

PROJECT REPORT

ON

**“INFLUENCE OF ENVIRONMENTAL CONSCIOUSNESS ON
BEHAVIORAL INTENTION TO USE GREEN PRODUCTS”**

*IN PARTIAL FULFILMENT OF THE REQUIREMENT FOR THE AWARD OF
DEGREE OF MASTER OF COMMERCE OF CALICUT UNIVERSITY*

SUBMITTED BY

AFNAN LATHEEF

REG NO: AIAVMCM005

UNDER THE GUIDANCE OF

DR. SEFIYA K M

Assistant professor and Research Guide

Research Department of Commerce

MES Asmabi College P. Vemballur



MES ASMABI COLLEGE

P. VEMBALLUR- 680671

2022-2023

CERTIFICATE ON PLAGIARISM CHECK

MES ASMABI COLLEGE

(Affiliated To the University of Calicut)

1.	Name of the Research Scholar/Student	AFNAN LATHEEF		
2.	Title of the Thesis/paper	INFLUENCE OF ENVIRONMENTAL CONSCIOUSNESS ON BEHAVIOURAL INTENTION TO USE GREEN PRODUCTS		
3.	Name of the supervisor	Dr SEFIYA K.M.		
4.	Category	Master's Thesis		
5.	Department/institution	P.G DEPARTMENT OF COMMERCE AND MANAGEMENT STUDIES. M.E.S ASMABI COLLEGE, P. VEMBALLUR		
6.		Introduction / Review of literature	Materials and Methods	Results/ Discussion/summary Conclusion
7.	In case Overall similarity (%)	6%		
8.	Similar content (%) identified	6%		
9.	Software used	CHECKER X		
10	Date of Verification	01-08-2023		

Issued by Librarian / Research Nodal officer

Signature of the Student

Principal / HoD

Signature of the supervisor

Place:

Date:

Seal

CERTIFICATE

This is to certify that the project report entitled **“INFLUENCE OF ENVIRONMENTAL CONSCIOUSNESS ON BEHAVIORAL INTENTION TO USE GREEN PRODUCTS”** is a bonafide record of project work carried out by **AFNAN LATHEEF** in partial fulfillment of her Master of Commerce of the Calicut University.

Place: P .Vemballur

Smt. CHITHRA P

M.Com, B.Ed.,NET

Date:

**HEAD OF RESEARCH
DEPARTMENT OF COMMERCE**

MES ASMABI COLLEGE,

P.VEMBALLUR

CERTIFICATE

This is to certify that the project report entitled “**INFLUENCE OF ENVIRONMENTAL CONSCIOUSNESS ON BEHAVIORAL INTENTION TO USE GREEN PRODUCTS**” is bonafide record of project work carried out by **RESMI K.D** in partial fulfillment of her Master of Commerce of the Calicut University.

Place: P. Vemballur

Dr. SEFIYA K.M

M.com, Ph.D, B.Ed,

NET, SET

Assistant Professor and Research Guide

Research Department of Commerce

MES Asmabi College P. Vemballur

Date:

DECLARATION

I, **AFNAN LATHEEF**, hereby declare that report entitled “**THE EFFECT OF WORKPLACE INCIVILITY ON TURNOVER INTENTION, JOB SATISFACTION AND ORGANIZATIONAL COMMITMENT AMONG NURSES IN KERALA**” is a bonafide record of project work carried out by me under the supervision and guidance of **Dr. SEFIYA K M** Assistant professor, M.E.S Asmabi College P.Vemballur. The information and data given in the report is authentic to the best of my knowledge.

Place: P. Vemballur

LATHEEF

AFNAN

Date:

ACKNOWLEDMENT

First of all, I am thankful to GOD, the Almighty for all his blessings showered upon me throughout my life and his grace, I could successfully complete the project work.

I am especially thankful to my project guide Dr. SEFIYA K.M, Assistant Professor of Research Department of Commerce, M.E.S Asmabi College, for her timely advice & far-sighted and reflective supervision throughout the study and for the preparation of the project report.

I express my sincere gratitude to Dr. A. Biju, the Principal of M.E.S Asmabi College, P. Vemballur, for the supportive research environment he always sustained in the department.

I wish to express my sincere gratitude to Smt, CHITHRA P, Head of the Research Department of Commerce, M.E.S Asmabi College for the valuable suggestions and help.

I express my gratitude to Mrs. SALIHA P. I, the librarian of M.E.S Asmabi College, P. Vemballur, for her support and timely guidance.

I am grateful to the selected respondents who cooperated with me at the time of the survey.

I wish to express my sincere gratitude to all my teachers and non-teaching staff, for their motivation, support and guidance throughout the preparation of this project.

Finally, I express my sincere thanks to my parents, friends and relatives for their constant support and encouragement throughout the preparation of this project report.

AFNAN

LATHEEF

TABLE OF CONTENTS

Chapter	Title	Page No.
1	Introduction	1-6
2	Review of literature	7-20
3	Theoretical framework	21-33
4	Data analysis and interpretation	34-56
5	Findings, suggestions and conclusion	57-59
	Bibliography	
	Appendix	

LIST OF TABLES

Table No.	Title	Page No.
4.1	Age wise classification	34
4.2	Gender wise classification	35
4.3	Marital status wise classification	36
4.4	Educational qualification wise classification	37
4.5	Monthly income wise classification	38
4.6	I feel frustrated and angry about polluting industries	39
4.7	I prioritize environmentally friendly but expensive products when they are similar	40
4.8	I won't buy products from firms harming the environment	41
4.9	I always choose environmentally certified products, despite the higher cost	42
4.10	I practice recycling and sort waste at home	43
4.11	I frequently buy over-packaged products	44
4.12	I'm committed to improving the environment	45
4.13	I frequently seek and absorb environmental knowledge	46
4.14	I frequently buy eco-friendly products	47
4.15	I frequently buy products with eco-friendly packaging	48
4.16	I often buy eco-safe products	49

4.17	I'll keep buying eco-friendly products	50
4.18	I would recommend these products to others	51
4.19	Table showing respondents aim to use more green products	52
4.20	Group Statistics	53
4.21	Independent Samples t-Test	53-54
4.22	Correlations Regression test between Environmental Consciousness and Behavioural Intention	55-56

LIST OF FIGURES

Chart No.	Title	Page No.
4.1	Age wise classification	34
4.2	Gender wise classification	35
4.3	Marital status wise classification	36
4.4	Educational qualification wise classification	37
4.5	Monthly income wise classification	38
4.6	I feel frustrated and angry about polluting industries	39
4.7	I prioritize environmentally friendly but expensive products when they are similar	40
4.8	I won't buy products from firms harming the environment	41
4.9	I always choose environmentally certified products, despite the higher cost	42
4.10	I practice recycling and sort waste at home	43
4.11	I frequently buy over-packaged products	44
4.12	I'm committed to improving the environment	45
4.13	I frequently seek and absorb environmental knowledge	46
4.14	I frequently buy eco-friendly products	47
4.15	I frequently buy products with eco-friendly packaging	48
4.16	I often buy eco-safe products	49

4.17	I'll keep buying eco-friendly products	50
4.18	I would recommend these products to others	51
4.19	Table showing respondents aim to use more green products	52
4.20	Group Statistics	53
4.21	Independent Samples Test	53-54
4.22	Correlations Regression test between Environmental Consciousness and Behavioural Intention	54-55

CHAPTER I
INTRODUCTION

1.1 INTRODUCTION:

The global concern for the environment has been heightened in recent years as scientists learn more about the adverse impact of mankind's activities on ecosystems. Environmental awareness is increasingly influencing consumer behaviour, particularly when it comes to green products. Green products are ones that are sustainable, ecologically friendly, and have a minimal impact. These environmental friendly products are becoming more and more popular as consumers become more aware of how their decisions affect the environment. It is crucial for companies, lawmakers, and researchers to understand the factors that influence consumers' intention to use green products.

Environmental consciousness is defined as an individual's awareness, concern, and knowledge about environmental issues. It comprises sustainable practises as well as environmental attitudes, values, and beliefs. This knowledge and concern may significantly affect consumer behaviour, including the choice to choose eco-friendly items. According to the studies led by researchers, green products is favourably associated with sustainable awareness. It has also been shown that environmental consciousness mediates the relationship between environmental knowledge and the intention to adopt green products in conduct.

Furthermore, sociological and cultural factors may influence the relationship between environmental knowledge and the propensity to use green products. This demonstrates how cultural elements like social customs and widely held environmental ideals can affect how strongly environmental consciousness is linked to the adoption of green products. Businesses and governments can use these insights to develop effective marketing tactics, education campaigns, and legislative interventions that encourage environmental awareness and the widespread adoption of green products.

Finally, environmental consciousness has a substantial influence on buyers' behavioural desire to use green items. As people become more aware of and concerned about environmental issues, they are more likely to prioritise and accept sustainable practises, such as the use of green products.

1.2 SIGNIFICANCE OF THE STUDY:

The study contributes to a better understanding of how consumers' environmental knowledge and behavioural intentions influence their purchases of green products. This information is critical for businesses and marketers to design effective strategies to promote the use of green products. The study promotes sustainable consumption by investigating the elements that influence customers' intentions to adopt green products. It offers information on how companies may motivate customers to choose environmentally friendly products and make a difference in creating a more sustainable future. The study's conclusions can influence green marketing tactics. Businesses can effectively target environmentally concerned consumers with their marketing messages and campaigns by comprehending the relationship between consciousness of the environment, behaviour intent, and the use of green products. The report emphasises how crucial consumer education and awareness are for promoting the use of green products. It emphasises the necessity of educational programmes and projects that raise consumer awareness of environmental issues and their level of knowledge, giving them the power to make wise decisions. The report emphasises how crucial corporate social responsibility is to encouraging the usage of environmentally friendly products. It highlights the part businesses play in addressing environmental issues and encourages them to create and market eco-friendly products that are consistent with what customers want and value. The study helps to promote sustainable consumption by looking at the variables that affect customers' intention to adopt green products. It offers information on how companies may motivate customers to choose environmentally friendly products and make a difference in creating a more sustainable future. As a result, it is critical to understand consumer behaviour, encourage sustainable consumption, inform marketing strategies,

strengthen corporate social responsibility, inform policy decisions, and advance consumer education through research on the influence on sustainability awareness and behavioural intention to use green products. It advances the overarching objective of creating a society that is more ecologically responsible and sustainable.

1.3 STATEMENT OF THE PROBLEM:

Despite rising knowledge of environmental challenges, customers are still unwilling to buy environmentally friendly products. As a result, it is critical to research the elements that influence consumers' purchasing intentions and actual purchase behaviour when it comes to green products. The study's goal is to evaluate the impact of environmental consciousness on the purchase intention of eco-friendly items, as well as the situational circumstances that cause hesitation in acquiring eco-friendly products. Furthermore, the study intends to investigate the moderating effects of purchasing easiness and eco-label credibility on the link between buy intention and purchase behaviour. The study also looks at how consumer perceptions of the effectiveness of eco-friendly items and environmental awareness affect consumers' intentions to buy them. Finally, by investigating the impact of environmental consciousness and perceived qualities of green products, the study attempts to understand the determinants of green product purchasing intentions. In general, the problem statement seeks to comprehend the complex relationship between environmental consciousness, purchase intention, and actual purchase behaviour of eco-friendly products, as well as to pinpoint the variables that affect consumers' decision-making when it comes to buying green.

1.4 HYPOTHESES

H₀₁: There is no difference in the environmental consciousness of male and female

H₀₂: There is no relationship between environmental consciousness and behavioural intention to use green products.

1.5 SCOPE OF THE STUDY:

Environmental consciousness among consumers has been identified as a crucial factor influencing the buying of eco-friendly items. It has been demonstrated that environmental knowledge and recycling intentions modulate the impact of perceived consumer behaviour on green purchase behaviour. Green buying intention is significantly influenced by green perceived value, attitude, and trust. Consumers' sustainable purchasing inclinations have been found to be influenced by factors such as green perceived quality, environmental concern, and environmental understanding. Consumers who are more concerned about the environment and have relevant knowledge are more likely to purchase green items. The awareness of the environment is a multifaceted concept that influences one's knowledge, attitude, conduct, intentions, and actions. Green activity and the usage of sustainable goods are also promoted by social factors and perceived customer effectiveness. Environmental knowledge and awareness can have an effect on green behaviour, which can be mediated by social targets, motivation, and ecological consciousness. Sustainability mind, a sustainability mindset, and actual purchase habits have all been studied. In conclusion, the research points to the importance of behavioural intent and ecological awareness in influencing the usage of green products. Consumers' intentions to buy and practise green behaviour are influenced by a variety of factors, including green perceived value, attitude, trust, and knowledge. Businesses and policymakers may encourage the use of products that are environmentally friendly and sustainable practises by having a better understanding of these aspects.

1.6 OBJECTIVES:

1. To analyse behavioural intention to use green products.
2. To measure environmental consciousness.

3. To check whether there is any difference in the environmental consciousness of male and female.
4. To examine the relationship between environmental consciousness & behavioural intention to use green products.

1.7 RESEARCH METHODOLOGY:

1.7.1 Research Design

The study undertakes descriptive research design with the support of primary data.

1.7.2 Source of data

For the purposes of this study, both primary and secondary data were utilised. The primary data was gathered via a well-structured questionnaire administered via Google forms. Secondary data was gathered from a variety of books, magazines, journals, and websites.

1.7.3 Sample size and type of sampling:

For the study, 119 people between the ages of 20 and 40 from Kerala were chosen. The 119 respondents were chosen using the convenience sampling approach.

1.7.4 Tools for analysis:

The study employed the mean, standard deviation, percentage, graph, and independent t test. For the analysis, SPSS 21 is employed.

1.7.5 Tools for presentation:

Tables and pie charts have been used for the presentation of data.

1.7.6 Period of the study:

The study is conducted during the period between February 2023 to June 2023.

1.8 LIMITATIONS:

1. In Kerala, awareness on green initiatives is comparatively low.

2. The sample was acquired through Google forms, so the generalizability of findings is limited because all of them do not have access to online services.

1.9 CHAPTERIZATION:

CHAPTER 1: It deals with introduction, statement of problem, significance of problem , scope of study, objectives, research methodology and limitations of the study.

CHAPTER 2: It deals with review of literature.

CHAPTER 3: It deals with the theoretical framework.

CHAPTER 4: It deals with data analysis and interpretation.

CHAPTER 5: It consists of findings, recommendations and conclusion.

