

Chapter 5: Results and Discussion

5.1.Introduction

This chapter relies on evaluating and interpreting the empirical findings derived from the primary data collected by the researcher. The data analysis and computation were conducted using SPSS. Within this chapter, a discussion section is presented, delving into various perspectives derived from the research findings.

Based on the collective responses, it is evident that 400 questionnaires were distributed among respondents. However, the total number of responses received is 380, as some participants did not provide feedback. Out of these, 350 responses were deemed usable, while 26 responses were excluded due to missing values in the participants' questionnaires. The response rate was calculated at 85%. Blumenberg and Barros (2018) emphasize the importance of addressing the challenge of a low response rate, often caused by respondents' lack of awareness or interest in participating in research.

5.2.Descriptive Statistics

As per Bonner et al. (2018), descriptive statistics serves as an evaluation tool for understanding the characteristics of participants engaged in the research. Descriptive statistics offer a condensed overview of the sample dataset, encompassing measures such as mean, median, mode, standard deviation, variance, minimum and maximum variables, as well as kurtosis and skewness.

5.2.1. Summary Statistics for Independent Demographic variables:

The statistical data gathered from the sample population aids in assessing the representativeness of the participants. An examination of demographic variables, including age, years of service, and highest education level, was conducted. The tables below present a detailed analysis of the summary statistics for these various variables.

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Age Respondent	350	1.00	4.00	2.4286	.85598	-.011	.130	-.646	.260
Occupation	350	1.00	5.00	3.1343	1.20492	.214	.130	-1.128	.260
Income	350	1.00	6.00	3.8943	1.54687	-.308	.130	-.855	.260
Gender	350	1.00	2.00	1.2343	.42416	1.260	.130	-.415	.260
City	350	1.00	4.00	2.3800	1.04957	.193	.130	-1.150	.260
Aware Green products	350	1.00	2.00	1.3771	.48537	.509	.130	-1.751	.260
Buy Green products	350	1.00	5.00	2.4200	1.18159	.365	.130	-.808	.260
Motivate purchasing process	350	1.00	5.00	2.7029	1.34899	.307	.130	-1.060	.260
Valid N (listwise)	0								

Table 5.1: Descriptive Statistics of Demographic Variable

Interpretation: After doing descriptive statistics it was found for demographic variables like Age of Respondent (M= 2.43, SD= .86), Occupation (M= 3.13, SD= 1.20), Income (M= 3.89, SD= 1.55), Gender (M= 1.23, SD= .42), City (M= 2.38, SD= 1.04), Aware Green products (M= 1.38, SD= .48), Buy Green products (M= 2.42, SD= 1.18) and Motivate purchasing process has (M= 2.70, SD= 1.35).

Descriptive Statistics									
	N	Minimum	Maximum	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Impact of advertisement	350	3.00	10.00	6.1857	2.03475	.146	.130	-1.008	.260
Green Products Prices	350	4.00	12.00	6.8029	1.89359	.808	.130	.721	.260
Eco Labelling	350	4.00	18.00	7.8000	3.81371	.990	.130	.219	.260
Branding and Packaging	350	3.00	10.00	6.2971	1.93379	.024	.130	-.856	.260
Eco Mark	350	2.00	8.00	4.6114	1.68012	.431	.130	-1.036	.260
Environmental Concern	350	5.00	21.00	10.3343	3.83390	.717	.130	.848	.260

Consumer buying Eco-friendly Products		350	8.00	18.00	11.7143	2.72494	.978	.130	.290	.260
Valid (listwise)	N	350								

Table 5.2: Descriptive Statistics of Impact of Advertising

Interpretation: After doing descriptive statistics it was found for questions that are Impact of advertisement has (M= 6.18, SD= 2.03), Green Products Prices (M= 6.80, SD= 1.89), Eco Labelling (M= 7.80, SD= 3.81), Branding and Packaging (M= 6.29, SD= 1.93), Eco Mark (M= 4.61, SD= 1.68), Environmental Concern have (M=10.33, SD= 3.83) and Consumer buying Eco-friendly Products has (M= 11.71, SD= 2.72).

Descriptive Statistics									
	N	Minimum	Maximum	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Green Advertising	350	6.00	24.00	14.8286	3.01368	.004	.130	.082	.260
Green Price	350	3.00	14.00	8.9114	2.44144	.177	.130	-.486	.260
Green Product Availability	350	3.00	15.00	8.9686	2.45104	.032	.130	-.412	.260
Green Product Brand	350	7.00	23.00	14.7943	3.04747	-.037	.130	.007	.260
Green Product Ecolabels	350	2.00	10.00	6.4029	1.93904	-.170	.130	-.330	.260
Consumer buying green products scale	350	25.00	51.00	36.1657	5.21635	.105	.130	-.348	.260
Valid N (listwise)	350								

Table 5.3: Descriptive Statistics of Green Advertising, price product, etc.

Interpretation: After doing descriptive statistics it was found Green Advertising have (M= 14.83, SD= 3.014), Green Price (M= 8.91, SD= 2.44), Green Product Availability (M= 8.97, SD= 2.45), Green Product Brand (M= 14.79, SD= 3.047), Green Product Eco labels (M= 6.40, SD= 1.94) and Consumer buying green products scale has (M=36.16, SD= 5.22).

Age Respondent					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-25	51	10.2	14.6	14.6

	25-35	132	26.4	37.7	52.3
	35-45	133	26.6	38.0	90.3
	45-60	34	6.8	9.7	100.0
	Total	350	70.0	100.0	

Table 5.4: Frequency Statistics of Demographics (Age)

Interpretation: The following question that is Age of Respondent has 51 participants 18-25 category that is 10.2%, 132 participants have 25-35 category with 26.4%, 133 participants have 35-45 age range with 26.6% and 34 participants 45-60 age range has 6.8%.

Occupation					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Self-Employed	17	3.4	4.9	4.9
	Business	117	23.4	33.4	38.3
	Self-Employed	83	16.6	23.7	62.0
	Agriculture	68	13.6	19.4	81.4
	Student	65	13.0	18.6	100.0
	Total	350	70.0	100.0	

Table 5.5: Frequency Statistics of Demographics (Occupation)

Interpretation: The following question that is Occupation has categories in which 17 participants Self-Employed 3.4%, 117 participants have Business with 23.4%, 83 participants have Self-Employed 16.6%, 68 participants have Agriculture 13.6% and 65 participants have Student 13.0%.

Income					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< 10000	34	6.8	9.7	9.7
	10000-20000	34	6.8	9.7	19.4
	20000-30000	66	13.2	18.9	38.3
	30000-40000	83	16.6	23.7	62.0
	40000-50000	67	13.4	19.1	81.1
	> 50000	66	13.2	18.9	100.0
	Total	350	70.0	100.0	

Table 5.6: Frequency Statistics of Demographics (Income)

Interpretation: After doing frequency analysis it was found for income 34 people has < 10000 income with 6.8%, 34 people have 10000-20000 with 6.8%, 66 people

have 20000-30000 income with 13.2%, 83 people have 30000-40000 income with 16.6%, 67 have 40000-50000 income with 13.4% and > 50000 have income of 13.2%.

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	268	53.6	76.6	76.6
	Female	82	16.4	23.4	100.0
	Total	350	70.0	100.0	

Table 5.7: Frequency Statistics of Demographics (Gender)

Interpretation: After doing frequency analysis it was found for 268 participants are Male with 53.6% and 82 participants are Female 16.4%.

City					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Surat	84	16.8	24.0	24.0
	Vapi	116	23.2	33.1	57.1
	Navsari	83	16.6	23.7	80.9
	Valsad	67	13.4	19.1	100.0
	Total	350	70.0	100.0	

Table 5.8: Frequency Statistics of Demographics (City)

Interpretation: After doing frequency analysis it was found for cities of south Gujarat, 84 people belong to Surat with 16.85, 116 from Vapi with 23.2%, 83 people from Navsari with 16.6% and 67 people from Valsad with 13.4%.

Aware Green products					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	218	43.6	62.3	62.3
	No	132	26.4	37.7	100.0
	Total	350	70.0	100.0	

Table 5.9: Frequency Statistics of Aware of Green Products

Interpretation: After doing frequency analysis it was found for Aware Green products 218 who responded Yes with 43.6% and 132 people with No have 26.4%

Buy Green products					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Rarely	101	20.2	28.9	28.9
	Once in Month	84	16.8	24.0	52.9
	Twice in month	99	19.8	28.3	81.1
	Once in Quarter	49	9.8	14.0	95.1
	Do not shop	17	3.4	4.9	100.0
	Total	350	70.0	100.0	

Table 5.10: Frequency Statistics of Consumers who buy Green Products

Interpretation: After doing frequency analysis it was found for Buy Green products 101 with Rarely have 20.2%, 84 people with Once in Month 16.8%, 99 people with Twice in month have 19.8%, 49 people have Once in Quarter with 9.8% and 17 people Do not shop with 3.4%.

Information choosing green product					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Family / Friends	49	9.8	14.0	14.0
	Putdoor poster	50	10.0	14.3	28.3
	TV Ad	34	6.8	9.7	38.0
	Internet search	66	13.2	18.9	56.9
	Newspaper / Magazine	67	13.4	19.1	76.0
	Peer group	50	10.0	14.3	90.3
	Social groups	34	6.8	9.7	100.0
	Total	350	70.0	100.0	

Table 5.11: Frequency Statistics of Information while Choosing green products

Interpretation: After doing frequency analysis it was found for question Information choosing green product 49 people with Family / Friends with 9.8%, 50 people with Put door poster with 10.0%, 34 people taken from TV Ad with 6.8%, 66 people taken from Internet search with 13.2%, 67 people taken from Newspaper / Magazine with 13.4%, 50 people taken from Peer group with 10.0% and 34 people taken from Social groups with 6.8%.

Advertisements change perception					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	251	50.2	71.7	71.7
	No	99	19.8	28.3	100.0
	Total	350	70.0	100.0	

Table 5.12: Frequency Statistics of Advertisement changes perception

Interpretation: After doing frequency analysis it was found for question Advertisements change perception has 251 people with Yes have 50.2% and 99 people with No have 19.8%.

Look first buy Product					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Price	100	20.0	28.6	28.6
	Advertisement	67	13.4	19.1	47.7
	Features	33	6.6	9.4	57.1
	Packaging	66	13.2	18.9	76.0
	Brand	84	16.8	24.0	100.0
	Total	350	70.0	100.0	

Table 5.13: Frequency statistics of Look first buy product

Interpretation: After doing frequency analysis it was found for question Look first buy Product it was found for 100 people responded Price with 20.0%, 67 people responded Advertisement 13.4%, 33 people responded with Features 6.6%, 66 people responded Packaging with 13.2% and 84 people responded Brand with 16.8%.

Motivate purchasing process					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Discount	84	16.8	24.0	24.0
	Latest trend	84	16.8	24.0	48.0
	Advertisements	83	16.6	23.7	71.7
	Need for the product	50	10.0	14.3	86.0
	Environment friendliness	49	9.8	14.0	100.0
	Total	350	70.0	100.0	

Table 5.14: Frequency Statistics of Factors Motivating purchasing process

Interpretation: After doing frequency analysis it was found for question Motivate purchasing process it was found for 84 responded Discount with 16.8%, 84 responded Latest trends with 16.8%, 83 people responded Advertisements with 16.6%, 50 people responded Need for the product with 10.0% 49 people responded Environment friendliness with 9.8%.

