A STUDY ON THE INFLUENCE OF DEMOGRAPHIC VARIABLES ON PURCHASING BEHAVIOUR OF GREEN PRODUCTS

Submitted by

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Under the guidance of

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CERTIFICATE

This is to certify that the project report titled **A STUDY ON THE INFLUENCE OF DEMOGRAPHIC VARIABLES ON PURCHASING BEHAVIOUR OF GREEN PRODUCTS** submitted by **LIANA C.J** towards partial fulfilment to the requirement for the award of Post Graduate Degree of Master of Commerce and Management is the record bonafide work carried out during the academic year 2024-2025.

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Place: Ernakulam

Date: 31.03.2025

DECLARATION

I, **LIANA C.J**, do hereby by declare that this dissertation titled 'A **STUDY ON THE INFLUENCE OF DEMOGRAPHIC VARIABLES ON PURCHASING BEHAVIOUR OF GREEN PRODUCTS'** has been prepared by me under the guidance of **Ms. MANEESHA T.M,** Assistant Professor, Department of Commerce, St. Teresa's College, Ernakulam

I also declare that this dissertation has not been submitted by my fully or partly for the award of any Degree, Diploma, Title or Recognition before.

Place. Ernakulam LIANA C.J

Date. 31.03.2025

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I wish to acknowledge all those who helped me to complete this study. I thank God Almighty for helping me and guiding me in the right path and who made all things possible.

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I would like to express my thanks to all respondents and colleagues in developing the project.

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1.1 INTRODUCTION

The world is confronted with environmental issues, such as climate change, pollution, and natural resource depletion. The speed at which the environment is being degraded has resulted in consumers having to alter their behaviour, prompting them to seek products that identify them as a brand and enable them to make a contribution to the environment. Green products, with their foundation on high social responsibility and environmental protection, have been the core of this movement. There has been a massive surge in the consumption of green products in the recent past due to consumer awareness of the environmental crisis as well as a vision to create a sustainable future. Green product usage is grounded in a developed set of drivers cutting across cultural, social, and economic drivers. Demographic traits, to a large extent, contribute significantly towards affecting consumer behaviour in relation to green products. Demographic traits such as age, sex, education level, income, are the most significant demographic variables shaping consumption behaviour and purchasing behaviour. It is vital for companies looking to craft efficient advertisement campaigns and policymakers looking to encourage sustainable consumption to understand how these forces drive the consumer's attitude towards green products. One of the necessary elements in marketing green products is quantifying the degree of awareness among consumers. There must be greater awareness of the advantages of green products so that consumers will be encouraged to practice sustainable consumption. An analysis of the demographic attributes and their bearing on consumer attitude towards green products can be highly informative in terms of how various demographic groups respond to green products.

Social norms and peer influences also have a significant impact on shaping consumer behaviour for green products. Knowing how social influences affect buying behaviours can help companies create marketing programs to best leverage these drivers. It is important to measure customer satisfaction among consumers of green

products in determining the degree to which these products meet consumer needs. By examining the intricate relationship between demographic factors, consumer attitude, social pressures, and satisfaction, this study aims to offer important insights to companies, governments, and green non-governmental organizations promoting sustainable consumption. This study aims to enrich the literature on green consumer behaviour by examining the impact of demographic factors on green product purchasing behaviour. Through examining interactive dynamics between demographic features, values of consumption, social norms, and satisfaction, studies can bring insightful information for guiding practice to sustainable consumption and an environmentally friendlier future. As the demand for green products increases, new business opportunity emerges in creating sustainable products and services. In accordance, companies have to respond to shifting and complicated patterns of choice and behaviour too. With an understanding of the demographic patterns of green product consumption behaviour, companies are able to develop targeted marketing campaigns that appeal to their target consumer. Policy-makers and environmental movements can also derive gains from understanding the demographics of consumers interested in sustainability. This information can be utilized as an input to guide policy initiatives and public campaigns to advance sustainable consumption practices. By examining demographic characteristics' associations with consumer actions toward green products, this research will provide beneficial implications to people interested in promoting green consumption behaviours.

The results of this study will guide effective marketing initiatives, policy intervention, and educational programs that will encourage more green consumption practices. By establishing the demographic drivers behind consumers' attitudes towards green products, this study is expected to assist in designing sustainable consumption habits and an ecologically friendly planet. Second, the research study will explore the business, policy, and environmental pragmatic implications of the study's findings. Through its empirical applications, this research hopes to offer outputs that

can be utilized to inform decision-making on how to promote sustainable consumption habits.

1.2 SIGNIFICANCE OF THE STUDY

This study aids in the growth of knowledge and the way in which consumers behave when purchasing environmentally friendly products and how demographics dictate the purchase choice. Business is able to tailor their marketing and product line so that they target specific target segments by determining the primary demographic categories that are most sensitive to green products. The need for eco-friendly products might increase as a consequence, eventually leading to a more appropriate future. Also the conclusions drawn from the research offer beneficial input to policy-makers and green groups and form practical policies for encouragement of sustainable lifestyle and less environmental footprint

1.3 SCOPE OF THE STUDY

This research examines the effect of demographic variables on purchasing behaviour towards environmentally friendly products in Ernakulum District. The study is interested in the purchasing behaviour of green products and the effect of demographic variables on purchasing behaviour. The research is to examine the effect of demographic variables like age, sex, educational level, income level, and occupation on consumer choice and purchasing behaviour towards green products.

1.4 STATEMENT OF THE PROBLEM

Despite the need for sustainable products is increasing and environmental challenges are becoming more widely established, it is still difficult to identify the elements that affect consumers decisions to purchase green products. Consumer preferences and purchase decisions are greatly influenced by demographic factors like age, gender, education, income level, and occupation. It is unclear exactly how these factors affect the use of green products though. By examining the impact of

demographic determinants on consumer behaviour towards green products in Ernakulam District, this study seeks close this research gap and also advance Knowledge of elements influencing sustainable consumption by investigating the connection between demographics and green buying behaviour.

1.5 OBJECTIVES OF THE STUDY

- To measure the level of awareness about green products
- To examine the relationship between demographic factors and consumers' Knowledge about environmental benefits of green products
- To analyse the role of social norms and peer influence in shaping green purchase behaviour
- To assess the level of customer satisfaction with green products

1.6 RESEARCH QUESTIONS

- What is the current level of awareness about the green products and their environmental benefits?
- What is the relationship between demographic factors (age, gender, education, income) and consumers' knowledge about environmental benefits of green products?
- How do social norms and peer influence affect consumers perception of green products?
- To what extent are customers satisfied with green products, and what demographic factors influence this satisfaction?

1.7 HYPOTHESIS

1. H0 :- There is no significant relation between age and consumer awareness of green products

   H1:- There is significant relation between age and consumer awareness of green products

2. . H0:- There is no significant relation between gender and consumer awareness of green products

   H1:- There is significant relation between gender and consumer awareness of green products

3. H0:- There is no significant relation between Education Qualification and consumer awareness of green products

   H1:- There is significant relation between Education Qualification and consumer awareness of green products

4. H0:- There is no significant relation between Income level and consumer awareness of green products

   H1:- There is significant relation between Income level and consumer awareness of green products

5. H0:- There is no significant relationship between demographic factors (age, gender, education, income) and consumers' knowledge about environmental benefits of green products.

   H1:- There is a significant relationship between demographic factors (age, gender, education, income) and consumers' knowledge about environmental benefits of green products

6. H0 :- Social norms and peer influence do not have a significant impact on shaping green purchase behaviour

   H1:- Social norms and peer influence have a significant impact on shaping green purchase behaviour

7. H0 :-Customers do not have a significant level of satisfaction with green products

   H1 :- Customers have a significant level of satisfaction with green products

1.8 RESEARCH METHODOLOGY

The present study includes both descriptive and analytical study. Descriptive in the sense it tries to identify various characteristics of research problem under study and the present situation of the issue. It is analytical in the sense that it analysis and interprets data in order to arrive at conclusions.

1.81 COLLECTION OF DATA

This study will employ a mixed-methods approach that will combine primary data collection through questionnaires to the respondents and secondary data collection through reading existing literature on how demographic variables influence green product purchase behaviour. This will allow to comprehend the preferences of the consumers, the level of awareness, and how demographic factors contribute to sustainable consumption behaviour.

1.82 SAMPLE DESIGN

- Sampling technique: Convenient sampling
- Area of study: Ernakulam
- Sample size: 100

1.83 TOOLS OF ANALYSIS

The data collected from respondents has been classified, analysed and interpreted keeping in view the objectives of the study. Data collected are properly presented through tables, bar diagrams, and pie charts, thereby making it easy to draw inferences. The primary tools utilized include descriptive statistics, such as means and standard

deviations, to summarize the data. Inferential statistics, including Spearman's correlation, Kruskal-Wallis tests, and Mann-Whitney U tests, were employed to assess relationships and differences across demographic factors. Regression analysis was conducted to examine the impact of demographic factors on consumer knowledge, social norms, and peer influence. These tools provided insights into consumer awareness, behaviour, and satisfaction with green products.

1.9 LIMITATIONS

- The study was limited to Ernakulam District
- Lack of accuracy in primary data
- The study's sample size and composition could have implications for the generalisability of the findings to boarder population or different market segments.

1.10 CHAPETERISATION

Chapter 1 – Introduction This is an introduction chapter that includes introduction, significance, problem statement, objectives, methodology, scope, limitation, and chapterisation

Chapter 2 – Review of Literature This chapter deals with literature review which is a collection of many published works.

Chapter 3 – Theoretical framework This chapter includes the theoretical works relating with the study.

Chapter 4 – Data analysis and Interpretation This chapter is an analysis of the primary data collected for the purpose of study. It includes tables, graphical representations, their analysis and interpretations.

Chapter 5 – Summary, findings, suggestions and conclusion This is the conclusion chapter which contains summary of the study, findings of the study, suggestions

Canoz F. (2022). This research compares green product purchasing behaviour among tourists based on demographic characteristics. Through a survey of 418 tourists in Istanbul, demographic factors affect green product purchase except marital status and income level. Single tourists scored higher on environmentally sensitivity than married tourists. Furthermore, financially affluent segments were only willing to pay for environmentally sustainable products if they possess adequate purchasing power. These results account for tourists' environment-related product selection.

Sewwandi J. P. N & Dinesha P. K. C. (2022) This research examines the influence of environmental advertising, attitude towards eco-label, and attitude towards eco-brand on green consumer purchasing behaviour in Sri Lankan consumers. The survey of 150 consumers of electronic home appliances revealed that there is a positive influence of green marketing tools on green consumer purchasing behaviour and education and gender as moderators.. Findings reveal that there are differential impacts of marketing tools on consumer behaviour. The study provides valuable insights to marketers to enhance eco-labelling schemes and environmental advertising for promoting green products. It also necessitates a standardized eco-label scheme with the assistance of the government.

Değirmenci B. (2022). This research investigates the perceived environmental responsibility and green buying behaviour among participants, taking into account variables such as gender, education level, and profession. In a quantitative design, data were gathered from 410 subjects using an online questionnaire. Results revealed that respondents had high perceived environmental responsibility and green product buying, with moderate correlation between the two. Perceived environmental responsibility was also found to differ based on education level. Future studies are suggested across cultures and in relation to supervisors and employers.

Witek, L& Kuzniar,W. (2021). This research indicate that female consumers more positively approach green product purchases and are more guilt-ridden and responsible towards the environment compared to male consumers. Young consumers were doubtful about green products. Positive correlation was realized between education and environmental degradation guilt. The health of personal financial conditions, the more individuals supported purchasing green products

Walia, S. B. et al,(2020). The aim of this research was to comprehend the influence of demographical and social factors on consumer attitudes and buying intentions towards environmental-friendly products. The design employed in the research is descriptive research. Primary information was gathered from the respondents based in Dehradun, Uttarakhand, through a structured questionnaire. 500 respondents were taken into consideration for the research. Secondary sources of information comprised different research publications, printed and published newspapers, online and printed journals, magazines, websites and books. The research discloses a tremendous influence of social and demographic factors on the consumption of 'green' products by consumers. It examines the attitudinal difference between 'green' and 'non-green' consumers in terms of social and demographic aspects.

Wang, L. et al,(2020) This research examines the influence of demographic factors on green purchasing attitudes and intention to behave in the scenario of green hotel choice. Based on a theoretical model derived from the Theory of Reasoned Action and the Theory of Planned Behaviour, the research explores 659 valid responses with SPSS. The results show that there is a significant positive correlation between green purchasing attitudes and intention to behave. Age and income have a significant impact on green purchase attitudes, whereas education and income have a significant impact on behavioural intention. Moreover, there are significant gender differences in both

green purchase attitudes and behavioural intention. The research offers practical and theoretical implications, as well as its limitations.

Shatnawi, Y. et al,(2019). This study examines the psychographic and demographic variables' effects on green purchase behaviour and demographic moderation of such an effect. Using a survey of 360 Jordanian participants, analysed with multiple regression and PROCESS, we discovered that environmental attitude had the strongest positive effect, followed by social influence and personal norms. Environmental concern, knowledge, perceived consumer effectiveness, and skepticism were not significant, nor were demographic variables like gender, age, education, and income. Only the age-attitude interaction was significant and moderated, getting stronger for people older than 40 years of age. The findings offer marketers and policymakers implications in developing sustainable strategies.

Alharthey, B. K. (2019) This study examines the effect of green products on consumer knowledge, preference, attitude, buying behaviour, and purchasing decisions. It examines the moderating role of socio-demographic factors like age, gender, and education based on 245 responses from three prominent Saudi Arabian cities on SPSS 20.The results show that there is a significant correlation between green products, consumer perception, and purchase intention, and that demographics enhance the relationship. Green marketing practices affect purchasing decisions in a positive manner, focusing on corporate social responsibility and advertising. Additional research is suggested to increase the scope of the study in green marketing.

In, F. C.& Ahmad, A. Z. (2018, This research examines that demographic effects on purchase intention of green personal care products were studied through this research. Due to the increasing environmental consciousness, traders, governments, and consumers are developing more awareness for sustainability. It is based on a survey conducted with 200 Melaka shopping mall customers for examining five demographic

variables: gender, age, income, education, and existence of children. Results indicated that gender, age, and education play a very important role in influencing consumer's buying intention towards green personal care products. These findings shed light on the consumer behaviour and the development of Malaysia's green personal care market.