CHAPTER II
REVIEW OF LITERATURE

- **(Zhimin Zhou, Fucheng Zheng, Jialing Lin, Nan Zhou, 2020):** This study analyses how green brand knowledge influences green brand purchase intention using a novel perspective of predicted eudaimonic well-being. Furthermore, the effects of two moderating variables (anticipated self-acceptance and expected social contribution) and two mediating variables (expected self-acceptance and expected social contribution) on this process are investigated. The suggested model is tested with a sample of 529 Chinese respondents using structural equation modelling. The findings show that green brand knowledge increases green brand purchase intention directly and indirectly through predicted self-acceptance and social participation. Furthermore, environmental consciousness moderates the connection between green brand knowledge and predicted social impact significantly. These findings provide managers with practical insights for establishing effective marketing strategies to increase consumers' buy intentions for green brands.
- **(Naveed Ahmeda , Cai Lia, Asadullah Khanb , Sikandar Ali Qalatic , Shumaila Naza and Faisal Ranad , 2020):** This study intended to provide an extended model of the theory of planned behaviour that will assist them in investigating the purchase intention of young Chinese customers from college and university, aged 18 to 30 years, for organic food. Analyses were performed on a sample of 515 people using structural equation modelling. According to the research, attitude, subjective norms and perceived behavioural control all have a favourable impact on young consumers' intentions to buy organic food. Additionally, attitude influences environmental concerns in a favourable way.

Additionally, EC has a favourable impact on young customers' intentions to buy organic food. The results showed that EC mediates the connection between attitude and young consumers' intentions to buy organic food in a positive way. More significantly, environmental awareness positively modifies the association between all latent variables and young consumers' purchase intentions.

- (**Mohammad Hossein Marvi¹ , Morteza Maleki Minbashrazgah² *, Azim Zarei³ and Golnar Shojaei Baghini, 2020**): Due to the risks to the environment, green purchasing has been the focus of numerous research over the last few decades. Understanding the mental framework underlying green consumer behaviour is therefore becoming more and more crucial. This study studies the knowledge structure in academic literature and looks into how often green purchases are cited. The 86 articles included in the following bibliometric study were green purchases. By using multidimensional scaling, it is possible to pinpoint the scope of the intellectual factors that affected people's green purchasing habits. By using co-citation analysis to identify the most significant and productive works within the green purchase study domain, the knowledge structure in green purchases is ascertained. A conceptual framework is created, and the recommended future model is the last step.
- (**D.Choi and K.K.P. Johnson, 2019**): The goal of the study was to establish a hierarchical model of green purchasing in response to past research that was ambiguous on the significance of broad

environmental incentives and addressing concerns on hedonic motives in purchasing green products, environmental concern and knowledge, as well as an adventurous spirit, were investigated as broad environmental and hedonic motives. The model also included situation- and issue-specific motives, perceived environmental effectiveness, and novelty seeking. Data was gathered from 284 persons who participated in an online panel poll. Although the three components explained 50.8% of the variance in purchase intention, only attitude and subjective norm showed significant effects. The findings supported the hypothesis that situational and issue-specific motives, rather than universal motivations, are direct constructs of specific behaviour. Environmental knowledge had a significant effect on purchasing intention, whereas environmental worry did not. When novelty seeking was adjusted for, adventurous spirit explained no additional variation in purchase intention

- (**Yi-Man Teng, Kun-Shan Wu, 2019**): Sustainability management has just emerged in the hospitality business. Green restaurants are gradually making their way into the hospitality business. Consumer patronage determines the green restaurant's long-term development. The purpose of this article is to investigate the structural links between perceived values, consumer preferences, and green restaurant behaviour intentions. A total of 278 valid questionnaires were gathered, and the study hypotheses were measured and tested using the partial least squares method. The study presents empirical evidence demonstrating that hedonic and utilitarian values have significantly and positively influenced consumer preferences for green restaurants, and that utilitarian

value and customer preferences have significantly and positively influenced green restaurant behaviour intentions. Furthermore, the findings show that consumer preferences partially moderate the links between utilitarian value and green restaurant behaviour intentions. Finally, theoretical and practical ramifications are examined, as well as future research directions.

- (**R. Yadav,G.S. Pathak, 2017**): A good strategy to reduce the damaging effects of consumption on the environment is through green consumption among individuals. The research related to green consumption behavior in developing nations such as India is few and far between. In light of this, researchers in the current study made an effort to comprehend how consumers in a developing country like India choose to purchase green goods. The Theory of Planned Behaviour was utilised in the study, and it was further extended by the inclusion of other components, such as perceived value and willingness to pay a premium, and it was evaluated for its suitability in predicting consumer intention and behaviour with regard to making green purchases. . Using a questionnaire survey and the convenience sample method, 620 valid responses were gathered in total. Building Block Equation To assess the potency of correlations between constructs, modelling was performed. According to the results, TPB fully backed consumers' intentions to acquire eco-friendly goods, which in turn affected their green purchasing behaviour. Inclusion of additional constructs was supported in the TPB as it has improved the predicted power of the TPB framework in predicting consumer green purchase intention and behavior. Inclusion of additional constructs was supported in the TPB as it has improved the

predicted power of the TPB framework in predicting consumer green purchase intention and behavior.

- **(Thomas A. Norton¹ , Hannes Zacher^{2,3*} , Stacey L. Parker¹ And Neal M. Ashkanasy , 2017):** The key findings of the study include an examination of people's relationships with corporate environmental strategy and pro-environmental or "green" psychological climate; and whether green psychological climate moderates the within-person relationship between employees' daily green behavioural intentions and their green behaviour the next day. They collected survey data from 74 employees over 10 workdays to evaluate their assumptions. According to the findings, company environmental strategy is positively connected to green psychological climate, which moderates the association between green behavioural intentions and next-day employee green behaviour. They discovered that the link is only beneficial when employees sense a pleasant green psychological climate. They explored the significance of their findings for future employee green behaviour research as well as for organisations interested in boosting employee green behaviour.
- **(Oh,2016):** The purpose of this research was to introduce and test a modified theory of customer value in the lodging business. As its basic notion, customer value theory postulates the behaviour of price equality trade-off. Two new elements relevant to accommodation consumption scenarios were added to the classic value model: brand awareness and pricing justice, and hypotheses were evaluated through an experimental study. The marketing consequences of brand class and brand awareness differ. The

former is mostly tied to quality perceptions, whereas the latter is related to price fairness. Brand effects that were previously unknown can now be regarded as brand or product class effects. Price communicates quality, but it also contradicts beliefs of price justice and value. Value perceptions of consumers fully mediate price and quality judgements towards purchase and search intents. Purchase and search intentions are both good and negative outcomes of consumer value.

- **(Plavini Punyatoya, 2016)** : The study investigates the relationship between environmental awareness (EA), perceived brand eco friendliness (PBE), and brand trust, as well as the effect on eco-friendly (EF) brand purchase intention. To investigate the hypothesis, they used structural equation modelling. 223 Indian consumers provided information. The findings indicate a positive connection between EA and PBE. Consumers' EA and impression of a brand's eco-friendliness lead to brand trust. The findings support the notion that increased brand trust leads to increased purchase intention for the EF brand. The article contributes to the existing literature by addressing consumer perceptions of brand eco friendliness and their impact on purchase intention. This study's contribution to academia and practise is examined.
- **(Marija Ham, Dajana Mrcela, Martina Horvat, 2016)**: Over the last two decades, managing and growing the general level of environmental consciousness on all levels of society has become one of the primary societal goals, reaching unprecedented levels of social and political consensus. Given that only what can be assessed can be managed, evaluating environmental awareness using scientific criteria is becoming increasingly appealing to

scientists from other fields. As these disciplines progressed, numerous laws were discovered, models were established, and restrictions that needed to be considered were outlined. The current study aims to identify and explain the major difficulties that should be considered when developing measurement instruments, analysing research findings, and interpreting them. The paper provides an overview of key issues and categorises them into three groups based on an analysis of relevant theoretical cognitions and empirical research results: issues in measuring different components of attitude, issues concerning the attitude-behavior gap, and issues concerning the influence of social desirability and research sample. By taking into account all of these concerns, one may account for and minimise their negative impact, as well as contribute to the quality, universality, and comparability of the produced results, as well as the developed models and stated laws.

- (**Elena Kostadinova*** , 2016): The issue of sustainable consumption is one that is becoming more important and difficult. There are few topics that combine the banality of commonplace human conduct with the abstract aspects of moral obligation and the interaction between man and nature. Demand-side and supply-side views predominate in studies on sustainable consumer behaviour. This essay analyses the issue from a marketing viewpoint and reviews pertinent writings on sustainable consumer behaviour. This study aims to introduce the concept of sustainable consumer behavior and its theoretical and methodological foundations, to outline key factors influencing sustainable consumption and the major challenges facing it.

- **(Aibek Doszhanov and Zainal Ariffin Ahmad, 2015):**

The purpose of this study was to determine the links between green brand dimension, green perceived value, and customer intent to use green products. Data was collected from 384 clients of three hypermarkets in Kuala Lumpur using a structured survey questionnaire. Multiple regression analysis was used to analyse the data. According to the findings, there are substantial correlations between green brand awareness, green brand trust, green perceived value, and customer intent to use green products. However, green brand image was not found to have significant relationship with customer's intention to use green products. The discussion presented suggestions for marketers and researchers interested in green branding.

- **(Grace K. Dagher* And Omar Itani, 2014):** Our current environmental crisis necessitates immediate action. Everywhere we look, we can see the difficulties that our environment is suffering, such as air pollution, ozone depletion, global warming, hazardous waste disposal, and water pollution. Consumers today are aware that their own purchasing habits have an impact on the environment, and they are more cognizant of the gravity of environmental degradation. As a result, people are becoming more environmentally conscious and interested in supporting businesses that practise green techniques. Green purchasing habits can contribute to a more sustainable environment. This study looked at four characteristics that could influence green purchasing behaviour: perceived seriousness of environmental problems, felt

environmental responsibility, perceived efficacy of environmental activity, and concern for self-image in environmental protection. Data from Lebanon were collected, and three characteristics were discovered to have a favourable effect on green purchasing behaviour. The findings also revealed that the perceived seriousness of environmental concerns was the most important factor in green shopping habits

- (**Bing Zhu***,2013): The Chinese advertising sector has grown considerably as consumers' concerns about the impact of environmental deterioration on their lives and interests have grown, resulting in significant sales of green products. The purpose of this study is to investigate how green advertising influences customers' purchase intentions for green products. The information was gathered from 313 consumers in Shanghai, China. According to the findings of the study, the reliability of the claim and consumer attitude towards green advertising have a substantial influence on consumer purchase intention of green products.
- (**Hans Ruediger Kaufmann1* , Mohammad Fateh Ali Khan Panni2 and Yianna Orphanidou , 2012**): In this modern era of societal marketing business ethics and social responsibility are becoming the guiding themes for marketing strategies and practices. Within the field of ethics and social responsibility environmental and green marketing topics are the central topics, which are closely related to biodiversity and sustainability. This paper suggests a different approach to assessing the variables of consumers' green purchasing behavior. This conceptual article proposes a framework that integrates the up to this point incoherent

frameworks as suggested by earlier writers, based on well investigated secondary data. The study will also suggest further gaps that need to be filled in the suggested integrated framework arising from this eclectic and chronological literature analysis. In a follow-up study, the authors will explain a sustainability index of green consumer behaviour based on this all-encompassing paradigm. This index will then be empirically tested. In fact, according to the integrated framework that has been offered, eight key elements or facets of environmental or green issues are likely to have an effect on consumers' green purchasing decisions. In the framework, demographic variables will intervene or mediate.

- (**Luiz Moutinho, Ram Herstein Phd , 2011**): In the last 30 years, marketing managers have worked hard to comprehend the burgeoning "green"market and to uncover the factors of their purchasing behaviour. Psychological variables started to be utilised in the near future, together with demographic traits, to explain the purchasing behaviour of green consumers. However, the available literature does not fully comprehend green purchasing behaviour. Aside from environmental concern and perceived consumer effectiveness, the role of scepticism on green buying behaviour was investigated in this study. According to the findings of the study, perceived consumer effectiveness is the most important factor of green purchasing behaviour. Scepticism has a negative impact on green purchasing habits. Simultaneously, a high level of scepticism reduces perceived consumer effectiveness, environmental concern, and green purchasing behaviour.

- (**S. Lee, 2011**): This study examines the connections between college students' environmental awareness, willingness to pay extra for environmentally friendly clothes products, and purchasing habits. It also looks at the consequences of fashion engagement, which is one of the key principles that influence how people choose their clothing. They use five categories; demographics, knowledge, values, attitudes, and behaviour ,to explore aspects that may affect customers' willingness to pay more for environmentally friendly items. Four of these five categories were selected (knowledge, values, attitudes, and behaviour), and knowledge, attitudes, and behaviour were evaluated as indicators of environmental consciousness and were included as predictors of readiness to pay more for green garments in this study. Furthermore, because many studies investigated the hierarchical relationship between values, knowledge, attitudes, and behaviours, it was hypothesised that value will influence environmental consciousness, and environmental consciousness will have a direct effect on willingness to pay more for eco-friendly apparel products based on literature reviews.
- (**Manuel Jiménez Sánchez, Regina Lafuente, 2010**): The purpose of this paper is to give a definition of environmental consciousness based on the major analytical methodologies found in the literature. Based on this concept, they suggested an operationalization that allows for the development of summary measurements of this phenomena in various social contexts. The proposed operationalization is empirically based on the results of the Ecobarómetro de Andaluca, a survey of Andalusians' environmental attitudes and practises. We believe, however, that

our methodological proposal is applicable to analogous investigations conducted in various social contexts. We include some of the primary contributions of the many theoretical approaches to the investigation of this phenomena in order to operationalize the concept of environmental consciousness. Specifically, our research tries to incorporate the most widely held sociological theories of environmental concern, as well as theories of environmental behaviour found in environmental and social psychology.

- **(Quentin M.Duroy, 2005):** This research explores the factors that influence environmental values across countries. Its goal is to put economic affluence in context by disputing the common knowledge that says economic affluence determines the level of environmental concern voiced by the public. While this paper does not deny that large-scale environmental defence activities are likely to be influenced by a country's level of income, it is hypothesised that environmental awareness and individual involvement in environmental protection do not have to be a function of economic affluence. Three variables are established to test this hypothesis: Positive Environmental Attitudes, Willingness to Pay to Protect the Environment, and Human-Environment Relationship. The factors were analysed in relation to a set of economic, demographic, political, psychological, and educational characteristics. The findings indicated that economic wealth has only a minor direct influence on environmental awareness and no direct influence on environmental behaviour. The article shows that the degree of urbanisation, subjective well-being, and income equality all have a

direct effect on awareness, whereas education, population pressure, and happiness are all significantly connected with environmental behaviour.

- (**Jackie L. M. Tam, 2000**): Marketers are particularly interested in service quality, perceived value, and customer pleasure. These variables are thought to have an impact on customers' post-purchase behaviour. The study described in this article seeks to investigate the critical impact that these variables have in shaping post-purchase behaviour in the context of the restaurant business. Self-administered questionnaires were used to collect data. Customer pleasure was discovered to be a stronger predictor of perceived performance than disconfirmation. Furthermore, structural equations modelling results demonstrated that customer happiness had the greatest impact on behavioural intentions, followed by perceived value. Customer satisfaction mediated the influence of service quality on behavioural intentions.
- (**Bing Zhu*,2013**): The Chinese advertising sector has grown considerably as consumers' concerns about the impact of environmental deterioration on their lives and interests have grown, resulting in significant sales of green products. The purpose of this study is to investigate how green advertising influences customers' purchase intentions for green products. The information was gathered from 313 consumers in Shanghai, China. According to the findings of the study, the reliability of the claim and consumer attitude towards green advertising have a substantial influence on consumer purchase intention of green products.