Q.7 Pattern of consuming green products and impact of Advertising

a) Green advertisements mean promoting eco-friendly product in a reliable way

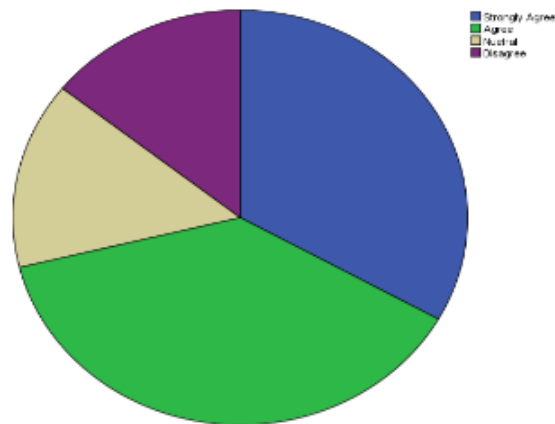


Figure 5.1: Green advertisements means promoting eco-friendly product in a reliable way

Interpretation: After doing frequency analysis it was found in data representation that green advertisement means promoting eco-friendly product in a reliable way: it was found 116 people Strongly Agree with 23.2%, 133 people Agree with 26.6%, 15 people agree on Neutral 10.2% and 50 Disagree with 10.0%.

b) The content of advertisement for green products should be relevant to the consumer

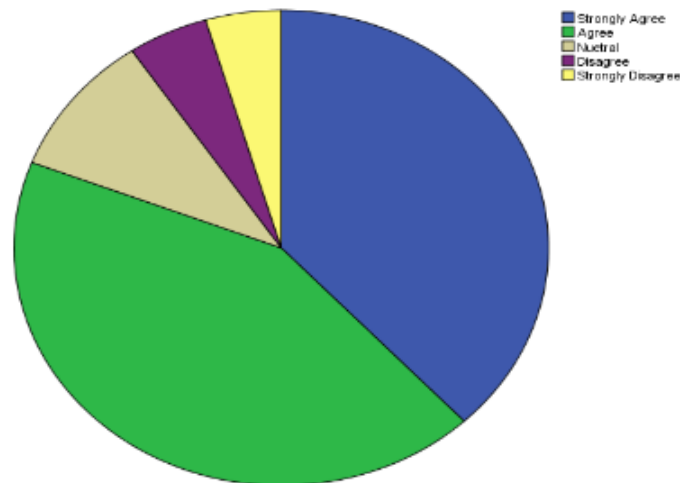


Figure 5.2: The content of advertisement for green products should be relevant to the consumer

Interpretation: After doing the content of advertisement for green products should be relevant to the consumer It was found for Strongly Agree 133 people with 26.6%, 150 people Agree with 30.0%, 34 people answer Neutral with 6.8%, 17 people Disagree with 3.4% and 16 Strongly Disagree with 3.2%.

c) Attractive advertisement increases purchasing pattern for green consumers

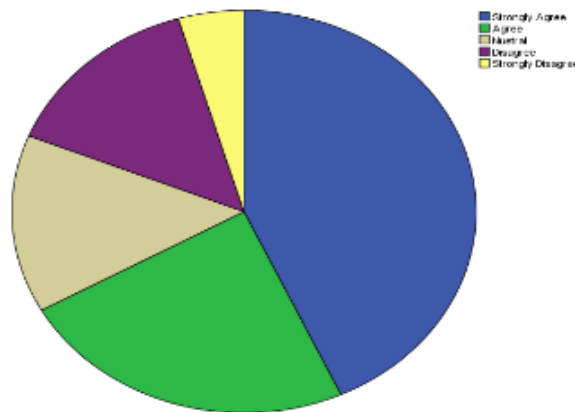


Figure 5.3: Attractive advertisement increases purchasing pattern for green consumers

Interpretation: After doing frequency analysis it was found for question: Attractive advertisement increases purchasing pattern for green consumers? For Strongly Agree 151 people with 30.2%, 83 Agree with 16.6%, 50 people agree with Neutral with 10.0%, 50 people Disagree with 10.0%, 16 people Strongly Disagree with 3.2%

Q.8 Significance of green products and their premium prices

a) Premium price of green products is contributed towards environment protection

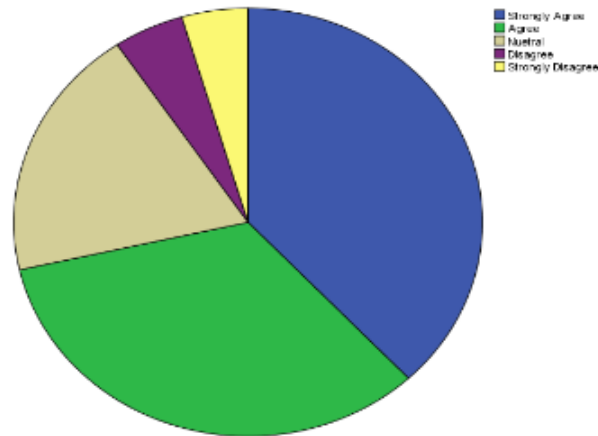


Figure 5.4: Premium price of green products is contributed towards environment protection

Interpretation: It was found for question Premium price of green products is contributed towards environment protection: for Strongly Agree there are 133 people with 26.6%, 177 Agree with 23.4%, 67 Neutral with 13.4%, 17 people Disagree with 3.4%, 16 people strongly Disagree with 3.2%.

b) Green products are important for consumers

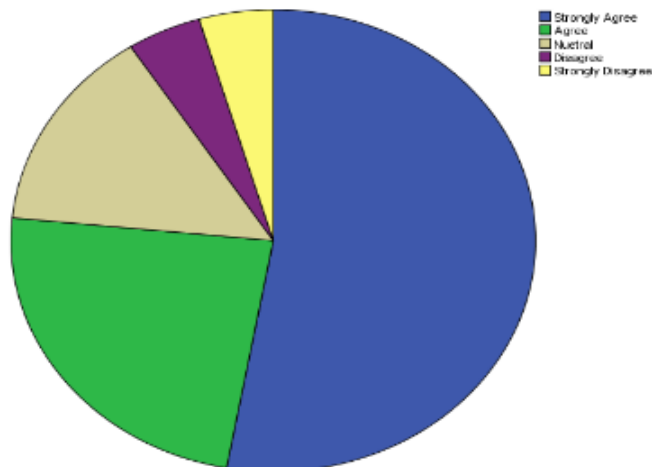


Figure 5.5: Green products are important for consumers

Interpretation: For question: Green products are important for consumers it was found 185 people strongly Agree with 37.0%, 83 Agree with 16.6%, 50 Neutral with 10.0%, 16 people Disagree with 3.2%, 16 Strongly Disagree with 3.2%.

Q.9 Impact of Eco labelling on consumers buying behaviour

a) Eco labels are attractive to customers

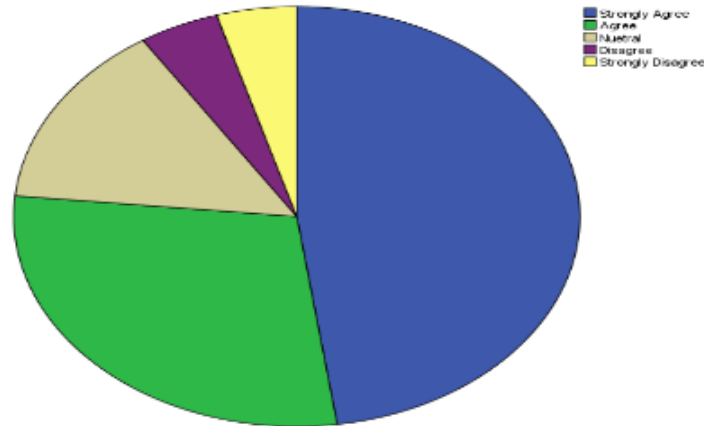


Figure 5.6: Eco labels are attractive to customers

Interpretation: After doing frequency analysis it was found for Eco labels are attractive to customer: It was found for 167 strongly Agree 33.4%, 101 Agree with 20.2%, 50 Neutral with 10.0%, 16 people Disagree with 3.2%, and 16 people Strongly Disagree with 3.2%.

b) Adequate information is available on eco labels

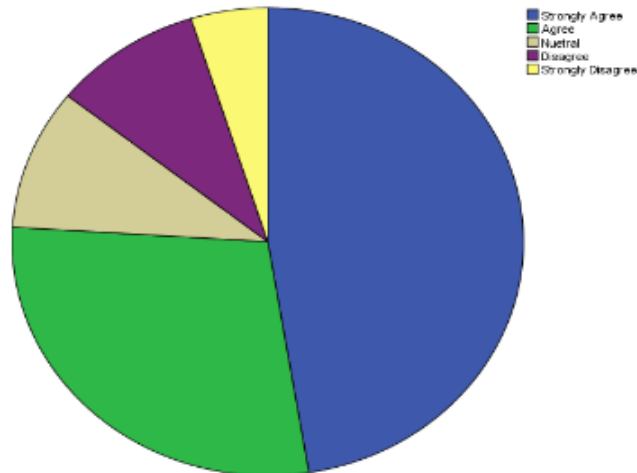


Figure 5.7: Adequate information is available on eco labels

Interpretation: After doing frequency analysis it was found for adequate information is available on eco labels it was found 166 for Strongly Agree with 33.2%, 100 Agree

with 20.0%, 34 people Neutral with 6.8%, 33 people Disagree with 6.6% and 17 Strongly Disagree people with 3.4%.

c) Marketing of green product is relevant to consumers life style

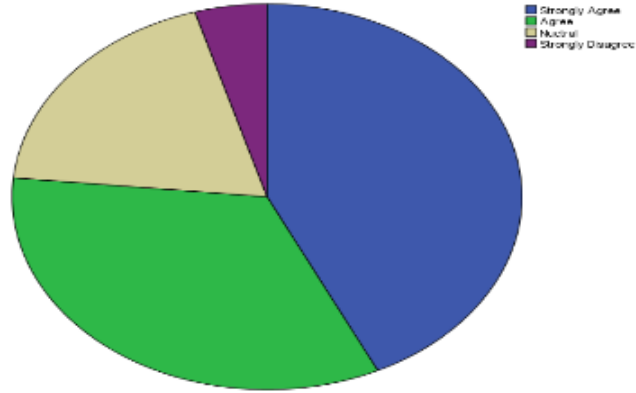


Figure 5.8: Marketing of green product is relevant to consumers life style

Interpretation:After doing frequency analysis it was found Marketing of green product is relevant to consumer's life style. 150 people Strongly Agree with 30.0%, 118 Agree 23.6%, 66 people Neutral 13.2%and 16 people Strongly Disagree with 3.2%.

d) With Eco labelling (Eco mark) green products are easily identified by consumer

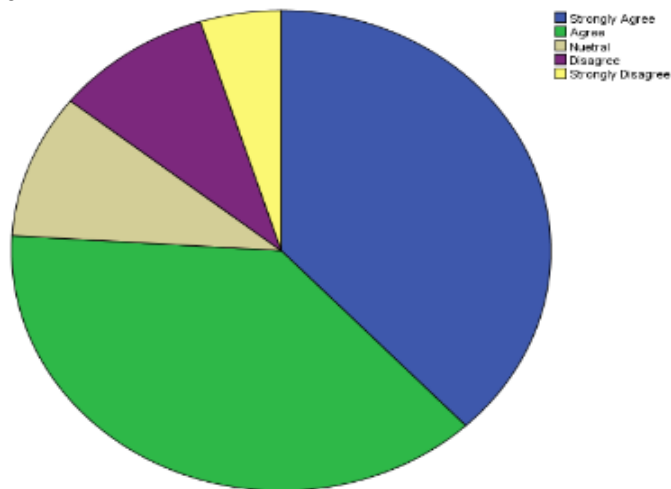


Figure 5.9: With Eco labelling (Eco mark) green products are easily identified by consumer

Interpretation: It was found for with eco labelling (Eco mark) green products are easily identified by consumer: 133 people with Strongly Agree have 26.6%, 133 people Agree with 26.6%, 34 Neutral with 6.8%, 33 Disagree with 6.6% and 17 strongly Disagree with 3.4%.

