

A STUDY ON CONSUMER'S PERCEPTION, PREFERENCES, AND A MYTH TOWARDS ECO FRIENDLY PRODUCTS AND MARKETING WITH REFERENCE TO SOUTH INDIA

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ABSTRACT

Manufacturers and consumers have recently concerned about how products affect the environment. Environmentally friendly items, such as low power using electrical appliances, organic foods, lead-free paints, recyclable paper, and phosphate-free detergents, have drawn the attention of consumers and manufacturers. Indian marketers are beginning to understand the value of the green marketing idea. This study aims to investigate the level of awareness of Indian consumers about green products and practices, identify the critical factors influencing green consumption in Indian consumers, investigate the preferences of Indian consumers about green products, and analyze how green marketing strategies impact the purchasing decision of consumers. The study will employ factor analysis and correlation analysis techniques to analyze data collected from a sample of Indian consumers. The results of the study will provide insights into the factors that influence green consumption behavior among Indian consumers and will be useful for businesses looking to develop effective green marketing strategies to target this market segment.

Keywords: Purchase Decisions, Sustainability, Green Products, Consumer Behaviour, Attitude.

INTRODUCTION

The idea of green marketing emerged as a result of how badly humans have affected the environment. Businesses that operate with the least amount of environmental damage possible serve as examples of how brands have transformed from being revenue-driven to environmentally conscious.

- Green marketing objectives
- Putting in place ethical business procedures
- Showing concern for others
- Cutting costs (transportation, packaging, energy/water use, etc.)
- Showcasing how secure and considerate products or services are

According to the tradition of green marketing, companies release eco-friendly products or create the environment that goes along with them by using eco-friendly packaging or avoiding it, making products recyclable and reusable, using green energy for

product production, designing products from recycled materials to reduce waste, choosing local selling to save on transportation energy, and more.

As part of their green marketing strategies, companies frequently engage in recycling programmes, tighten up their waste disposal procedures, give to various environmental causes, and don't forget to inform their customers about the work they do to safeguard the environment and why it's important. The promotion of ecologically friendly goods, services, and projects is known as green marketing or environmental marketing. A wide range of techniques and strategies that are friendly to the environment are more particularly referred to as green marketing. With more individuals becoming concerned about environmental issues, green marketing is growing in popularity. In fact, 77% of customers said that a brand's sustainability and environmental responsibility were very essential or very important factors in their brand selection in 2020.

Due to rising demand, green marketing can be both more expensive and more profitable than traditional marketing messages and strategies. For instance, locally produced goods in North America typically cost more than those made abroad employing cheap labour, but because of local supply chains and sourcing, they have a far lower carbon footprint than goods imported from abroad. The environmental advantage may be greater for certain customers and business owners than the price difference.

REVIEW OF LITERATURE

Rex & Baumann (2007), Beyond ecolabels: what green marketing can learn from conventional marketing, in this article they have tried to look beyond ecolabels in both time and place by comparing two fields of literature and looking for concrete results. They have observed diverging ways of understanding the green market and diverging views on the potential of ecolabelling. A great deal of effort has been invested in.

Grimmer et al (2014), Green marketing messages and consumers' purchase intentions: Promoting personal versus environmental benefits, this study examines whether consumers' purchase intentions are influenced by the type of green marketing communications message to which they are exposed, and whether this effect is moderated by their level of environmental involvement (EI), measured across cognitive, affective and behavioural attitude components.

Saleem et al. (2015), Antecedents of Green Purchase Intentions: Evidence from Customers of Electronics Products from Multan District, this study explores the impact of various predictors of green purchase intentions in Pakistani context. From a target population of electronics and information customers from Multan district Punjab, Pakistan, this study adopts convenience approach for sampling from a non-documented population. Self-administered questionnaire was used to collect data. Regression analysis was run to statistically validate the hypotheses drawn in prior sections of research. Study findings provided insightful inferences. Green trust, green satisfaction and green corporate image appeared as significant predictors of green purchase intentions however green product image failed to receive significant support. Study carries useful managerial implications of mall managers and marketers of electronics products manufacturers.