CHAPTER III
THEORETICAL FRAMEWORK

1. ENVIRONMENTAL CONSCIOUSNESS:

Environmental consciousness is a set of values and behaviours that prioritise environmental protection and preservation. The concept of environmentalism underpins the definition of environmental consciousness. It is founded on the environmentalist worldview, which holds that all living things, including nature, have environmental rights and must be preserved.

NEED OF ENVIRONMENTAL CONSCIOUSNESS:

Environmental consciousness involves shifting our perspective from an anthropocentric to an ecocentric one, and seeing humans and nature as deeply interconnected parts of one whole. According to environmentalism, every living thing, including nature, has environmental rights that must be preserved. Fighting forest fires, eating a GMO-free diet, and wearing 'trashion' (clothing made of trash) are all options to save our world and preserve its eco-systems. People who are environmentally conscious share similar values. People who care about the environment and employ renewable resources. Humans who can act in the interests of nature and prioritise others over themselves.

ADVANTAGES OF ENVIRONMENTAL CONSCIOUSNESS:

- **Imagination and zeal are increased:** It is an active, hands-on learning experience that unleashes creativity and the imagination. Students are more eager and interested in studying when it is incorporated into the curriculum, and this enhances student achievement in fundamental academic subjects.
- **A healthier way of life is advocated:** The main causes of health problems including obesity and depression are lack of exercise and social interaction. Activities promoting environmental awareness, such as Clean and Green and tree planting, will contribute to the creation of more pleasurable and instructive jobs. By engaging in such activities, individuals will have less stress, improved focus and attention, and a greater sense of activity throughout the day.
- **Will Probably Reduce Littering:** The dumping of waste, both large and tiny, into the environment is one of the biggest problems we currently face. Because

we care about the environment, we won't leave rubbish lying about. Every time you trash, keep in mind that you are ruining your own world

- **Respect for Mother Nature:** Environmental awareness helps individuals of all ages learn the value of Mother Nature's respect and to never stop being grateful for all that she has to offer. This includes avoiding harming and upsetting the natural order and cycles of nature and showing kindness to all animals, domestic and wild.
- **Encourages Individual Responsibility for Our Environment:** Environmental awareness helps individuals, such as you and me, comprehend our decisions and activities and how they impact the environment. Environmental awareness improves our decision-making while engaging with nature. This enables us to take better activities to aid in the preservation of our environment.
- **Giving back to the environment:** Humans consume more than what the environment can support. The least we can do to give back to and express gratitude to nature is to become more environmentally aware such as conserving any endangered animal and plant species, planting trees, and clearing out rubbish mounds.

DISADVANTAGES OF ENVIRONMENTAL CONSCIOUSNESS:

- **Effort and Implementation:** One drawback of being environmentally conscious is that it could take work and lifestyle adjustments to put eco-friendly practises into practise. This can involve changing behaviours, implementing fresh technology, and making deliberate decisions in line with sustainable ideals.
- **Limited Availability of Green Products:** The lack of green goods and services is another barrier to environmental consciousness. Finding environmentally friendly substitutes for certain goods or services could be tricky, which can make adopting sustainable practises difficult.

- **Climate Anxiety:** As environmental awareness rises, so do the numbers of people who are concerned about the environment. The knowledge of environmental problems and their possible effects can cause tension, dread, and a sense of helplessness. On mental health and general wellbeing, this may have a detrimental effect.
- **Resistance to conservatism:** Individuals or groups may resist adopting environmentally conscious practises due to aversion to change or a lack of awareness about the significance of environmental issues. Overcoming this resistance can be difficult, and it may necessitate education and awareness efforts.
- **Limited Expertise:** Finding industry specialists or people with environmental consciousness expertise can be difficult. This might make it difficult for individuals and enterprises to obtain the essential assistance and expertise to properly implement sustainable practises.
- **Higher prices:** Going green might occasionally result in more expensive prices. The price of eco-friendly goods and services may be higher than that of their conventional counterparts. Some people or enterprises may find it difficult financially as a result to fully adopt environmentally friendly practises.
- **Limited Availability of Green Products:** The lack of green goods and services is another barrier to environmental consciousness. Finding environmentally friendly substitutes for certain goods or services could be tricky, which can make adopting sustainable practises difficult.

HOW TO PROMOTE ENVIRONMENTAL AWARENESS:

Make sure you have a solid understanding of environmental concerns before you start advocating for environmental awareness in your town. Keep abreast of environmental news, read books and other materials, and gain knowledge of the problems affecting your neighbourhood. If you've taken the effort to educate yourself, discussing the environment with others will be lot simpler.

Group learning (inside or outside of the classroom), informative and inspirational seminars, online courses, books, articles, films, and brochures are just a few of the materials available to promote environmental awareness and education. These are

just a handful of the resources you may use to start spreading environmental awareness.

Picking the environmental issue you feel is most urgent is a wise move that will assure your continuous participation. Even though they are all significant, there seem to be an infinite number of environmental difficulties, making it simple to become overwhelmed. Try picking just one thing to concentrate on at a time. You'll quickly realise the interconnectedness of all environmental challenges and identify your area of interest.

2. BEHAVIOURAL INTENTION:

The motivational elements that affect a person's intention to engage in a specific behaviour are referred to as behavioural intention. It is a sign of how much a someone is prepared to work towards and put forth in order to carry out the behaviour. The likelihood that a behaviour will be carried out increases with the strength of the intention to engage in the behaviour.

Personal attitudes, subjective norms, and the perception of behavioural control are just a few of the variables that might have an impact on behaviour intention. These elements influence a person's actual behaviour by influencing their intention to engage in a behaviour.

Although it is generally accepted that intentions are a good predictor of behaviour, there may be a very slight connection between intention and actual behaviour. Other elements, such as external restrictions or situational elements, may also have an impact on whether a behaviour is really carried out.

TYPES OF BEHAVIOURAL INTENTION:

- **Purchase Intention:** An individual's purpose to purchase a good or service is referred to as their purchase intention. To forecast consumer behaviour and assess the efficacy of marketing initiatives, it is frequently employed in marketing research.
- **Technology acceptance intention:** This is a reference to a person's plans to use a certain piece of technology, like a fresh piece of software or a mobile app. For developers and designers to construct user-friendly and efficient

technologies, it's critical to understand the objective behind technology acceptance.

- **Health behaviour intention:** This refers to a person's purpose to adopt a specific healthy behaviour, such regular exercise or quitting smoking. Healthcare workers can encourage healthy behaviours by designing successful interventions with the aid of an understanding of health behaviour intention.
- **Environmental behaviour intention:** This is a reference to a person's goal to practise ecologically friendly behaviours, such recycling or consuming less energy. Policymakers and organisations can encourage sustainable practises by better understanding the intentions behind environmental behaviour.

ADVANTAGES OF BEHAVIOURAL INTENTION:

- **Behavioural intention:** It indicates a person's preparation and motivation to undertake a particular behaviour, is an excellent predictor of actual behaviour. Understanding behavioural intention can aid in the prediction and promotion of particular behaviours, such as sustainable or healthy ones.
- **Designing effective interventions:** Understanding the factors that influence behavioral intention, such as personal attitudes and subjective norms, can help researchers and practitioners design effective interventions and strategies to promote behavior change.
- **Evaluation of marketing strategies:** Understanding purchase intention can help firms evaluate the success of their marketing efforts and forecast consumer behaviour in the context of marketing research.
 - **Improving technology design:** Understanding technology acceptance intention can assist developers and designers in developing user-friendly and effective technologies that meet the demands and preferences of users.

DISADVANTAGES OF BEHAVIOURAL INTENTION:

Intention-behavior gap: The Theory of Planned Behaviour has the drawback of not taking into consideration the intention-behavior gap. In other words, even if a behaviour is intended to be positive, that doesn't mean that it will actually happen. This implies that additional elements, such as environmental restrictions or situational elements, may affect whether a behaviour is actually engaged in.

Lack of inclusion of other behavioural factors: Other behavioural elements are not taken into account in the Theory of Planned Behaviour, including emotions, which might affect our perception, beliefs, and propensity to act. Since emotions have a big impact on behaviour, leaving them out of the model may reduce its capacity for explanation.

Difficulty in determining actions for behavioural change:

Despite being helpful in identifying the relationship between attitudes and behavioural intentions, the Theory of Planned Behaviour does not address how to identify activities that result in modifying behaviour. This indicates that the model might not offer precise instructions on the particular steps required to encourage behaviour change.

Criticisms and challenges to the assumptions:

The assumptions have been criticised and challenged, such as the notion that intentions and behaviour are entirely products of attitudes, social norms, and perceived behavioural control, which is refuted by several experimental investigations. According to these studies, there might be additional factors influencing the link between intention and behaviour.

3. GREEN PURCHASE BEHAVIOUR:

Buying things that are sustainable, ecologically friendly, and have a positive impact on the environment is referred to as "green purchasing behaviour." It entails making deliberate decisions to support goods that are made with less waste, have smaller carbon footprints, can be recycled, or support environmental conservation.

Understanding green purchasing behaviour is critical for a number of reasons.

- it helps to reduce environmental damage and encourages sustainability.
- rising demand for green products may encourage businesses to embrace more sustainable practises and produce eco-friendly alternatives, resulting in innovation and the development of greener technology and manufacturing methods.
- green shopping behaviour reflects consumers' increased environmental awareness and concern, allowing individuals to integrate their values and views with their purchasing decisions and encouraging a sense of duty towards the earth.
- Finally, green products frequently prioritise health and well-being by eliminating toxic chemicals, promoting organic materials, and promoting sustainable farming practises.

Today, green marketing is an essential component of the holistic marketing idea. It is especially relevant for enterprises that are directly dependent on the physical environment. Physical changes in the

environment may endanger the fisheries, processed foods, tourism, and adventure sports businesses. As a result, new sorts of products, known as "green" products, were developed to cause less environmental damage. As a result, green marketing plays a vital role in promoting and reinforcing the concept of environmental protection and sustainable development in the minds of both customers and businesses. Green marketing is the process of developing products and services and promoting them to satisfy the customers who prefer products of good quality. performance and convenience at affordable cost, which at the same time do not have a detrimental impact on the environment. It includes a broad range of activities like product modification, changing the production process, modified advertising change in packaging etc., aimed at reducing the detrimental impact of products and their consumption and disposal on the environment. Companies all over the world are striving to reduce the impact of products and services on the climate and other environmental parameters. Marketers are taking the cue and are going green. Thus there is growing interest among the consumers all over the world regarding protection of environment in which they live; People do want to bequeath a clean earth to their offspring. Worldwide evidence indicates people are concerned about the environment and are changing their behaviour.

ORIGIN OF GREEN MARKETING:

The environmental movement has its roots in various places of the world throughout history. The environmentalist movement arose as a reaction to industrialization, urbanisation, and poor air and water pollution. Green marketing came to dominate following the proceedings of the first workshop on ecological marketing held in Austin, Texas (US), in 1975. The workshop published "Ecological Marketing," the first book on green marketing. Following the year 2000, a second wave

of Green marketing arose. Green marketing has changed over time, and the evolution of green marketing has three stages.

The first phase of green marketing was "Ecological" green marketing, in which all marketing operations were oriented with helping the environment and providing solutions to environmental concerns. The focus turned to clean technology in the second phase of "Environmental" green marketing, which involves the design of innovative new products that address pollution and waste challenges. The third stage involved "Sustainable" green marketing. It gained popularity in the late 1990s and early 2000s.

REASONS TO ADOPT GREEN MARKETING:

The majority of businesses are pursuing green marketing for the following reasons:

- **Opportunity:** In India, approximately 25% of consumers favour environmentally friendly items, while approximately 28% are health-conscious.
- **Social responsibility:** Many businesses have begun to recognise the importance of acting in an environmentally responsible manner. HSBC became the world's first bank to achieve carbon neutrality. Coca-Cola and Walt Disney World in Florida, United States, both have major waste management programmes and infrastructure in place.
- **Governmental Pressure:** The Indian government has also devised a legislative framework to decrease the production of harmful goods and byproducts in order to safeguard consumers

and society at large. For example, in Mumbai, plastic bag bans, smoking bans in public places, and so on.

- **Competitive-Pressure:** Many businesses use green marketing to keep their competitive edge. Green marketing initiatives by niche businesses are concerned with environmental issues. Environmental groups, on the other hand, claim that certain firms utilise eco-sponsorships to conceal inherently greedy attitudes towards the environment.

COMPONENTS OF GREEN ADVERTISING:

- **GREEN PROMOTION:** Promotion has arguably gotten more attention than any other aspect of green marketing. In reality, the use of phrases like "recyclable," "degradable," and "environmentally friendly" in environmental advertising is discouraged, and green advertising is promoted instead. Commonly cited guidelines for promoting sustainability include: To avoid deceit, qualifications and disclosures should be sufficiently obvious and visible. Whether an environmental claim pertains to the product, the package, or a part of either, it should be made explicit. Regarding small, incidental parts of the product or package, claims must be qualified. Environmental benefits or attributes shouldn't be overstated in environmental claims. Marketers should refrain from suggesting a substantial environmental advantage when there is actually a minor benefit. A comparison claim that contrasts the environmental qualities of two products must provide sufficient justification for the comparison and support it. All facets and manifestations of marketing, including as labelling, advertising, and promotional materials, are covered by these endeavours. "Any claim a

company makes on the environment must be backed up by credible scientific data. Another word that is frequently used in marketing is "organic". With the rise in demand for organic agricultural products, its popularity has increased. A product must adhere to certain criteria in order for a corporation to advertise and label it as organic.

- **ECO-SPONSORING:** In its most basic form, eco-sponsoring businesses provide money directly to an environmental organisation in order to support its goals. Another strategy is to "adopt" a specific environmental cause (popular examples include community recycling programmes), expressing the company's commitment to environmental conservation. Funding for educational initiatives, wildlife refuges, and cleanup projects in parks or natural areas all serve as forms of communication.

ADVANTAGES OF GREEN PURCHASE BEHAVIOUR:

Impact on the environment: Making green purchases helps to prevent environmental degradation and encourages sustainability. Consumers may reduce pollution, waste production, and resource depletion by purchasing ecologically friendly goods.

- **Market demand:** Increasing consumer demand for eco-friendly goods may encourage companies to adopt more sustainable practises and create eco-friendly substitutes. Innovation and the creation of more eco-friendly technology and production techniques may result from this.
- **Consumer responsibility:** Making green purchases indicates consumers' increased environmental understanding and care. It

enables people to match their values and beliefs with the things they buy, encouraging a sense of responsibility for the environment.