Q.10 Intensity of branding and green packaging for consumer

a) Information on packaging influence buying behaviour

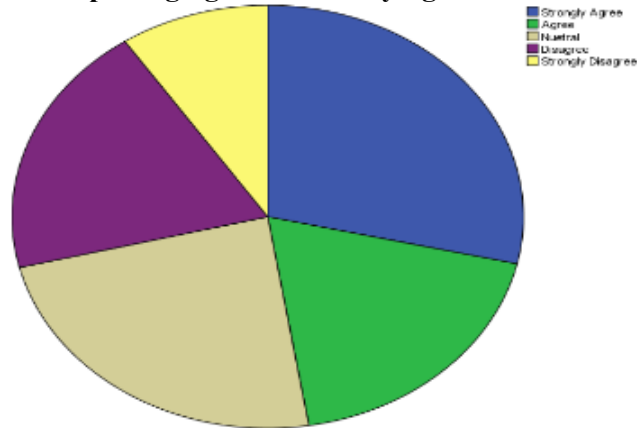


Figure 5.10: Information on packaging influence buying behaviour

Interpretation: After doing frequency analysis it was found that Information on packaging influences buying behaviour: 100 people Strongly Agree with 20.0%, 66 agree with 13.2%, 83 people with Neutral 16.6% and 68 people Disagree with 13.6% and 33 people Strongly Disagree 6.6%

b) Recycle or Reuse or Biodegradable packaging is preferred by consumer

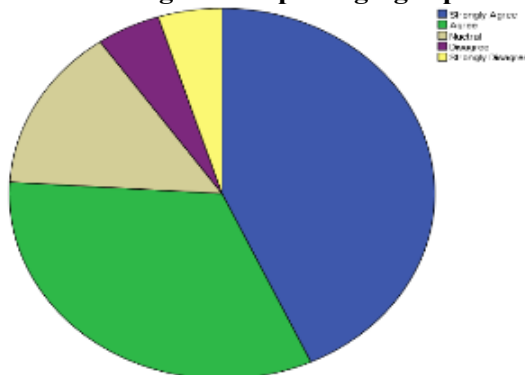


Figure 5.11: Recycle or Reuse or Biodegradable packaging is preferred by consumer

Interpretation: After doing frequency analysis it was found for question: Recycle or Reuse or Biodegradable packaging is preferred by consumer: it was found for 151 people Strongly Agree with 30.2%, 115 people Agree with 23.0%, 50 people Neutral with 10.0%, 17 people Disagree with 3.4% and 17 people strongly disagree with 3.4%.

c) Consumers prefer brands which are eco-friendly

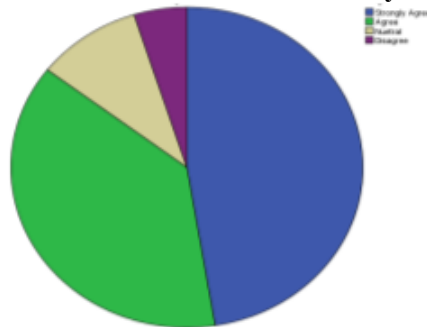


Figure 5.12: Consumers prefer brands which are eco-friendly

Interpretation: It was found for question Consumers prefer brands which are eco-friendly. It is revealed that for 166 for Strongly Agree with 33.2%, 133 people Agree with 26.6%, 34 people Neutral with 6.8%, 17 Disagree with 3.4%

Q.11 Significance of Eco mark on packaging

a) Green products should bear eco-mark to be identified by consumer

Green products should bear eco-mark to be identified by consumer					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	134	26.8	38.3	38.3
	Agree	150	30.0	42.9	81.1
	Neutral	66	13.2	18.9	100.0
	Total	350	70.0	100.0	
Missing	System	150	30.0		
Total		500	100.0		

Table 5.15: Frequency statistics of Green products should bear eco mark to be identified by consumer

Interpretation:After doing frequency analysis it was found for question: Green products should bear eco-mark to be identified by consumer. Which shows that 134 has strongly Agree with 26.8%, 150 has Agree with 30.0% and 66 have Neutral with 13.2%.

b) Marketers should change the way green products are marketed

Marketer should change the way green products are marketed					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	68	13.6	19.4	19.4
	Agree	82	16.4	23.4	42.9
	Neutral	100	20.0	28.6	71.4
	Disagree	50	10.0	14.3	85.7
	Strongly Disagree	50	10.0	14.3	100.0
	Total	350	70.0	100.0	
Missing	System	150	30.0		
Total		500	100.0		

Table 5.16: Frequency statistics of Marketers should change the way green products are marketed

Interpretation: After doing frequency analysis it was found for question: Marketer should change the way green products are marketed it is found for 68 people strongly Agree with 13.6%, 82 people Agree with 16.4, 100 respondents answer Neutral with 20.0%, 50 people Disagree with 10.0% and 50 people Strongly Disagree with 10.0%.

Q.12 Environmental concern identified by consumer in South Gujarat

a) Over Population

Over population					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	166	33.2	47.4	47.4
	Agree	82	16.4	23.4	70.9
	Neutral	51	10.2	14.6	85.4
	Disagree	17	3.4	4.9	90.3

	Strongly Disagree	34	6.8	9.7	100.0
	Total	350	70.0	100.0	
Missing	System	150	30.0		
	Total	500	100.0		

Table 5.17: Frequency Statistics for Over Population

Interpretation:After doing frequency analysis it was found that inOver population there are 166 people Strongly Agree with 33.2%, 82 people with Agree 16.4%, 51 people with Neutral have 10.2%, 17 people Disagree with 3.4% and 34 Strongly Disagree with 6.8%.

b) Balance of Nature is disturbed

Balance of nature is disturbed					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	149	29.8	42.6	42.6
	Agree	133	26.6	38.0	80.6
	Neutral	17	3.4	4.9	85.4
	Disagree	34	6.8	9.7	95.1
	Strongly Disagree	17	3.4	4.9	100.0
	Total	350	70.0	100.0	
Missing	System	150	30.0		
Total		500	100.0		

Table 5.18: Frequency statistics of Balanced of nature is disturbed

Interpretation: After doing frequency analysis it was found for question: Balance of nature is disturbed. It is revealed that 149 Strongly Agree with 29.8%, 133 people Agree with 26.6, 17 people answer Neutral with 3.4%, 34 Disagree with 6.8% and 17 Strongly Disagree with 3.4%.

c) Disastrous consequences by human interference

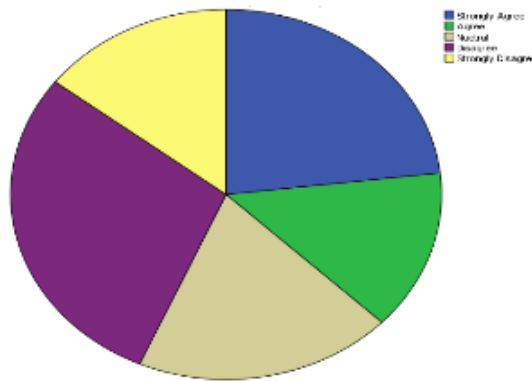


Figure 5.13: Disastrous consequences by human interference

Interpretation: After doing frequency analysis it was found that : Disastrous consequences by human interference. It is revealed 81 people have Strongly Agree with 16.2%, 49 people Agree with 9.8%, 68 Neutral with 13.6%, 101 people Disagree with 20.2% and 51 people Strongly Disagree with 10.2%.

d) To maintain a healthy economy humans should control the growth of industries

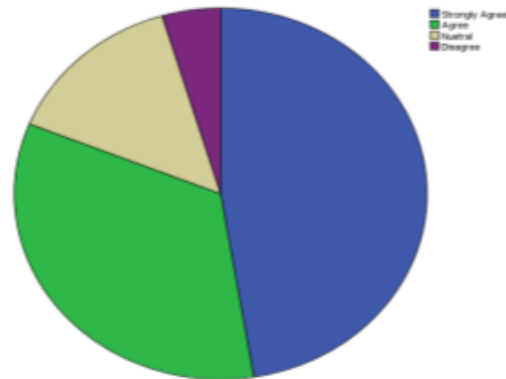


Figure 5.14: To maintain a healthy economy humans should control the growth of industries

Interpretation: After doing frequency analysis it was found that to maintain health economy humans should control the growth of industries. It was found 166 people Strongly Agree with 33.2%, 188 people Agree with 23.6%, and 50 people Neutral with 10.0% and 16 people Disagree with 3.2%.

e) To survive in future it is must to be eco-friendly

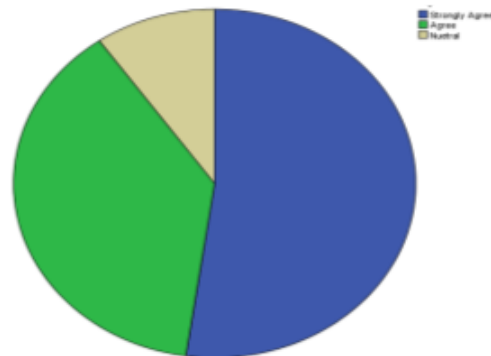


Figure 5.15: To survive in future it is must to be eco-friendly

Interpretation: After doing frequency analysis it was found that: To survive in future it is must to be eco-friendly 183 Strongly Agree with 36.6%, 133 Agree with 26.6% and 34 Neutral with 6.8%.

Q.13 Consumers buying behaviour for eco-friendly product**a) Consumer should prefer biodegradable detergents and soaps**

Consumer should prefer biodegradable detergents and soaps					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	218	43.6	62.3	62.3
	Agree	99	19.8	28.3	90.6
	Neutral	33	6.6	9.4	100.0
	Total	350	70.0	100.0	
Missing	System	150	30.0		
Total		500	100.0		

Table 5.19: Frequency statistics of Consumer should prefer biodegradable detergents

Interpretation: After doing frequency analysis it was found that: Consumer should prefer biodegradable detergents and soaps. It is revealed that 218 people have Strongly Agree with 43.6%, 99 people Agree with 19.8% and 33 people agree on Neutral with 6.6%.

b) Consumer should avoid using aerosol products like spray paint, insect spray, deodorants, shaving cream etc.

Consumer should avoid using aerosol products like spray paint, insect spray, deodorants, shaving cream etc					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	134	26.8	38.3	38.3
	Agree	150	30.0	42.9	81.1
	Neutral	49	9.8	14.0	95.1
	Disagree	17	3.4	4.9	100.0
	Total	350	70.0	100.0	
Missing	System	150	30.0		
Total		500	100.0		

Table 5.20: Frequency statistics of Consumer should avoid using aerosol products like spray paint, insect spray, deodorants, shaving cream etc.

Interpretation:After doing frequency analysis it was found for question: Consumer should avoid using aerosol products like spray paint, insect spray, deodorants, shaving cream etc. It is revealed that 134 people Strongly Agree with 26.8%, 150 people Agree with 30.0%, 49 people Neutral with 9.8% and 17 Disagree with 3.4%.

c) Consumer should read information on labels to check if products are eco-friendly or not

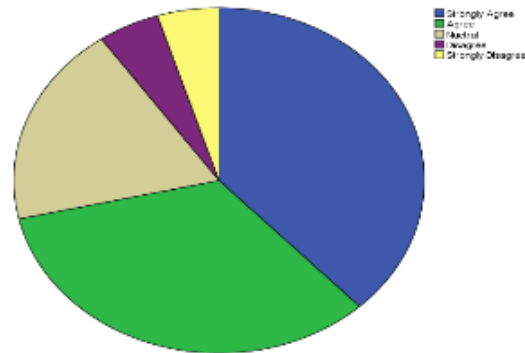


Figure 5.16: Consumer should read information on labels to check if products are eco-friendly or not

Consumer should read information on labels to check if products are eco-friendly or not					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	133	26.6	38.0	38.0
	Agree	117	23.4	33.4	71.4
	Neutral	66	13.2	18.9	90.3
	Disagree	17	3.4	4.9	95.1
	Strongly Disagree	17	3.4	4.9	100.0
	Total	350	70.0	100.0	
Missing	System	150	30.0		
Total		500	100.0		

Table 5.21: Frequency statistics of Consumer should read information on labels to check if products are eco-friendly or not

Interpretation:After doing frequency analysis it was found for question: Consumer should read information on labels to check if products are eco-friendly or not. It is revealed that 133 people strongly Agree with 26.6%, 177 people Agree with 23.4%, 66 people agree Neutral with 13.2%, 17 people Disagree with 3.4% and 17 strongly Disagree with 3.4%.

d) Consumer should use products with recycled/reuse/biodegradable packaging

Consumer should use products with recycled/reuse/biodegradable packaging.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	150	30.0	42.9	42.9
	Agree	134	26.8	38.3	81.1
	Neutral	50	10.0	14.3	95.4
	Disagree	16	3.2	4.6	100.0
	Total	350	70.0	100.0	
Missing	System	150	30.0		
Total		500	100.0		

Table 5.22: Frequency statistics of Consumer should use products with recycled/reuse/biodegradable packaging

Interpretation:After doing frequency analysis it was found for question: Consumer should use products with recycled/reuse/biodegradable packaging. It is found that 150 people Strongly Agree with 30.0%, 134 people Agree with 26.8%, 50 people Neutral with 10.0% and 16 Disagree with 3.2%.

e) Consumer should avoid purchasing products from companies which harm the environment.