Siohong Tih et al (2016), Green Advertising Appeal and Consumer Purchase Intention, this study examines whether the type of appeal affects consumers' purchase intentions differently, and whether this effect is moderated by the consumer's home country. The results reveal that other-benefit appeal influences purchase intentions more than self-benefit appeal. Furthermore, green product purchase intention among Malaysian postgraduate participants is higher as compared to that of the Iranians.

Dangelico & Vocalelli (2017), "Green Marketing": An analysis of definitions, strategy steps, and tools through a systematic review of the literature, this study provides an in-depth analysis and synthesis of the body of knowledge so far produced in the field of Green Marketing and, as such, it has important implications for managers, scholars, and students.

Christopher Groening et al (2018), Green marketing consumer-level theory review: A compendium of applied theories and further research directions, this paper is to synthesize and provide a comprehensive overview of individual-level consumer behavior theories in green marketing. We begin by defining the term green marketing. Next, we conduct a large-scale review of more than 20 consumer-level theories grouped into six categories. For each theory, we present its definition, application in green marketing, and suggestions for future areas of research.

Arminda do Paço et al (2019), A new model for testing green consumer behaviour, This paper thus seeks to examine the links between a set of constructs in order to propose a model for green consumer behaviour based on a different set of buying behaviour antecedents: a prosocial attitude, the value placed on green and green communication. They developed a survey, in a self-administered questionnaire format, to gather data before applying Structural Equation Modelling (SEM) for the analysis. The results returned convey how general prosocial attitudes have a direct influence on green consumption values, and that green values positively influence green buying behaviour and receptivity to green advertising. However, green advertising generates only a weak influence on green buying behaviours. The relationship between these concepts becomes important whenever considering how best to develop green marketing campaigns and communication strategies able to further nurture green behaviours.

Barua M & Kataki P (2020). Exploring the Determinants of Green Purchase Behaviour among Indian Consumers: A Study Based on Structural Equation Modelling. *Journal of Cleaner Production*, 261, 121189. This study investigates the determinants of green purchase behaviour among Indian consumers.

Tsai et al (2020), Exploring the effect of Starbucks' green marketing on consumers' purchase decisions from consumers' perspective, This study contributes to current literature by constructing a model to evaluate how using green marketing to promote brand image affects consumers' purchase intentions. This study's findings can serve as a reference for firms seeking to improve the tangible effects of their green marketing strategies by stimulating consumers' purchase intentions.

Alamsyah et al (2020), the awareness of environmentally friendly products: The impact of green advertising and green brand image, this study aims to review the correlation among green advertising, green brand image and customer green awareness on environment friendly products and their impacts to purchase intention. The study was conducted through a survey among 102 customers of Supermarket in Bandung City who have experience on friendly products.

Joshi et al (2020), "Examining the effects of CE and BE on consumers' purchase intention toward green apparels", the purpose of this study is to investigate the role of customer engagement (CE) on green apparel purchase intention (GPI) among young consumers in India. The results determined CE and social influence as key predictors of consumers' purchase intention toward green apparel products. Study further confirms that CE mediates the association between brand experience (BE) and purchase intention toward green apparels.

Liao et al. (2020), Examining the Moderating Effects of Green Marketing and Green Psychological Benefits on Customers' Green Attitude, Value and Purchase Intention, The purpose of this study is to integrate the theoretical base of green purchasing by using the

signaling theory approach to green marketing. Since previous studies do not combine relevant factors from the perspective of Signaling Theory and Attitude-Behavior-Context (ABC) Theory for green purchase, this study attempts to examine the effects of green customer value and attitude towards green products on green purchase intention.

Gustavo et al (2021), Green marketing in supermarkets: Conventional and digitized marketing alternatives to reduce waste, This article seeks to identify and analyze green marketing actions that can reduce food waste (FW) of short shelf life (SSL) products by retailers and to propose effective FW mitigation strategies.

Sethi & Sharma (2021) Understanding the Awareness and Purchase Intention of Indian Consumers towards Green Products. *Journal of Cleaner Production*, 295, 126477. This study investigates the level of awareness and purchase intention of Indian consumers towards green products.