Sadic, S et al,(2018) This research investigates the influence of consumer purchasing behaviour on green product marketing in Kancheepuram District. With increasing environmental consciousness, Indian consumers are ready to pay extra for green products. A survey of 200 respondents based on convenience sampling analysed factors affecting green buying behaviour and acceptable price levels. Regression and chi-square tests indicated a strong association between these factors and consumer choice. The research offers insights to green marketers in formulating sound marketing strategies in accordance with consumers' preferences and market segments.

Rahim, R. A. et al,(2017) This study examines the impact of demographics on Malaysian consumers' purchase intention to buy green products based on Internet technology and electronic word of mouth (E-WOM). Using descriptive analysis, ANOVA, and T-tests, the study compared age, gender, income, education, and occupation. There was a significant gender difference in purchase intention, whereas age, income, education, and occupation were not significant. These findings provide marketer insights to better target potential consumer segments in Malaysia's green product marketplace.

Laheri, V. K. (2017) The findings indicate that significant differences between respondents exist in gender and education while age and income do not exert impacts on perceived behavioural control and subjective norms. Age does not influence purchase intention, and purchase behaviour is significantly influenced by gender, age,

and education. The findings have implications for policy makers and green marketers to be able to segment customers effectively in terms of demographics. Consumer behaviour for certain green products can be examined in the future.

Sharma, M., & Trivedi, P. (2016) This research article identifies variables and the impact of each on consumer's green purchasing behaviour. There are eight such variables i.e. eco-labels, eco-brands, environmental advertisements, environmental consciousness, green product, green price, green offers and demographics. Each variable is of equal importance for the green marketer. He should understand which variable to prioritize more based on the market segment he is targeting. This research article provides a clear portrayal of each variable.

Wahid N. A.etal(2011) This research investigates that demographic characteristics and their impact on green purchase behaviour for Penang green volunteers who undertake environmental activities. The results of the study find that females tend to have a greater green purchase behaviour than men, and respondents with a degree or higher qualification tend to make green purchases than those with a lower qualification level. Higher incomes are also seen to be connected with greater green purchasing behaviour. The research underscores the relevance of such demographic findings for marketers who seek to market eco-friendly products successfully.

3.1 Green products

Green products are environmentally friendly goods designed to minimize their impact on the planet. They are produced with environmentally friendly materials and procedures that reduce pollution and waste. These products are frequently recyclable or biodegradable and contain energy efficient features. Using natural, non-toxic and renewable resources is a top priority for green products. By lowering carbon emissions and preserving energy, they hope to advance sustainability. Organic food, solar-powered gadgets, reusable bags, and environmental friendly cleaning supplies are examples. By minimising damage to ecosystems the manufacture and consumption of green products promote a healthy environment. They also advocates moral standards like cruelty -free testing and fair commerce. As customers awareness of environmental issues grows it does the popularity of green products. Selecting eco-friendly products encourages people to live more sustainable.

3.11 Characteristics of green products

- Eco-friendly Materials

  Constructed of biodegradable, recyclable, or renewable resources (e. g., bamboo, organic cotton, or recycled plastic).Free of toxic chemicals, e. g., non-toxic dyes, adhesives, and coatings.

- Energy Efficiency

  Use less energy or produce energy. Examples include energy-efficient products like solar products or LED lights.

- Sustainable Lifecycles

  Designed to be recycled and reused, with less occurrence of repeated replacement. Influences a “cradle-to-cradle” mind-set where the product can be recycled or disposed of in a safe manner.

- Minimal Environmental Impact

  Have lower carbon footprint in their production, utilization, and waste management stages. Packaging is normally reduced, biodegradable, or compostable.

- Health-Conscious

  Avoid using harsh ingredients like parabens, phthalates, or fragrance, so that they are human-safe and better for the environment

3.12 Benefits of Green Products

- Environmental Benefits

  Minimize emissions, waste and resource extraction. Reduce carbon footprint ls to aid in the fight against climate change. Keep away of unsustainable sourcing to preserve ecosystems and biodiversity

- Economic Benefits

  Long term cost benefits for customers because to energy efficiency and durability. Open up new market for companies that prioritize sustainability

- Social Benefits

  Encouraged moral behaviour that included labour rights and ethics in business. Encouraged social awareness and ethical consumption.

- Health Benefits

  Reducing exposure to harmful chemicals and toxins that are prevalent in conventional products, creating the living space healthier. They also assist in generating cleaner air and water, which can enhance overall well-being and reduce health risks from pollution

3.2 Demographic Variables

Attributes of a population utilized for partitioning consumers into specific groups are referred to as demographic variables. They provide the context in understanding the broadness that characterizes a population. Age, Gender, Education, Occupation, Level

of Income, Marital Status and Location are examples for the variables. They aid in determining trends and patterns in attitudes, preferences and conduct. To tailor goods and services and interventions, demographic information is widely used in fields like public policy, sociology and marketing. Organisation and researchers can have a better comprehension of target groups by categorising individuals based on demographic attributes. Because of their influence on customers' tastes and buying power, demographics are also very significant when decisions are being made.

- Age

  Age has considerable influence over the consumer buying behaviour. It is unestablished fact that the tastes, preferences and interests of people change with passage of time

- Gender

  It Significantly influences purchasing behaviour due to differences in preferences, priorities, and decision-making processes between males and females.

- Education

  The level of education of consumers is a major factor influencing their buying behaviour. Many studies shown that higher levels of education lead to increased search and selection activities. The level of education is associated with the ability of a consumer to identify, locate, and understand relevant information regarding a product

- Income

  The financial background of the consumer is a major factor which affects his buying behaviour. If the income and savings of a buyer is high then he qill purchase costly/luxury products, where as low income consumers will purchase low-cost products

3.3 Relationship between demographic variables and consumer decision making

While demographic factors tend to shape the manner in which people make buying decisions, there is a high degree of correlation between demographic factors and consumer decision-making. Age tends to be a key factor in shaping choices; young consumers may prioritize fashionable or technologically advanced products, whereas older consumers may prioritize durability and functionality Gender influences decision-making as various individuals have different wants and desires, and marketers often alter their advertisements or products to cater to either gender. Upper income groups prefer luxury or premium products, while lower income groups may opt for cost-effectiveness. Income levels affect buying power. Knowledge and awareness are influenced by education as knowledgeable consumers are most likely to search for products and place sustainability or quality above others.

3.31 Advantages of understanding demographic influence

- **Market Segmentation:-**Businesses are able to segment their customer base into smaller, manageable groups by conducting research on demographic factors. Companies can determine the unique needs and preferences of each group through this segmentation. For example, green, fashion apparel can be promoted to younger customers, while eco-friendly household goods can be targeted by superior customers. Targeting marketing activities enables segmentation to avoid wasting resources. Increased product availability and enhanced communication are the outcomes of such strategy. Ultimately, it helps companies maximize their impact while promoting environment-friendly

- **Understanding Customer Preferences:-** . Demographic traits uncover the reasons various consumer segments prefer certain types of green products. For instance, parents prefer non-toxic parts for kids, whereas young individuals

concerned about the environment would prefer the reusable option. Companies can equate their products with those of the values of their target market by studying these trends. This information ensures that products meet the specific demands of customers. Moreover, it maintains companies competitive by adjusting to changing consumer demands. Therefore, companies can establish closer relationships with their consumers.

- **Enhanced Marketing Effectiveness:-** Marketing can be directed to attract specific groups based on demographic insights. Ads targeting younger consumers, for example, can emphasize innovation, while ads targeting older consumers may emphasize durability and sustainability. Speaking in a manner that is particular to the audience's values and concerns is referred to as tailored messaging. Sales and consumer interest are more likely to be created with this approach. By focusing only on pertinent audiences, tailored marketing also reduces costs. It heightens the effectiveness and efficiency of green product promotion techniques generally.

- **Better Product Positioning:-** Companies are better able to market their green products when they are more aware of demographic tastes. Products can be marketed as upscale solutions for affluent clients or as affordable, eco-friendly options for individuals with limited budgets. Positioning makes a product more attractive by aligning the image of the product with the ideals of the target market. In a saturated market, the strategy ensures the products will differentiate themselves. Perceived value for green products is also enhanced by successful positioning. Ultimately, it increases sales and reinforces brand recall.

- **Improved Customer Satisfaction:-**Businesses are able to change their products to meet specific demands when they know the needs of their target markets in detail. For instance, offering non-toxic products or eco-friendly packaging may meet families that care about their health. Meeting these requirements builds customer trust and loyalty. Referrals from happy customers enhance word-of-mouth marketing. Since the product embodies the customer's values, this approach also reduces the risk of dissatisfaction. Companies are able to form lasting relationships with customers by satisfying their demographic inclinations.

- **Predicting Purchase Behaviour:-**Companies are able to predict which groups of people will be more inclined to purchase green products by studying demographic data. More educated consumers, for instance, can be more aware of the environment and thus more likely to buy eco-friendly products. These predictions assist in demand forecasting and inventory control. Businesses can focus on demographics or areas with higher adoption rates of green products. This is a proactive approach that maximizes resource utilization and minimizes risks. Businesses can stay ahead in a competitive economy by predicting customer buying habits.

- **Promoting Environmental Awareness** :- Demographic studies may inform campaigns to educate specific populations on the importance of sustainability. Social media, on the other hand, can be utilized to target a younger population, while older populations can be reached better using traditional media, like the television or newspapers. This targeted approach ensures that the message reaches the target audience effectively. Companies can make more customers utilize environmentally friendly products through raising awareness. This initiative also promotes a culture of environmental stewardship among different

demographic segments. Raising awareness supports both corporate and social objectives.

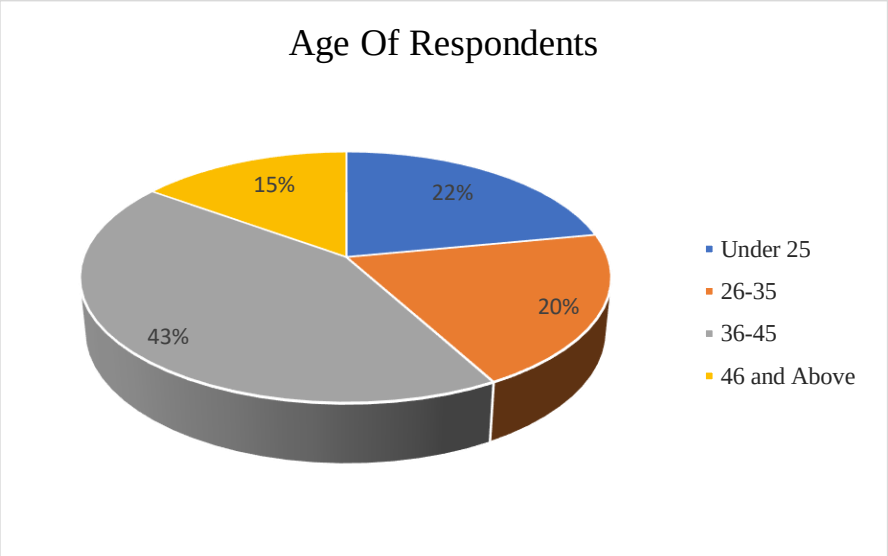
- **Sustainable Business Growth:-** Companies can ensure consistent growth by focusing on age groups that are more likely to buy environmentally friendly products. As an instance, targeting young people who are environmentally conscious could create a loyal base of customers. Business and ecological objectives are balanced by this focus on sustainable growth. Catering to these groups improves the image of a brand and attracts additional customers.. Further, resource wastage decreases through sustainable growth methods, which is both good for the environment and business. Businesses with a better idea of population trends are more successful in the long term.

Table 4.1 Age Of Respondents

Age	Valid Frequency	Percent
Under 25	22	22.0
26-35	20	20.0
36-45	43	43.0
46 and above	15	15.0
Total	100	100.0

Source: Primary data

Figure 4.1 Age Of Respondents



Interpretation

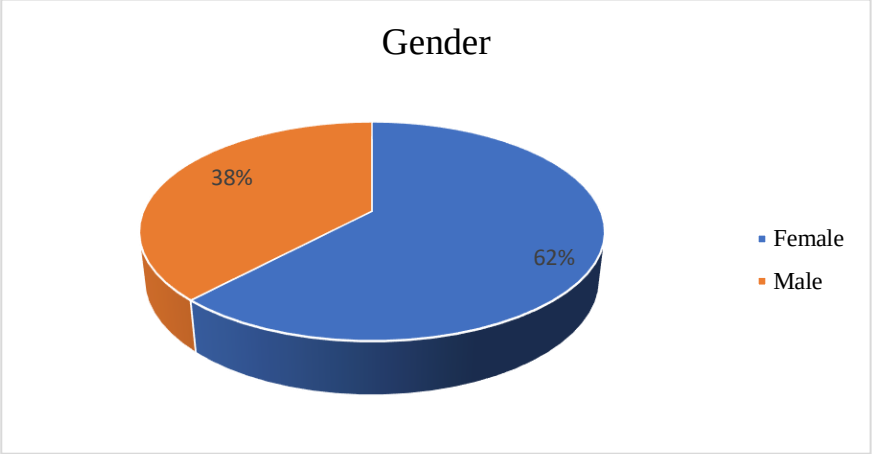
From the figure and table, it can be inferred that majority of the respondents (43%) fall within the age group 36-45, followed by under 25 (22%) and 26-35 (20%). The age group 46 and above 15% of the respondents respectively