Table 4.2.22.

Consumer should avoid purchasing products from companies which harm the environment					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	199	39.8	56.9	56.9
	Agree	117	23.4	33.4	90.3
	Neutral	34	6.8	9.7	100.0
	Total	350	70.0	100.0	
Missing	System	150	30.0		
Total		500	100.0		

Table 5.23: Frequency statistics of Consumer should avoid purchasing products from companies which harm the environment

Interpretation:After doing frequency analysis it was found for question: Consumer should avoid purchasing products from companies which harm the environment. It is

revealed that 199 Strongly Agree with 39.8%, 177 Agree with 23.4% and 34 Neutral with 6.8%

f) Consumer should carry their own bags to markets and super market

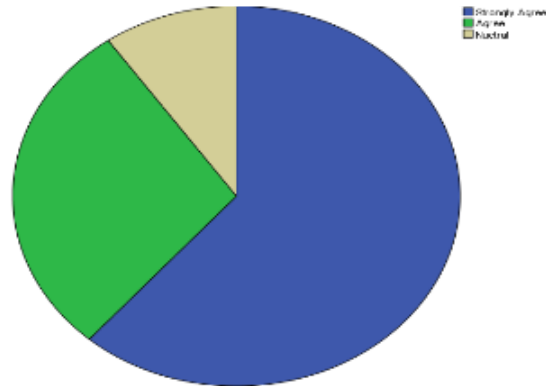


Figure 5.17: Consumer should carry their own bags to markets and super market

Interpretation: After doing frequency analysis it was found for question: Consumer should carry their own bags to markets and super market. It is revealed that 215 for Strongly Agree with 43.0%, 101 people Agree with 20.2% and 34 people Neutral with 6.8%.

g) Consumer should contribute to environmental cause

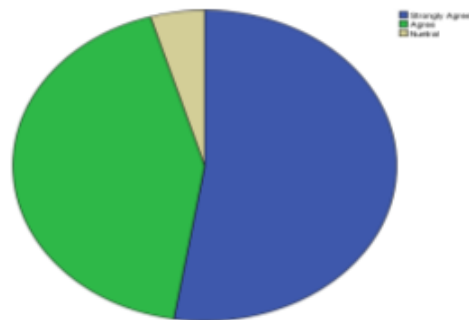


Figure 5.18: Consumer should contribute to environmental cause

Interpretation: After doing frequency analysis it was found for question: Consumers should contribute to environmental cause. It is found that 184 people Strongly Agree with 36.8%, 150 people agree with 30.0% and 16 people Neutral with 3.2%.

Q.16 If you come across a new eco-friendly Fast-moving Consumer Good, you will:

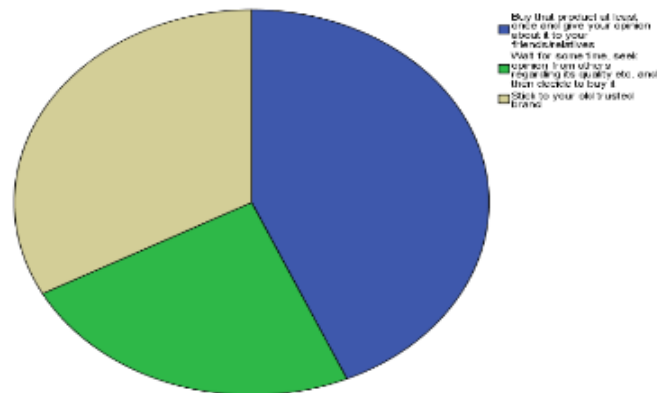


Figure 5.19: If you come across a new eco-friendly Fast-moving Consumer Good, you will

Interpretation: After doing frequency analysis it was found for question : If you come across a new eco- friendly Fast-moving Consumer Good. It is found that 152 people agree with Buy that product at least once and give your opinion about it to your friends/relatives 30.4%, 83 people answer Wait for some time, seek opinion from others regarding its quality etc. and then decide to buy it with 16.6% and 115 people Stick to your old trusted brand with 23.0%.

If you come across a new eco- friendly Fast-moving Consumer Good, you will: (Tick any one)					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Buy that product at least once and give your opinion about it to your friends/relatives	152	30.4	43.4	43.4
	Wait for some time, seek opinion from others regarding its quality etc. and then decide to buy it	83	16.6	23.7	67.1
	Stick to your old trusted brand	115	23.0	32.9	100.0
	Total	350	70.0	100.0	
Missing	System	150	30.0		
Total		500	100.0		

Table 5.24: Frequency statistics of If you come across a new eco-friendly Fast-Moving Consumer Good, you will

Interpretation: After doing frequency analysis it was found for question that is: If you come across a new eco- friendly Fast-moving Consumer Good? There are 152 people who Buy that product at least once and give your opinion about it to your friends/relatives with 30.4%, 83 people who wait for some time, seek opinion from others regarding its quality etc. and then decide to buy it with 16.6% And 115 people who stick to your old trusted brand with 23.0%.

Q.17 Whom do you think should take lead in addressing environmental problems? (Tick any one)

Table 4.2.24 Frequency statistics of Who should take lead in addressing environmental problems

Whom do you think should take lead in addressing environmental problems? (Tick any one)					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Government	51	10.2	14.6	14.6
	Environmental groups	149	29.8	42.6	57.1
	Business and Industry	67	13.4	19.1	76.3
	Individual citizens	67	13.4	19.1	95.4
	5.00	16	3.2	4.6	100.0
	Total	350	70.0	100.0	
Missing	System	150	30.0		
Total		500	100.0		

Table 5.25: Frequency statistics of Who should take lead in addressing environmental problems

Interpretation: After doing frequency analysis it was found for question: Whom do you think should take lead in addressing environmental problems? It is found that 51 people answer Government with 10.2%, 149 people answer Environmental groups with 29.8%, 67 people Business and Industry with 13.4% and 67 people Individual citizens with 13.4%.

Q.19 All other things remaining same, how much extra are you willing to pay for environmentally friendly Fast-Moving Consumer Goods (Tick any one)

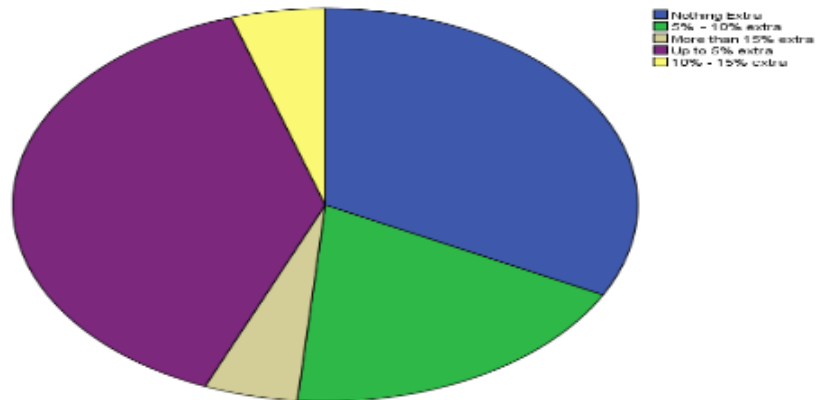


Figure 5.20: All other things remaining same, how much extra are you willing to pay for environmentally friendly Fast-Moving Consumer Goods

Interpretation:After doing frequency analysis it was found for question: All other things remaining same, how much extra are you willing to pay for environmentally friendly Fast-Moving Consumer Goods? It is found that 114 for Nothing Extra with 22.8%, 66 people 5% – 10% extra with 13.2%, 17 people More than 15% extra with 3.4%, 136 people Up to 5% extra with 27.2%and 17 people 10% - 15% extra with 3.4%.

All other things remaining same, how much extra are you willing to pay for environmentally friendly Fast-Moving Consumer Goods? (Tick any one)					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Nothing Extra	114	22.8	32.6	32.6
	5% – 10% extra	66	13.2	18.9	51.4
	More than 15% extra	17	3.4	4.9	56.3
	Up to 5% extra	136	27.2	38.9	95.1
	10% - 15% extra	17	3.4	4.9	100.0
	Total	350	70.0	100.0	
Missing	System	150	30.0		
Total		500	100.0		

Table 5.26: Frequency statistics of All other things remaining same, how much extra are you willing to pay for environmentally friendly Fast-Moving Consumer Goods

Interpretation:After doing frequency analysis for question: All other things remaining same, how much extra are you willing to pay for environmentally friendly Fast-Moving Consumer Goods? It was found 114 people responded Nothing Extra with 22.8%, 55 people responded 5% – 10% extra with 13.2%, 17 people responded More than 15% extra with 3.4%, 136 people responded Up to 5% extra with 27.2%, 117 people responded 10% - 15% extra with 3.4%

Q.20 Which of the following factors prevent you from purchasing eco-friendly Fast-Moving consumer goods? Please assess these factors from 6 as most important to 1 as least important. (Please use one value for one parameter only. Do not repeat values among variable

Which of the following factors prevent you from purchasing eco-friendly Fast-Moving consumer goods? Please assess these factors from 6 as most important to 1 as least important. (Please use one value for one parameter only. Do not repeat values among variables					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Higher price of eco-friendly products	83	16.6	23.7	23.7
	Non availability of eco-friendly products	134	26.8	38.3	62.0
	Limited range	67	13.4	19.1	81.1
	Confusing variety of eco-labels	33	6.6	9.4	90.6
	Obtaining information regarding eco-friendliness of the products	33	6.6	9.4	100.0
	Total	350	70.0	100.0	
Missing	System	150	30.0		
Total		500	100.0		

Table 5.27: Frequency statistics of Which of the following factors prevent you from purchasing eco-friendly, Fast-moving consumer goods

Interpretation:After doing frequency analysis for question: Which of the following factors prevent you from purchasing eco-friendly Fast-moving consumer goods? It was found for 83 people responded Higher price of eco-friendly products with 16.6%, 134 people Non availability of eco-friendly products with 26.8%, 67 people have Limited rangewith 13.4%, 33 people have Confusing variety of eco-labels with 6.6%

and 33 people have Obtaining information regarding eco-friendliness of the products with 6.6%.

GREEN ADVERTISING

Q.21 a) Green advertisements are designed to educate the customers regarding the benefits of green products

Green advertisements are designed to educate the customers regarding the benefits of green products.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	82	16.4	23.4	23.4
	Agree	99	19.8	28.3	51.7
	Neutral	67	13.4	19.1	70.9
	Disagree	85	17.0	24.3	95.1
	Strongly Disagree	17	3.4	4.9	100.0
	Total	350	70.0	100.0	
Missing	System	150	30.0		
	Total	500	100.0		

Table 5.28: Frequency statistics of green advertisements are designed to educate the customers regarding the benefits of green products

Interpretation: After doing frequency analysis it was found for question: Green advertisements are designed to educate the customers regarding the benefits of green products. it was found 82 people Strongly Agree with 16.4%, 99 people Agree with 19.8%, 67 people Neutral with 13.4%, 85 people Disagree with 17.0% and 17 people Strongly Disagree with 3.4%.