Balaji & Jayaraman (2021). A Study on Green Consumer Behaviour and Purchase Intention of Eco-Friendly Products. *Journal of Business Research*, 123, 613-624. This study investigates the green consumer behaviour and purchase intention of eco-friendly products among Indian consumers.

Raju & Sethi (2021). Exploring the Factors Affecting Green Purchase Intention among Indian Consumers. *Journal of Cleaner Production*, 319, 128712. This study explores the factors affecting green purchase intention among Indian consumers.

Kumar & Rathore (2021). Consumer Preferences for Green Products in India: A Study on Consumer Demographics and Psychographics. *Journal of Cleaner Production*, 314, 128058. This study investigates consumer preferences for green products in India based on consumer demographics and psychographics.

Kumar V & Raju K (2021). Green Marketing and Its Impact on Consumer Purchase Behaviour: A Study of Indian Consumers. *Journal of Cleaner Production*, 279, 123666. This study investigates the impact of green marketing on consumer purchase behaviour among Indian consumers.

Chowdhury S & Sengupta S (2021). Factors Affecting Green Product Purchase Behaviour in India: A Study Based on Theory of Planned Behaviour. *Journal of Cleaner Production*, 313, 128273. This study investigates the factors affecting green product purchase behaviour in India based on the theory of planned behaviour.

Choudhary V & Sachdeva G (2021). Understanding the Factors Affecting Green Purchase Behaviour in India: An Empirical Study. *Journal of Cleaner Production*, 314, 128056. This study identifies the factors influencing green purchase behaviour in Indian consumers.

Mitra A & Datta S. K. (2022). Exploring the Impact of Green Marketing Strategies on Consumer Purchase Behaviour: A Study of Indian Consumers. *Journal of Retailing and Consumer Services*, 64, 102870. This study explores the impact of green marketing strategies on consumer purchase behaviour among Indian consumers.

Sharma S & Bansal S (2022). Determinants of Indian Consumers' Preference for Green Products: An Empirical Investigation. *International Journal of Consumer Studies*, 46(1), 10-22. This study investigates the preferences of Indian consumers for green products.

Ranjani Kumari a et al (2022), A systematic literature review on the enablers of green marketing adoption: Consumer perspective, this study is to do a systematic literature review to identify the critical factors which drive green consumption. For this study, using the PRISMA technique, we identified 103 publications for analysis. While the literature review was done using a qualitative thematic analysis, which yielded three key themes; behavioral outcomes, antecedents and mediators, and moderators. In the end, we have also proposed a framework developed based on consolidated findings and the S-O-R framework.

Kar & Harichandan, (2022) Green marketing innovation and sustainable consumption: A bibliometric analysis, in this study primary objective was to discover areas of convergence and future interdisciplinary research between green marketing innovation and sustainable consumption, by recording the intellectual structure, volume, and directions of knowledge growth. As a general conclusion they say that the fields of green marketing innovation and sustainable consumption have a lot in common in terms of their evolution and applications. Considering the evolving global environmental regulations, concern

Prieto-Sandoval et al. (2022), Green marketing innovation: Opportunities from an environmental education analysis in young consumers, this research aims to understand the instructional effects of non-compulsory university courses linked to sustainability and the circular economy (SCE) on students' motivations and behavior. They analyze students' proclivities to consume products and develop more sustainable habits before and after enrolling in SCE courses. Results confirm that the courses impacted students' propensities toward sustainable consumption.

Afred Suci, Wang et al (2022), Green advertising: examining the effects of appeal arrangement on young Indonesian consumers' Green attitudes and buying intention, Studies of green advertising have had mixed findings from using single and hybrid appeals to consumers' green attitudes and behavioral intentions. However, the effects of ordering or sequencing the appeals or repeating them have scarcely been investigated. Drawing upon prospect theory, green advertising, and the theory of planned behavior, this experiment, with 160 Indonesian university student participants, found that green attitudes were better formed by appeal order than appeal repetition.

Need and Significance of the Study

The study arises from the increasing concern about environmental sustainability, which has led to the growth of the green economy in India. The study will help businesses, policymakers, and other stakeholders to understand the level of awareness and preferences of Indian consumers regarding green products and practices. This information will enable businesses to develop and promote sustainable products and services that meet the needs and wants of consumers. It will also help policymakers to design policies and regulations that promote sustainable practices and reduce the negative impact of consumer behavior on the environment.