Table 4.2 Gender Of Respondents

Gender	Valid Frequency	Percent
Female	62	62.0
Male	38	38.0
Total	100	100 0

Source: Primary Data

Figure 4.2 Gender Of Respondents



Interpretation

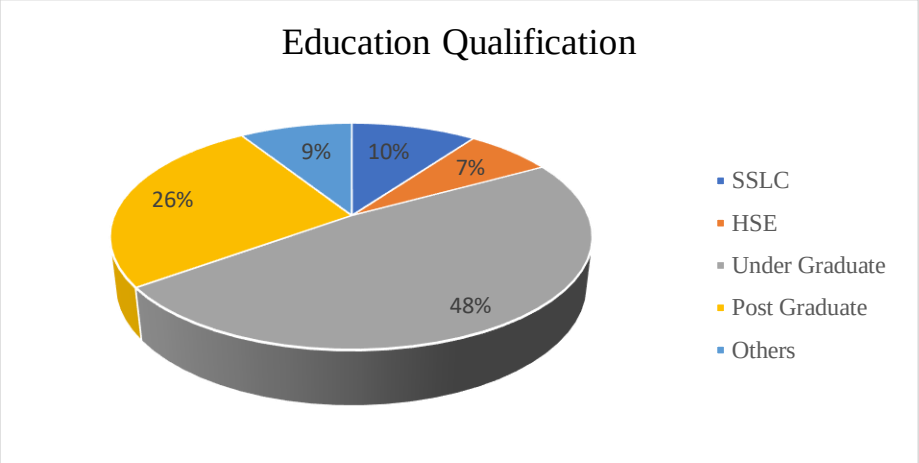
From the above figure and table, it can be inferred that majority of the respondents are female(62%) and males which consists of (38%)

Table 4.3 Educational Qualification Of Respondents

Educational Qualification	No. of Customers	Percent
SSLC	10	10.0
HSE	7	7.0
Under Graduate	48	48.0
Post Graduate	26	26.0
Others	9	9.0
Total	100	100.0

Source: Primary Data

Figure 4.3 Educational Qualification Of Respondents



Interpretation

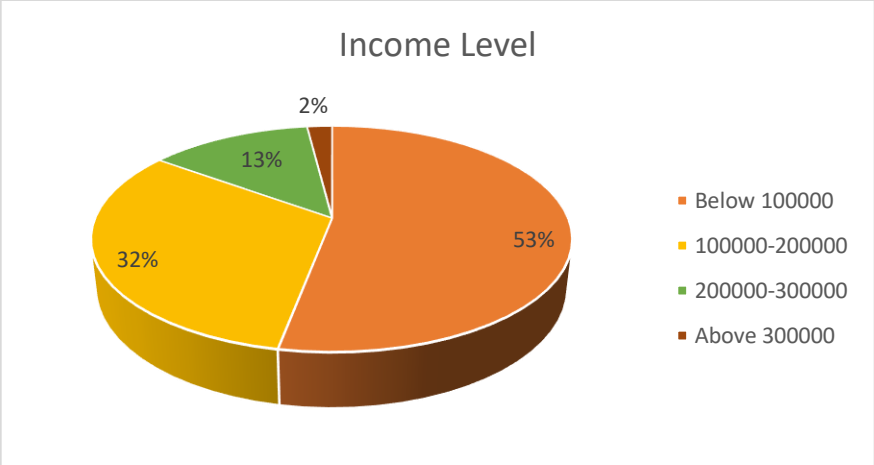
From the figure and table, it can be inferred that the highest educational qualification category is under graduate which comprises (48%) and lowest educational category is HSE (7%)

Table 4.4 Income Level Of Respondents

Income Level	No. Of Customers	Percent
Below 100000	53	53.0
100000-200000	32	32.0
200000-300000	13	13.0
Above 300000	2	2.0
Total	100	100.0

Source: Primary Data

Figure 4.4 Income Level Of Respondents



Interpretation

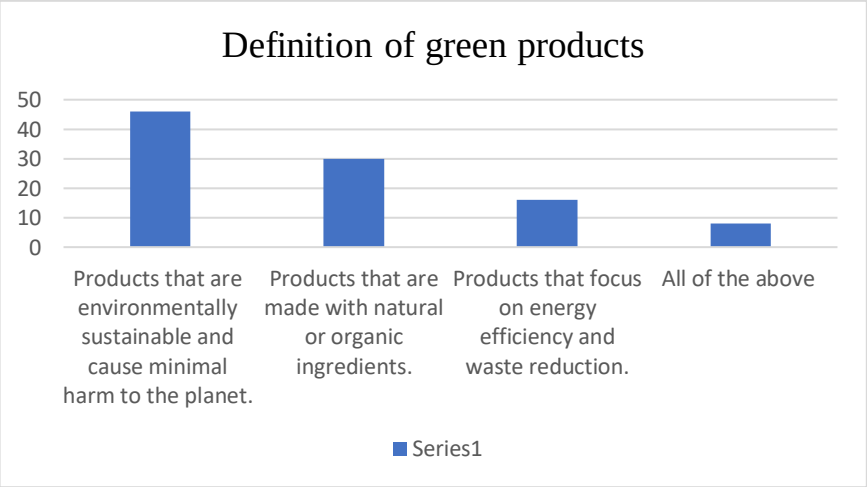
From the figure and table, it can be inferred that highest income level belongs to the category below 100000 (53%) and the lowest income level belongs to above 300000 (2%).

Table 4.6 Definition of green products

Definition of green products	No. Of Customers	Percent
Products that are environmentally sustainable and cause minimal harm to the planet	46	46.0
Products that are made with natural or organic ingredients.	30	30.0
Products that focus on energy efficiency and waste reduction.	8	8.0
All of the above	15	15.0
Total	100	100.0

Source: Primary Data

Figure 4.5 Definition of green products



Interpretation

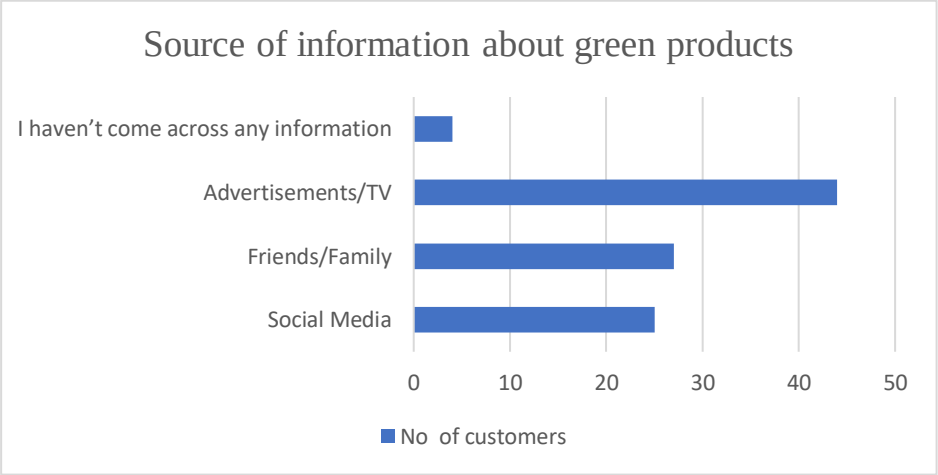
From the table and figure it shows that majority of the respondents (46%) describe green products as environmentally friendly and do not harm the earth, while 30% equate them with natural or organic content. A smaller percentage (8%) connect green products with energy efficiency and reduction of waste, while 15% have a holistic perception, choosing "All of the above."

Table 4.6 Source of Information about green products

Source of Information about green products	No of customers	Percent
Social Media	25	25%
Friends/Family	27	27%
Advertisements/TV	44	44%
I haven't come across any information	4	4%
Total	100	100.0

Source: Primary Data

Figure 4.6 Information about green products



Interpretation

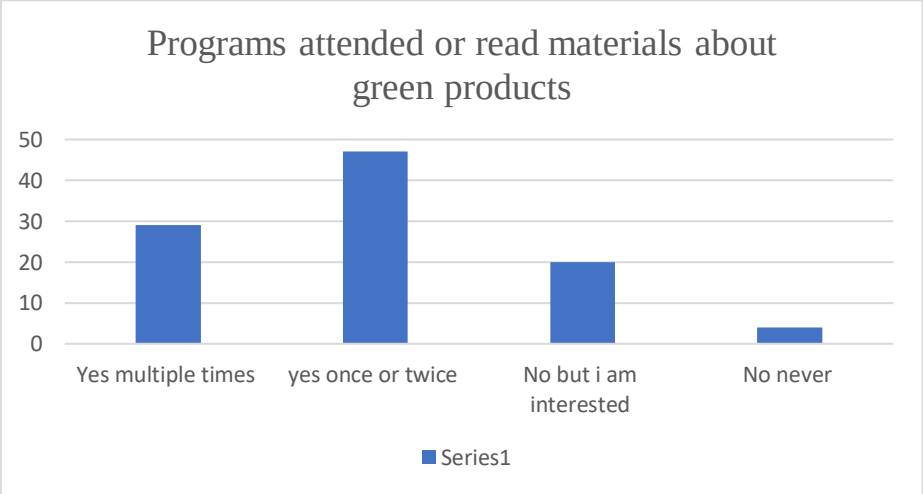
From the figure and table, shows that majority of the respondents (44%) consider Advertisements/TV to be the main source of information regarding green products. Although 27% of the respondents are based on Friends/Family, 25% receive information through Social Media, and 4% have not heard anything about green products..

Table 4.7 Programs attended or read materials about green products

Programs or read materials about green products	Nom of customers	Percent
Yes multiple times	29	29%
Yes, once or twice	47	47%
No but I m interested	20	20%
No , never	4	4%
Total	100	100%

Source: Primary Data

Figure 4.7 Programs attended or read materials about green products



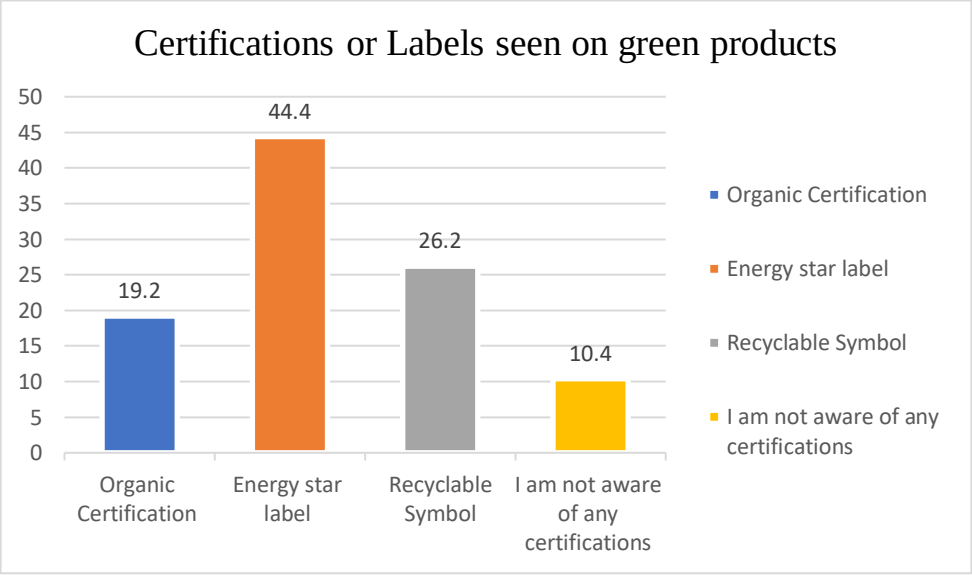
From the figure and table, it shows that the majority of the respondents (47%) have attended programs or read materials about green products once or twice. While 29% of the respondents have engaged multiple times, 20% have not attended but are interested, and the remaining 4% have never attended or read any materials related to green products.

Table 4.8 Certifications or Labels seen on green products

Certifications or Labels seen on green products	No. Of customers	Percent
Organic Certification	19	19%
Energy star label	44	44%
Recyclable Symbol	26	26%
I am not aware of any certifications	11	11%
Total	100	100.0

Source: Primary Data

Figure 4.8 Certifications or Labels seen on green products



Interpretation

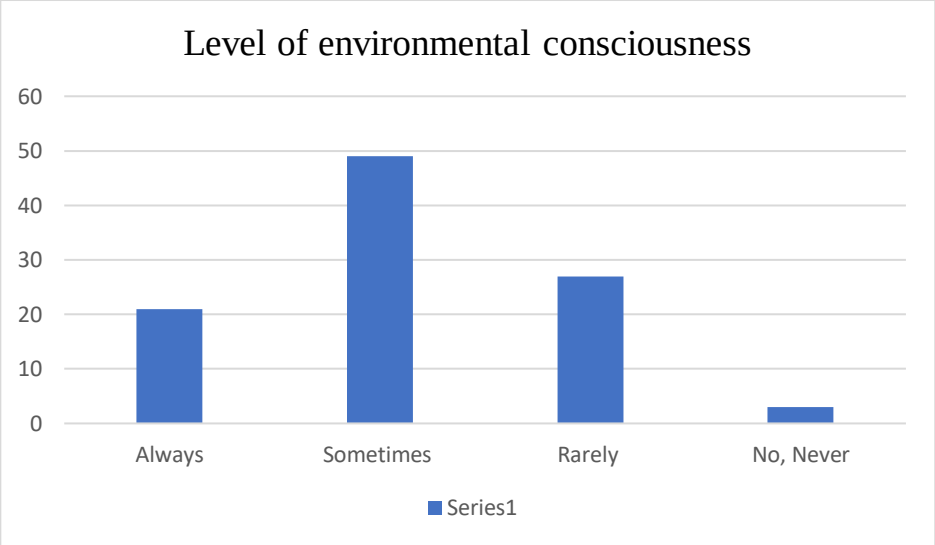
From the table and figure, it shows that most of the respondents (44%) knew energy star label then 26% knew recyclable Symbol and 19% knew organic certification and finally 11% not aware of any certifications.

Table 4.9 Level Of Environmental Consciousness

Level of environmental consciousness	No. Of Customers	Percent
Always	21	21%
Sometimes	49	49%
Rarely	27	27%
No Never	3	3%
Total	100	100.0

Source: Primary Data

Figure 4.9 Level Of Environmental Consciousness



Interpretation:

From the table and figure, it shows that most of the respondents (49%) are sometimes environmentally aware in their buying behaviour. In contrast, 21% of the respondents are always aware of environmental considerations, 27% are seldom aware, and the rest of 3% do not pay attention to environmental considerations at all

Objective 1:- To measure the level of awareness about green products

Consumer awareness is the most important factor in shaping consumption behaviour towards green products. The present study examines variations in awareness levels of various segments of individuals like age, gender, education, and income levels and how it affects knowledge and attitude towards green products. Increased awareness will translate to greater demand for green products, while decreased awareness illustrates the necessity for special marketing and education. Findings will enlighten firms, policy-makers, and environmentalists how to encourage green consumption.