Q.21 b) Informational campaigns are essential to promote green products appropriately

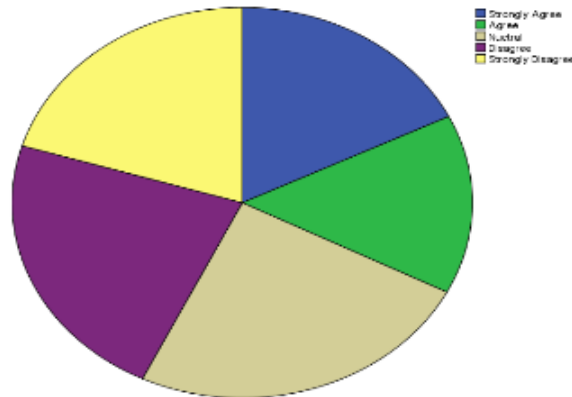


Figure 5.21: Informational campaigns are essential to promote green products appropriately

Interpretation: After doing frequency analysis it was found for question: Informational campaigns are essential to promote green products appropriately. It was found for 62 Strongly Agree with 12.4%, 52 Agree with 10.4%, 86 Neutral with 17.2%, 79 people Disagree with 15.8% and 71 people Strongly Disagree with 14.2%.

Q.21 c) Green advertising does increase my knowledge and understanding towards green product

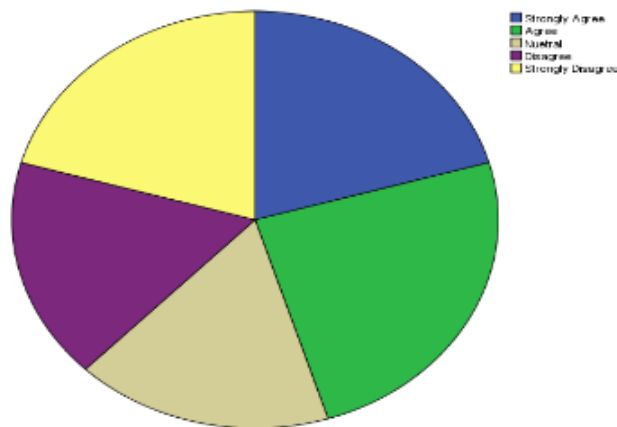


Figure 5.22: Green advertising does increase my knowledge and understanding towards green product

Interpretation: After doing frequency analysis it was found for question: Green advertising does increase my knowledge and understanding towards green products. it was found for 72 people with Strongly Agree with 14.4%, 86 people Agree with 17.2%, 60 people Neutral with 12.0%, 60 people Disagree with 12.0, 72 people Strongly Disagree with 14.4%.

Q.21 d) Advertised information of packaging is important for the customer for making an informed green purchased decision

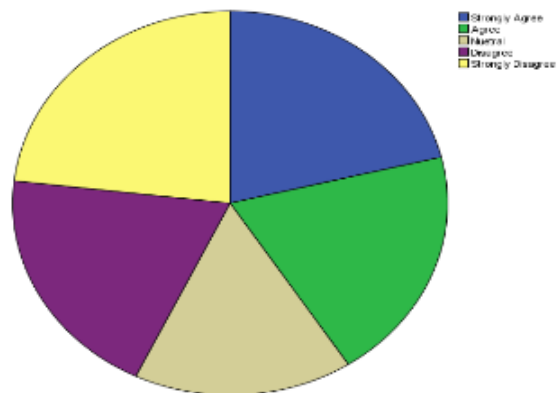


Figure 5.23: Advertised information of packaging is important for the customer for making an informed green purchased decision

Table 4.2.28.

Advertised information of packaging is important for the customer for making an informed green purchased decision.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	74	14.8	21.1	21.1
	Agree	69	13.8	19.7	40.9
	Neutral	57	11.4	16.3	57.1
	Disagree	69	13.8	19.7	76.9
	Strongly Disagree	81	16.2	23.1	100.0
	Total	350	70.0	100.0	
Missing	System	150	30.0		

Total	500	100.0		
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Table 5.29: Frequency statistics of Advertised information of packaging is important for the customer for making an informed green purchased decision

Interpretation:After doing frequency analysis it was found for question: Advertised information of packaging is important for the customer for making an informed green purchased decision. It is found that 74 people Strongly Agree with 14.8%, 69 people Agree with 13.8%, 57 people Neutral with 11.4%, 69 people Disagree with 13.8% and 81 people Strongly Disagree with 16.2%.

Q.21 e) Green Advertisements have overstated product expectations and do not meet the customers purchase requirement.

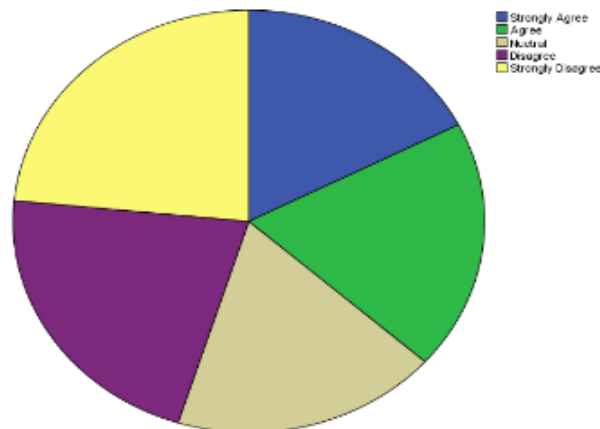


Figure 5.24: Green Advertisements have overstated product expectations and do not meet the customers purchase requirement

Green advertisements have overstated product expectations and do not meet the customers purchase requirements.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	61	12.2	17.4	17.4
	Agree	67	13.4	19.1	36.6
	Neutral	64	12.8	18.3	54.9
	Disagree	76	15.2	21.7	76.6
	Strongly Disagree	82	16.4	23.4	100.0
	Total	350	70.0	100.0	
Missing	System	150	30.0		
Total		500	100.0		

Table 5.30: Frequency statistics of Green Advertisements have overstated product expectations and do not meet the customers purchase requirement

Interpretation: After doing frequency analysis it was found for question :Green advertisements have overstated product expectations and do not meet the customers purchase requirements. It was found for 61 people with Strongly Agree have 12.2%, 67 people Agree with 13.4%, 64 people Neutral with 12.8%, 76 people Disagree with 15.2% and 82 people Strongly Disagree with 16.4%

GREEN PRICE

Q.22 a) Paying premium price for green products is acceptable because of their benefits

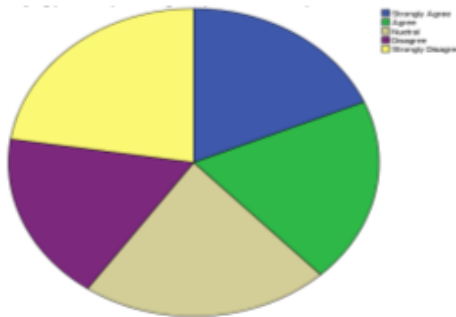


Figure 5.25: Paying premium price for green products is acceptable because of their benefits

Interpretation: After doing frequency analysis it was found for question: Paying premium price for green products is acceptable because of their benefits. It is found that 65 people Strongly Agree with 13.0, 68 people agree with 13.6%, 76 people agree on Neutral with 15.2%, 62 people Disagree with 12.4% and 79 people Strongly Disagree with 15.8%.

Q.22 b) Companies use green price to earn premium price for their green products

Table 4.2.30

Companies use green price to earn premium price for their green products				
	Frequency	Percent	Valid Percent	Cumulative Percent

Valid	Strongly Agree	70	14.0	20.0	20.0
	Agree	75	15.0	21.4	41.4
	Neutral	72	14.4	20.6	62.0
	Disagree	69	13.8	19.7	81.7
	Strongly Disagree	64	12.8	18.3	100.0
	Total	350	70.0	100.0	
Missing	System	150	30.0		
Total		500	100.0		

Table 5.31: Frequency statistics of Companies use green price to earn premium price for their green products

Interpretation: After doing frequency analysis it was found for question: Companies use green price to earn premium price for their green products it was found 70 people Strongly Agree with 14.0%, 75 people Agree with 15.0%, 72 people Neutral with 14.4%, 69 people Disagree with 13.8% and 64 people Strongly Disagree with 12.8%.

Q.22 c) Green products generally possess a sizeable upward variation in price as compare to non-green products

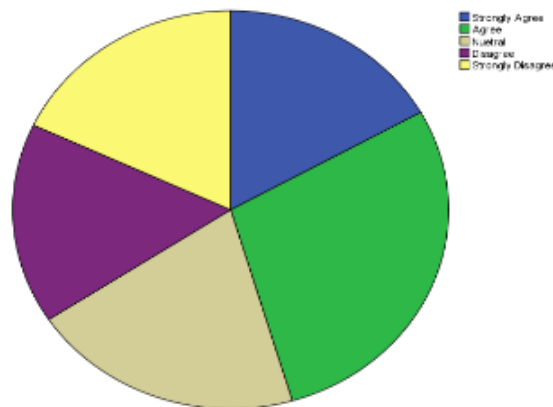


Figure 5.26: Green products generally possess a sizeable upward variation in price as compare to non-green products

Interpretation: Frequency analysis of question: Green products generally possess a sizeable upward variation in price as compare to non-green products. It is found that 59 people Strongly Agree with 11.8%, 100 people Agree with 20.0%, 71 Neutral with 14.2%, 57 Disagree with 11.4% and 63 people Strongly Disagree 12.6%.

Q.21 c) Green products generally possess a sizeable upward variation in price as compare to non-green products.

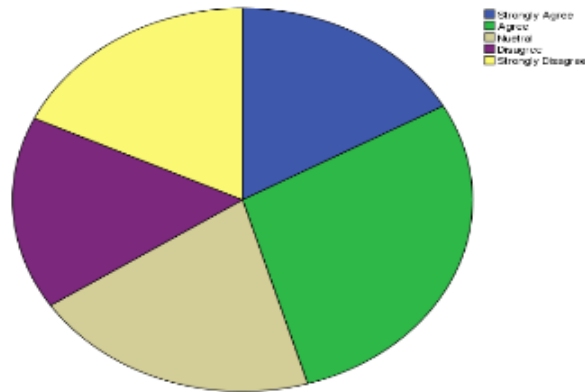


Figure 5.27: Green products generally possess a sizeable upward variation in price as compare to non-green products

Interpretation:Frequency analysis of question: Green products generally possess a sizeable upward variation in price as compare to non-green products. It is found that 59 people Strongly Agree with 11.8%, 100 people Agree with 20.0%, 71 Neutral with 14.2%, 57 Disagree with 11.4% and 63 people Strongly Disagree 12.6%.

GREEN PRODUCT AVAILABILITY

Q.23 a) Green Products are widely available in the marketplace like non green products.

Green products are widely available in the marketplace like non-green products					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	80	16.0	22.9	22.9
	Agree	60	12.0	17.1	40.0
	Neutral	70	14.0	20.0	60.0
	Disagree	75	15.0	21.4	81.4
	Strongly Disagree	65	13.0	18.6	100.0
	Total	350	70.0	100.0	
Missing	System	150	30.0		
Total		500	100.0		

Table 5.32: Frequency statistics of Green Products are widely available in the marketplace like non green products

Interpretation:Frequency analysis of question that is: Green products are widely available in the marketplace like non-green products. it is found that 80 people Strongly Agree with 16.0%, 60 people Agree with 12.0%, 70 people Neutral with 14.0%, 75 people Disagree with 15.0% and 65 people Strongly Disagree with 13.0.

Q.23 b) Availability of green products is comprehensive in the market

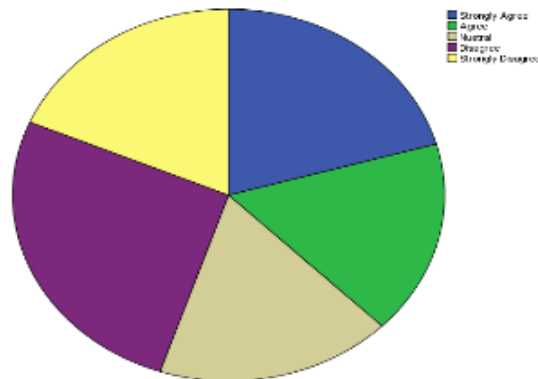


Figure 5.28: Availability of green products is comprehensive in the market

Availability of green products is comprehensive in the market					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	72	14.4	20.6	20.6
	Agree	59	11.8	16.9	37.4
	Neutral	62	12.4	17.7	55.1
	Disagree	92	18.4	26.3	81.4
	Strongly Disagree	65	13.0	18.6	100.0
Total		350	70.0	100.0	
Missing	System	150	30.0		

27 A study on impact of Green Marketing on consumers buying behaviour in South Gujarat

Total	500	100.0		
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Table 5.33: Frequency statistics of Availability of green products is comprehensive in the market

Interpretation:After doing frequency analysis for question that is Availability of green products is comprehensive in the market. It was found that 72 people Strongly Agree with 14.4%, 59 people Agree with 11.8%, 62 people Neutral with 12.4%, 92 people Disagree with 18.4% and 65 people Strongly Disagree with 13.0.