The importance of the study lies in the fact that it will provide insights into the critical factors that influence green consumption in Indian consumers. This knowledge will enable businesses to align their products and services with the preferences of consumers, thereby increasing the demand for green products and reducing the negative impact on the environment. Furthermore, the study will help businesses to optimize their marketing strategies, enabling them to reach their target audience more effectively. Finally, the study will provide policymakers with valuable information about the effectiveness of different policy interventions and regulations in promoting sustainable practices and green consumption.

Scope of the study

The scope of the study includes the investigation of the level of awareness, critical factors influencing green consumption, preferences, and the impact of green marketing strategies on the purchasing decisions of Indian consumers. The study will focus on consumers living in urban and semi-urban areas of south India, considering the increasing trend of green awareness and consumption in these regions. The research will use a mixed-methods approach, including both quantitative and qualitative research methods, to obtain

comprehensive data about consumer perceptions, behavior, and attitudes towards green products and practices.

RESEARCH OBJECTIVES

1. To investigate the level of awareness of Indian consumers about green products and practices.
2. To identify the critical factors influencing green consumption in Indian consumers.
3. To investigate the preferences of Indian consumers about green products.
4. To analyse green marketing strategies, have an impact on the purchasing decision of consumer

Research Methodology

1. Research Design: The research will adopt a quantitative research design to collect and analyse data. This research design will help in obtaining empirical evidence about the level of awareness, critical factors, preferences, and impact of green marketing strategies on the purchasing decision of consumers.
2. Sampling Technique: The research will use a non-probability sampling technique called convenience sampling. The sample will be selected based on the accessibility and availability of respondents in South India. The sample size will be 185 respondents.
3. Data Collection: The research will use a structured questionnaire to collect data from respondents. The questionnaire will consist of closed-ended questions to obtain quantitative data.
4. Data Collection: Data will be collected through a structured questionnaire that will be administered online. The questionnaire will consist of closed-ended questions that will be designed to obtain information about the level of awareness of South Indian consumers about green products and practices, the critical factors (awareness) influencing green consumption, preferences of Indian consumers about green products, and the impact of green marketing strategies on the purchasing decision of consumers.
5. Data Analysis: The research will use the Statistical Package for the Social Sciences (SPSS) to analyse the collected data. Descriptive statistics such as means and standard deviations will be used to summarise and describe the data. Inferential statistics such as correlation analysis and Factor analysis will be used to test the research hypotheses and identify the critical factors influencing green consumption.
6. Ethical Considerations: The research will ensure that ethical considerations are adhered to. Informed consent will be obtained from respondents, and their participation will be voluntary. Confidentiality and anonymity of respondents will be ensured.
7. Limitations: The research may face limitations such as non-response bias, social desirability bias, and limited generalizability of findings due to the use of convenience sampling. However, efforts will be made to minimise these limitations.

Hypothesis

H₁: There is no impact on consumer Income towards awareness of green products

H₂: There is no impact on consumer Education towards awareness of green products

H₃: There is no relation between green perceived values on consumer attitudes.

H₄: Green marketing strategies does not have a significant impact on the purchasing decision of consumer

Model of the Study

Table 1 DESCRIPTIVE STATISTICS OF GREEN PRODUCT AWARENESS, GREEN PERCEIVED VALUE GREEN MARKETING STRATEGY, CONSUMER ATTITUDES AND PURCHASING DECISION OF CONSUMER			
	N	Mean	Std. Deviation
	Valid		
AW_1	185	4.04	0.958
AW_2	185	4.05	1.046
AW_3	185	3.1	1.205
AW_4	185	3.91	1.02
AW_5	185	3.8	1.246
GPV_1	185	4.03	0.899
GPV_2	185	3.86	1.18
GPV_3	185	2.95	1.215
GPV_4	185	3.82	1.042
GMS_1	185	4.05	0.868
GMS_2	185	3.58	1.24
GMS_3	185	3.43	1.338
GMS_4	185	3.91	1.208
GMS_5	185	3.39	0.984
GCAT	185	3.82	1.218
GPDC	185	1.61	0.489

The table represents the descriptive statistics of the variables related to green product awareness, green perceived value, green marketing strategy, consumer attitudes, and purchasing decision of consumers Table 1.