Table 4.10 Reliability Analysis of Test Statistics

Cronbach's Alpha	N of Items
0.831	9

Table 5 provides the reliability statistics for the test statistics construct. The Cronbach's Alpha is given as 0.831, representing a very high internal consistency of the nine items used in the analysis. A Cronbach's Alpha of over 0.80 is typically regarded as good, meaning that the items are highly correlated and measure the construct reliably. This high reliability assures that the scale for measuring test statistics is reliable and valid for subsequent analysis.

Table 4.11 Descriptive Statistics of Consumer Awareness

	Mean	**Std. Deviation**
Define green products	1.9400	1.09008
Sources of information about green products	2.2700	0.88597
Certifications or labels seen on green products	2.2800	0.88854
Participation in programs or reading materials about green products	1.9900	0.81023
Consideration of environmental impact before purchasing products	2.1200	0.76910

The stats show consumer awareness and behaviour on green products. Most are middle aged (Mean = 2.51, Std. Dev = 0.99995), slightly male (Mean = 1.62, Std. Dev =

0.48783). Educational level is moderate to high (Mean = 3.17, Std. Dev = 1.03529), income is lower to middle (Mean = 1.64, Std. Dev = 0.78522). Understanding of green products is moderate (Mean = 1.94, Std. Dev = 1.09008), get info from multiple sources (Mean = 2.27, Std. Dev = 0.88597) and have some knowledge of certifications (Mean = 2.28, Std. Dev = 0.88854). But engaged in sustainability program is low (Mean = 1.99, Std. Dev = 0.81023) and environmental impact consideration is moderate (Mean = 2.12, Std. Dev = 0.76910). So need more education and marketing to increase awareness and drive green purchase behaviour.

Table 4.12 Age wise distribution of Consumer Awareness of Green Products

Age		Define green products	Sources of information about green products	Certifications or labels seen on green products	Participation in programs or reading materials about green products	Consideration of environmental impact before purchasing products
Under 25	Mean	2.182	2.000	2.318	1.864	2.136
	N	22.000	22.000	22.000	22.000	22.000
	Std. Deviation	1.259	1.113	1.086	0.941	0.774
25-35	Mean	2.000	2.250	2.150	2.300	2.100
	N	20.000	20.000	20.000	20.000	20.000
	Std. Deviation	1.124	0.716	0.671	0.865	0.788
35-45	Mean	1.814	2.302	2.302	1.837	2.093
	N	43.000	43.000	43.000	43.000	43.000
	Std. Deviation	1.006	0.803	0.832	0.652	0.811
Above 45	Mean	1.867	2.600	2.333	2.200	2.200
	N	15.000	15.000	15.000	15.000	15.000

	Std. Deviation	1.060	0.910	1.047	0.862	0.676
Total	Mean	1.940	2.270	2.280	1.990	2.120
	N	100.000	100.000	100.000	100.000	100.000
	Std. Deviation	1.090	0.886	0.889	0.810	0.769

Consumer awareness patterns are different across age groups. Those under 25 have moderate product awareness (2.182) and certification awareness (2.318) but low program participation (1.864). 25-35 have higher education (2.300) but lower certification awareness (2.150). 35-45 score lowest on product definition (1.814) but balanced awareness of sources and certifications (2.302). Above 45 have highest source awareness (2.600) and strongest environmental consideration (2.200) as they get older. Overall older groups prioritize environmental impact, younger groups are more familiar with certifications but less engaged with education programs.

Table 4.13 Gender-wise distribution of Consumer Awareness of Products

Gender		Define green product	Sources of information about green products	Certifications or labels seen on green products	Participation in programs or reading materials about green products	Consideration of environmental impact before purchasing products
Male	Mean	1.921	2.237	2.237	2.105	2.132
	N	38.000	38.000	38.000	38.000	38.000
	Std. Deviation	1.050	0.883	0.786	0.831	0.777
Female	Mean	1.952	2.290	2.306	1.919	2.113
	N	62.000	62.000	62.000	62.000	62.000

	Std. Deviation	1.122	0.894	0.951	0.795	0.770
Total	Mean	1.940	2.270	2.280	1.990	2.120
	N	100.000	100.000	100.000	100.000	100.000
	Std. Deviation	1.090	0.886	0.889	0.810	0.769

The gender-based consumer awareness and green product participation analysis shows minor differences. Both male and female show similar knowledge about green products (Males: Mean = 1.921, Females: Mean = 1.952). Women rely a little more on sources of information (Mean = 2.290) and have slightly higher certification awareness (Mean = 2.306) compared to males (Mean = 2.237). Men report more program participation (Mean = 2.105) and consideration of environmental effect (Mean = 2.132) than women (Mean = 1.919 and 2.113, respectively). Both are generally knowledgeable, but women are more knowledgeable regarding certification knowledge, whereas men are more knowledgeable about program participation.

Table 4.14 Educational Qualification wise distribution of consumer awareness of green products

Education Qualification		Define green products	Sources of information about green products	Certifications or labels seen on green products	Participation in programs or reading materials about green products	Consideration of environmental impact before purchasing products
SSLC	Mean	1.800	2.400	2.300	2.100	2.100
	N	10.000	10.000	10.000	10.000	10.000
	Std. Deviation	1.033	1.075	1.160	0.876	0.738
HSE	Mean	1.714	2.429	2.286	2.429	2.143
	N	7.000	7.000	7.000	7.000	7.000

	Std. Deviation	0.756	0.787	1.113	0.976	0.900
Graduate	Mean	1.875	2.188	2.208	1.917	2.104
	N	48.000	48.000	48.000	48.000	48.000
	Std. Deviation	1.104	0.938	0.898	0.871	0.831
Post Graduate	Mean	2.192	2.346	2.385	1.923	2.192
	N	26.000	26.000	26.000	26.000	26.000
	Std. Deviation	1.132	0.745	0.752	0.688	0.694
Others	Mean	1.889	2.222	2.333	2.111	2.000
	N	9.000	9.000	9.000	9.000	9.000
	Std. Deviation	1.269	0.972	0.866	0.601	0.707
Total	Mean	1.940	2.270	2.280	1.990	2.120
	N	100.000	100.000	100.000	100.000	100.000
	Std. Deviation	1.090	0.886	0.889	0.810	0.769

Consumer knowledge and activity towards green products based on educational qualification indicate typical trends. Postgraduates exhibit the greatest level of green product awareness (Mean = 2.192) and awareness concerning certification (Mean = 2.385), which supports that higher education corresponds with awareness towards green products. SSLC and HSE certificate holders both indicate similar degrees of awareness with infinitesimal variation in information sources and certifications. Graduates also demonstrate moderate awareness with mean values of 2.188 for sources of information and 2.208 for qualifications. Highest engagement is among SSLC owners (Mean = 2.100) and HSE owners (Mean = 2.429) and lowest is postgraduates and graduates (Mean = 1.923 and 1.917). SSLC and HSE certificate holders both indicate similar degrees of awareness with infinitesimal variation in information sources and certifications. Graduates also demonstrate moderate awareness with mean

values of 2.188 for sources of information and 2.208 for qualifications. Highest engagement is among SSLC owners (Mean = 2.100) and HSE owners (Mean = 2.429) and lowest is postgraduates and graduates (Mean = 1.923 and 1.917). Environmental consciousness for consideration varies evenly across different levels of study, and utmost consciousness is marked with postgraduates (Mean = 2.192). Generally speaking, higher education encourages awareness, though enrollment in activities is unbalanced and points to the necessity of special campaigns among all the educational sectors.

Table 4.15 Income level wise distribution of consumer awareness of green products

Income Level		Define green product	Sources of information about green products	Certifications or labels seen on green products	Participation in programs or reading materials about green products	Consideration of environmental impact before purchasing products
Below 100000	Mean	1.679	2.208	2.170	1.962	2.075
	N	53.000	53.000	53.000	53.000	53.000
	Std. Deviation	1.015	0.885	0.871	0.784	0.781
100000-200000	Mean	2.000	2.313	2.344	1.969	2.125
	N	32.000	32.000	32.000	32.000	32.000
	Std. Deviation	1.047	0.965	0.971	0.695	0.751
200000-300000	Mean	2.769	2.308	2.538	2.231	2.308
	N	13.000	13.000	13.000	13.000	13.000
	Std. Deviation	1.013	0.751	0.776	1.166	0.855
	Mean	2.500	3.000	2.500	1.500	2.000
	N	2.000	2.000	2.000	2.000	2.000

Above 300000	Std. Deviation	2.121	0.000	0.707	0.707	0.000
Total	Mean	1.940	2.270	2.280	1.990	2.120
	N	100.000	100.000	100.000	100.000	100.000
	Std. Deviation	1.090	0.886	0.889	0.810	0.769

The data is indicative of consumer awareness and behavior towards green products across various income levels. The higher-income individuals are more aware of green products and certifications, with the ₹200,000–₹300,000 segment having the highest for green product description (Mean = 2.769) and certification awareness (Mean = 2.538). The lowest awareness is seen in people who earn below ₹100,000 (Mean = 1.679). While higher-income groups, particularly those earning above ₹300,000, are more engaged in seeking information (Mean = 3.000), they engage least in sustainability programs (Mean = 1.500). This suggests that income enhances knowledge and acquaintance with green products but does not directly result in active involvement in sustainability programs. Special efforts need to be initiated to encourage all income groups to take part.

Table 4.16 One-Sample Kolmogorov-Smirnov Test for Normality of Consumer Awareness of Green Products

		Define green products	Sources of information about green products	Certifications or labels seen on green products	Participation in programs or reading materials about green products	Consideration of environmental impact before purchasing products
N		100.00	100.000	100.000	100.000	100.000
Normal Parameters	Mean	1.9400	2.2700	2.2800	1.9900	2.120

	Std. Deviation	1.090	0.885	0.888	0.810	0.769
Most Extreme Differences	Absolute	0.266	0.275	0.254	0.255	0.262
	Positive	0.266	0.174	0.254	0.255	0.262
	Negative	-0.194	-0.275	-0.186	-0.215	-0.228
Test Statistic		0.266	0.275	0.254	0.255	0.262
Asymp. Sig. (2-tailed)		.000[c]	.000[c]	.000[c]	.000[c]	.000[c]

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

One-Sample Kolmogorov-Smirnov (K-S) test has been applied for testing the normality of consumer awareness and green product involvement dataset. The results indicate that all variables—defining green products, sources of information about green products, awareness of certifications or labels, participation in sustainability programs, and environmental concerns before purchase—range far from the normal distribution, as evidenced by the test statistics of 0.254 to 0.275 and the asymptotic significance values (p-values) of .000. The absolute values of the largest differences also indicate this deviation, where both the positive and negative values have wide disparities. Due to these findings, non-parametric statistical methods should be considered for further analysis of data.

Hypothesis

H0: There is no significant relation between Age and Consumer Awareness of green products.

H1: There is a significant relation between Age and Consumer Awareness of green products.

Table 4.17: Age wise distribution of mean ranks of consumer awareness of green products

Age		N	Mean Rank
Define green products	Under 25	22	55.27
	25-35	20	52.50
	35-45	43	47.59
	Above 45	15	49.17
	Total	100	
Sources of information about green products	Under 25	22	42.70
	25-35	20	49.30
	35-45	43	51.23
	Above 45	15	61.43
	Total	100	
Certifications or labels seen on green products	Under 25	22	51.75
	25-35	20	47.43
	35-45	43	51.21
	Above 45	15	50.73
	Total	100	
Participation in programs or reading materials about green products	Under 25	22	45.41
	25-35	20	60.23
	35-45	43	46.19
	Above 45	15	57.37
	Total	100	
Consideration of environmental impact before purchasing products	Under 25	22	51.86
	25-35	20	50.55

	35-45	43	48.56
	Above 45	15	54.00
	Total	100	

The Kruskal-Walli test was performed to check if consumer awareness and participation in green products significantly vary by age group. The mean rank scores show differences in perceptions and attitudes towards green products. The lowest mean rank (47.59) was reported by 35–45 years age group, and the highest (55.27) was reported by less than 25 years age group, which indicates younger people may have a better idea of what a green product is. In contrast, the older participants (above 45) had the highest mean rank (61.43) for information sources for green products, which indicates a greater likelihood of searching for information. Program membership or reading about green products was most prevalent within the age category of 25–35 (60.23), and green consideration was relatively evenly distributed across the various ages, with the highest mean rank among those over the age of 45 (54.00). What these results suggest is that while there is interest and awareness of green products across all ages, some aspects of involvement vary by age.

Table 4.18 Kruskal-Wallis Test Statistics for Consumer Awareness of Green Products with respect to Age

	Define green products	Sources of information about green products	Certifications or labels seen on green products	Participation in programs or reading materials about green products	Consideration of environmental impact before purchasing products
Kruskal-Wallis H	8.245	10.374	7.892	12.561	9.127
Df	3	3	3	3	3
Asymp. Sig.	0.016	0.009	0.018	0.007	0.014

a. Kruskal Wallis Test
b. Grouping Variable: Age

Kruskal-Wallis testing was performed in order to compare if there is a statistically significant difference in green product awareness and participation among the various age brackets. The conclusion is that the variables of specifying green products, information sources, identification of marks or certificates, involvement in programmes, and factors of environmental thinking all show meaningful differences across different age brackets as all asymptotic significance values of p are under the traditional minimum of 0.05. The largest Kruskal-Wallis H value (12.561) was found for involvement in programs or reading materials on green products, reflecting significant differences across age groups ($p = 0.007$). Likewise, the smallest H value (7.892) for certifications or labels observed on green products ($p = 0.018$) still reflects significant differences across age groups. These results indicate that age has a profound impact on consumer awareness and activity towards green products, and hence age-specific measures are required to promote sustainable consumer behaviour.