Q.23 c) Green products are available in only selected retail shops/stores

Green products are available in only selected retail shops / stores.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	73	14.6	20.9	20.9
	Agree	81	16.2	23.1	44.0
	Neutral	68	13.6	19.4	63.4
	Disagree	44	8.8	12.6	76.0
	Strongly Disagree	84	16.8	24.0	100.0
	Total	350	70.0	100.0	
Missing	System	150	30.0		
	Total	500	100.0		

Table 5.34: Frequency statistics of green products are available in only selected retail shops/stores

Interpretation:After doing frequency analysis for question: Green products are available in only selected retail shops / stores that is 73 people Strongly Agree with 14.6%, 81 people Agree with 16.2%, 68 people agree Neutral with 13.6%, 44 people Disagree with 8.8% and 84 Strongly Disagree with 16.8%.

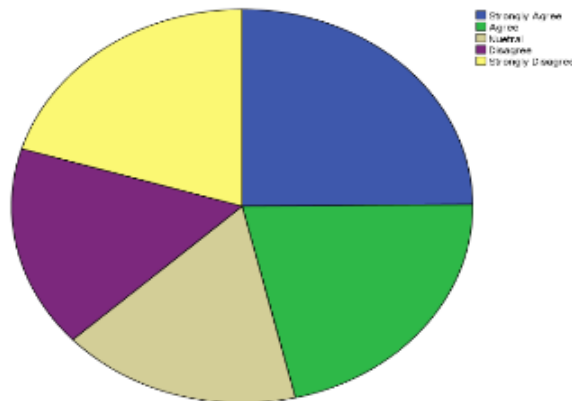
GREEN PRODUCT & BRAND**Q.24 a) Green products contain natural ingredients which do not pollute the environment**

Figure 5.29: Green products contain natural ingredients which do not pollute the environment

Green products contain natural ingredients which do not pollute the environment					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	87	17.4	24.9	24.9

A study on impact of Green Marketing on consumers buying behaviour in South Gujarat

	Agree	75	15.0	21.4	46.3
	Neutral	59	11.8	16.9	63.1
	Disagree	58	11.6	16.6	79.7
	Strongly Disagree	71	14.2	20.3	100.0
	Total	350	70.0	100.0	
Missing	System	150	30.0		
	Total	500	100.0		

Table 5.35: Frequency statistics of green products contain natural ingredients which do not pollute the environment

Interpretation: After doing frequency analysis it was found for question that is: Green products contain natural ingredients which do not pollute the environment. It is found that is 87 with Strongly Agree with 17.4%, 75 people Agree with 15.0%, 59 people Neutral with 11.8%, 58 people Disagree with 11.6% and 71 people Strongly Disagree with 14.2%.

Q.24 b) Green brand is a symbol of credibility and trustworthiness

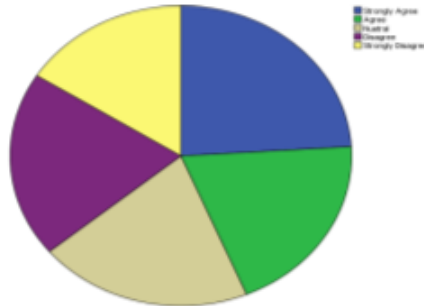


Figure 5.30: Green brand is a symbol of credibility and trustworthiness

Green brand is a symbol of credibility and trustworthiness					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	84	16.8	24.0	24.0
	Agree	69	13.8	19.7	43.7
	Neutral	71	14.2	20.3	64.0
	Disagree	70	14.0	20.0	84.0
	Strongly Disagree	56	11.2	16.0	100.0
	Total	350	70.0	100.0	
Missing	System	150	30.0		
	Total	500	100.0		

Table 5.36: Frequency statistics of green brand is a symbol of credibility and trustworthiness

Interpretation:-After doing frequency analysis it was found that for question that is 84 people with Strongly Agree with 16.8%, 69 people Agree with 13.8%, 71 people Neutral with 14.2%, 70 people Disagree with 14.0% and 56 people Strongly Disagree with 11.2%.

Q.24 c) Green brand matches with my life style and buying habits

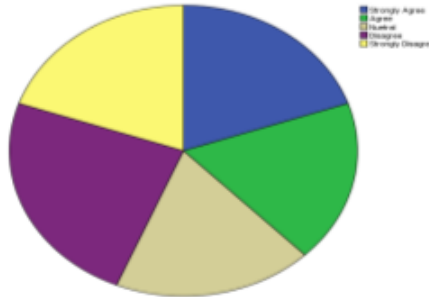


Figure 5.31: Green brand matches with my life style and buying habits

Green products matches with my life style and buying habits					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	69	13.8	19.7	19.7
	Agree	63	12.6	18.0	37.7
	Neutral	65	13.0	18.6	56.3
	Disagree	84	16.8	24.0	80.3
	Strongly Disagree	69	13.8	19.7	100.0
	Total	350	70.0	100.0	
Missing	System	150	30.0		
Total		500	100.0		

Table 5.37: Frequency statistics of Green brand matches with my life style and buying habits

Interpretation:After doing frequency analysis it was found for question: Green products matches with my life style and buying habits. It is revealed that 69 people Strongly Agree with 13.8%, 63 people Agree with 12.6%, 65 people answer Neutral with 13.0%, 84 people Disagree with 16.8% and 69 people Strongly Disagree with 13.8%.

Q.24 d) I feel green products are lower in performance as compared to nongreen products

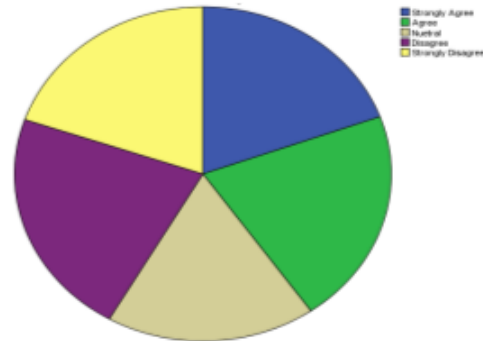


Figure 5.32: I feel green products are lower in performance as compared to nongreen products

I feel green products are lower in performance as compared to nongreen products					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	68	13.6	19.4	19.4
	Agree	73	14.6	20.9	40.3
	Neutral	63	12.6	18.0	58.3
	Disagree	77	15.4	22.0	80.3
	Strongly Disagree	69	13.8	19.7	100.0
	Total	350	70.0	100.0	
Missing	System	150	30.0		
	Total	500	100.0		

Table 5.38: Frequency statistics of I feel green products are lower in performance as compared to nongreen products

Interpretation: After doing frequency analysis it was found for question: I feel green products are lower in performance as compared to non-Greek products it was found for 68 people Strongly Agree with 13.6%, 73 people Agree with 14.6%, 63 people answer Neutral with 12.6%, 77 people Disagree with 15.4% and 69 people Strongly Disagree with 13.8%.

Q.24 e) Variety (i.e. range) of green products is high in the market place as compared to non-green products

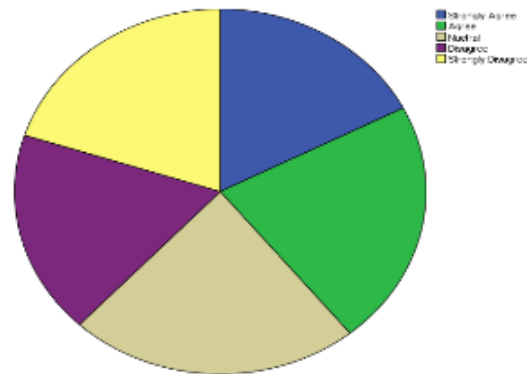


Figure 5.33: Variety (i.e. range) of green products is high in the market place as compared to non-green products

Interpretation: After doing frequency analysis it was found for question: Variety (i.e. range) of green products is high in the market place as compared to non-green products. It was found that 61 people Strongly Agree with 12.2%, 76 people Agree with 15.2%, 80 people answer Neutral with 16.0%, 63 people Disagree with 12.6% and 70 people Strongly Disagree with 14.0%.

ECO LABELS

Q.25 a) Eco labels on green products possess high visibility and are easily communicable

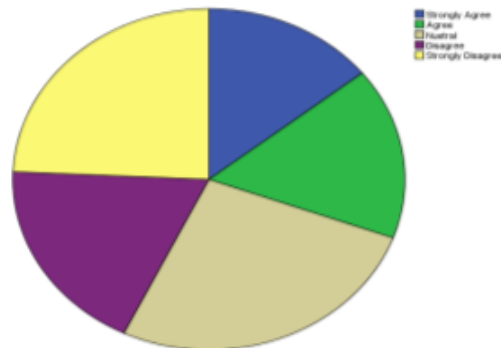


Figure 5.34: Eco labels on green products possess high visibility and are easily communicable

Interpretation: After doing frequency analysis it was found for question: Eco-labels on green products possess high visibility and are easily communicable. It is found that 50 people Strongly Agree with 10.0%, 57 people Agree with 11.4%, 93 people Neutral with 18.6%, 65 people Disagree with 13.0% and 85 people Strongly Disagree with 17.0%.

Q.25 b) I find this information in green labels to be accurate and correct

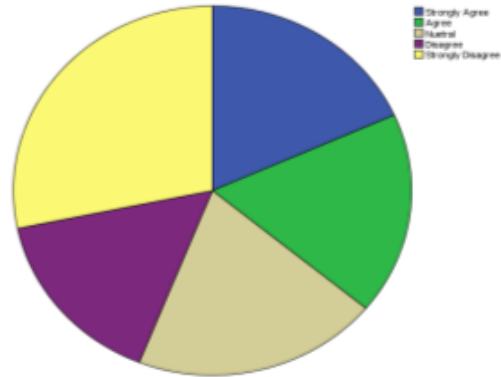


Figure 5.35: I find this information in green labels to be accurate and correct

Interpretation :-After doing frequency analysis it was found for question: I find information in green labels to be accurate and correct. It is found that for 64 people Strongly Agree with 12.8%, 62 people Agree with 12.4%, 70 people Neutral with 14.0%, 55 people Disagree with 11.0% and 99 people Strongly Disagree with 19.8%.

CONSUMER BUYING GREEN PRODUCTS

Q.26 a) Do you associate green in the brand logo as being an eco-friendly brand?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	79	15.8	22.6	22.6
	Agree	80	16.0	22.9	45.4
	Neutral	74	14.8	21.1	66.6
	Disagree	56	11.2	16.0	82.6
	Strongly Disagree	61	12.2	17.4	100.0
	Total	350	70.0	100.0	
Missing	System	150	30.0		
Total		500	100.0		

Table 5.39: Frequency statistics of Do you associate green in the brand logo as being an eco-friendly brand

Interpretation: After doing frequency analysis it was found for question: Do you associate green in the brand logo as being an eco-friendly brand? It is found that 79 people Strongly Agree with 15.8%, 80 people Agree with 16.0%, 74 people agree Neutral with 14.8%, 56 people Disagree with 11.2% and 61 people Strongly Disagree 12.2%.

Q.26 b) Do you consider these products having a green color, makes you buy them?

Do you consider these products having a green color, makes you buy them?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	62	12.4	17.7	17.7
	Agree	69	13.8	19.7	37.4
	Neutral	71	14.2	20.3	57.7
	Disagree	68	13.6	19.4	77.1
	Strongly Disagree	80	16.0	22.9	100.0
	Total	350	70.0	100.0	

Table 5.40: Frequency statistics of Do you consider these products having a green color, makes you buy them

Interpretation: After doing frequency analysis it was found for question: Do you consider these products having a green colour, makes you buy them? it was found that 62 people Strongly Agree with 12.4%, 69 people Agree with 13.8%, 71 people agree for Neutral with 14.2%, 68 people Disagree with 13.6%.