- **Health and wellbeing:** By eliminating toxic chemicals, promoting organic components, and encouraging sustainable agricultural methods, green products frequently prioritise health and wellbeing. Customers can improve their own health and the wellbeing of future generations by purchasing green items.
- **Economic advantages:** If operational costs in addition to the purchase price are considered, green purchasing might result in financial savings. The implementation of green purchasing can also enhance public services, hence enhancing quality of life.

DISADVANTAGES OF GREEN PURCHASE BEHAVIOUR:

- **Higher prices:** Green products might be more expensive than their conventional counterparts, which can be a deterrent to certain buyers. This could be due to increased manufacturing costs, certification fees, or other considerations. Green products may not be extensively available in all markets or locations, limiting customer choice and access to ecologically beneficial solutions.
- **Lack of awareness:** Some consumers may be unaware of the environmental advantages of green products or may be unsure how to recognise them. This may constrain green purchasing behaviour and delay the expansion of the green economy.

- **Green claims scepticism:** Some consumers may be sceptical of the environmental claims made by green products, which can lead to distrust and unwillingness to purchase. This might be attributed to greenwashing or deceptive marketing methods that exaggerate a product's environmental benefits.
- **Inconvenience:** Green products may necessitate greater effort or inconvenience to use or dispose of appropriately, which may be a deterrent to some buyers.

CHAPTER IV

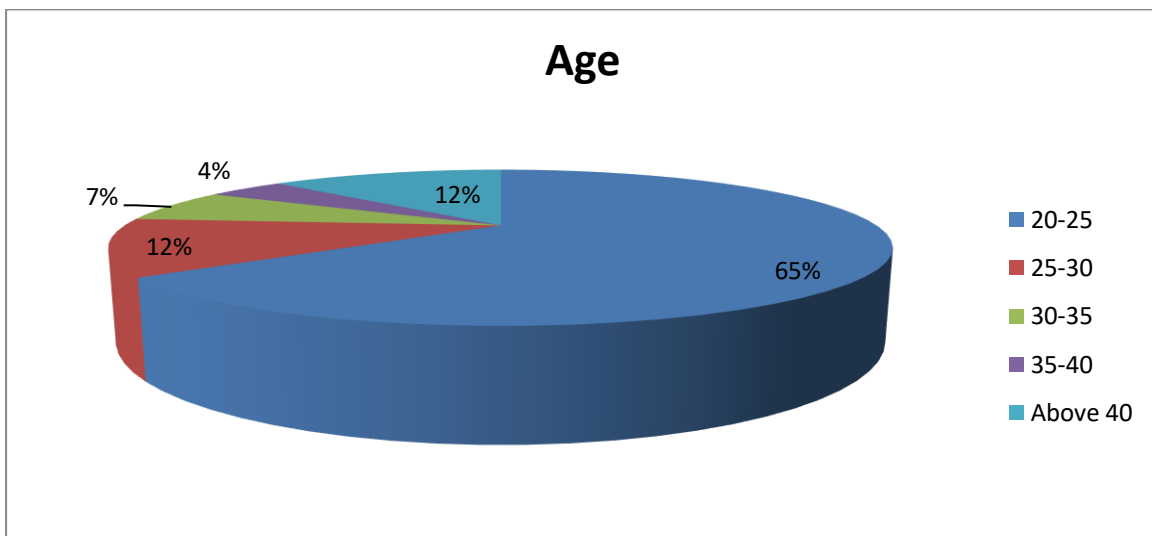
DATA ANALYSIS AND INTERPRETATION

Table 4.1
Age wise classification of respondents

Age Group	No. of respondents	Percentage
20-25	77	65
25-30	14	12
30-35	8	7
35-40	5	3
Above 40	15	13
Total	119	100

Source: Primary Data

Figure 4.1
Age wise classification of respondents



Interpretation:

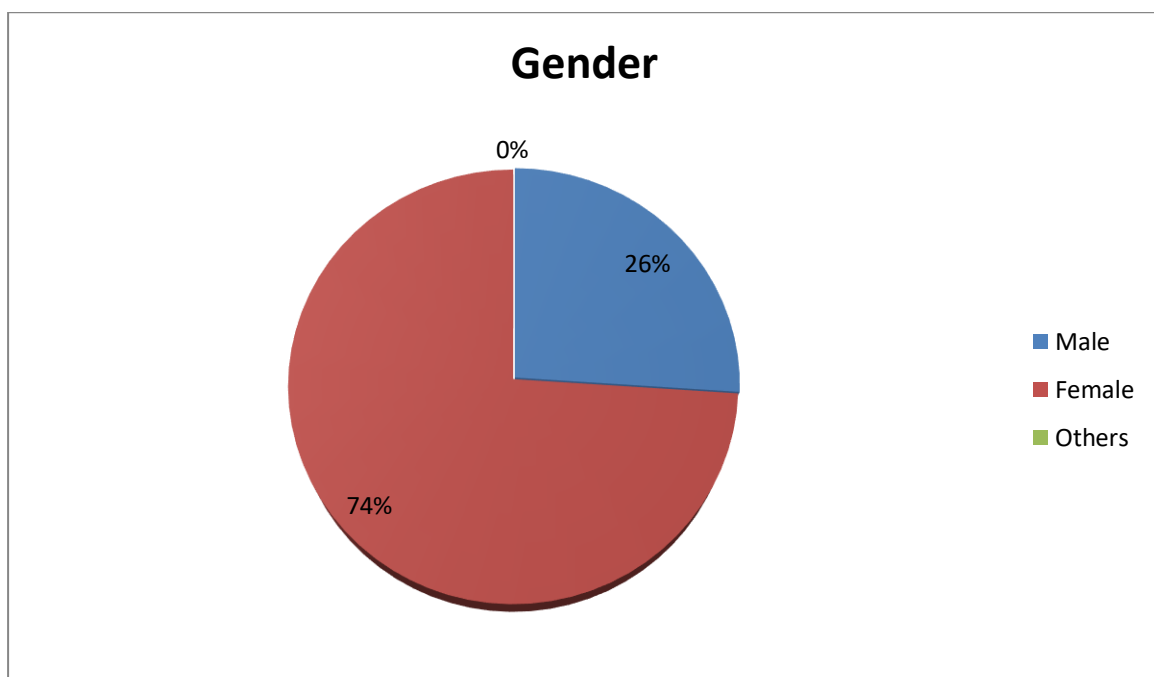
Table 4.1 shows that 65 percent of the respondents belong to the age of 20-25, 12 percent to the age of 25-30, 7 percent to the age of 30-35, 3 percent to the age of 35-40 and 13 percent are above the age of 40.

Table 4.2
Gender wise classification of respondents

Gender	No. of participants	Percentage
Male	31	26
Female	88	74
Others	0	0
Total	119	100

Source: Primary Data

Figure 4.2
Gender wise classification



Interpretation:

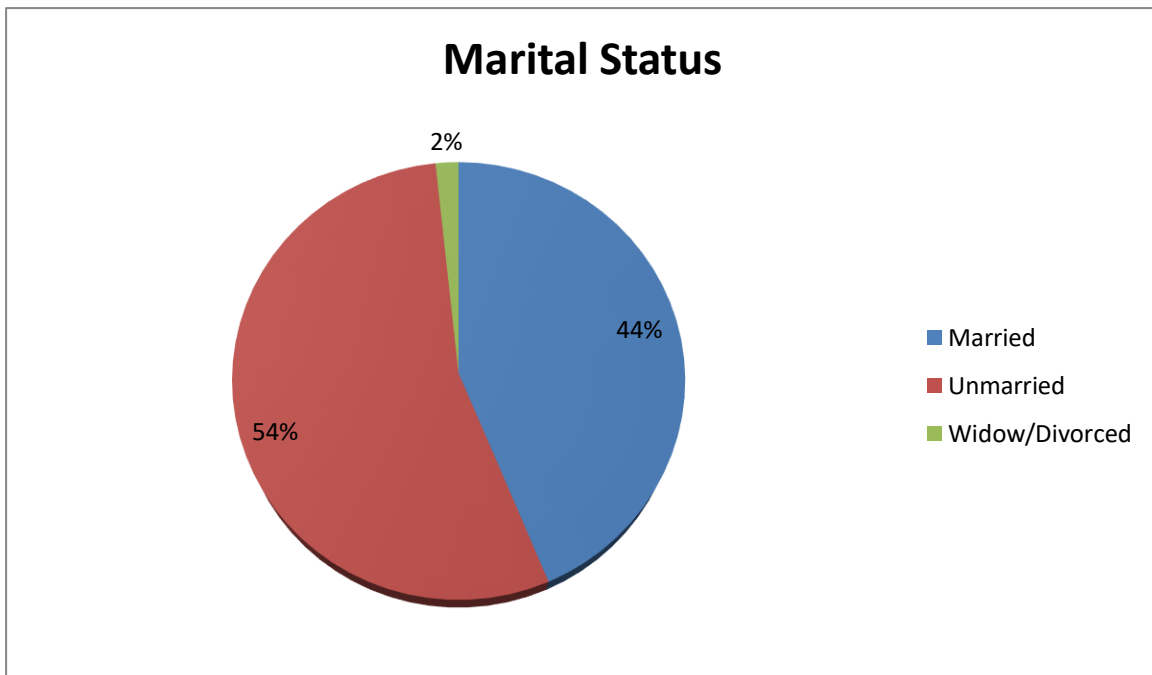
From the table we can find out that 26 percent of the respondents are Male, 74 percent of the respondents are Female and the rest is Others.

Table 4.3
Marital status wise classification

Marital Status	No. of respondents	Percentage
Married	52	44%
Unmarried	65	55%
Widow/Divorced	2	1%
Total	119	100%

Source: Primary data

Figure 4.3
Marital status wise classification



Interpretation:

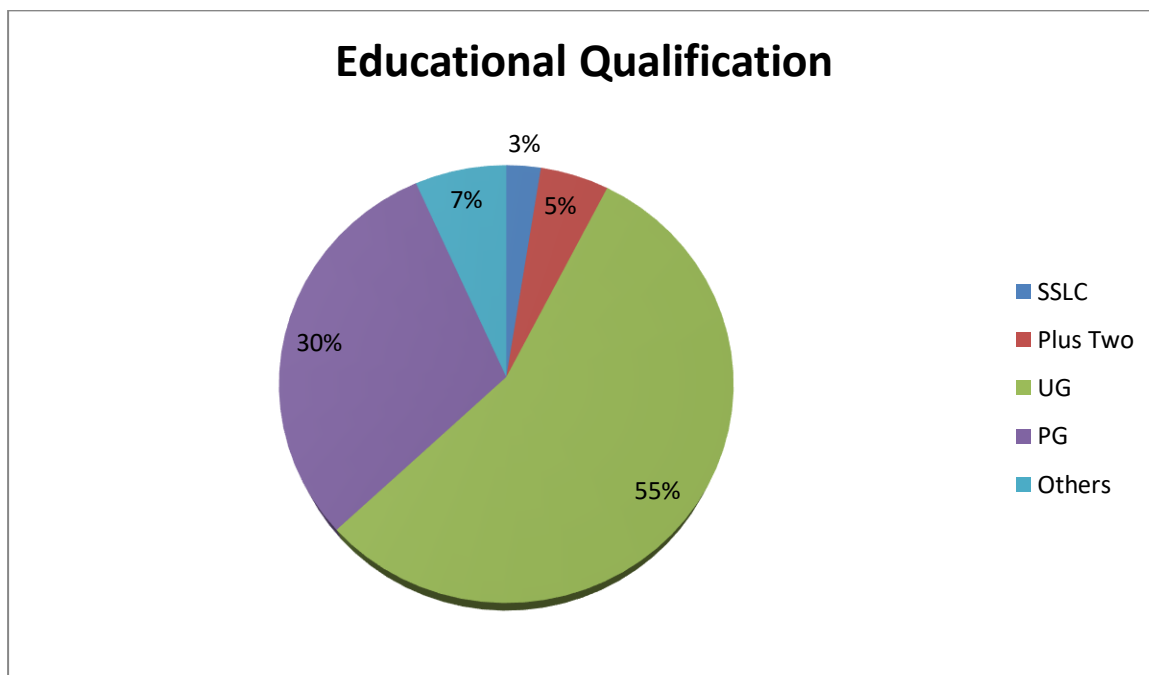
The table 4.3 shows that 44 percent of the respondents are Married, 54 percent of the respondents are Unmarried and 2 percent of the respondents are Widow/Divorced.

Table 4.4
Educational Qualification wise classification

Educational Qualification	No. of respondents	Percentage
SSLC	3	3%
Plus Two	6	6%
UG	66	55%
PG	36	30%
Others	8	6%
Total	119	100%

Source: Primary Data

Figure 4.4
Educational Qualification wise classification



Interpretation:

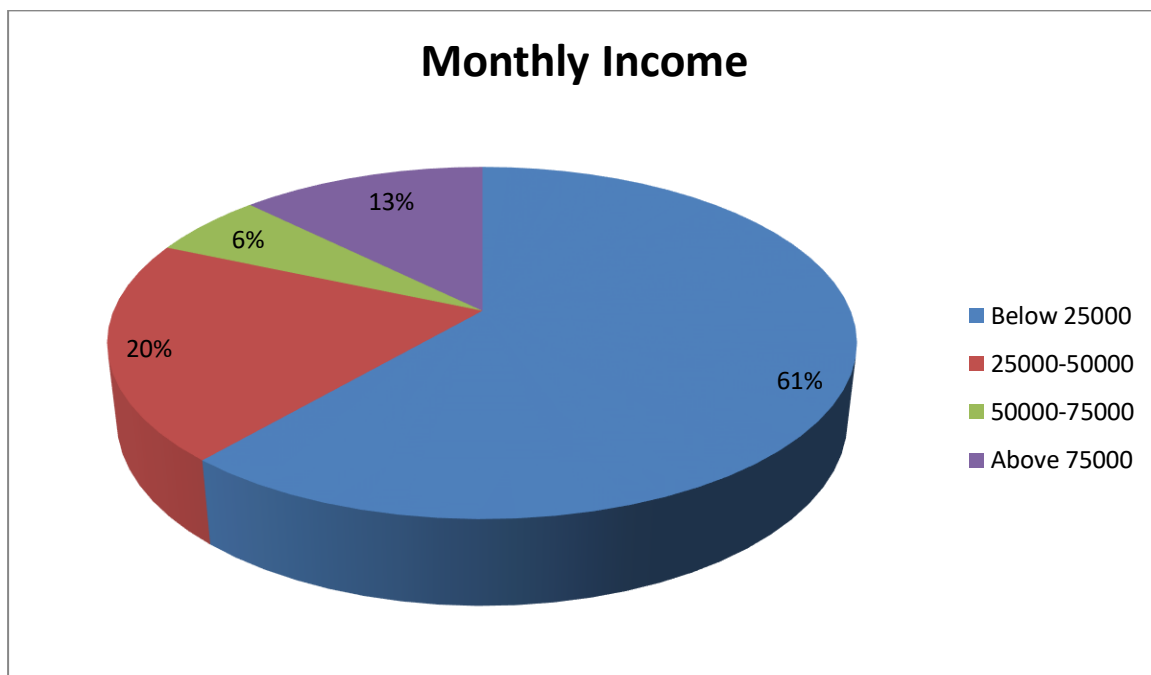
It is clear from the above table that 3 percent of the respondents are studying SSLC, 5 percent Plus Two, 55 percent UG, 30 percent PG and 7 percent is Others.