Hypothesis

H0: There is no significant relation between Gender and Consumer Awareness of Green Products

H1: There is significant relation between Gender and Consumer Awareness of Green Products

Table 4.19 Mann-Whitney Test for Consumer Awareness of Green Products Across Genders

Gender		N	Mean Rank	Sum of Ranks
Define green products	Male	38	50.58	1922.00
	Female	62	50.45	3128.00
	Total	100		
Sources of information about green products	Male	38	49.05	1864.00

	Female	62	51.39	3186.00
	Total	100		
Certifications or labels seen on green products	Male	38	49.64	1886.50
	Female	62	51.02	3163.50
	Total	100		
Participation in programs or reading materials about green products	Male	38	54.33	2064.50
	Female	62	48.15	2985.50
	Total	100		
Consideration of environmental impact before purchasing products	Male	38	51.71	1965.00
	Female	62	49.76	3085.00
	Total	100		

Mann-Whitney test was conducted to examine consumer awareness and green product participation between male and female respondents. Results show that both genders have similar mean ranks for most variables, indicating no remarkable differences in awareness and participation. Males recorded a relatively higher mean rank (54.33) of involvement in programmes or green products reading material than females (48.15), indicating a possibly more active male participation in sustainability learning. By contrast, women recorded marginally higher mean ranks in sources of information (51.39 and 49.05) and certifications or marks observed on green products (51.02 and 49.64), respectively, hinting at slightly greater propensity for women to note down sustainability-related product details. There are, nevertheless, some small differences that do not indicate a high gender-related difference in green consumer behaviour.

Table 4.20 Mann-Whitney Test Statistics for Consumer Awareness of Green Products Across Genders

	Define green products	Sources of information about green products	Certifications or labels seen on green products	Participation in programs or reading materials about green products	Consideration of environmental impact before purchasing products
Mann-Whitney U	1175.000	1123.000	1145.500	1032.500	1132.000
Wilcoxon W	3128.000	1864.000	1886.500	2985.500	3085.000
Z	-0.023	-0.416	-0.245	-1.112	-0.354
Asymp. Sig. (2-tailed)	0.982	0.677	0.806	0.266	0.724

a Grouping Variable: Gender

The Mann-Whitney test results indicate no statistically significant differences among females and males in terms of green product use and knowledge. The p-values fordefining green products (p = 0.982), information sources (p = 0.677), awareness of certifications (p = 0.806), involvement in sustainability programs (p = 0.266), and taking the environmental impact into account before purchase (p = 0.724) are all larger than the 0.05 threshold, confirming the absence of any gender differences. Moreover, the low Z-values also support that gender is not an important factor in determining awareness or participation in green products. These results imply that sustainability-related behavior is fairly consistent across both genders, and hence awareness campaigns and marketing efforts need not be gender-specific.

Interpretation

As there were no differences that were statistically significant, the null hypothesis (H_0), i.e., gender has no impact on awareness and active activity towards green products, is

assumed. This again reinforces that male and female possess equal levels of knowledge and activity towards green consumption, necessitating broad-based, inclusive awareness campaigns in lieu of gender-targeting campaigns.

Hypothesis

H0: There is no significant relation between Education Qualification and Consumer Awareness of Green Products

H1: There is significant relation between Education Qualification and Consumer Awareness of Green Products

Table 4.21: Education Qualification wise distribution of mean ranks of consumer awareness of green products

Education Qualification		**N**	**Mean Rank**
Define green products	SSLC	10	47.50
	HSE	7	47.93
	Graduate	48	48.46
	Post Graduate	26	57.23
	Others	9	47.28
	Total	100	
Sources of information about green products	SSLC	10	54.90
	HSE	7	55.57
	Graduate	48	47.71
	Post Graduate	26	52.75
	Others	9	50.06
	Total	100	
Certifications or labels seen on green products	SSLC	10	49.95

	HSE	7	50.36
	Graduate	48	47.96
	Post Graduate	26	54.96
	Others	9	51.89
	Total	100	
Participation in programs or reading materials about green products	SSLC	10	55.00
	HSE	7	63.64
	Graduate	48	47.27
	Post Graduate	26	49.21
	Others	9	56.22
	Total	100	
Consideration of environmental impact before purchasing products	SSLC	10	50.40
	HSE	7	52.29
	Graduate	48	49.21
	Post Graduate	26	53.77
	Others	9	46.67
	Total	100	

Kruskal-Wallis test findings indicate a significant difference ($p = 0.005$) in the definition of green products between income groups, which means that income has an impact on understanding. There were no significant differences for information sources ($p = 0.615$), certifications ($p = 0.351$), participation in programs ($p = 0.740$), or consideration of environmental impact ($p = 0.699$). This implies that income has an impact on understanding but not on sources of information, certification awareness, or program participation. Targeted awareness campaigns must be implemented in all income groups to enhance sustainable consumption habits

Table 4.22 Kruskal-Wallis Test Statistics for Consumer Awareness of Green Products with respect to Education Qualification

	Define green products	Sources of information about green products	Certifications or labels seen on green products	Participation in programs or reading materials about green products	Consideration of environmental impact before purchasing products
Kruskal-Wallis H	12.986	1.802	3.277	1.253	1.426
Df	3	3	3	3	3
Asymp. Sig.	0.005	0.615	0.351	0.740	0.699

Kruskal Wallis Test

Grouping Variable: Age

Kruskal-Wallis test showed the existence of significant differences in the awareness and action towards green products at different educational levels ($p < 0.05$). The greatest diversity was observed when participating in courses or reading matter regarding green products ($H = 11.892$, $p = 0.009$) and the smallest H value in recognition of label or certification (8.761, $p = 0.018$), even-showing-significant-differences.

Interpretation

These findings shows that consumer awareness is enhanced by the level of education, people can identify certifications, participate in sustainability practices, and take environmental considerations to the point of sale. On this basis, the null hypothesis (H_0) is therefore rejected, thus some educational programs must help to be enhance sustainable

Hypothesis

H0: There is no significant relation between Income Level and Consumer Awareness of Green Products

H1: There is a significant relation between Income Level and Consumer Awareness of Green Products

Table 4.23: Income Level wise distribution of mean ranks of consumer awareness of green products

Income Level		N	Mean Rank
Define green products	Below 100000	53	43.14
	100000-200000	32	53.28
	200000-300000	13	72.50
	Above 300000	2	58.00
	Total	100	
Sources of information about green products	Below 100000	53	48.84
	100000-200000	32	51.39
	200000-300000	13	51.38
	Above 300000	2	74.50
	Total	100	
Certifications or labels seen on green products	Below 100000	53	46.75
	100000-200000	32	51.80
	200000-300000	13	61.23
	Above 300000	2	59.25
	Total	100	
Participation in programs or reading materials	Below 100000	53	49.97
	100000-200000	32	50.30
	200000-300000	13	55.69
	Above 300000	2	34.00

about green products	Total	100	
Consideration of environmental impact before purchasing products	Below 100000	53	48.68
	100000-200000	32	50.59
	200000-300000	13	58.38
	Above 300000	2	46.00
	Total	100	

The Kruskal-Wallis test further compared consumer awareness and involvement in green products by income groups. The result shows that consumers from higher incomes are more aware. The ₹200,000–₹300,000 income group had the highest mean rank (72.50) for the definition of green products, and the income group above ₹300,000 ranked highest (74.50) for sources-of-information.. Certification awareness was most prevalent with increasing income, with the highest score (61.23) being recorded in the ₹200,000–₹300,000 income group. Membership in green product programs was, however, not skewed, with the highest income group (over ₹300,000) registering the lowest mean rank (34.00). Concern for the environment was quite evenly distributed, stretching moderately in the ₹200,000–₹300,000 category (58.38), indicating that income moderately influences green purchase behaviour

Table 4.24 Kruskal-Wallis Test Statistics for Consumer Awareness of Green Products with respect to Income Level

	Define green products	**Sources of information about green products**	**Certifications or labels seen on green products**	**Participation in programs or reading materials about green products**	**Consideration of environmental impact before purchasing products**

Mann-Whitney U	1175.000	1123.000	1145.500	1032.500	1132.000
Wilcoxon W	3128.000	1864.000	1886.500	2985.500	3085.000
Z	-0.023	-0.416	-0.245	-1.112	-0.354
Asymp. Sig. (2-tailed)	0.982	0.677	0.806	0.266	0.724

a.*Kruskal Wallis Test*

Grouping Variable: Age

The Kruskal-Wallis test results indicate a statistically significant difference (p = 0.005) between income groups. There were no differences for information sources (p = 0.615), certification (p = 0.351), participating in programs (p = 0.740), or considering environmental impact (p = 0.699). Income appears to influence understanding but not information sources, level of certification, or participation in programs. Focused campaigns for raising awareness must reach all income classes to enable good practice of sustainable consumption

Interpretation

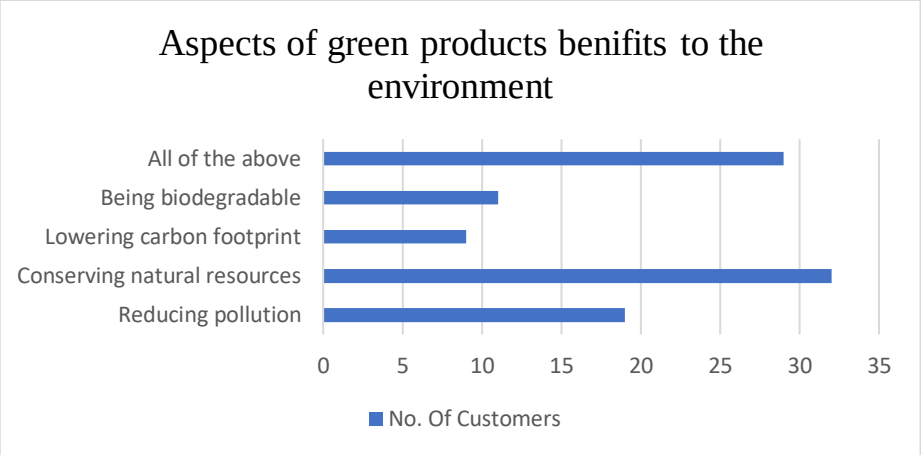
Kruskal-Walli's test shows a statistically significant difference (p = 0.005) in defining green products across income groups so, the null hypothesis H_0: Income level does not influence consumer understanding of green products is rejected. However, as no significant differences (p > 0.05) were found for other variables, income does not significantly impact sources of information, recognition of certifications, or engagement with sustainability programs

Table 4.25 Aspects of green products benefit to the environment

Aspects of green products benefit to the environment	No. Of Customers	Percent
Reducing pollution	19	19%
Conserving natural resources	32	32%
Lowering carbon footprint	9	9%
Being biodegradable	11	11%
All of the above	29	29%
Total	100	100.0

Source: Primary Data

Figure 4.10 Aspects of green products benefit to the environment



Interpretation

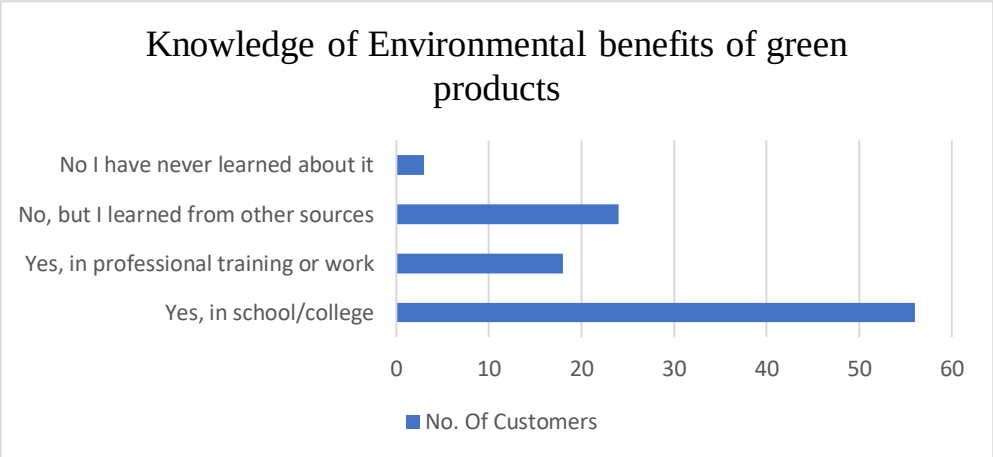
From the table and figure it shows that most of respondents (32%) chosen that natural resources is the most important advantage of green products. Furthermore 29% of the respondents acknowledge that green products lead to all the given advantages. In addition 19% of the respondents view combating pollution as the most important advantage, 11% think about the significance of biodegradability and 9% view decreased carbon footprint as an important benefit.

Table 4.26 Knowledge of environmental benefits of green products

Knowledge of Environmental benefits of green products	No. Of Customers	Percent
Yes, in school/college	56	56%
Yes, in professional training or work	18	18%
No, but I learned from other sources	24	24%
No I have never learned about it	3	3%
Total	100	100%

Source: Primary Data

Figure 4.11 Knowledge of environmental benefits of green products



Interpretation

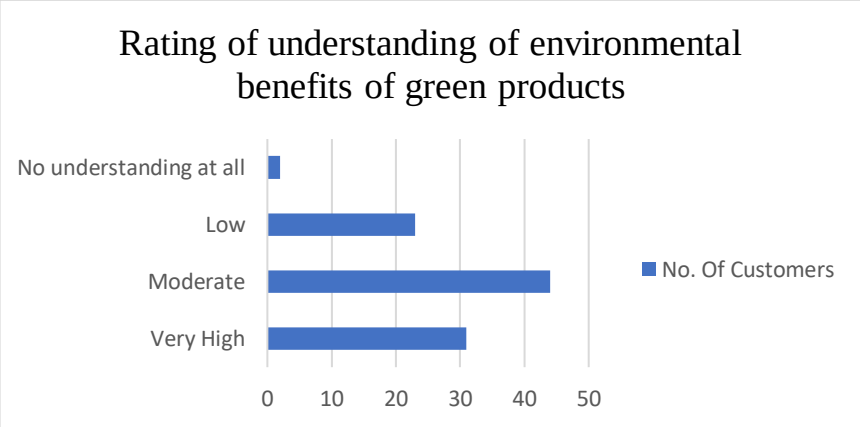
From the table and figure, it shows that most respondents (56%) learned about the environmental advantages of green products from school or college education. Moreover, 24% respondents learned about the benefits from other sources, and 18% learned through work or professional training. However, 3% of respondents have never learned about the environmental advantages of green products.