Q.26 C) Are you aware companies are adopting green colours to their logo to stand out as eco-friendly companies?

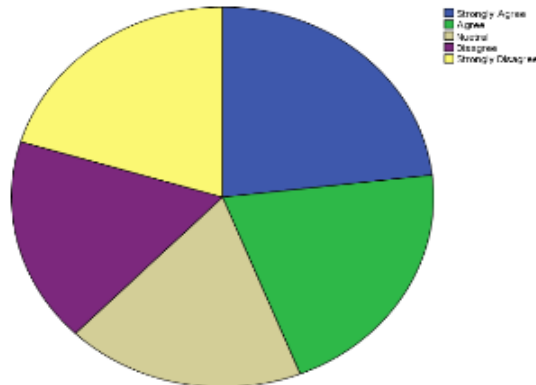


Figure 5.36: Are you aware companies are adopting green colours to their logo to stand out as eco-friendly companies

Interpretation: After doing frequency analysis it was found for question: Are you aware companies are adopting green colors to their logo to stand out as ecofriendly companies? It is found that 81 people Strongly Agree with 16.2%, 73 people Agree with 14.6%, 64 people Neutral with 12.8%, 61 people Disagree with 12.2% and 71 Strongly Disagree with 14.2%.

Q.26 d) I realize when I am opting for green products over the other ones.

I realize when I am opting for green products over the other ones.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	71	14.2	20.3	20.3
	Agree	65	13.0	18.6	38.9
	Neutral	56	11.2	16.0	54.9
	Disagree	87	17.4	24.9	79.7
	Strongly Disagree	71	14.2	20.3	100.0
Total		350	70.0	100.0	

Table 5.41: Frequency statistics of I realize when I am opting for green products over the other ones

Interpretation: After doing frequency analysis it was found for question: I realize when I am opting for green products over the other ones. It is found that for 71 people Strongly Agree with 14.2%, 65 people Agree with 13.0%, 56 people agree Neutral

with 11.2%, 87 people Disagree with 17.4% and 71 people Strongly Disagree with 14.2%.

Q.26 e) I consider green products provide higher quality than regular ones with the exact same characteristics

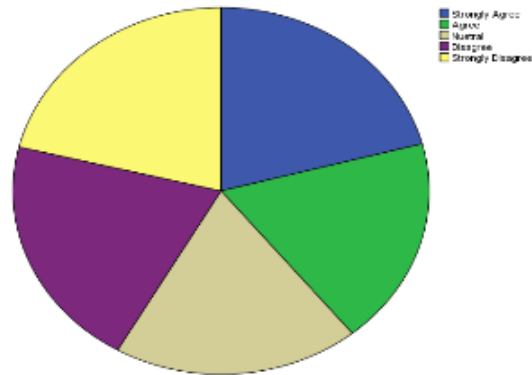


Figure 5.37: I consider green products provide higher quality than regular ones with the exact same characteristics

Interpretation: After doing frequency analysis it was found for question: I consider green products provide higher quality than regular ones with the exact same characteristics. It is found that 73 people Strongly Agree with 14.6%, 64 people Agree with 12.8%, 67 people agree Neutral with 13.4%, 72 people Disagree with 14.4% and 74 people Strongly Disagree with 14.8%.

Q.26 f) If I consider green products having higher quality, will I choose them over the other ones?

Table 4.2.41

If I consider green products having higher quality, will I choose them over the other ones?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	81	16.2	23.1	23.1
	Agree	65	13.0	18.6	41.7
	Neutral	71	14.2	20.3	62.0
	Disagree	77	15.4	22.0	84.0
	Strongly Disagree	56	11.2	16.0	100.0
	Total	350	70.0	100.0	

Table 5.42: Frequency statistics of If I consider green products having higher quality, will I choose them over the other ones

Interpretation: After doing frequency analysis it was found for question: If I consider green products having higher quality, will I choose them over the other ones? It is found that 81 people Strongly Agree with 16.2%, 65 people Agree with 13.0%, 71 people agree Neutral with 14.2%, 77 people Disagree with 15.4% and 56 people Strongly Disagree with 11.2%.

Q.26 g) I think green marketing practices affect positively my perception of the brand

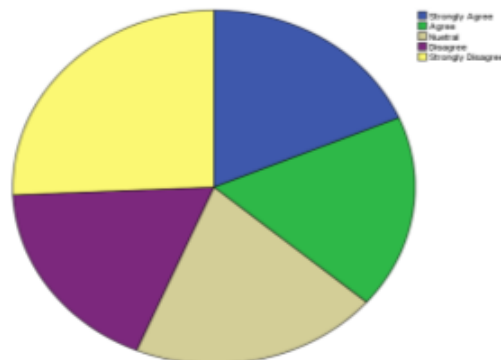


Figure 5.38: I think green marketing practices affect positively my perception of the brand

Interpretation: After doing frequency analysis it was found for question: I think green marketing practices affect positively my perception of the brand. It was found

that 65 people Strongly Agree with 13.0%, 62 people Agree with 12.4%, 70 people Neutral with 14.0%, 65 people Disagree with 12.6% and 90 people Strongly Disagree with 18.0%.

Q.26 h) Knowing a product can be recycled, reused or repaired after you use it, is it a reason for me to buy these particular products

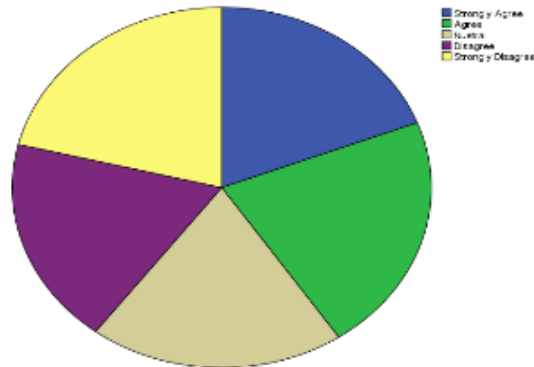


Figure 5.39: Knowing a product can be recycled, reused or repaired after you use it, is it a reason for me to buy these particular products

Knowing a product can be recycled, reused, or repaired after you use it, is it a reason for me to buy these products?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	67	13.4	19.1	19.1
	Agree	75	15.0	21.4	40.6
	Neutral	69	13.8	19.7	60.3
	Disagree	65	13.0	18.6	78.9
	Strongly Disagree	74	14.8	21.1	100.0
Total		350	70.0	100.0	
Missing	System	150	30.0		
Total		500	100.0		

Table 5.43: Frequency statistics of knowing a product can be recycled, reused or repaired after you use it, is it a reason for me to buy these particular products

Interpretation: After doing frequency analysis it was found for question: Knowing a product can be recycled, reused or repaired after you use it, is it a reason for me to buy these particular products? it was found that 67 people Strongly Agree with 13.4% , 75

28 A study on impact of Green Marketing on consumers buying behaviour in South Gujarat

people Agree with 15.0%, 69 people Neutral with 13.8%, 65 people Disagree with 13.0%, 74 people Strongly Disagree with 14.8%.

Q.26 i) I remain loyal to companies which practices are environmentally friendly (decrease wastes, recycle materials etc)

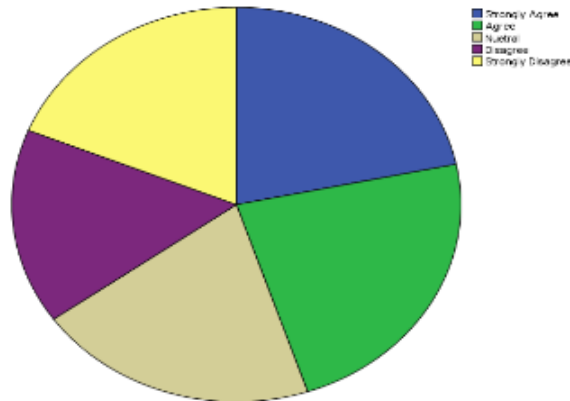


Figure 5.40: I remain loyal to companies which practices are environmentally friendly (decrease wastes, recycle materials etc)

I remain loyal to companies which practices are environmentally friendly (decrease wastes, recycle materials, etc.)					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	76	15.2	21.7	21.7
	Agree	81	16.2	23.1	44.9
	Neutral	71	14.2	20.3	65.1
	Disagree	56	11.2	16.0	81.1
	Strongly Disagree	66	13.2	18.9	100.0
	Total	350	70.0	100.0	
Missing	System	150	30.0		
Total		500	100.0		

Table 5.44: Frequency statistics of I remain loyal to companies which practices are environmentally friendly (decrease wastes, recycle materials etc)

Interpretation: After doing frequency analysis it was found for question: I remain loyal to companies which practices are environmental friendly (decrease wastes, recycle materials, etc.). It is found that 76 people Strongly Agree with 15.2%, 81 people Agree with 16.2%, 71 people Neutral with 14.2%, 56 people Disagree with 11.2% and 66 people Strongly Disagree with 13.2%.

Q.26 j) When I learn about the negative and harmful impact a product has in the environment, I stop buying it.

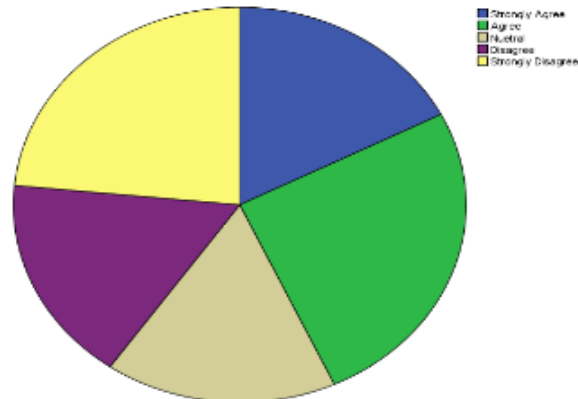


Figure 5.41: When I learn about the negative and harmful impact a product has in the environment, I stop buying it

Interpretation: After doing frequency analysis it was found for question: When I learn about the negative and harmful impact a product has in the environment, I stop buying it. It was found that 61 people strongly Agree with 12.2%, 90 people Agree with 18.0%, 58 with Neutral 11.6%, 59 people Disagree with 11.8%, 82 people Strongly Disagree with 16.4%.

Q.26 k) Choosing between two products, I always buy the one which has the minimum impact to people and the environment

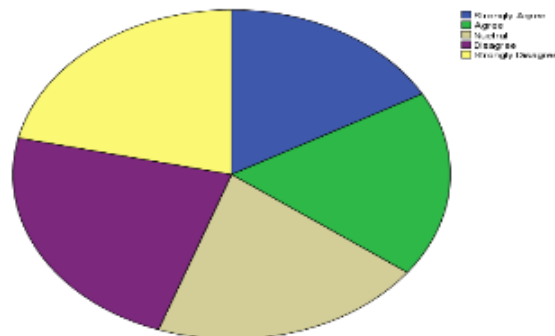


Figure 5.42: Choosing between two products, I always buy the one which has the minimum impact to people and the environment

Interpretation: After doing frequency analysis it was found for question: Choosing between two products, I always buy the one which has the minimum impact to people

and the environment. It was found that Strongly 59 people Agree with 11.8%, 64 people Agree with 12.8%, 71 people Neutral with 14.2%, 81 people Disagree with 16.2% and 75 people Strongly Disagree with 15.0%.

