

# ENVIRONMENTAL CONSCIOUSNESS AND GREEN PRODUCTS BUYING INTENTIONS: AN EMPIRICAL STUDY

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## ABSTRACT

Today consumers have knowledge about environmental issues and green products but it creates a dilemma in their mind whether to opt for green products in order to save environment or not. Therefore the researcher is trying to understand the association between demographic profiles & intention to buy green products, demographic profiles & environmental consciousness as well as to know the impact of environmental consciousness on intention to buy green products. It also focuses on determining the relationship between environmental consciousness and intention to buy green products.

A sample size of 400 respondents were selected for the study. The techniques used were SEM – Measurements Model, SEM- Path analysis, Regression, Correlation and ANOVA. The data is collected through a structured questionnaire. Data is analysed using SPSS and AMOS Graphics. Findings of the study revealed that there is a positive impact of environmental consciousness i.e. Environmental Initiatives and Environmental Friendly Products on intension to buy Green Products. It also stated that there is a positive relationship between all environmental consciousness factors and Intension to buy Green Products. It also stated that there is association between demographic variables i.e. education, marital status, family income etc and environmental consciousness as well as intention to buy green products.

Keywords: Association, Environmental Consciousness, Impact, Intention to buy green products, Relationship.

## 1. INTRODUCTION

Nowadays consumers worldwide are more concerned about the environment and focus on changing their behaviour towards environment therefore they buy environment-related products or eco-friendly products which give less harm to the environment [1, 2]. People are aware about different environmental problems such as global warming, acid rain, depletion of the ozone layer, air, water pollution, hazardous waste disposal etc this has made many consumers to rethink what products they buy and from whom. Consumers are becoming conscious [3]. Therefore there is a need for green marketing to reduce the hazardous impact on the mother earth and consumers [4, 5].

### Green products

Green products are those products that are used by eco-friendly consumers and cause less harm to the environment [6]. It contains recycled materials, reduces waste, conserves energy, uses less harmful packaging, and reduces the number of toxic materials [7, 8].

These are costly products and require innovation and constant changes. People are still ignoring the green products because it is costly and there is not much awareness about it [9]. Companies also require huge investment, proper research, and development to gain profit. Green products are not harmful, disease-free and without residuals [10, 11].

### Green marketing

It is a sustainable marketing or environment-friendly marketing, in simple words, sustainable marketing is the optimum utilization of resources [12, 13]. There is more demand for green products where even if they are expensive consumers purchase them [14].

Being green is also one of the advantage for the company because they will use the resources in the right manner, manufactures provide good quality products to the customer which will not harm the environment also it will not harm the consumer and their families [15, 16].

Marketers and consumers are becoming sensitive towards switching green products and services. Companies over the world are striving to lessen the impact of products and services on the climate [17].

### Green Marketing has evolved through four phases which are as follows:-

**Table No: - 1 Evolution of green marketing.**

Phases	Decade	Important stages in the green marketing industry
1st phase	The 1980s	Ecological products were introduced, all activities were concerned to solve environmental problems and provide remedies.
2nd phase	Early-1990s	High concern for green issues, companies involve themselves in using less raw material, wasting less, focused more on recycling.
3rd phase	The late 1990s	Concentrated on changes in the production process, clean technology and designing of innovative products.
4th phase	2000	Eco-friendliness/going green became popular among consumers, companies, and more focus was on sustainable marketing.

(Source: Author’s compilation)

## 2. REVIEW OF LITERATURE

In the 21<sup>st</sup> century, it can be seen that our environment is in jeopardy as there is a rapid exhaustion of our biodiversity which is one of the major challenge faced by people [18]. Environmental concern has gained importance worldwide therefore developments need to be made to meet the needs of the people but with the obligation of sustainable development [19]. With the progress over the years, the theoretical foundation with respect to environmental consciousness has been laid down to get in depth understanding of green products buying intentions.

[20] focussed on environmental consciousness and green buying behaviour which concluded that there is a positive relation between environmental attitude, perceived behavioural control, subjective norms, positive anticipated emotion and desire intentions and negative correlation is existing between negative anticipated emotions and desire intentions. It also stated that ECO i.e. environmental consciousness influences GPA i.e. Green purchase attitude and PCE i.e. Perceived customer effectiveness. Similarly [21] found out the relationship between environmental consciousness and purchase behaviour among youth. The study indicated that environmental attitude is the predictor which helps us to understand the behaviour among young females.