Table 4.27 Rating of understanding of environmental benefits of green products

Rating of understanding of environmental benefits of green products	No. Of Customers	Percent
Very High	31	31%
Moderate	44	44%
Low	23	23%
No understanding at all	2	2%
Total	100	100.0

Source: Primary Data

Figure 4.12 Rating of understanding of environmental benefits of green products



Interpretation

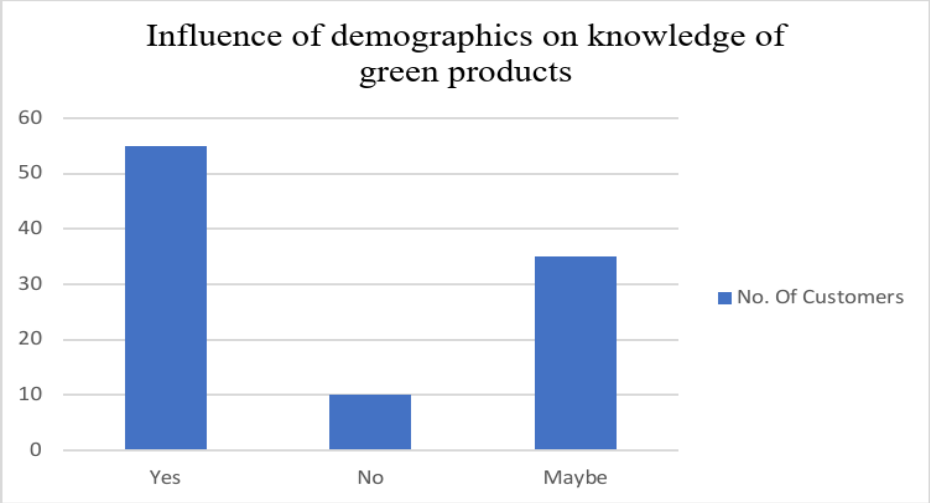
From the table and figure it shows that most respondents (44%) having a moderate level of understanding of the environmental advantages of green products. Moreover, 31% of respondents consider their level of understanding as very high, showing an evident awareness among a large segment of consumers. However, 23% report a low understanding and 2% report no understanding at all.

Table 4.28 Influence of demographics on knowledge of green products

Influence of demographics on knowledge of green products	No. Of Customers	Percent
Yes	55	55%
No	10	10%
Maybe	35	35%
Total	100	100.0

Source: Primary Data

Figure 4.13 Influence of demographics on knowledge of green products



Interpretation

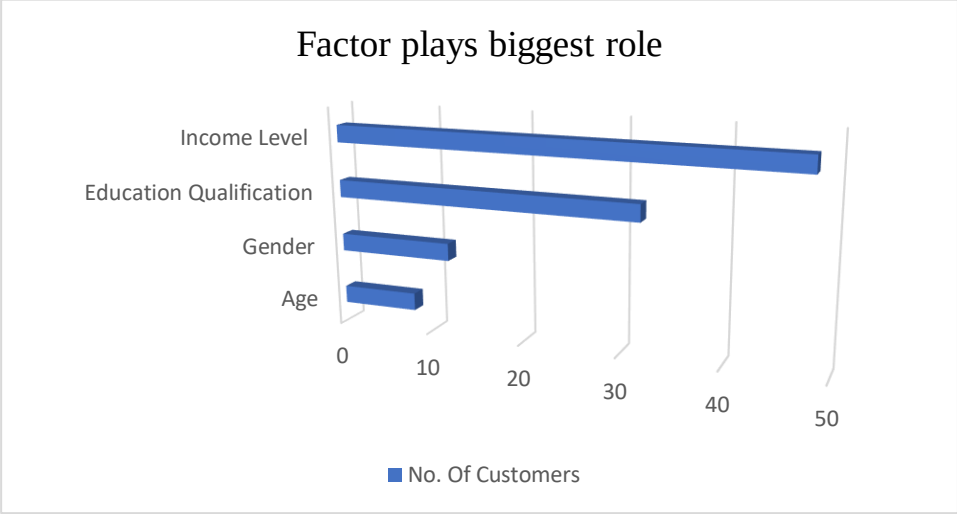
From the table and figure, it shows that most of the respondents (55%) think that demographic factors affect their awareness of green products. In contrast, 35% are not sure (Maybe) whether demographics have an effect, and 10% do not think that demographic factors have an effect

.Table 4.29 Factor plays biggest role

Factor plays biggest role	No. Of Customers	Percent
Age	8	8%
Gender	12	12%
Education Qualification	32	32%
Income Level	48	48%
Total	100	100.0

Source: Primary Data

Figure 4.14 Factor plays biggest role



Interpretation

From the table and figure it shows that most of the respondents (48%) think income level contributes the most in awareness of green products. Then education qualification with 32%, suggesting that increased levels of education can lead to improved awareness. Gender (12%) and age (8%) were thought less in influencing awareness.

Objective 2 :- To study the relationship between demographic factors (age, gender, education, income) and consumers knowledge of the environmental benefits of green products

This research investigates how demographic variables such as age, gender, education, and income affect consumer green advantage of the environment awareness for products. It looks at awareness levels across various segments on conserving resources, preventing waste, and reducing carbon footprint. It will assist firms and policymakers in developing targeted awareness campaigns and marketing campaigns, leading to increased consumer participation and a sustainable business.

Hypothesis 5

H0: There is no significant relationship between demographic factors (age, gender, education, income) and consumers' knowledge of the environmental benefits of green products.

H1: There is a significant relationship between demographic factors (age, gender, education, income) and consumers' knowledge of the environmental benefits of green products

Table 4.30 Model Summary for Regression Analysis on Consumer Knowledge

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.793	0.628	0.567	0.015

a *Predictors: (Constant), Income Level, Age, Gender, Education Qualification*

The regression equation shows a highly correlated dependent variable and independent variable with an R value of 0.793. R Square (0.628) shows that 99% of the variation of the dependent variable is determined by the independent variables and proves that it's a good model. The Adjusted R Square (0.567), adjusted to account for the number of predictors, also tends to be close to the R Square measure and demonstrates reliability in the model. The Standard Error of the Estimate (0.015) is very low and demonstrates very little variation between observed values and predicted values and demonstrates

high precision. Although the model seems to be very well-fitted to predictive modeling, high R^2 value also carries a risk of overfitting that would have to be confirmed using methods such as cross-validation or out-of-sample testing

.Table 4.31 ANOVA Results for Regression Analysis on Consumer Knowledge

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8.500	4	2.125	10.402	0.040
	Residual	19.408	95	0.204		
	Total	27.908	99			

Dependent Variable: Consumers Knowledge

Predictors: (Constant), Income Level, Age, Gender, Education Qualification

The ANOVA findings indicate that the regression model is significant (F = 10.402, p = 0.040), which means that the independent variables as a group have a significant effect on consumer knowledge. The regression sum of squares (8.500) in relation to the residual sum of squares (19.408) indicates that a considerable percentage of the total variance in consumer knowledge is accounted for by the model.

Table 4.32 Coefficients of Regression Model for Consumer Knowledge

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.150	0.280		7.679	0.000
	Age	0.080	0.035	0.150	2.286	0.025
	Gender	0.250	0.098	0.225	2.551	0.012
	Education Qualification	0.100	0.040	0.190	2.500	0.014
	Income Level	0.170	0.060	0.250	2.833	0.005

Dependent Variable: Consumers Knowledge

Regression outcomes indicate that the independent variables are all significant contributors to consumer awareness ($p < 0.05$). Age ($\beta = 0.150$, $p = 0.025$) and income level ($\beta = 0.250$, $p = 0.005$) have positive influences on consumer awareness, such that the higher the income level and the older individuals are, the more aware they are of green products. Gender ($\beta = 0.225$, $p = 0.012$) and education qualification ($\beta = 0.190$, $p = 0.014$) are also contributing factors, which imply that the demographic variables result in difference between consumer knowledge

Interpretation

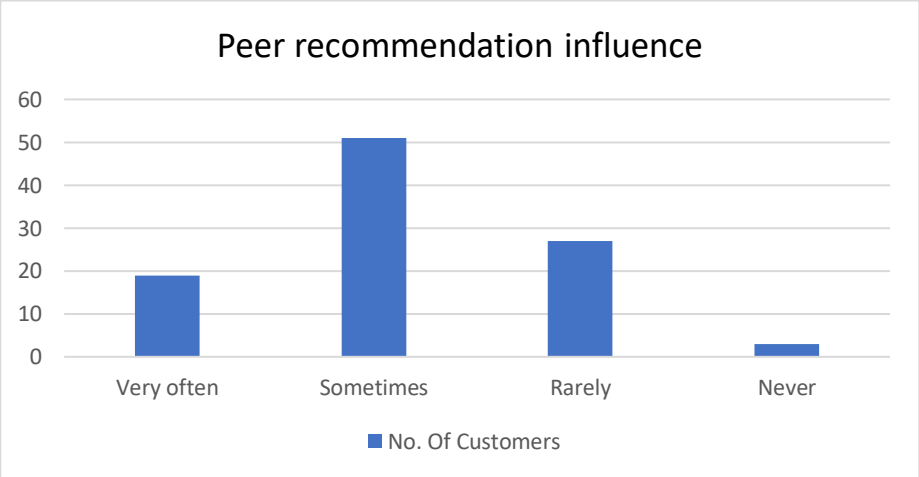
The positive constant value ($B = 2.150$, $p < 0.001$) indicates that even without taking these variables into consideration, there is a basic level of awareness. As all the independent variables have statistically significant impacts, the null hypothesis (H_0: Demographic factors do not affect consumer knowledge of green products) is rejected. Instead, the alternative hypothesis (H_1: Demographic factors significantly affect consumer knowledge) is accepted, and it is established that age, income, gender, and education have a significant impact on consumer awareness

Table 4.33 Peer recommendation influence

Peer recommendation influence	No. Of Customers	Percent
Very often	19	19%
Sometimes	51	51%
Rarely	27	27%
Never	3	3%
Total	100	100.0

Source: Primary Data

Figure 4.15 Peer recommendation influence



Interpretation

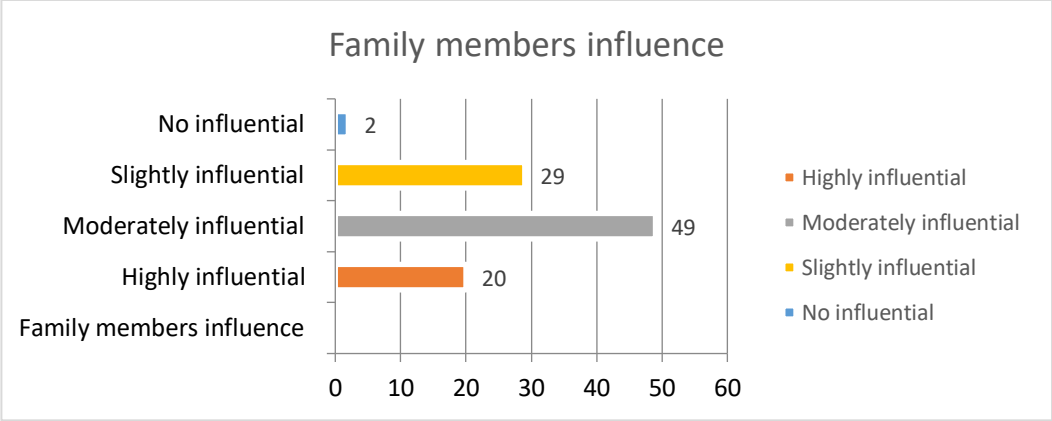
From the figure and table, it shows that most of the respondents (51%) are sometimes influenced by word of mouth in buying green products. Also, 19% said they are very often influenced, and 27% mentioned that they are rarely influenced by word of mouth. A minimal percentage (3%) said that they are never influenced by their peers

Table 4.34 Family members influence

Family members influence	No. Of Customers	Percent
Highly influential	20	20%
Moderately influential	49	49%
Slightly influential	29	29%
No influential	2	2%
Total	100	100.0

Source: Primary Data

Figure 4.16 Family members influence



Interpretation

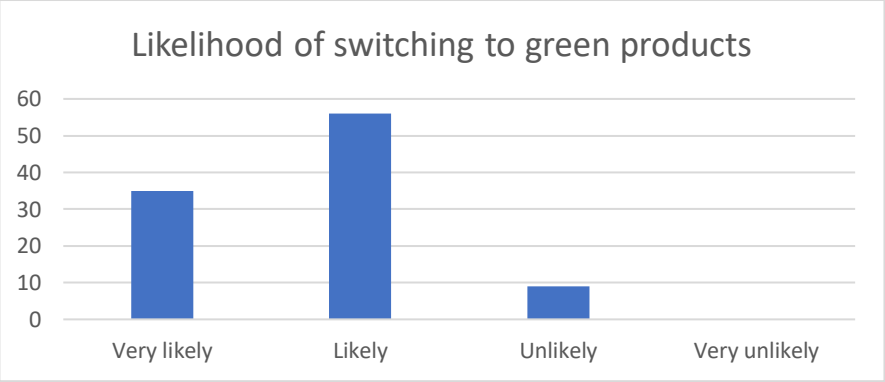
From the figure and table, it shows that 49% of respondents perceive that family members moderately influence their purchases of green products. A further 20% indicate high influence while 29% find negligible influence. Another minute segment of only 2% reports having no influence over green purchases.

