment and are concerned about it greatly. The customer is concerned and prepared to do their part to safeguard the environment, therefore the marketer should take the lead. Marketers can improve their reputation and create a positive image in the eyes of consumers by catering to this growing demand for environmentally friendly products through smart advertising campaigns that inform consumers about the benefits of using green goods and the positive effect this has on the world around them.

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