Q.27 I change products when they do not comply with the eco logical conditions/rules

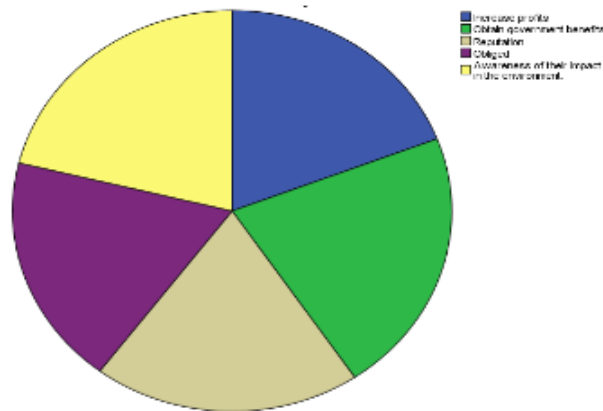


Figure 5.43: I change products when they do not comply with the eco logical conditions/rules

Interpretation: After doing frequency analysis it was found for question: I change products when they do not comply with the ecological conditions/rules. It was found that 67 people Increase profits with 13.4%, 75 people Obtain government benefits with 15.0%, 69 people agree on Reputation with 13.8% and 65 people Obligated with 13.0% and 74 people Awareness of their impact in the environment with 14.8%.

I change products when they do not comply with the ecological conditions/rules. * Mark only one oval.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Increase profits	67	13.4	19.1	19.1
	Obtain government benefits	75	15.0	21.4	40.6
	Reputation	69	13.8	19.7	60.3
	Obligated	65	13.0	18.6	78.9
	Awareness of their impact in the environment.	74	14.8	21.1	100.0
	Total	350	70.0	100.0	
Missing	System	150	30.0		
Total		500	100.0		

Table 5.45: Frequency statistics of I change products when they do not comply with the eco logical conditions/rules

Interpretation:After doing frequency analysis for question, I change products when they do not comply with the ecological conditions/rules. It was found 67 people responded Increase profits with 13.4%, 75 people Obtain government benefits with 15.0, 69 people responded Reputation 13.8%, 65 people responded obliged with 13.0% and 74 people responded with Awareness of their impact in the environment 14.8%.

Q.28 From a scale 1 to 5 (1- very dissatisfied to 5 – Very satisfied) what is your level of satisfaction when buying green products?

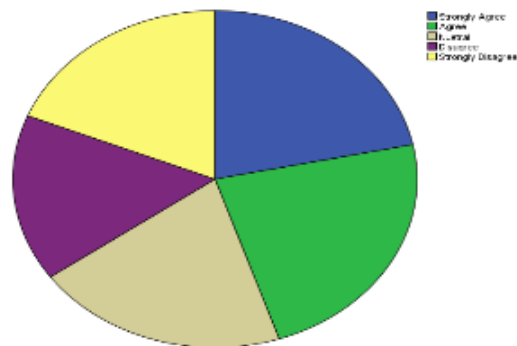


Figure 5.44: From a scale 1 to 5 (1- very dissatisfied to 5 – Very satisfied) what is your level of satisfaction when buying green products

Interpretation: After doing frequency analysis it was found for question: From a scale 1 to 5 (1 - Very dissatisfied to 5 - Very satisfied) what is your level of satisfaction when buying green products. it was found that 76 people Strongly Agree with 15.2%, 81 people Agree with 16.2%, 71 people agree Neutral with 14.2%, 56 people Disagree with 11.2% and 66 people Strongly Disagree with 13.2%.

H1: Impact of green marketing on consumers buying behaviour in South Gujarat

Model Summary ^b										
Model	R	R ²	Adjusted R ²	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R ² Change	F Change	df1	df2	Sig. F Change	
	.145 ^a	.021	.007	5.19895	0.21	1.468	5	344	0.200	2.385
a. Predictors: (Constant): Green Product Ecolabels, Green Price, Green Product Availability, Green Product Brand, Green Advertising										
b. Dependent Variable: Consumer buying green products scale										

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
	Regression	198.388	5	39.678	1.468	.002 ^b
	Residual	9298.001	344	27.029		
	Total	9496.389	349			
a. Dependent Variable: Consumer buying green products scale						
b. Predictors: (Constant), Green Product Ecolabels, Green Price, Green Product Availability, Green Product Brand, Green Advertising						

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error				Beta	Lower Bound
1	(Constant)	34.624	2.617		13.229	.000	29.476	39.772
	Green Advertising	2.13	.093	-.068	-1.251	.012	-.301	.067
	Green Price	2.12	.114	.052	.980	.032	-.113	.337

Green Product Availability	3.24	.114	.113	2.102	.036	.015	.465
Green Product Brand	1.08	.092	.016	.306	.006	-.153	.209
Green Product Ecolabels	3.06	.145	-.017	-.315	.013	-.331	.240

a. Dependent Variable: Consumer buying green products scale

		ANOVA				
		Sum of Squares	df	Mean Square	F	Sig.
Green Advertising	Between Groups	49.676	3	16.559	1.836	.014
	Within Groups	3120.038	346	9.017		
	Total	3169.714	349			
Green Price	Between Groups	2.922	3	.974	2.162	.009
	Within Groups	2077.332	346	6.004		
	Total	2080.254	349			
Green Product Availability	Between Groups	8.976	3	2.992	3.496	.018
	Within Groups	2087.678	346	6.034		
	Total	2096.654	349			
Green Product Brand	Between Groups	24.670	3	8.223	2.885	.029
	Within Groups	3216.519	346	9.296		
	Total	3241.189	349			
Green Product Ecolabels	Between Groups	9.533	3	3.178	2.844	.017
	Within Groups	1302.664	346	3.765		
	Total	1312.197	349			
Consumer buying green products scale	Between Groups	14.387	3	4.796	3.175	.013
	Within Groups	9482.002	346	27.405		
	Total	9496.389	349			

Interpretation: Occupation in terms of Self-Employed, Business, Self-Employed, Agriculture, Student is significantly related with consumer buying behaviour. Overall the model was significant for Green Advertising $F(3,346) = 1.836, p < .05$, Green Price $F(3,346) = 2.162, p < .009$, Green Product Availability $F(3,346) = 3.496, p = .018$, Green Product Brand $F(3,346) = 2.844, p = .017$, Green Product Ecolabels $F(3,346) = 2.885, p = .029$ and Consumer buying green products scale $F(3,346) = 3.175, p = .013$ are significant predictor of consumer buying behaviour.

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
GreenAdvertising	Between Groups	116.603	4	29.151	3.294	.011
	Within Groups	3053.111	345	8.850		
	Total	3169.714	349			
GreenPrice	Between Groups	23.772	4	5.943	.997	.009
	Within Groups	2056.482	345	5.961		
	Total	2080.254	349			
GreenproductAvailability	Between Groups	23.106	4	5.777	.961	.029
	Within Groups	2073.548	345	6.010		
	Total	2096.654	349			
GreenproductBrand	Between Groups	4.224	4	1.056	.113	.008
	Within Groups	3236.965	345	9.383		
	Total	3241.189	349			
GreenProductEco-labels	Between Groups	17.149	4	4.287	1.142	.036
	Within Groups	1295.048	345	3.754		
	Total	1312.197	349			
Consumerbuyinggreenproductscale	Between Groups	52.341	4	13.085	.478	.015
	Within Groups	9444.048	345	27.374		
	Total	9496.389	349			

Interpretation: Income is significantly related with consumer buying behaviour. Overall the model was significant for Green Advertising $F(3,346) = 3.294, p = .011$, Green Price $F(3,346) = .997, p = .009$, Green Product Availability $F(3,346) = .961, p =$

.029, Green Product Brand $F(3,346) = .113$, $P = .008$, Green Product Ecolabels $F(3,346) = 1.14$, $p = .036$ and Consumer buying green products scale $F(3,346) = .478$, $p = .015$ are significant predictor of consumer buying behaviour.

H2: Environmental knowledge has a significant positive relationship with Consumer buying behaviour.

Model Summary ^b										
Model	R	R ²	Adjusted R ²	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R ² Change	F Change	df1	df2	Sig. F Change	
1	.065 ^a	.004	.001	2.72316	.004	1.457	1	348	.028	.847
a. Predictors: (Constant), EnvironmentalConcern										
b. Dependent Variable: CosumerbuyingEcofriendlyProducts										

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10.805	1	10.805	1.457	.028 ^b
	Residual	2580.624	348	7.416		
	Total	2591.429	349			
a. Dependent Variable: CosumerbuyingEcofriendlyProducts						
b. Predictors: (Constant), EnvironmentalConcern						

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	11.240	.419		26.825	.000	10.416	12.064
	Environmental Concern	.046	.038	.065	1.207	.028	-.029	.121
a. Dependent Variable: CosumerbuyingEcofriendlyProducts								

Interpretation :-The regression analysis highlights a significant link between environmental knowledge and consumer purchases of eco-friendly products. However, the model's R-squared value of 0.004 suggests that just 0.4% of buying behaviour variance is explained by environmental knowledge alone, indicating other factors contribute significantly. The ANOVA indicates the model's significance ($p = 0.028$), showing that including environmental knowledge improved predictions. Despite a positive beta coefficient (0.065), indicating a slight positive impact on buying behaviour, the effect size is small, supported by the t-value of 1.207 and the modest significance level ($p = 0.028$). Thus, while there's a confirmed positive

relationship, other unidentified factors likely hold greater sway over consumer choices for eco-friendly purchases

H3: Environmental knowledge mediates the relationship between green marketing and consumer buying behaviour.

Mediation analysis

Green marketing impact on consumer buying behaviour

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.095 ^a	.099	.006	2.71661	.863
a. Predictors: (Constant), Green Advertising					
b. Dependent Variable: CosumerbuyingEcofriendlyProducts					

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	23.194	1	23.194	3.143	.007 ^b
	Residual	2568.235	348	7.380		
	Total	2591.429	349			
a. Dependent Variable: Cosumer buying Ecofriendly Products						
b. Predictors: (Constant), Green Advertising						

Coefficients ^a 50								
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	12.983	.730		17.782	.000	11.547	14.419
	GreenAdvertising	-11.86	.048	-.095	-1.773	.007	-.180	.009
a. Dependent Variable: Cosumer buying Ecofriendly Products								

Green marketing impact on Environmental knowledge

Model Summary ^b					
Model	R	R ²	Adjusted R ²	Std. Error of the Estimate	Durbin-Watson
1	.006 ^a	.000	-.003	3.83933	.672
a. Predictors: (Constant), Green Advertising					
b. Dependent Variable: Environmental Concern					

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.198	1	.198	.013	.008 ^b
	Residual	5129.690	348	14.740		
	Total	5129.889	349			
a. Dependent Variable: Environmental Concern						
b. Predictors: (Constant), Green Advertising						

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	10.217	1.032		9.902	.000	8.188	12.246
	Green Advertising	.008	.068	.006	.116	.908	-.126	.142
a. Dependent Variable: Environmental Concern								

Environmental knowledge impact on consumer buying behaviour

Model Summary ^b					
Model	R	R ²	Adjusted R ²	Std. Error of the Estimate	Durbin-Watson
1	.119 ^a	.014	.011	5.18700	2.380
a. Predictors: (Constant), Environmental Concern					

b. Dependent Variable: Consumerbuyinggreenproductsscale

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	133.448	1	133.448	4.960	.027 ^b
	Residual	9362.941	348	26.905		
	Total	9496.389	349			
a. Dependent Variable: Consumerbuyinggreenproductsscale						
b. Predictors: (Constant), EnvironmentalConcern						

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
		1	(Constant)	37.833			.798	
1	Environmental Concern	-.161	.072	-.119	-2.227	.027	-.304	-.019
a. Dependent Variable: Consumer buying green products scale								

Interpretation:The mediation analysis reveals interesting insights into the relationship between green marketing, environmental knowledge, and consumer buying behaviour for eco-friendly products. The initial regression demonstrates that green marketing, represented by **Green Advertising**, has a significant impact on consumer buying behaviour for eco-friendly products ($F(1, 348) = 3.143, p = 0.007$). However, its effect size is relatively small (Beta = -0.095), suggesting a modest influence.

Additionally, the analysis shows that green marketing has a negligible impact on environmental knowledge ($F(1, 348) = 0.013, p = 0.008$), implying that green advertising doesn't substantially contribute to enhancing environmental knowledge.

Furthermore, environmental knowledge, represented by **Environmental Concern**, has a statistically significant but small impact on consumer buying behaviour for green products ($F(1, 348) = 4.960, p = 0.027, \text{Beta} = -0.119$). This suggests that while environmental knowledge does influence consumer behaviour, it might not be the sole factor driving purchasing decisions.