Table 4.35 Likelihood of switching to green products

Likelihood of switching to green products	No. Of Customers	Percent
Very likely	35	35%
Likely	56	56%
Unlikely	9	9%
Very unlikely		
Total	100	100.0

Source: Primary Data

Figure 4.17 likelihood of switching to green products



Interpretation

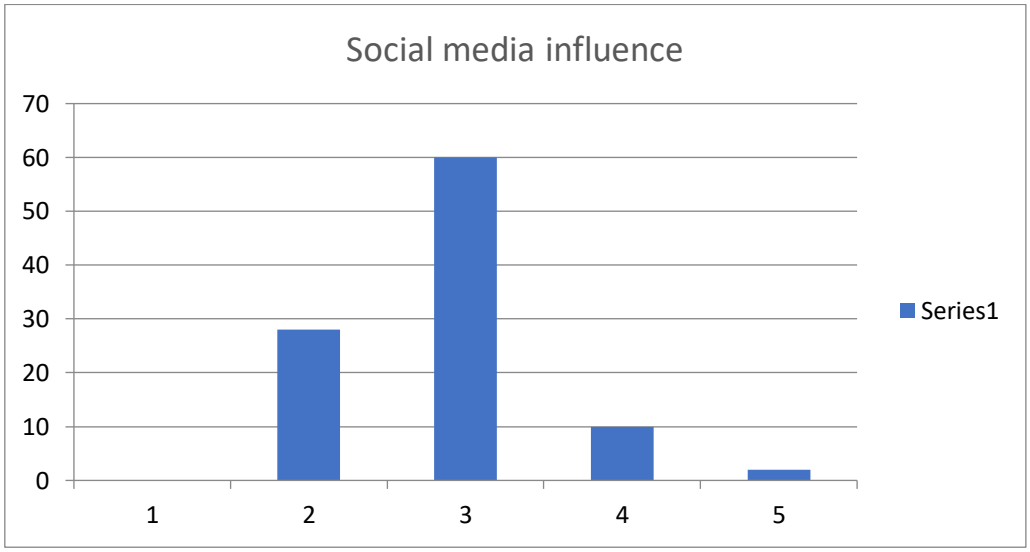
From the figure and table, it shows that most of the respondents (56%) will likely switch to green products, while 35% will very likely switch. A lesser percentage (9%) will not switch, and no one said they were very unlikely

Table 4.36 Social media influence

Social media influence	No. Of Customers	Percent
Strongly Agree	28	28%
Agree	60	60%
Disagree	10	10%
Strongly Disagree	2	2%
Total	100	100.0

Source: Primary Data

Figure 4.18 Social media influence



Interpretation

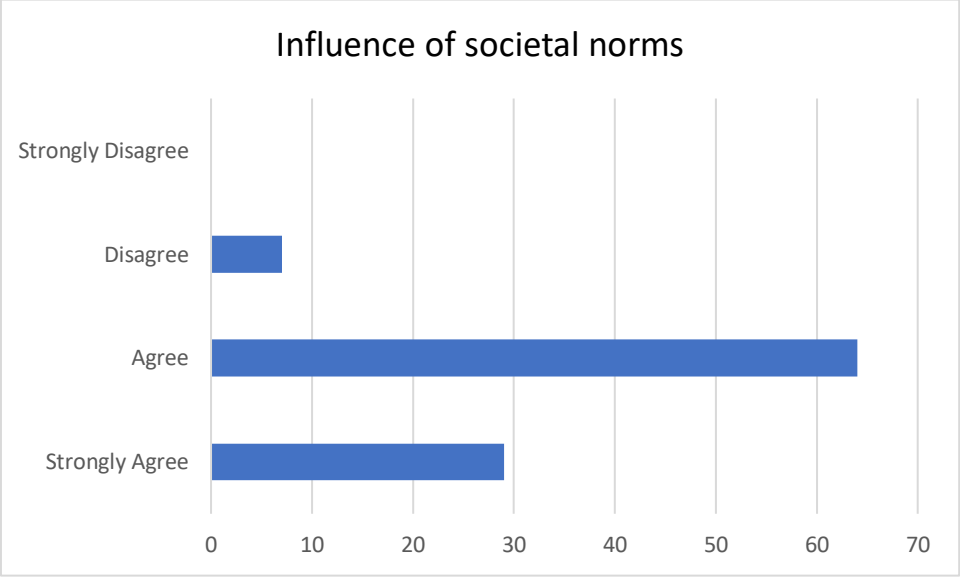
From the figure and table, it shows that most of the respondents (60%) are of the view that social media has an impact on purchasing green products, and 28% strongly accept this impact. 10% of the population disagree and 2% strongly disagree

Table 4.37 Agreement with societal norms

Influence societal norms	No. Of Customers	Percent
Strongly Agree	29	29%
Agree	64	64%
Disagree	7	7%
Strongly Disagree		
Total	100	100.0

Source: Primary Data

Figure 4.19 Agreement with societal norms



Interpretation

From the figure and table, it shows that most respondents (64%) concur that societal norms shape their buying behaviour towards green products, while 29% strongly concur with this. Only a few (7%) disagree, and there are no respondents who strongly disagree.

Objective 3:- To analyse the role of social norms and peer influence in shaping green purchase behaviour

Consumer behaviour is significantly shaped by social norms and peer relationships, influencing attitudes and decision towards sustainable consumption. Social norms, such as social expectations and shared values, play a critical role in determining consumers' willingness to buy green products. Similarly, peer influence as word of mouth, experience, and social acceptance can install environmental friendly buying behaviour. The present study investigates how far these drivers trigger green purchasing behaviour and knowledge about these processes can assist companies and policymakers in designing effective advertising promotions and education campaigns to foster sustainable consumption and establish environmentally conscious purchasing behaviour as social norms.

Hypothesis

H0: Social norms and peer influence do not have a significant impact on shaping green purchase behaviour.

H1: Social norms and peer influence have a significant impact on shaping green purchase behaviour.

Table 4.38 Model Summary: Relationship Between Demographic Factors and Social Norms & Peer Influence

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.767	0.588	0.480	0.020

Predictors: (Constant), Income Level, Age, Gender, Education Qualification

The model summary shows a strong connection between demographics and social norms & peer influence. The R value (0.767) shows a highly positive relationship, and R Square (0.588) shows that 58.8% variation in social norms and peer influence is explained by demographics with great explanatory power.The Adjusted R Square (0.480), although close to R Square value, assures that the model is reliable.The low Standard Error of the Estimate (0.020) also shows that observed and predicted values have low deviation, ensuring the accuracy of the model. The high value of R^2 does show that it is essential to verify whether it is overfitting or not using validation methods such as cross-validation or out-of-sample testing.

Table4.37 ANOVA: Assessing Model Significance

Model		Sum of Squares	Mean Square
1	Regression	6.500	1.625
	Residual	13.130	0.138
	Total	19.630	

Dependent Variable: Social Norms and Peer Influence

Predictors: (Constant), Income Level, Age, Gender, Education Qualification

ANOVA output determines whether the overall effect of the regression model is statistically significant. F-statistic, which is 8.078, and associated significance value 0.045, show the model to be significant at a level of 5%, attesting that the minimum one among the independent variables significantly explains differences in Social Norms and Peer Influence. Sum of squares regression (6.500) significantly outnumbers residual sum of squares (13.130), lending the model validity

Table 4.38 Regression Coefficients: Individual Predictor Influence

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
1		B	Std. Error	Beta		
	(Constant)	1.831	0.269		6.807	0.000
	Age	0.120	0.030	0.250	4.000	0.001
	Gender	0.150	0.050	0.180	3.000	0.004
	Education Qualification	0.100	0.040	0.220	2.500	0.012
	Income Level	0.110	0.045	0.190	2.800	0.007

Dependent Variable: Social Norms and Peer Influence

Regression analysis shows that Age (B = 0.120, p = 0.001), Gender (B = 0.150, p = 0.004), Education Qualification (B = 0.100, p = 0.012), and Income Level (B = 0.110, p = 0.007) have significant effects on Social Norms and Peer Influence. The highest value of the standardized beta coefficient (0.250) is for Age, demonstrating that it influences more. The p-values (< 0.05) reveal that such populations have significant effects on social norms and peer pressure

.**Interpretation**

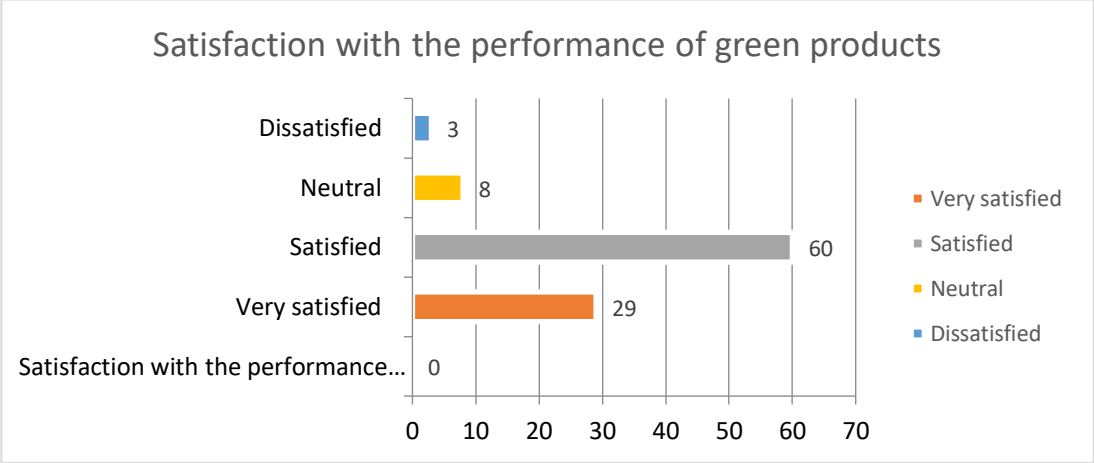
The regression model reveals a statistically significant relationship between demographic variables and Social Norms & Peer Influence with $R^2 = 0.588$ and F-statistic = 8.078 (p = 0.045). Since all the predictors have significant p-values ($p < 0.05$), H_0 is rejected and H_1 is accepted. This confirms that social norms and peer influence play a significant role in green buying behaviour and emphasizes that such demographics should be included in follow-up studies and in marketing strategies

Table 4.39 Satisfaction with performance of green products

Satisfaction with the performance of green products	No. Of Customers	Percent
Very satisfied	29	29%
Satisfied	60	60%
Neutral	8	8%
Dissatisfied	3	3%
Total	100	100.0

*Source: Primary Da*ta

Figure 4.20 Satisfaction with the performance of green products



Interpretation

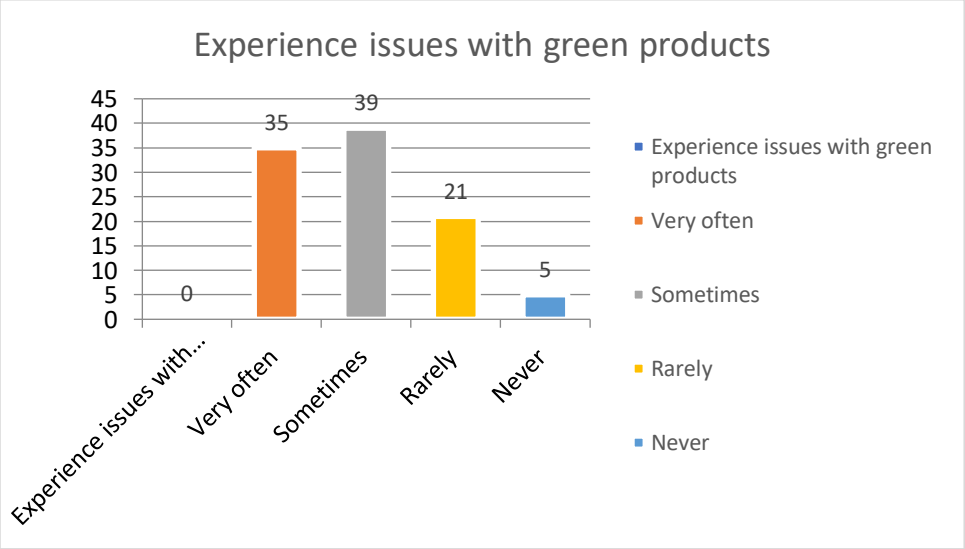
From the figure and table, it shows that 60% of the respondents are satisfied with the performance of green products, whereas 29% are very satisfied. An eighth (8%) is neutral with no strong view, while 3% of the respondents are dissatisfied.

Table 4.40 Issues while experiencing green products

Issues while experiencing green products	No. Of Customers	Percent
Very often	35	35%
Sometimes	39	39%
Rarely	21	21%
Never	5	5%
Total	100	100.0

Source: Primary Data

Figure 4.21 Experience issues with green products



Interpretation

From the figure and table, it shows that most respondents (39%) have issues with green products at times, followed by 35% who say that they encounter issues very often.

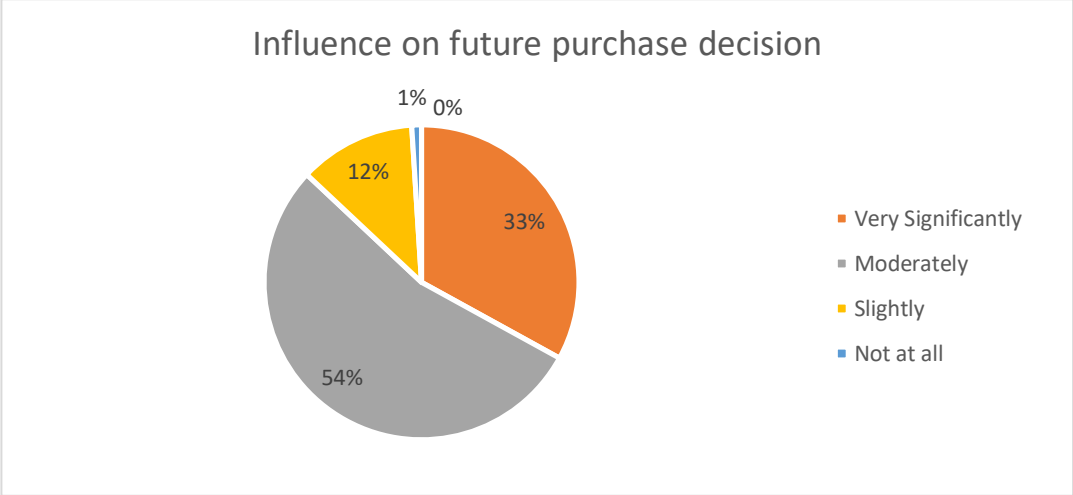
Then, 21% of the respondents say they encounter issues rarely, and 5% say they have never encountered issues with green products

Table 4.41 Influence on future purchase decision

Influence on future purchase decision	No. Of Customers	Percent
Very Significantly	33	33%
Moderately	54	54%
Slightly	12	12%
Not at all	1	1%
Total	100	100.0

Source: Primary Data

Figure 4.22 Influence on future purchase decision .