Table 4.5
Monthly Income wise Classification

Monthly Income	No. of respondents	Percentage
Below 25000	73	62%
25000-50000	24	20%
50000-75000	7	6%
Above 75000	15	13%
Total	119	100%

Source: Primary Data

Figure 4.5
Monthly Income wise classification



Interpretation:

From the table we can understand that 61 percent of the respondents are below 25000, 20 percent of the respondents are in between 25000 to 50000, 6 percent of the respondents are in between 50000 to 75000 and 13 percent of the respondents are above 75000.

Table 4.6

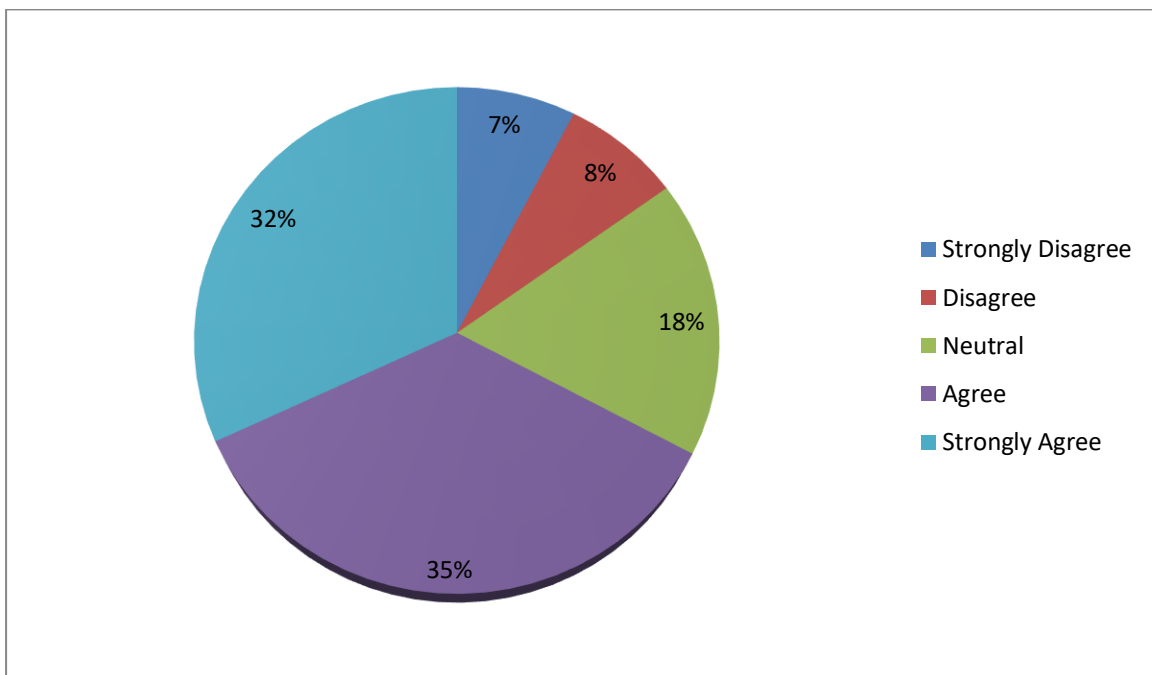
I feel frustrated and angry about polluting industries

Option	No. of respondents	Percentage
Strongly Disagree	9	8
Disagree	9	7
Neutral	21	18
Agree	42	35
Strongly Agree	38	32
Total	119	100

Source: Primary data

Figure 4.6

I feel frustrated and angry about polluting industries



Interpretation:

From the table we can understand that 7 percent of the respondents Strongly Disagree, 8 percent of the respondents Disagree, 18 percent of the respondents were Neutral, 35 percent of the respondents Agree and 32 percent of the respondents Strongly Agree feel frustrated and angry about polluting industries.

Table 4.7

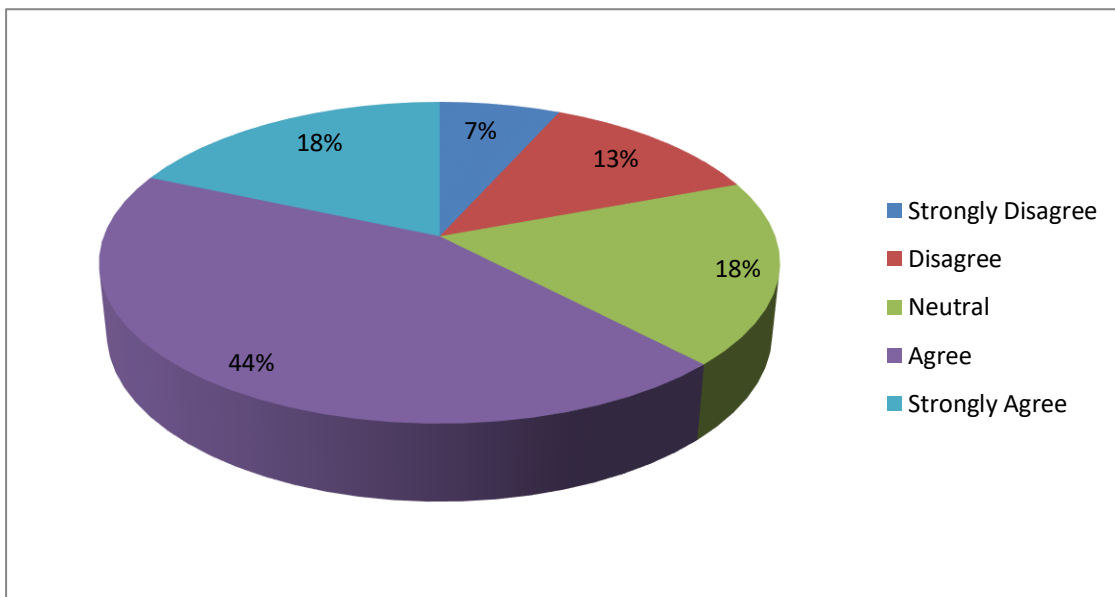
I prioritize environmentally friendly but expensive products when they are similar

Option	No. of respondents	Percentage
Strongly Disagree	8	7
Disagree	15	13
Neutral	22	18
Agree	52	44
Strongly Agree	22	18
Total	119	100

Source: Primary data

Figure 4.7

I prioritize environmentally friendly but expensive products when they are similar



Interpretation:

From the table we can see that 7 percent of the respondents Strongly Disagree, 13 percent of the respondents Disagree, 18 percent of the respondents were Neutral, 44 percent of the respondents Agree and 18 percent of the respondents Strongly Agree. prioritize environmentally friendly but expensive products when they are similar.

Table 4.8

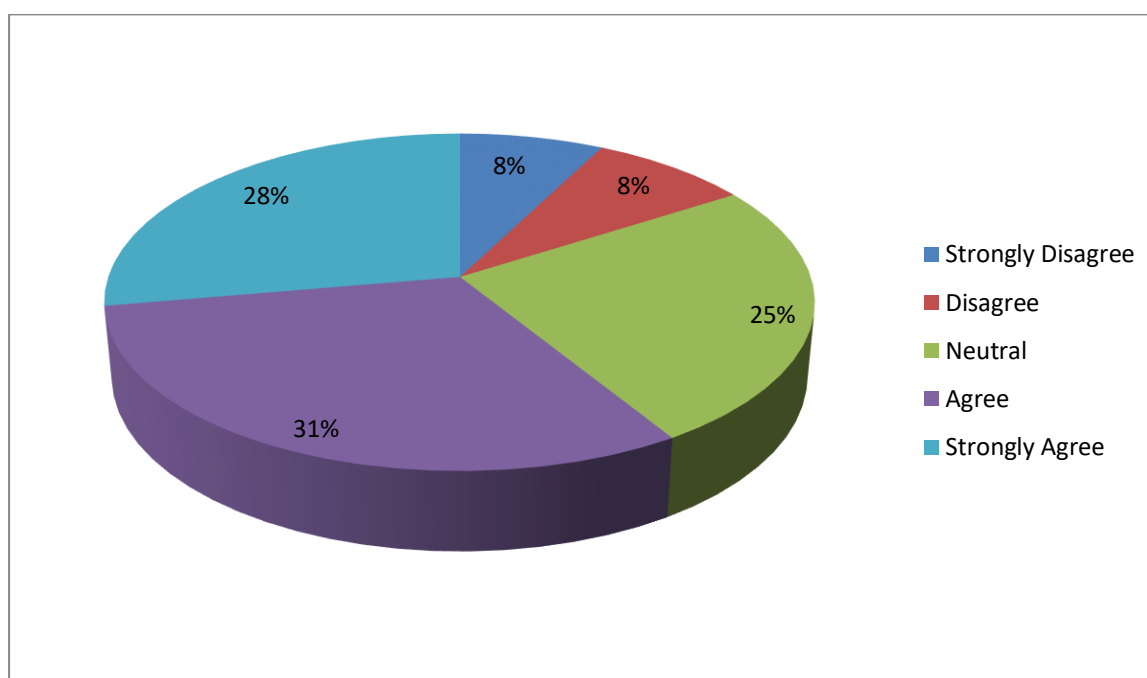
I won't buy products from firms harming the environment

Option	No. of respondents	Percentage
Strongly Disagree	9	8
Disagree	10	8
Neutral	30	25
Agree	37	31
Strongly Agree	33	28
Total	119	100

Source: Primary data

Figure 4.8

I won't buy products from firms harming the environment



Interpretation:

From the table we can understand that 8 percent of the respondents Strongly Disagree, 8 percent of the respondents Disagree, 25 percent of the respondents were Neutral, 31 percent of the respondents Agree and 28 percent of the respondents Strongly Agree will not buy products from firms that harm the environment.

Table 4.9

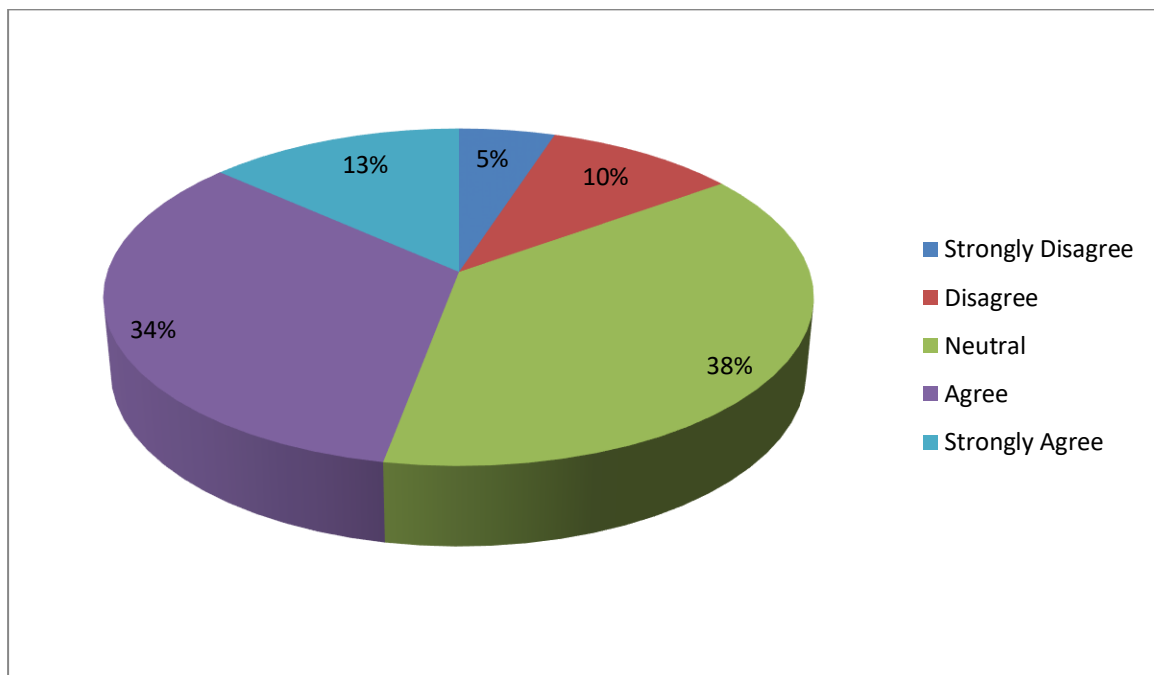
I always choose environmentally certified products, despite the higher cost

Option	No. of respondents	Percentage
Strongly Disagree	6	5
Disagree	12	10
Neutral	45	38
Agree	40	34
Strongly Agree	16	13
Total	119	100

Source: Primary data

Figure 4.9

I always choose environmentally certified products, despite the higher cost



Interpretation:

From the table we can understand that 5 percent of the respondents Strongly Disagree, 10 percent of the respondents Disagree, 38 percent of the respondents were Neutral, 34 percent of the respondents Agree and 13 percent of the respondents Strongly Agree to always choose environmentally certified products, despite the higher cost.

Table 4.10

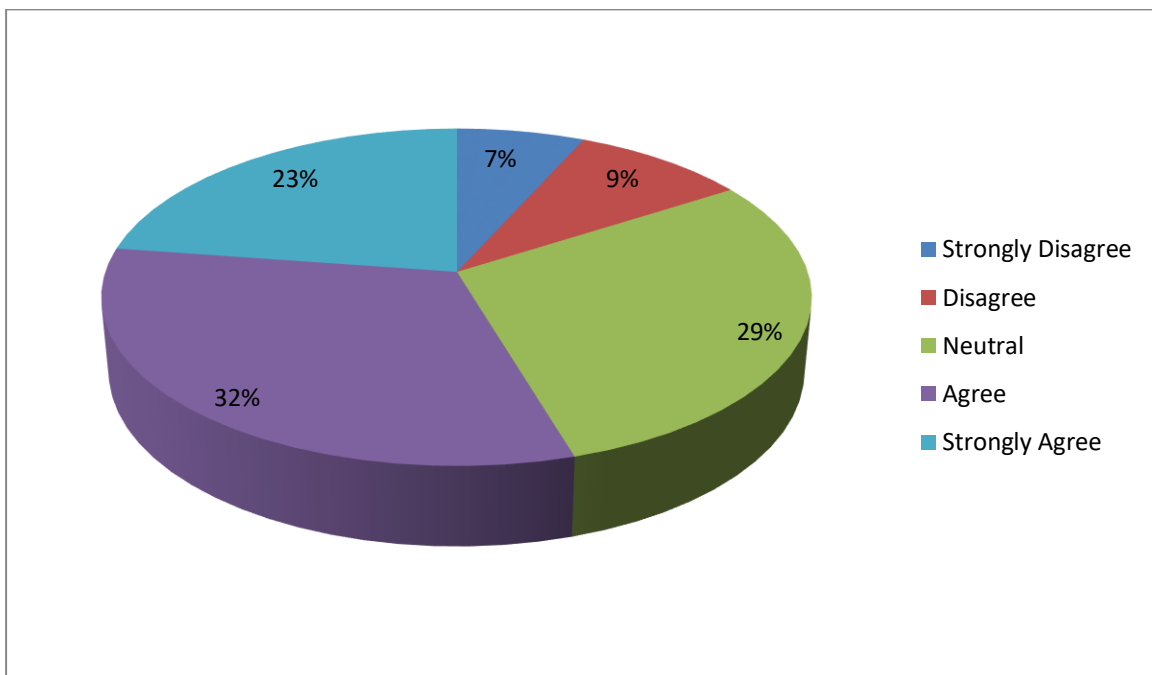
I practice recycling and sort waste at home

Option	No. of respondents	Percentage
Strongly Disagree	8	7
Disagree	11	9
Neutral	35	29
Agree	38	32
Strongly Agree	27	23
Total	119	100

Source: Primary data

Figure 4.10

I practice recycling and sort waste at home



Interpretation:

From the table we can understand that 7 percent of the respondents Strongly Disagree, 9 percent of the respondents Disagree, 29 percent of the respondents were Neutral, 32 percent of the respondents Agree and 23 percent of the respondents Strongly Agree to practice recycling and sort waste at home.