Few researchers like [9, 18, & 22] emphasized on evolution of green marketing, challenges, eco-labelling, consumer perception and awareness of green product as well as relationship of green consumption with demographics. These studies concluded that consumers show willingness to purchase eco friendly products.[25,26]analysed the impact of creativity, innovativeness on sustainability which showed that there is impact of creativity, eco products and innovations on market sustainability. It also stated that organic products have positive impact on humans.

Some researchers namely [27] analyzed the perception of the influence of green washing and beliefs in decision of purchase of green products which revealed that attitude of a customer and beliefs are guided by loyalty, satisfaction etc.[28]evaluated the pro-environmental factors influencing post purchase behaviour and impact on consumers which depicted eco-consciousness and comfort in use, satisfaction in evaluation and eco-conscience and eco- responsibility are related to consumer behaviour. These studies have helped researchers to determine the gap and undertake further research.

## 3. IDENTIFICATION OF RESEARCH GAP

After reviewing the literature the researcher has found out that most of the studies are done with respect to specific districts, consumer buying behavior with respect to eco-friendly products, consumer attitude and environment concern, consumer preferences etc. Therefore researcher concluded that there is a limited study determining the association between demographic profiles & intention to buy green products, environmental consciousness of consumers and also its impact as well as relationship between environmental consciousness and buying intention.

#### 4. RESEARCH QUESTIONS

- Is there any impact of environmental consciousness on green products buying intention of customers?
- Is there any relationship between environmental consciousness on intention to buy green products?
- Is there any association between demographic profiles & environmental consciousness?
- Is there any association between demographic profiles & intention to buy green products?

#### 5. OBJECTIVES OF THE STUDY

- To analyse the impact of environmental consciousness on intention to buy green products.
- To study the relationship between environmental consciousness and intention to buy green products.
- To study the association between demographic profiles & environmental consciousness.
- To study the association between demographic profiles & intention to buy green products.

#### 6. HYPOTHESIS OF THE STUDY

- **H<sub>01</sub>**:-There is no impact of environmental consciousness on intention to buy green products.
- **H<sub>02</sub>**:- There is no significant relationship between environmental consciousness and intention to buy green products.
- **H<sub>03</sub>**:-There is no association between demographic profiles & environmental consciousness.
- **H<sub>04</sub>**:- There is no association between demographic profiles & intention to buy green products.

#### 7. RESEARCH METHODOLOGY

The study is based on both primary and secondary data. Primary data is collected with the help of questionnaire, it is distributed to customers who are 20 years and above and secondary data is collected through various journals, published articles and e-books. For the questionnaire five-point, Likert Scale is used. The study is restricted only to the state of Goa and period of the present study is from October 2020 to April 2021. The sample size includes 400 respondents. The researcher has used convenient sampling method for the study. Firstly, exploratory factor analysis has been used to classify factors of environmental consciousness. Secondly SEM Measurement model is used to measure the variables that determine Environmental Consciousness [20]. For achieving the first and second objective Anova test was run to understand the association between demographic profiles and environmental consciousness as well as intention to buy green products. For achieving the third objective SEM Path Analysis is used to measure the impact of Environmental Consciousness on Intention to Buy Green Products. Later Regression was run using SEM Path Analysis in order to understand the impact of environmental consciousness on Intention to buy Green Products and in case of 4<sup>th</sup> objective Correlation was used to understand the relationship between Environmental Consciousness and Intention to buy Green Products.

#### 8. RESULTS & DISCUSSION

Based on the methodologies formulated the collected data has been analysed and interpreted in the following manner:

Factors Analysis was used to classify the variables into factors which is shown in the following tables:

Table No. 1 Reliability Statistics of data used in study based on 5 points measurement scale.

Reliability Statistics	
Cronbach's Alpha	N of Items
.804	22

Source: Compiled by author using SPSS

Table no. 1 shows the reliability of the data used in present study based on Cronbach's Alpha. The standard Cronbach's Alpha should range between 0.7 to 0.9. The present data set of the study has the Cronbach's Alpha value of 0.804 which indicates data is highly reliable.

Table No. 2 KMO & Bartlett's Test for testing Sample Adequacy

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.809
Bartlett's Test of Sphericity	Approx. Chi-Square	1509.658
	Df	231
	Sig.	.000

Source: Compiled by author using SPSS

As shown in table no. 2 KMO value is 0.809, which measure the sampling adequacy in factor analysis. The standard KMO value should be greater than 0.5[29], and present study shows the KMO value of 0.809 indicates that present study has an adequate sample to run the Exploratory Factor Analysis (EFA). Bartlett's test of Sphericity is used to test the null hypothesis that the correlation matrix is significantly different from an identity matrix, in which correlations between variables are all zero [30]. The significance value for Bartlett's test of Sphericity in present study is 0.000, which indicates that there is a significant correlation between variables under study.