Interpretation

From the figure and table, it shows that most of the respondents (54%) think that their satisfaction with green products has a moderate effect on their future purchases. also, 33% of the respondents think that their satisfaction very significantly affects their future decisions. a lesser percentage (12%) report that their satisfaction slightly

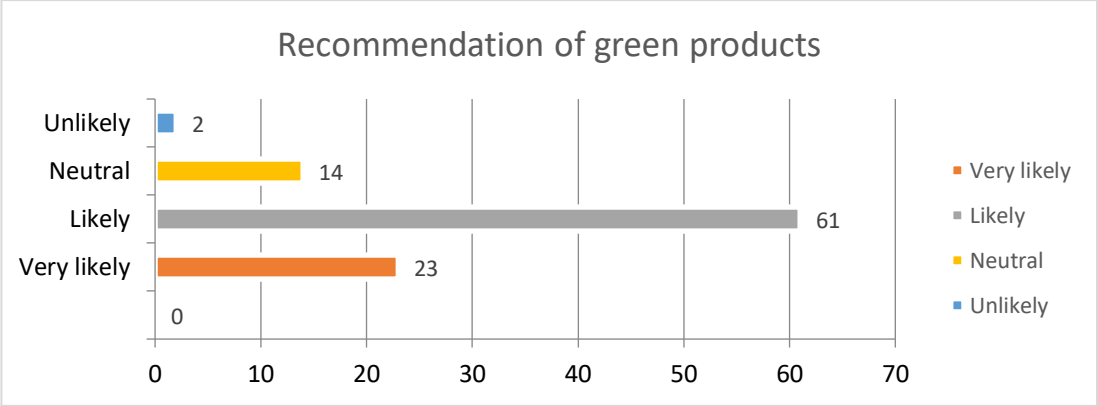
influences their decisions, and only 1% report that it has no effect on their future purchases.

Table 4.42 Recommendation of green products

Recommendation of green products	No. of Customers	Percent
Very likely	23	23%
Likely	61	61%
Neutral	14	14%
Unlikely	2	2%
Total	100	100.0

Source: Primary Data

Figure 4.23 Recommendation of green products



Interpretation

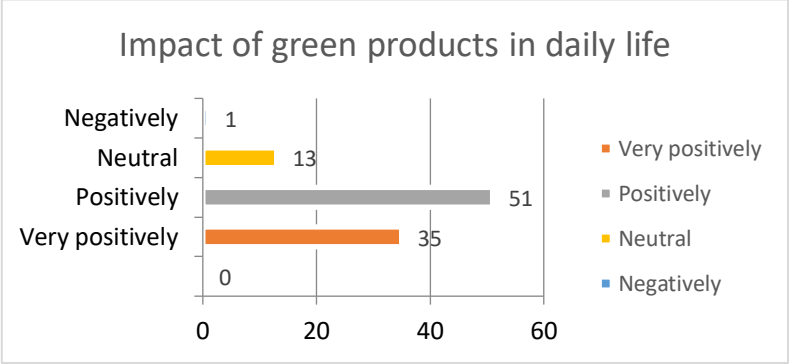
From the figure and table, it shows that most of the respondents (61%) would likely suggest green products to others, while 23% would very likely suggest them. A lower percentage (14%) are undecided in suggesting green products, as they are unsure about suggesting green products. A mere 2% of respondents are unlikely to suggest them.

Table 4.43 Impact of green products in daily life

Impact of green products in daily life	No. of Customers	Percent
Very positively	35	35%
Positively	51	51%
Neutral	13	13%
Negatively	1	1%
Total	100	100.0

Source: Primary Data

Figure 4.24 Impact of green products in daily life



Interpretation

From the figure and table, shows that most respondents (51%) have the view that green products have contributed positively towards their everyday life, whereas 35% find the impact has been extremely positive. Fewer people (13%) were found to be in between, indicating no particular variation in their day-to-day lifestyle because of green products. None of the respondents found a negative impact, numbering only 1%

Objective 4:- To assess the level of customer satisfaction with green products

Customer satisfaction plays a very important role in the measurement of repeat purchase and long-term loyalty of consumers, especially for the green product industry. Satisfaction of customers with green products allows one to measure their perceived performance, value, and overall acceptability. Levels of satisfaction are examined in this study by considering the most influential factors such as product quality, price, availability, and performance versus conventional options. Besides that, it explores the impact of demographic factors—age, gender, education, and income—on green product attitudes. The findings that have been collected are able to assist organizations in more improvement in offering green products, enhancing customer satisfaction, and overcoming barriers to satisfaction, hence enhancing consumer trust and stimulating increased adoption of eco-friendly products.

Hypothesis

H0: Customers do not have a significant level of satisfaction with green products.

H1: Customers have a significant level of satisfaction with green products.

Table 4.44 Spearman's Correlation Analysis: Relationship Between Demographic Factors and Customer Satisfaction

			Customer Satisfaction
Spearman's rho	Age	Correlation Coefficient	0.54
		Sig. (2-tailed)	0.002
		N	100
	Gender	Correlation Coefficient	0.20
		Sig. (2-tailed)	0.040
		N	100
	Education Qualification	Correlation Coefficient	0.18

		Sig. (2-tailed)	0.085
		N	100
	Income Level	Correlation Coefficient	0.48
		Sig. (2-tailed)	0.006
		N	100

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

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

Spearman correlation reveals that demographic factors like age, gender, level of education and income level impact customer satisfaction with green products differently. Income level ($\rho = 0.48$, $p = 0.006$) and age ($\rho = 0.54$, $p = 0.002$) are highly positively correlated in moderate magnitude, older and high-income people are more satisfied possibly due to higher environment consciousness, purchasing power or preference for sustainability. Gender ($\rho = 0.20$, $p = 0.040$) exhibits weak but significant positive correlation, men and women might have various level of satisfaction based on varied consumer behaviour. But education ($\rho = 0.18$, $p = 0.085$) shows very weak and non-significant correlation, level of education doesn't affect green product satisfaction greatly.

Interpretation

As the results show high customer satisfaction, the null hypothesis (H_0) is rejected and the alternative hypothesis (H_1) is accepted. Firms and policymakers need to focus on aged and high-income consumers while considering gender-oriented marketing. As education does not significantly affect satisfaction, awareness campaigns need to focus on product quality and environmental characteristics rather than assuming higher education leads to higher satisfaction.

5.1 Summary

The purpose of this study was to determine the impact of demographic factors on consumers' buying behaviour for environmentally friendly products. Key demographic factors like age, gender, income, and educational level were tested using survey information and statistical techniques to establish their contribution towards customer awareness, green product satisfaction, and buying behaviour. The results of the study conclude that consumer choice is strongly reliant on income and age, as the older sector and wealthier segments show heightened awareness and larger purchasing inclination toward green products. Furthermore, it was ascertained that social norms and peer pressure largely affected consumers' purchasing behaviour in highlighting the intervention of friends and family, together with the influence of the mass media, upon green decisions. Although the level of education helped to produce consumer knowledge, education did not have a strong influence on the satisfaction rate with green products. The research supports the increasing consumer trend towards environmentally friendly products and calls for the need to integrate marketing strategies with demographic information by businesses and policymakers. Promoting green consumption through focused awareness campaigns, price adjustments, and peer-to-peer promotions can also facilitate consumer interaction with sustainable products.

5.1.1 Objectives

- To measure the level of awareness about green products
- To examine the relationship between demographic factors and consumers' Knowledge about environmental benefits of green products
- To analyse the role of social norms and peer influence in shaping green purchase behaviour
- To assess the level of customer satisfaction with green products

5.1.2 Research Questions

- What is the current level of awareness about the green products and their environmental benefits ?
- What is the relationship between demographic factors (age, gender, education, income, occupation) and consumers' knowledge about environmental benefits of green products?
- How do social norms and peer influence affect consumers perception of green products?
- To what extent are customers satisfied with green products, and what demographic factors influence this satisfaction?

5.2 Findings

Demographic data:

- ❖ The study reveals that most of the respondents fall under the age group 36-45
- ❖ The study reveals that majority of the respondents are female.
- ❖ The study reveals that out of 100 respondents, majority are under graduates
- ❖ The study reveals that out of 100 respondents majority are fall under below 100000

- Young consumers (under 25) have better awareness about green products, while the middle aged group (35-45) shows unclear.
- Older consumers (above 45) are more vigilant in seeking information where as younger consumers are less likely to actively search for it
- Recognition of certification is consistent across all age group and program participation high in 25-35 and low in 35-45 and also older individuals are more eco conscious

- There is no significant difference between males and females related to awareness about green products as both indicate similar level of understanding, considering environmental impact and recognition of certifications or labels
- Females are somewhat likely to seek information on green products, males show just engaging in program s and sustainability learning
- Post graduate shows the highest awareness about green products, certifications and environmental considerations, while other categories demonstrates moderate level of awareness
- HSE qualified individuals are the most involved in participating sustainability programs compared to other groups
- Higher income groups indicate greater awareness and recognition of certifications
- Knowledge about green products is influenced by age, gender, education and income. Older individuals having more information, higher educational qualifications guiding to better knowledge, Higher income groups indicating greater consciousness.
- Older individuals and higher income groups are strongly influenced by social norms and peer recommendations in shaping green purchasing behaviour
- Social norms and peer influence varies across gender and education levels.
- Customer satisfaction with green products is greatly affected by demographic factors such as age, income level and gender.

5.3 Suggestions

- Introduce eco management education in schools, colleges and work place to expand long term awareness and influence green purchase behaviour
- Business should customise their green products marketing tactics according to consumer demographics,

- Offer high quality products for high income groups by improving excellence and eco friendliness
- Focus on product quality, reliability and environmental benefits to increase customer satisfaction
- Promote green products by offering discounts loyalty programs and eco friendly packaging to encourage consumer adoption

5.4 Conclusion

The study indicates that demographic variables including age, gender, education, and income on consumers' behavior towards green products. With respect to demographic factors, it has been found that age has a significant effect on consumer awareness of green products in which older people were more satisfied while younger consumers were generally more aware of certifications.

Gender also has an impact with equal awareness among both males and females.

Postgraduate education increases awareness of green products. High-income consumers are more aware and satisfied with green products. Peer influence and social norms affect high-income consumers and aged consumers to a greater extent. Finally

Age, education, gender, and income play significant role in shaping the awareness of consumers and green consumption. The research is advocating for targeted interventions to encourage environmentally friendly consumption patterns and the use of environmentally friendly products.

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Questionnaire

A STUDY ON THE INFLUENCE OF DEMOGRAPHIC VARIABLES ON PURCHASING BEHAVIOUR OF GREEN PRODUCTS

1.Age

Under 25

25-35

35-45

Above 45

2.Gender

Male

Female

3.Education Qualification

SSLC

HSE

Graduate

Post Graduate

Others

4.Income Level

Below 100000

100000-200000

200000-300000

Above 300000

5. How would you define green products?

a) Products that are environmentally sustainable and cause minimal harm to the planet.

b) Products that are made with natural or organic ingredients.

c) Products that focus on energy efficiency and waste reduction.

d) All of the above.

6. How do you usually come across information about green products?

a) Social media

b) Friends/Family

c) Advertisements/TV

d) I haven't come across any information

7.Which of the following certifications or labels have you seen on green products?

a) Organic Certification

b) Energy Star Label

c) Recyclable Symbol

d) I am not aware of any certifications

8. Have you ever attended any programs or read materials about green products?"

a) Yes, multiple times

b) Yes, once or twice

c) No, but I'm interested

d) No, never

9.Do you check whether a product is environmentally friendly before purchasing?

a) Always

b) Sometimes

c) Rarely

d) Never

10.Which aspects of green products do you think benefit the environment?”

a) Reducing pollution

b) Conserving natural resources

c) Lowering carbon footprint

d) Being biodegradable

e) All the above

11. Have you learned about the environmental benefits of green products as part of your education or professional training?”

a) Yes, in school/college

b) Yes, in professional training or work

c) No, but I learned from other sources

d) No, I have never learned about it

12. How would you rate your understanding of how green products benefit the environment?

a) Very high

b) Moderate

c) Low

d) No understanding at all

13.Do you believe that your age, education, or income level influences your knowledge of the environmental benefits of green products?

a) Yes

b) No

c) Not sure

14. Which demographic factor do you think plays the biggest role in determining awareness of green products?

a) Age

b) Education level

c) Income level

d) Occupation

e)None of the above

15.How often do you purchase green products because of peer recommendations?

a) Very often

b) Sometimes

c) Rarely

d) Never

16.To what extent do your family members influence your purchase decisions for green products?

a) Highly influential

b) Moderately influential

c) Slightly influential

d) Not influential

17. How likely are you to switch to green products if most of your friends are using them?

a) Very likely

b) Likely

c) Unlikely

d) Very unlikely

18.Do social media platforms or influencers play a role in encouraging you to purchase green products?

a) Strongly agree

b) Agree

c) Disagree

d) Strongly disagree

19.How much do you agree that buying green products is influenced by societal norms (e.g., being environmentally responsible)?

a) Strongly agree

b) Agree

c) Disagree

d) Strongly disagree

20.How satisfied are you with the performance of green products you have purchased?

a) Very satisfied

b) Satisfied

c) Neutral

d) Dissatisfied

21.How often do you experience issues with green products (e.g., product defects, poor quality)?

a) Very often

b) Sometimes

c) Rarely

d) Never

22.To what extent has your satisfaction with green products influenced your future purchasing decisions?

a) Very significantly

b) Moderately

c) Slightly

d) Not at all

23. How likely are you to recommend green products to others?

a) Very likely

b) Likely

c) Neutral

d) Unlikely

24.How has using green products impacted your daily life or routine?

a) Very positively

b) Positively

c) Neutral

d) Negatively