Table 4.11

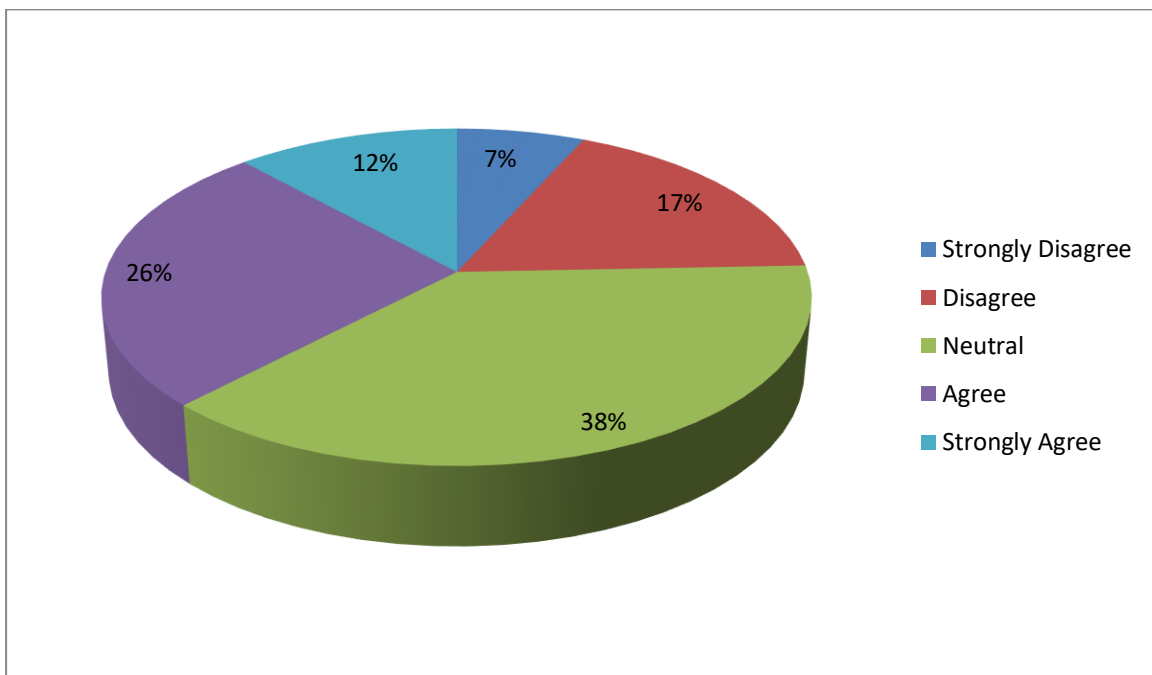
I frequently buy over-packaged products

Option	No. of respondents	Percentage
Strongly Disagree	8	7
Disagree	21	18
Neutral	45	38
Agree	31	26
Strongly Agree	14	12
Total	119	100

Source: Primary data

Figure 4.11

I frequently buy over-packaged products



Interpretation:

From the table we can understand that 7 percent of the respondents Strongly Disagree, 17 percent of the respondents Disagree, 38 percent of the respondents were Neutral, 26 percent of the respondents Agree and 12 percent of the respondents Strongly Agree to frequently buy over-packaged products.

Table 4.12

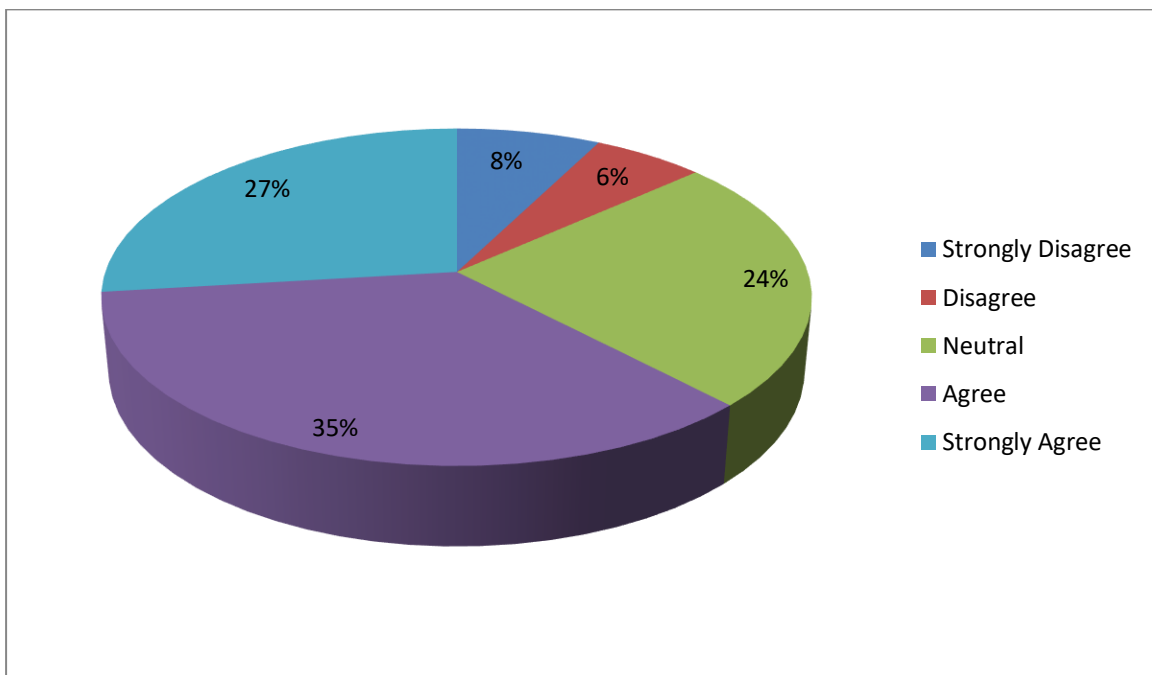
I'm committed to improving the environment

Option	No. of respondents	Percentage
Strongly Disagree	9	8
Disagree	7	6
Neutral	29	24
Agree	42	35
Strongly Agree	32	27
Total	119	100

Source: Primary data

Figure 4.12

I'm committed to improving the environment



Interpretation:

From the table we can understand that 8 percent of the respondents Strongly Disagree, 6 percent of the respondents Disagree, 24 percent of the respondents were Neutral, 35 percent of the respondents Agree and 27 percent of the respondents Strongly Agree in committing to improve the environment.

Table 4.13

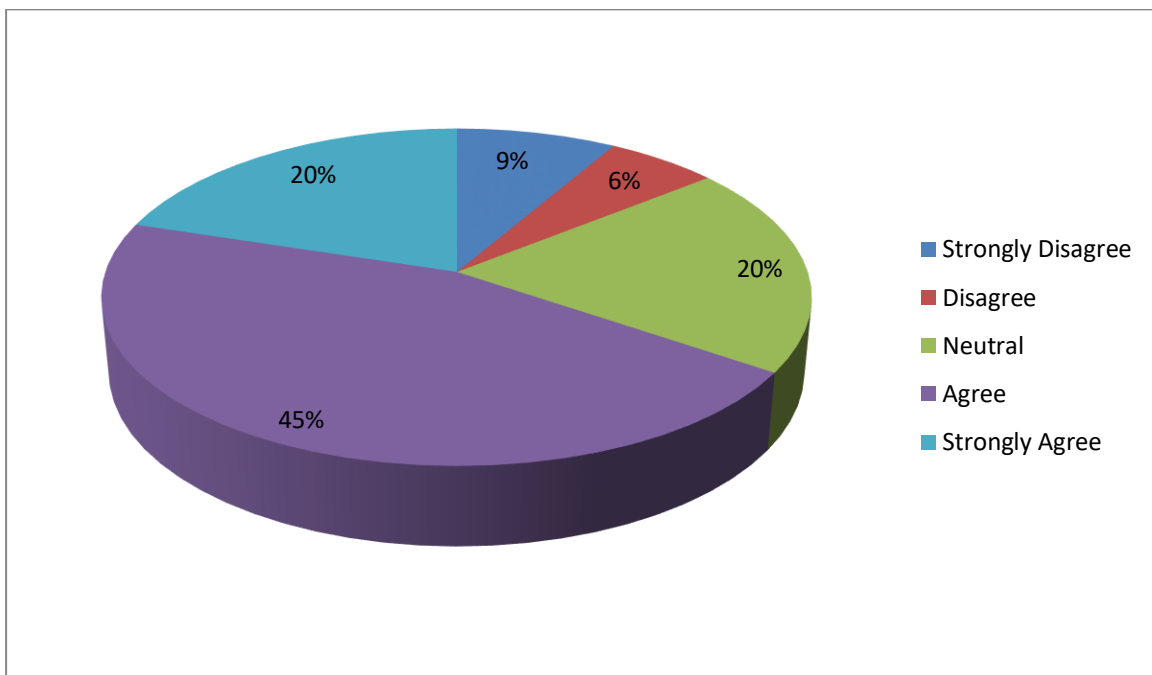
I frequently seek and absorb environmental knowledge

Option	No. of respondents	Percentage
Strongly Disagree	10	8
Disagree	7	6
Neutral	24	20
Agree	54	45
Strongly Agree	24	20
Total	119	100

Source: Primary data

Figure 4.13

I frequently seek and absorb environmental knowledge



Interpretation:

From the table we can understand that 9 percent of the respondents Strongly Disagree, 6 percent of the respondents Disagree, 20 percent of the respondents were Neutral, 45 percent of the respondents Agree and 20 percent of the respondents Strongly Agree to frequently seek and absorb environmental knowledge.

Table 4.14

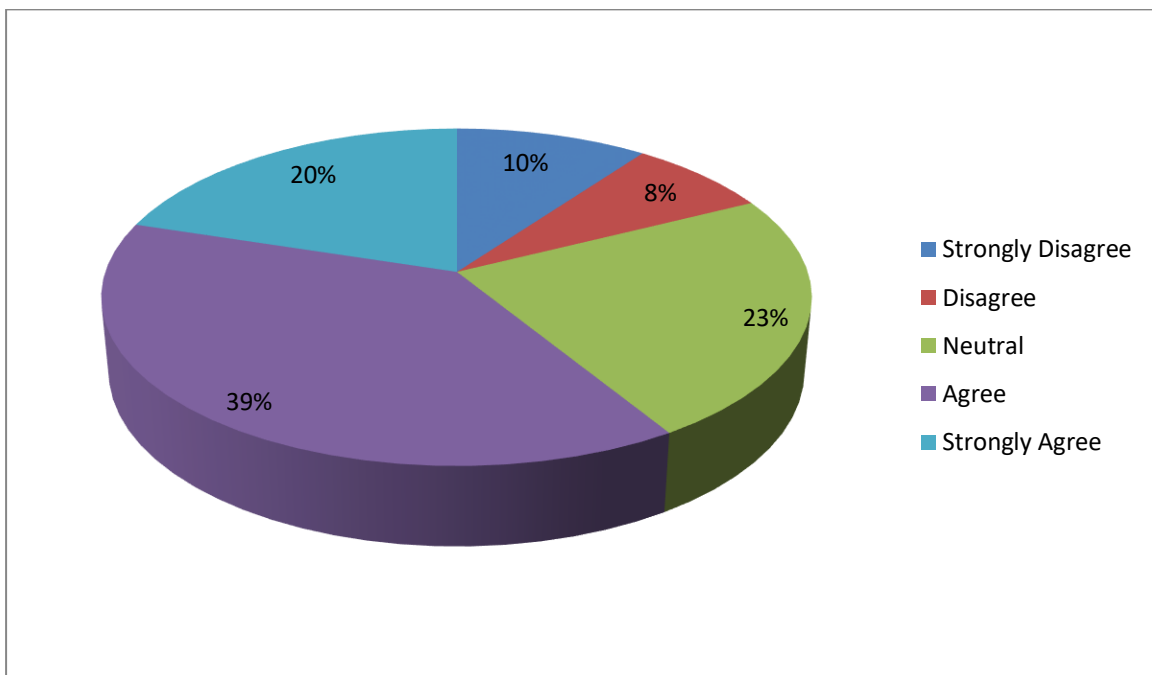
I frequently buy eco-friendly products

Option	No. of respondents	Percentage
Strongly Disagree	12	10
Disagree	9	8
Neutral	28	24
Agree	46	38
Strongly Agree	24	20
Total	119	100

Source: Primary data

Figure 4.14

I frequently buy eco-friendly products



Interpretation:

From the table we can understand that 10 percent of the respondents Strongly Disagree, 8 percent of the respondents Disagree, 23 percent of the respondents were Neutral, 39 percent of the respondents Agree and 20 percent of the respondents Strongly Agree to frequently buy eco friendly products.