Table No. 3 Rotated Component Matrix for Environmental Consciousness

Sr. No./ Code use	Rotated Component Matrix	Component						
		1	2	3	4	5	6	7
	Factors							
I	Environmental Future Prospects (EFPs)							
EFPs-1	I am interested to buy product from environmentally responsible Companies	.712						
EFPs-2	Green product will lead to reduction in waste	.626						
EFPs-3	In future more environmental sensitive consumer will prefer green products	.491						
EFPs-4	I am willing to pay more for eco-friendly products	.489						
II	Environmental Concerns (EC)							
EC-1	Purchase of green product will lead to conservation of resources		.641					
EC-2	I intend to switch over to certain product for ecological reason		.574					
EC-3	I participate in environment conservation activities		.560					
EC-4	I am concerned about global environment		.529					
EC-5	I am concerned about my country environment		.521					
III	Environmental Initiatives (EI)							
EI-1	I convince others to participate in seminars rallies etc. to create awareness			.730				
EI-2	I avoid buying product from those companies that pollute the environment			.668				
EI-3	I try to protect the environment by purchasing the eco-friendly product			.584				
IV	Environmental Protection (EP)							
EP-1	I think we are not doing enough to protect the natural environment				.703			
EP-2	I think current legislations are not doing enough to protect the environment				.640			
EP-3	I think people do not care enough for the environment				.600			
V	Environmental Consciousness (EC)							
EC-1	I feel that we will create pollution free environment by shifting towards green products					.815		
EC-2	I try to discover the environmental effect of product prior to purchase					.473		
EC-3	I opt for product that create a positive impact on the environment					.459		
VI	Environmental Responsibility (ER)							
ER-1	I feel responsible for the environmental degradation						.803	
ER-2	I think that it is the government job to save the environment						.608	
VII	Environmental Pre-Purchased Concerns							
EPPC-1	Before purchasing a product I see how that product is manufactured.							.732

Source: Compiled by author using SPSS

Table No. 3 shows the rotated component matrix calculation. Here, Principle component has been used as extraction with varimax rotation [31], which has given 7 most prominent factors measuring Environmental Consciousness. Factor 1 consists of 4 variables namely, I am interested to buy product from environmentally responsible Companies, Green product will lead to reduction in waste, In future more environmental sensitive consumer will prefer green products and I am willing to pay more for eco-friendly products has been classified under Environmental Future Prospects (EFPs). Factor 2 consists of 5 variables namely Purchase of green product will lead to conservation of resources, I intend to switch over to certain product for ecological reason, I participate in environment conservation activities, I am concerned about global environment and I am concerned about my country environment has been classified under Environmental Concerns (EC). Factor 3 has been named as Environmental Initiatives (EI) which includes 3 variables under it which are, I convince others to participate in seminars rallies etc. to create awareness, I avoid buying product from those companies that pollute the environment and I try to protect the environment by purchasing the eco-friendly product. Factor 4 has been named as Environmental Protection (EP), which includes 3 variables under it, namely I think we are not doing enough to protect the natural environment, I think current legislations are not doing enough to protect the environment and I think people do not care enough for the environment. Factor 5 includes 3 variables namely, I feel that we will create pollution free environment by shifting towards green products, I try to discover the environmental effect of product prior to purchase and I opt for product that create a positive impact on the environment, has been classified under Environmental Friendly Products (EFP). Factor 6 consists of 2 variables i.e. I feel responsible for the environmental degradation and I think that it is the government job to save the environment has been group under Environmental Responsibility (ER). Factor 7 has only one variable i.e. Before purchasing a product I see how that product is manufactured, which has been renamed as Environmental Pre-Purchased Concerns. One variables has the factor loading less than 0.4 has been removed from the study as it is not coming under any of the major factor and 7<sup>th</sup>Factor has been excluded while running SEM Measurement model as it has only one variable under it.