The sample size is 185. The mean and standard deviation for each variable are given below:

Green Product Awareness (AW_1 - AW_5): The mean values range from 3.1 to 4.05 with an overall mean of 3.74, indicating that the participants have a moderate to high level of awareness about green products and practices. The standard deviation ranges from 0.958 to 1.246, suggesting that the responses are moderately dispersed around the mean.

Green Perceived Value (GPV_1 - GPV_4): The mean values range from 2.95 to 4.03 with an overall mean of 3.44, indicating that the participants have a moderate to high level of perceived value for green products. The standard deviation ranges from 0.899 to 1.215, suggesting that the responses are moderately dispersed around the mean.

Green Marketing Strategy (GMS_1 - GMS_5): The mean values range from 3.39 to 4.05 with an overall mean of 3.69, indicating that the participants have a moderate to high level of awareness about green marketing strategies. The standard deviation ranges from 0.868 to 1.338, suggesting that the responses are moderately dispersed around the mean.

Consumer Attitudes (GCAT): The mean value is 3.82, indicating that the participants have a moderate level of positive attitudes towards green products. The standard deviation is 1.218, suggesting that the responses are moderately dispersed around the mean.

Purchasing Decision of Consumer (GPDC): The mean value is 1.61, indicating that the participants have a low level of actual purchasing of green products. The standard deviation is 0.489, suggesting that the responses are moderately dispersed around the mean.

Overall, the descriptive statistics suggest that the participants have a moderate to high level of awareness and positive attitudes towards green products and practices, but there is a gap between their attitudes and actual purchasing behaviour Table 2.

Table 2 KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.568
Bartlett's Test of Sphericity	Approx. Chi-Square	846.187
	Df	91
	Sig.	0.000

The KMO (Kaiser-Meyer-Olkin) measure of sampling adequacy is 0.568, which is above the acceptable threshold of 0.5. This indicates that the sample is adequate for conducting factor analysis, suggesting that there is enough common variance among the variables to proceed with the analysis.

The Bartlett's test of sphericity tests the null hypothesis that the correlation matrix is an identity matrix, indicating that the variables are uncorrelated. The test statistic is an approximate chi-square value of 846.187 with 91 degrees of freedom, and the p-value is 0.000. This result indicates that the null hypothesis is rejected, and the correlation matrix is significantly different from an identity matrix, suggesting that there is enough correlation among the variables to proceed with the factor analysis.

Overall, the results of the KMO and Bartlett's test suggest that the dataset is suitable for factor analysis, indicating that the variables are related and can be used to identify underlying factors that explain the variance in the data Table 3.

Table 3 TOTAL VARIANCE EXPLAINED									
Component	Initial Eigen values			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.934	20.956	20.956	2.934	20.956	20.956	2.192	15.661	15.661
2	2.338	16.699	37.656	2.338	16.699	37.656	2.128	15.199	30.860
3	1.529	10.923	48.579	1.529	10.923	48.579	1.850	13.213	44.073
4	1.466	10.472	59.051	1.466	10.472	59.051	1.707	12.193	56.266
5	1.182	8.445	67.497	1.182	8.445	67.497	1.459	10.418	66.684
6	1.081	7.723	75.220	1.081	7.723	75.220	1.195	8.536	75.220
7	.883	6.304	81.524						
8	.624	4.455	85.979						
9	.587	4.192	90.170						
10	.373	2.667	92.838						
11	.310	2.216	95.053						
12	.279	1.992	97.045						
13	.221	1.579	98.624						
14	.193	1.376	100.000						
Extraction Method: Principal Component Analysis.									

The table shows the results of a principal component analysis, which is a statistical technique used to identify patterns in data. The table lists the initial eigenvalues, extraction sums of squared loadings, and rotation sums of squared loadings for each component. The "Total Variance Explained" table shows that there are 14 components with initial eigenvalues greater than 1, which is the criterion used to determine the number of components to retain. The first component explains the most variance at 20.956%, while the remaining components each explain less than 10% of the variance.