Table 4.15

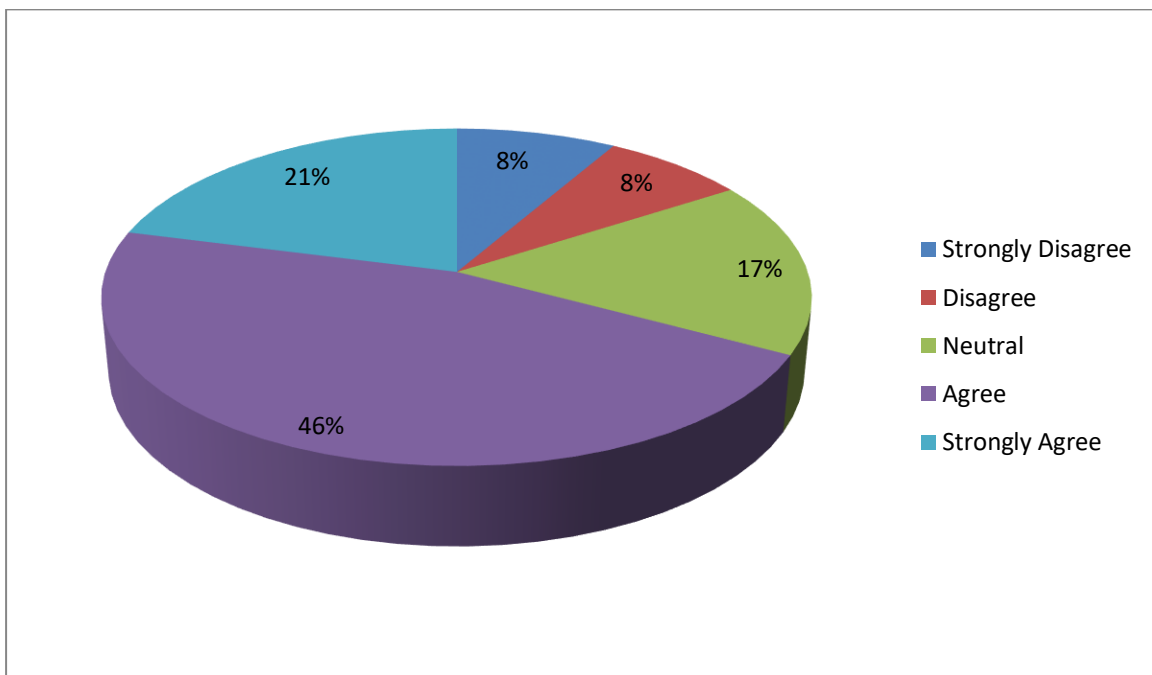
I frequently buy products with eco-friendly packaging

Option	No. of respondents	Percentage
Strongly Disagree	10	8
Disagree	9	8
Neutral	20	17
Agree	55	46
Strongly Agree	25	21
Total	119	100

Source: Primary data

Figure 4.15

I frequently buy products with eco-friendly packaging



Interpretation:

From the table we can understand that 8 percent of the respondents Strongly Disagree, 8 percent of the respondents Disagree, 17 percent of the respondents were Neutral, 46 percent of the respondents Agree and 21 percent of the respondents Strongly Agree to buy products with eco-friendly packaging.

Table 4.16

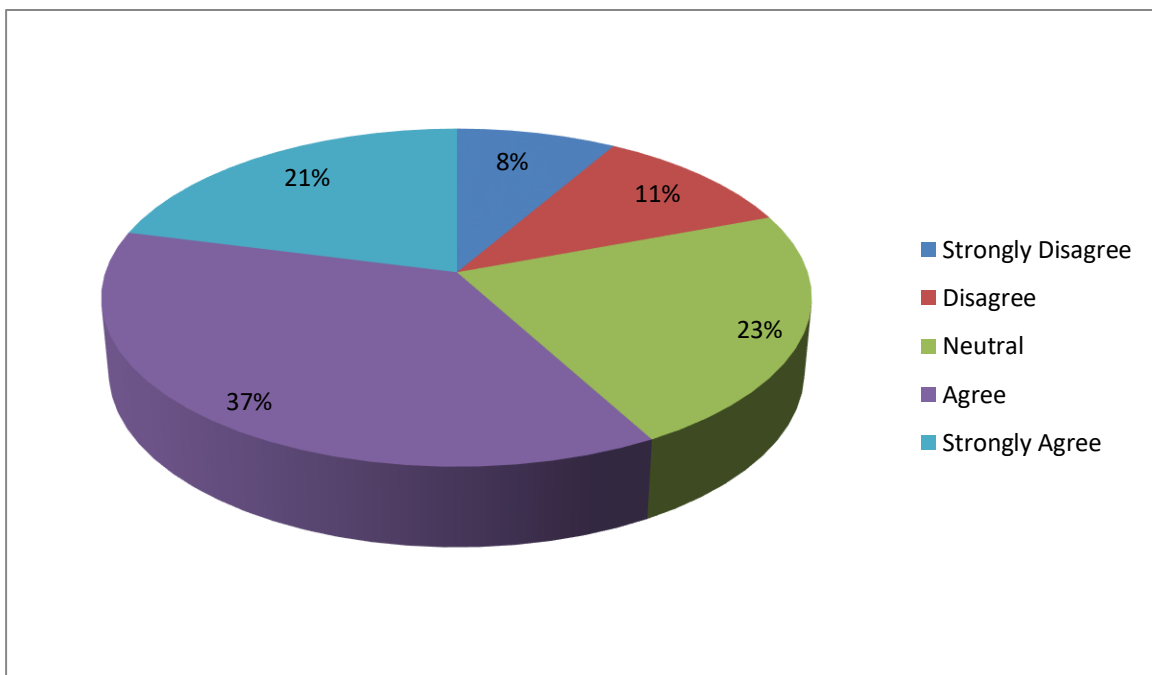
I often buy eco-safe products

Option	No. of respondents	Percentage
Strongly Disagree	10	8
Disagree	13	11
Neutral	27	23
Agree	44	37
Strongly Agree	25	21
Total	119	100

Source: Primary data

Figure 4.16

I often buy eco-safe products



Interpretation:

From the table we can understand that 8 percent of the respondents Strongly Disagree, 11 percent of the respondents Disagree, 23 percent of the respondents were Neutral, 37 percent of the respondents Agree and 21 percent of the respondents Strongly Agree to buy eco-safe products.

Table 4.17

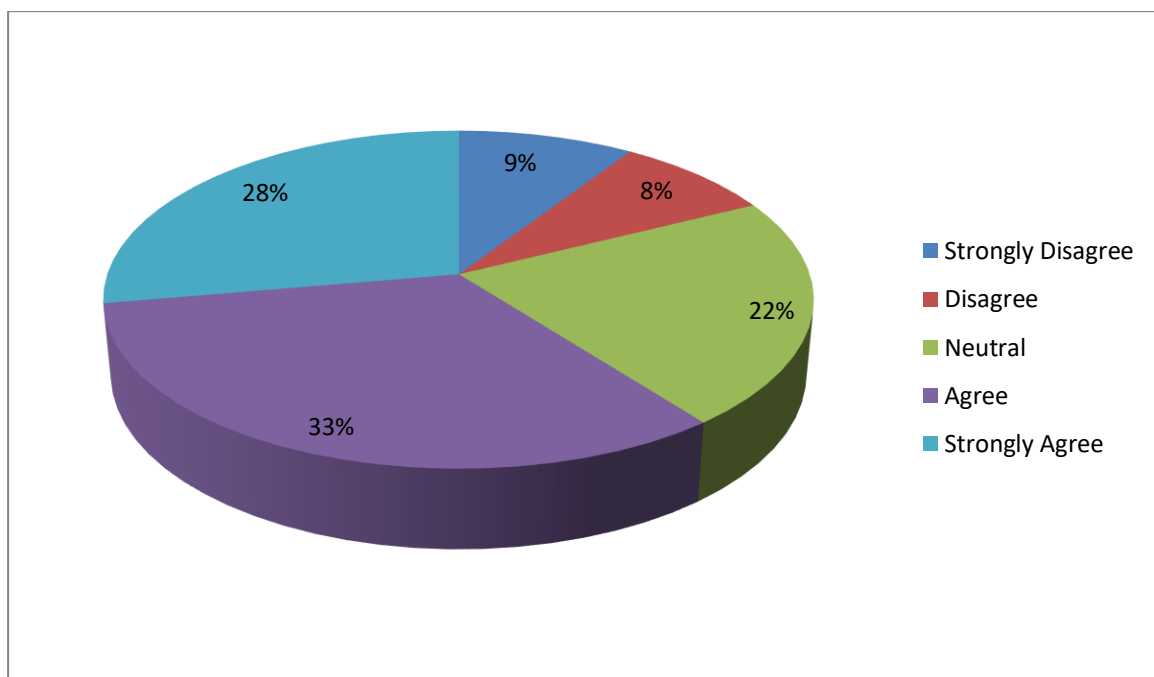
I'll keep buying eco-friendly products

Option	No. of respondents	Percentage
Strongly Disagree	11	9
Disagree	10	8
Neutral	26	22
Agree	39	33
Strongly Agree	33	28
Total	119	100

Source: Primary data

Figure 4.17

I'll keep buying eco-friendly products



Interpretation:

From the table we can understand that 9 percent of the respondents Strongly Disagree, 8 percent of the respondents Disagree, 22 percent of the respondents were Neutral, 33 percent of the respondents Agree and 28 percent of the respondents Strongly Agree will keep buying eco friendly products.

Table 4.18

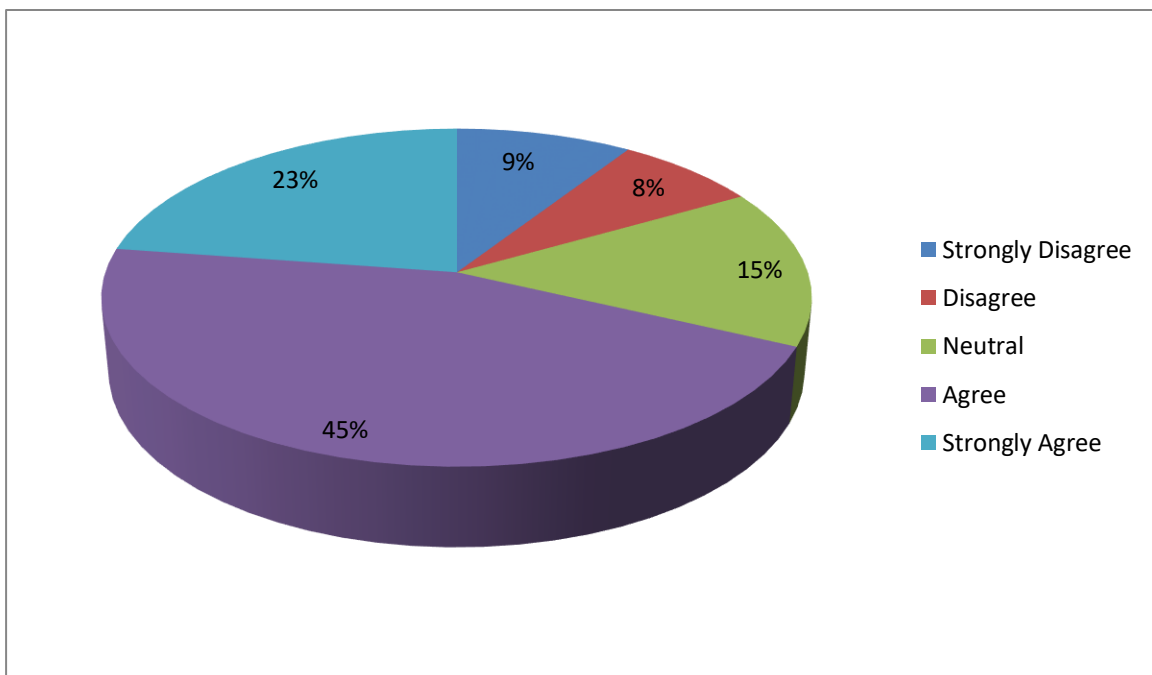
I would recommend these products to others

Option	No. of respondents	Percentage
Strongly Disagree	11	9
Disagree	9	8
Neutral	18	15
Agree	54	45
Strongly Agree	27	23
Total	119	100

Source: Primary data

Figure 4.18

I would recommend these products to others



Interpretation:

From the table we can understand that 9 percent of the respondents Strongly Disagree, 8 percent of the respondents Disagree, 15 percent of the respondents were Neutral, 45 percent of the respondents Agree and 23 percent of the respondents Strongly Agree recommend these products to others.

Table 4.19

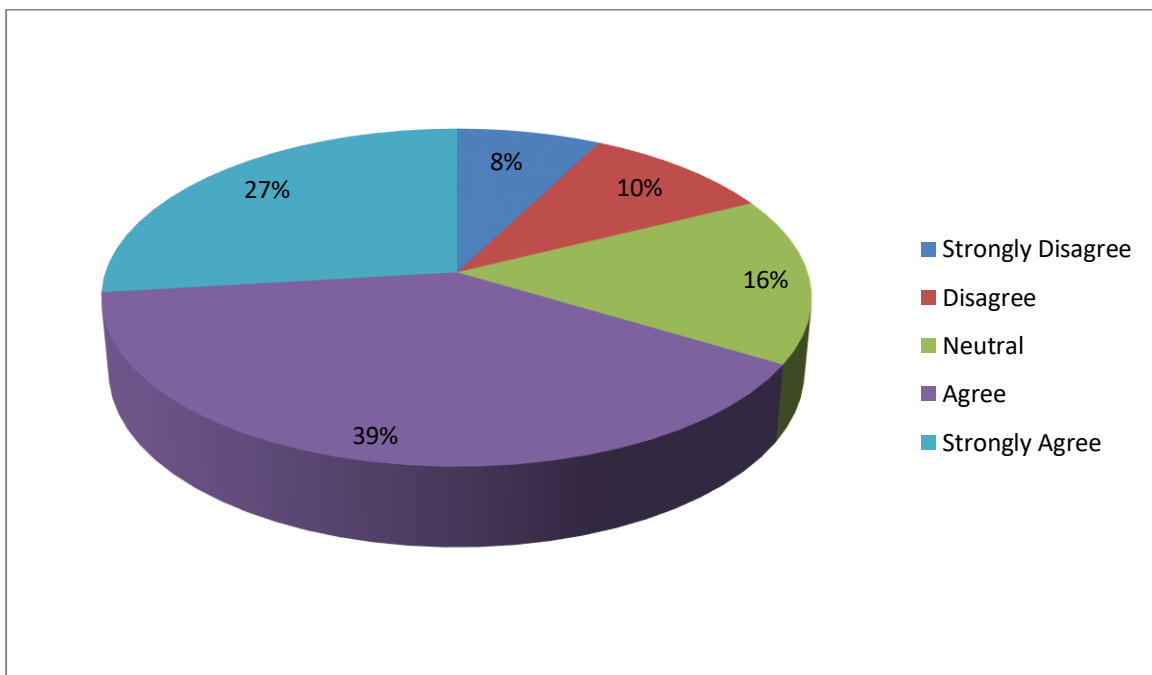
Table showing respondents aim to use more green products

Option	No. of respondents	Percentage
Strongly Disagree	9	8
Disagree	12	10
Neutral	19	16
Agree	47	39
Strongly Agree	32	27
Total	119	100

Source: Primary data

Figure 4.19

Table showing respondents aim to use more green products



Interpretation:

From the table we can infer that 8 percent of the respondents Strongly Disagree, 10 percent of the respondents Disagree, 16 percent of the respondents were Neutral, 39 percent of the respondents Agree and 27 percent of the respondents Strongly Agree towards aiming to use more green products.