Table No. 4 Total Variance Explained by 7 factors measuring Environmental Consciousness

Total Variance Explained			
Component	Eigen values	Individual component % of Variance	Cumulative % of Variance
F1	4.572	10.327	10.327
F2	1.432	9.222	19.549
F3	1.406	8.780	28.330
F4	1.259	7.584	35.914
F5	1.221	7.291	43.205
F6	1.155	6.037	49.242
F7	1.081	5.876	55.119

Source: Compiled by author using SPSS

Table no. 4 shows total variance explained by 7 factors together out 22 variables is 55.119%. F1 has the highest Eigen value i.e. 4.5572 with variance of 10.327%, followed by F2 with Eigen value of 1.432 and variance of 9.222%, F3 with Eigen value of 1.406 and variance of 8.780%, F4 with Eigen value of 1.259 and variance of 7.584%, F5 with Eigen value of 1.221 and variance of 7.291%, F6 with Eigen value of 1.155 and variance of 6.037%, and F7 with Eigen value of 1.081 and variance of 5.876%.

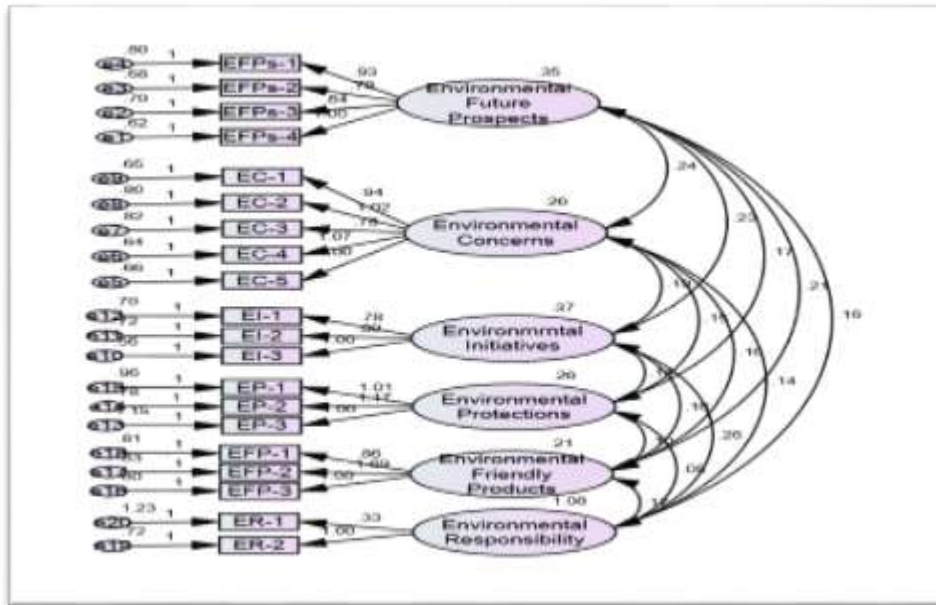
Table No. 5 Goodness of Fit Statistics for SEM Measurement Model

Goodness of Fit Statistics			
Name of Category	Goodness-of-fit model Index	Recommended Value	Actual Value
Absolute Fit	Chi-Square	>0.05	0.000
	Root Mean Square Error of Approximation (RMSEA)	<0.10	0.054
	Goodness-of-fit model Index (GFI)	≥0.80	0.926
Incremental Fit	Adjusted Goodness-of-fit Index (AGFI)	≥0.80	0.900
	Normalized Fit Index (NFI)	≥0.80	0.800
	Comparative Fit Index (CFI)	≥0.90	0.900
Parsimoniousn Fit	Chi-Square/degree of freedom (CMIN/df)	≤ 5.0	2.159

Source: Compiled by author using SPSS Amos Graphics

Table no. 5 shows the goodness of fit statistics for SEM Measurement model using, Absolute Fit, Incremental Fit and Parsimoniousn Fit. As per Chi- Square probability value model is not Absolutely Fit, model is Fit based on Alternative Goodness of Fit.

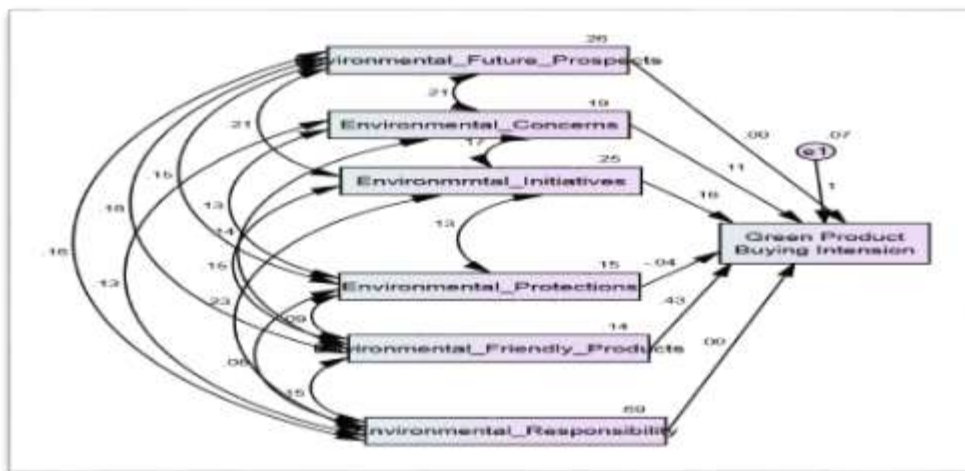
Graph No.1 SEM Measurement model for measuring Environmental Consciousness