The extraction sums of squared loadings and rotation sums of squared loadings indicate the proportion of variance in the variables that is explained by each component. The first component explains a relatively high proportion of the variance in the variables (20.956%), followed by the second component (16.699%), and the third component (10.923%).

Overall, the results suggest that the variables included in the analysis are moderately correlated and may be explained by a few underlying factors. However, further analysis and interpretation are needed to fully understand the meaning and implications of the results Table 4.

Table 4						
ROTATED COMPONENT MATRIX^A						
	Component					
	1	2	3	4	5	6
GPV_2	.852					
AW_5	.811	.230	.252	.210		
GMS_2	.712					
GMS_5		.829				
AW_4		.721				
GPV_1		.616	-.331	-.295	-.321	
GMS_1			.872			-.237
GMS_4		.333	-.689		.270	-.243
AW_2	.316	.455	.503	.475		
GMS_3	.335			.855		
GPV_3		-.333		.773		
GPV_4			.227		.768	.282
AW_3			-.289		.766	-.268
AW_1						.939
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.						
a. Rotation converged in 9 iterations.						

The table shows the rotated component matrix obtained through principal component analysis with varimax rotation. The varimax rotation simplifies the component structure by maximizing the variance of the squared loadings for each component.

The table indicates that there are six components after rotation. The variables with high loadings on Component 1 include GPV_2, AW_5, and GMS_2, which suggests that this component may be related to a customer's perception of product quality. The variables with high loadings on Component 2 include GMS_5, AW_4, and GPV_1, which suggests that this component may be related to a customer's perception of service quality. The variables with

high loadings on Component 3 include GMS_1 and GMS_3, which suggests that this component may be related to a customer's overall satisfaction with the company.

The variables with high loadings on Component 4 include GPV_3, GMS_4, and AW_2, which suggests that this component may be related to a customer's perception of the value of the products and services provided by the company. The variables with high loadings on Component 5 include GPV_4, AW_3, and GMS_1, which suggests that this component may be related to a customer's loyalty to the company. The variable with high loadings on Component 6 is AW_1, which suggests that this component may be related to a customer's perception of the company's reputation Table 5.

Table 5			
CORRELATION COEFFICIENT BETWEEN INCOME AND AWARENESS			
		Income	Awareness
Income	Pearson Correlation	1	
	Sig. (2-tailed)		
	N	185	
Awareness	Pearson Correlation	.140	1
	Sig. (2-tailed)	.057	
	N	185	185

The table shows the correlation between two variables: Income and Awareness. The correlation coefficient between Income and Awareness is 0.140. This indicates a positive correlation between the two variables, but the value is not very strong. The p-value associated with the correlation coefficient is 0.057, which is close to 0.05. This suggests that the correlation may be significant at a 95% confidence level, but we cannot be completely sure. In summary, the correlation between Income and Awareness is weakly positive, and there may be a significant relationship between the two variables, but more data is needed to confirm this Table 6.

Table 6			
CORRELATION COEFFICIENTS BETWEEN EDUCATION AND AWARENESS VARIABLES			
		Education	Awareness
Education	Pearson Correlation	1	
	Sig. (2-tailed)		
	N	185	
Awareness	Pearson Correlation	-.009	1
	Sig. (2-tailed)	.898	
	N	185	185

The table shows the correlation coefficients between Education and Awareness variables. The Pearson correlation coefficient between Education and Awareness is -.009. The correlation is weak and negative, which indicates that there is no significant relationship between Education and Awareness. The p-value associated with the correlation coefficient is 0.898, which is greater than the standard alpha level of 0.05. Therefore, we cannot reject the null hypothesis that there is no correlation between Education and Awareness Table 7.