Table 4.20

H₀: There is no difference in the environmental consciousness of male and female

Group Statistics

	Gender : N	Mean	Std. Deviation	Std. Error
EC	Female 88	2.7131	.77847	.08299
	Male 31	2.8629	.69474	.12478

Female group (N = 88): The mean value for the variable EC is 2.7131, with a standard deviation of 0.77847 and a standard error of the mean of 0.08299. Male group (N = 31): The mean value for the variable EC is 2.8629, with a standard deviation of 0.69474 and a standard error of the mean of 0.12478.

Table 4.21

Independent Samples Test

t-test for Equality of Means

t	Df	Sig. (2-tailed)	Mean Difference
EC	Equal variances assumed	.092	.763

Levene's Test for Equality of Variances: This test checks if the variance of the variable EC is significantly different between the two groups. The obtained F-statistic is 0.092, with a corresponding p-value of 0.763. Since the p-value is greater than 0.05 (commonly used significance level), we fail to reject the null hypothesis, suggesting that the variances of the two groups are statistically similar.

t-test for Equality of Means:

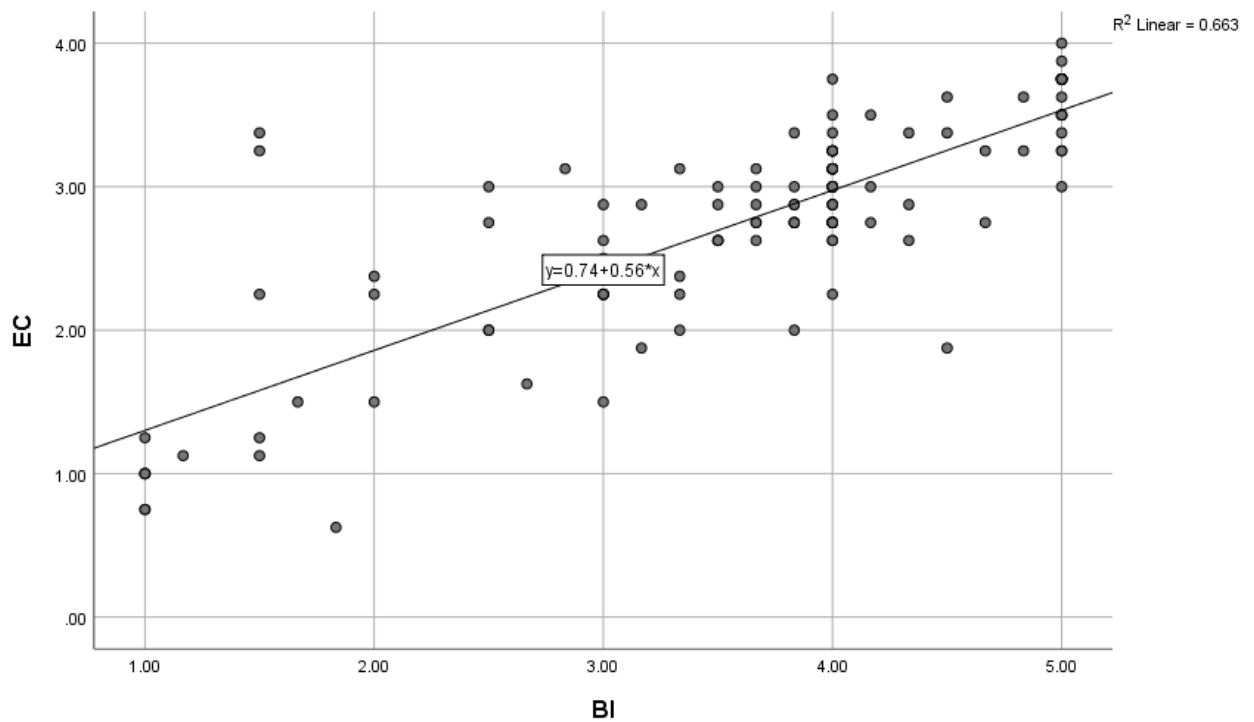
Equal variances assumed: This test assumes equal variances between the two groups. The t-statistic is -0.947 with 117 degrees of freedom, and the corresponding two-tailed p-value is

0.346. As the p-value is greater than 0.05, there is no statistically significant difference in the means of the two groups based on the variable EC. The mean difference is -0.14984, with a standard error of 0.15829. The 95% confidence interval for the difference in means ranges from -0.46332 to 0.16365.

The null hypothesis is accepted. Therefore, there is no statistically significant difference in the mean values of the Environmental Consciousness of the Female and Male groups.

H₀: There is no relationship between environmental consciousness and behavioural intention to use green products.

Correlation between EC and BI



The scattered plots are moving in an upward direction. Therefore, there is a positive correlation between EC and BI. R^2 linear depicts the coefficient of determination. If you take the square root of R^2 linear – we will get the correlation coefficient.

Correlations

		EC	BI
EC	Pearson Correlation	1	.814**
	Sig. (2-tailed)		.000
	N	119	119
BI	Pearson Correlation	.814**	1
	Sig. (2-tailed)	.000	
	N	119	119

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

There is a strong positive correlation (0.814) between the variables EC and BI. The p-value of 0.000 indicates that this correlation is statistically significant at the 0.01 level (2-tailed),

meaning that the observed correlation is unlikely to occur by chance. The sample size of 119 indicates that the correlation analysis is based on a relatively large number of data points, enhancing the reliability of the findings. The analysis shows a significant positive correlation between EC and BI, suggesting that as the value of EC increases, the value of BI also tends to increase.

The null hypothesis is rejected and the alternative hypothesis is accepted.

CHAPTER V

FINDINGS, SUGESSTIONS AND CONCLUSION

FINDINGS:

- 65 percent of the respondents belong to the age of 20-25.
- 74 percent of the respondents are female.
- 54 percent of the respondents are unmarried.
- 55 percent of the respondents have UG as their educational qualification.
- 61 percent of the respondents have monthly income below Rs.25000.
- 35 percent of the respondents agree that they feel frustrated and angry about polluting industries.
- 44 percent of the respondents agree that they prioritize environmentally friendly but expensive products when they are similar.
- 31 percent of the respondents agree will not buy products from firms that harm the environment.
- 38 percent of the respondents are neutral in always choosing environmentally certified products, despite the higher cost.
- 32 percent of the respondents agree that they practice recycling and sort waste at home.
- 38 percent of the respondents are neutral towards frequent purchase of over-packaged products.
- 35 percent of the respondents agree in committing to improve the environment.
- 45 percent of the respondents agree to frequently seek and absorb environmental knowledge.
- 39 percent of the respondents Agree to buy eco-friendly products.
- 46 percent of the respondents Agree to buy products with eco-friendly packaging.
- 37 percent of the respondents Agree to buy eco-safe products.
- 33 percent of the respondents Agree to keep buying eco friendly products.
- 45 percent of the respondents Agree to recommend these products to others.
- 39 percent of the respondents Agree towards aiming to use more green products.

SUGGESTIONS:

There are some suggestions to the study. They are mentioned below:

- To appeal to this population of environmentally sensitive consumers, it might be worthwhile to promote eco-friendly products and sustainable programmes.
- By providing more eco-friendly product options, firms have the ability to reach this market of consumers that care about the environment.
- A positive trend towards sustainability can be seen in the increased awareness of and readiness to use green products and eco-friendly practises.
- Businesses might think about rewarding customers who buy eco-friendly goods with discounts or loyalty programmes to boost their green endeavours.
- The businesses can actively promote the favourable environmental effects of these products through social media advertising and educational programmes.
- More thorough research can give firms and policymakers insightful information that they can use to customise their environmental activities and marketing plans.

CONCLUSION:

The current research is an attempt to find out the influence of environmental consciousness and behavioural intention to use green products. The area of the study was Kerala. The findings of the study implicates that most of the people prefer to buy products with eco-friendly packaging. Specifically the respondents are ready to prioritize environmentally friendly but expensive products even when they are similar. However, this study also has several limitations. Data for this study were gathered by a questionnaire survey via Google forms. One of the limitation of the research was the low awareness of green initiatives in Kerala. Future studies should therefore actively promote the positive environmental benefits of these items through social media advertising and teaching activities in order to get over this constraint. The findings' generalizability could be a drawback. This is because all of the respondents do not have access to online services. In conclusion, a key element in encouraging sustainable purchasing is the impact of ecological knowledge on the behavioural intention to use green items. The demand for eco-friendly products can be increased by fostering a more environmentally conscious culture and removing hurdles through awareness-raising, education, and barrier removal. A cleaner and more sustainable future also depends on cooperation between corporations, governments, and consumers.

BIBLIOGRAPHY

1. Zhu, B. (2012). The Impact of Green Advertising on Consumer Purchase Intention of Green Products. SSRN Electronic Journal. <https://doi.org/10.2139/ssrn.2182906>.
2. Kostadinova, E. (2016). Sustainable Consumer Behavior: Literature Overview. Ideas.Repec.Org. <https://ideas.repec.org/a/nwe/eajour/y2016i2p224-234.html>
3. Kaufmann, Hans Ruediger; Panni, Mohammad Fateh Ali Khan; Orphanidou, Yianna (2012) : Factors Affecting Consumers' Green Purchasing Behavior: An Integrated Conceptual Framework, *Amfiteatru Economic Journal*, ISSN 2247-9104, The Bucharest University of Economic Studies, Bucharest, Vol. 14, Iss. 31, pp. 50-69.
4. Influences of environmental and hedonic motivations on intention to purchase green products: An extension of the theory of planned behavior Dooyoung Choi a,* , Kim K.P. Johnson b a Department of STEM Education and Professional Studies, Old Dominion University, Norfolk, VA 23529, USA b Emeritus, University of Minnesota, Richmond, MN 55368, USA.
5. Yadav, R., & Pathak, G. S. (2017, April). Determinants of Consumers' Green Purchase Behavior in a Developing Nation: Applying and Extending the Theory of Planned Behavior. *Ecological Economics*, 134, 114–122. <https://doi.org/10.1016/j.ecolecon.2016.12.019>.
6. Seahee Lee (2011) Consumers' Value, Environmental Consciousness, and Willingness to Pay more toward Green-Apparel Products, *Journal of Global Fashion Marketing: Bridging Fashion and Marketing*, 2:3, 161-169, DOI: 10.1080/20932685.2011.10593094 To link to this article: <http://dx.doi.org/10.1080/20932685.2011.10593094>.
7. Dagher, G. K., & Itani, O. (2014, May). Factors influencing green purchasing behaviour: Empirical evidence from the Lebanese consumers. *Journal of Consumer Behaviour*, 13(3), 188–195. <https://doi.org/10.1002/cb.1482>.
8. Customers' Intention To Use Green Products: The Impact Of Green Brand Dimensions And Green Perceived Value Aibek Doszhanov and Zainal Ariffin

Ahmad College of Graduate Studies Universiti Tenaga Nasional (UNITEN)
43000 Kajang, Selangor, Malaysia aibek_dos@yahoo.com
azainal@uniten.edu.my.

9. Naveed Ahmed , Cai Li , Asadullah Khan , Sikandar Ali Qalati , Shumaila Naz & Faisal Rana (2020): Purchase intention toward organic food among young consumers using theory of planned behavior: role of environmental concerns and environmental awareness, *Journal of Environmental Planning and Management*, DOI: 10.1080/09640568.2020.1785404.

10. The interplay among green brand knowledge, expected eudaimonic well-being and environmental consciousness on green brand purchase intention. [Zhimin Zhou](#), [Fucheng Zheng](#), [Jialing Lin](#), [Nan Zhou](#). National Natural Science Foundation of China, Grant/Award Numbers: 71772126, 71832015, 72002134.

11. Albayrak, T., Caber, M., Moutinho, L., & Herstein, R. (2011). The influence of skepticism on green purchase behavior. *International Journal of Business and Social Science*, 2(13), 189-197.

12. Tarn, J. L. (1999). The effects of service quality, perceived value and customer satisfaction on behavioral intentions. *Journal of Hospitality & Leisure Marketing*, 6(4), 31-43.

13. Oh, H. (2000). The effect of brand class, brand awareness, and price on customer value and behavioral intentions. *Journal of Hospitality & Tourism Research*, 24(2), 136-162.
14. Duroy, Q. M. (2005). The determinants of environmental awareness and behavior. *Journal of Environment and Development*, 501, 1-26.

15. Ham, M., Mrčela, D., & Horvat, M. (2016). Insights for measuring environmental awareness. *Ekonomski vjesnik: Review of Contemporary Entrepreneurship, Business, and Economic Issues*, 29(1), 159-176..
16. Punyatoya, P. (2014). Linking environmental awareness and perceived brand eco-friendliness to brand trust and purchase intention. *Global Business Review*, 15(2), 279-289.
17. Sánchez, M. J., & Lafuente, R. (2010). Defining and measuring environmental consciousness.
18. Norton, T. A., Zacher, H., Parker, S. L., & Ashkanasy, N. M. (2017). Bridging the gap between green behavioral intentions and employee green behavior: The role of green psychological climate. *Journal of Organizational Behavior*, 38(7), 996-1015.
19. Schlegelmilch, B. B., Bohlen, G. M., & Diamantopoulos, A. (1996). The link between green purchasing decisions and measures of environmental consciousness. *European journal of marketing*, 30(5), 35-55.
20. Teng, Y. M., & Wu, K. S. (2019). Sustainability development in hospitality: The effect of perceived value on customers' green restaurant behavioral intention. *Sustainability*, 11(7), 1987.

APPENDIX

QUESTIONNAIRE

INFLUENCE OF ENVIRONMENTAL CONSCIOUSNESS ON BEHAVIOURAL INTENTION TO USE GREEN PRODUCTS

I am an MCom student at MES Asmabi college P Vemballur and I am conducting a survey "To study the influence of environmental consciousness on behavioural intention to use green products". Your responses will be used strictly for academic purposes. It should not take more than 10 minutes of your time. Your identity and responses will be confidential.

You have right to refuse or not respond to any question if you feel it is inappropriate. All the information collected from you will be analyzed and used only for writing an academic research project.

Your responses will not be used anywhere or shared with anyone else. No personal information such as name and other personal details of yours will be quoted or mentioned. By participating in the survey, you acknowledge that you understand the terms of participation.

Thank you very much for your contribution to my research.

1. Age Group :

- 20-25
- 25-30
- 30-35
- 35-40
- Above 40

2. Name :

3. Gender

- Male Female
- Others

Statements	SD	D	N	A	SA
I am pleased with my work					
I am satisfied in my current practice					
My work in this practice has met my expectations					
My current work situation is not a major source of frustration in my life					

(SD- Strongly Agree, D- disagree, N-neutral, A-agree, SA- strongly agree)

1. Opinion regarding Turnover Intention

Statements	SD	D	N	A	SA
I often consider quitting my current job					
I am actively looking for a job in another hospital					
I will probably leave my job soon					

(SD- Strongly Agree, D- disagree, N-neutral, A-agree, SA- strongly agree)