Source: Compiled by author using SPSS Amos Graphics

Graph 1 shows the SEM Measurement model for Environmental Consciousness. In the above model all the regression weights, Factors loading and covariance are found significant at 5% level of significance, hence measurement model significantly explain the Environmental Consciousness based on 6 contracts.

Graph 2 SEM Path Analysis measuring impact of Environmental Consciousness on Intension to Buy Green Products



Source: Compiled by author using SPSS Amos Graphics

Graph no. 2 shows the SEM Path analysis for measuring the impact of Environmental Consciousness factors on Intention to buy green products.

Table No. 6 Regression analysis using SEM –Path Analysis

Variable	Variable Type	Estimate	S.E.	C.R.	P
Intention to Buy Green Products	Dependent				
Environmental Future Prospects	Independent	0.003	0.101	0.033	0.974
Environmental Concerns	Independent	0.112	0.088	1.273	0.203
Environmental Initiatives	Independent	0.164	0.052	3.125	0.002
Environmental Protections	Independent	-0.036	0.055	-0.646	0.518
Environmental Friendly Products	Independent	0.434	0.1	4.319	0.000
Environmental Responsibility	Independent	-0.001	0.021	-0.062	0.95

Source: Compiled by author using SPSS Amos Graphics

As per table no. 6 Environmental Consciousness factor such as Environmental Initiatives and Environmental Friendly Products has a P-value less than 0.05 at 5% level of significance which indicates that these variables has a significant impact on Intention to buy Green Products. Estimated beta value is positive which indicates that that Environmental Consciousness in the form of Environmental Initiatives and Environmental Friendly Products increased by 1 then Intension to buy Green Products will increase by 0.164 & 0.434 respectively. Other Environmental Consciousness factors such as Environmental Future Prospects, Environmental Concerns, Environmental Protections and Environmental Responsibility has a P-value more than 0.05 at 5% level of significance hence we conclude that these Environmental Consciousness factors does not have significant impact on Intention to buy Green Products.

Table No. 7 Correlation between Environmental Consciousness and Intention to buy Green Products

Correlations	Pearson Correlation Coefficient	Sig. Value
Environmental Responsibility <-----> Intention to Buy Green Products	0.358	.000
Environmental Friendly Products <-----> Intention to Buy Green Products	0.684	.000
Environmental Protections <-----> Intention to Buy Green Products	0.472	.000
Environmental Initiatives <-----> Intention to Buy Green Products	0.627	.000
Environmental Concern <-----> Intention to Buy Green Products	0.634	.000
Environmental Future Prospects <-----> Intention to Buy Green Products	0.660	.000

Source: Compiled by author using SPSS Amos Graphics

Above table no. 7 shows the relationship between Environmental Consciousness factors and Intention to buy Green Products. Significance value for all above variables is less than 0.05 at 5% level of significance which indicates that there is a significant relationship between all Environmental Consciousness factor and Intention to buy Green Products. The Pearson Correlation Coefficient value for the variables is positive which indicates a positive relationship [20]. The positive coefficient value also indicates that if Environmental Responsibility, Environmental Friendly Products, Environmental Protections, Environmental Initiatives, Environmental Concern and Environmental Future Prospects increases by 1%, then Intention to buy Green Products will also increase by 0.358%, 0.684%, 0.472%, 0.627%, 0.634% and 0.660% respectively.