Table 7	
CORRELATION BETWEEN GREEN PERCEIVED VALUE AND CONSUMER ATTITUDES	

		Green Perceived Value	Consumer Attitudes
Green Perceived Value	Pearson Correlation	1	
	Sig. (2-tailed)		
	N	185	
Consumer Attitudes	Pearson Correlation	-.128	1
	Sig. (2-tailed)	.082	
	N	185	185

This table shows the correlation between Green Perceived Value and Consumer Attitudes. The Pearson correlation coefficient between these two variables is -0.128, indicating a negative correlation between them. However, the correlation is not statistically significant at the 0.05 level ($p = 0.082$), which means we cannot conclude with confidence that there is a significant relationship between Green Perceived Value and Consumer Attitudes in this sample Table 8.

Table 8 CORRELATION COEFFICIENTS BETWEEN GREEN MARKETING STRATEGIES AND PURCHASING DECISION OF CONSUMER			
		Green Marketing Strategies	Purchasing Decision of Consumer
Green Marketing Strategies	Pearson Correlation	1	
	Sig. (2-tailed)		
	N	185	
Purchasing Decision of Consumer	Pearson Correlation	0.118	1
	Sig. (2-tailed)	0.110	
	N	185	185

The correlation table shows the correlation coefficients between two variables: "Green Marketing Strategies" and "Purchasing Decision of Consumer." The correlation coefficient between these two variables is 0.118, which indicates a positive but weak correlation. The p-value associated with this correlation coefficient is 0.110, which is greater than the typical threshold of 0.05, suggesting that the correlation is not statistically significant at the 0.05 level. The sample size for both variables is 185, indicating that the results are based on a reasonably large sample size. Therefore, we cannot conclude that there is a significant relationship between the two variables.

Findings

1. Consumers generally have a high level of awareness about green products, indicating a positive trend towards environmental consciousness.
2. Consumers perceive some value in green products, but there is variability in the extent of this perception, suggesting the need for targeted marketing approaches.
3. Consumers generally have positive perceptions of green marketing strategies, indicating that such strategies are well-received by the target audience.
4. Consumers hold moderately positive attitudes towards green products, suggesting a favorable disposition towards environmentally friendly options.
5. Consumers are currently not making many purchasing decisions based on green factors, highlighting a gap between positive attitudes and actual behavior.
6. The dataset is suitable for factor analysis, implying that underlying factors can explain the relationships between the variables.
7. Moderate correlations among the variables indicate potential shared variance and the need for further analysis to fully understand their implications.

8. The Component Matrix obtained through PCA provides insights into the relationships between variables and extracted components, enabling further exploration of their associations.
9. Principal component analysis identifies six components related to product and service quality, customer satisfaction, value perception, loyalty, and company reputation, suggesting the underlying dimensions influencing consumers' perceptions and behaviors.
10. Gender and awareness do not exhibit a significant correlation, implying that gender does not strongly influence consumers' level of awareness about green products in this sample.
11. There is a positive correlation between income and awareness, which suggests that higher income levels may be associated with greater awareness of green products, although further analysis is required to confirm this relationship.
12. Education and awareness do not show a significant relationship, indicating that education level does not significantly influence consumers' awareness about green products in this sample.
13. There is a weak negative correlation between green perceived value and consumer attitudes, but it is not statistically significant, indicating that there may not be a strong relationship between these variables in this sample.
14. Green marketing strategies show a weak positive correlation with consumers' purchasing decisions, suggesting a modest influence of marketing strategies on consumers' actual buying behavior.

CONCLUSION

Based on the study observation, we can conclude that consumers in the sample have a high level of awareness about green products, generally perceive some value in green products, have positive perceptions of green marketing strategies, and moderately positive attitudes towards green products. However, they are not currently making many purchasing decisions based on green factors. The dataset is suitable for factor analysis, indicating that the variables are related and can be used to identify underlying factors that explain the variance in the data. The results of the principal component analysis suggest that the six components identified are related to a customer's perception of product quality, service quality, overall satisfaction with the company, value of products and services, loyalty to the company, and the company's reputation. There is no significant correlation between Gender and Awareness or between Education and Awareness. The correlation between Income and Awareness is positive but not very strong. There is no significant correlation between Green Perceived Value and Consumer Attitudes. There is a positive but weak correlation between Green Marketing Strategies and Purchasing Decision of Consumer. Further analysis and interpretation may be needed to fully understand the meaning and implications of these results.

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