Table No. 8 Association between demographic profile and Environmental consciousness

Demographic Factor	Classification	Environmental Consciousness	Sig. Value
Gender	male	3.3304	.017
	female	3.4280	
Age Group	20 to30	3.3407	.080
	31 to 40	3.4631	
	41 to 50	3.4031	
	51 and above	3.3193	
Marital Status	married	3.4814	.000
	unmarried	3.2897	
	others	3.2736	
Education	below HSSC	3.1886	.000
	HSSC	3.4433	
	graduate	3.4154	
	post graduate	3.2361	
Occupations	service	3.3295	.017
	profession	3.4621	
	homemakers	3.3100	
	others	3.4172	
Annual Family Income	Up to 200000	3.1410	.000
	200001 to 400000	3.2980	
	400001 to 600000	3.5149	
	600001 to 800000	3.4598	
	800001 to 1000000	3.2897	
	more than 1000000	3.1669	
Residential Area	urban	3.4451	.000
	rural	3.2984	
District	north goa	3.3663	.295
	south goa	3.4117	

Source: Compiled by author using SPSS

Table No. 8 shows the association between demographic profit and Environmental Consciousness. Demographic factors such as Gender, Marital Status, Education, Occupations, Annual Family Income and Residential Area has a significant association with

Environmental Consciousness[21], as significance value for those variables is less than 0.05 at 5% level of significance which further indicates that based on Gender female are Environmental Conscious, based on Marital status, married are more environmental conscious, based on Education those who are having educational qualification of HSSC are more environmental conscious, based on Occupations, Professionals are more Environmental Conscious, based on Annual family income those who have annual income between 4,00,000 to 6,00,000 are more environmental conscious and based on Residential area, those who stays in urban area are more environmental conscious. The demographic variables such as Age Group and Districts does not have significant association with Environmental Consciousness.

Table No.9 Association between Demographic profile and Intention to buy Green Products.

Demographic Factor	Classification	Intension to Buy Green Products	Sig. Value
Gender	male	2.7679	.048
	female	2.8433	
Age Group	20 to30	2.7438	.015
	31 to 40	2.8876	
	41 to 50	2.8535	
	51 and above	2.7812	
Marital Status	married	2.9096	.000
	unmarried	2.7073	
	others	2.7387	
Education	below HSSC	2.7730	.002
	HSSC	2.8752	
	graduate	2.8187	
	post graduate	2.6202	
Occupation	service	2.7889	.001
	profession	2.8723	
	homemakers	2.6872	
	Others	2.8844	
Annual Family Income	Up to 200000	2.5714	.000
	200001 to 400000	2.7191	
	400001 to 600000	2.9356	
	600001 to 800000	2.8878	
	800001 to 1000000	2.7147	
	more than 1000000	2.6210	
Residential Area	Urban	2.8541	.005
	Rural	2.7462	
District	north Goa	2.7948	.353
	south Goa	2.8324	

Source: Compiled by author using SPSS

Above table no. 9 shows the association between demographic profile and Intention to buy Green Products. The demographic factors such as Gender, Age Group, Marital Status, Education, Occupations, Annual Family Income and Residential Area has a significant association with Intention to buy Green Products. In case of Gender female has more positive intension to buy green products, based on Age Group it is clear that age group of 31 to 40 has more positive intention to buy green products, in case of Marital Status, married people have shown more positive intention to buy green products, in case of Education those who have education qualification of HSSC has shown more intention to buy green products, based on Occupation those who are professional have shown more intention to buy green products, based on Annual Family Income those who have income between 4 lakhs to 6 lakhs have shown more positive intention to buy green products and based on Residential area those who stay in Urban area are having more positive intention to buy Green products. Demographic variable District does not have significant association with intention to buy green products.



## CONCLUSION

Present study tries to evaluate the impact of Environmental Consciousness on Intention to buy Green Products. Environmental Consciousness has been classified into 6 factors, namely Environmental Responsibility, Environmental Friendly Products, Environmental Protections, Environmental Initiatives, Environmental Concern and Environmental Future Prospects based on exploratory factor analysis. The SEM measurement and Path model has been used to determine the impact and relationship of 6 environmental consciousness variables on Intention to buy Green Products. The study found significant positive impact of environmental consciousness in the form of Environmental Initiatives and Environmental Friendly Products on intention to buy Green Products. The study also found significant positive relationship between all environmental consciousness factors and Intention to buy Green Products. With respect to demographic profile variables like gender, marital status, education, occupations, annual family income and residential area has a significant association with environmental consciousness. Intention to buy Green Products also has significant association with demographic factors such as gender, age groups, marital status, education, occupation, annual family income and residential area. This study will be helpful for future researchers to understand relationship between environmental consciousness and society wiliness to buy green products in order to protect and conserve the environmental resources for future generation. This study also gives an insight into understanding role of demographic profile in determining environmental consciousness and Intention to buy Green products. This study is based on responses collected from 400 customers residing in state of Goa.

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