

ATTITUDE OF CONSUMERS TOWARDS GREEN PRODUCT

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ABSTARCT

The current rapid growth of the economy, as well as global patterns in consumer demand and behavior, are the primary causes of environmental degradation. As the environment worsens, it has become a long-standing public issue in developed countries, whereas emerging countries are only now becoming conscious of the green movement. The rise in global environmental concerns has gotten a lot of attention in the last few decades. In recent years, the term "eco-friendly" has gained popularity. The public's attitude toward living a green lifestyle has altered. People are making concerted efforts to reduce their environmental footprint. Many businesses have begun to produce green products to meet the demands of environmentally conscious

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clients. These businesses are now looking for elements that influence environmentally conscious consumers' purchasing decisions so that they may develop effective marketing tactics to ensure green purchasing commitments. The results of this study are anticipated to help marketers better understand how factors like religion, collectivism, eco-literacy, and environmental concern influence customer attitudes toward green products.

KEYWORDS: Consumer behavior, Eco-friendly, Green marketing, Green products, Purchasing decision.

INTRODUCTION

The goal of this introduction is to give a quick overview of green marketing, as well as the circumstances that prompted us to investigate it and our study goals. While globalization continues apace around the world, it has also brought with it certain drawbacks. As a result of increased consumer spending around the world, rapid economic development has been recorded in recent decades. The environment suffers because of overconsumption and depletion of natural resources. The environment is at the forefront of these challenges, and it has negative influences on all living creatures. In recent years, the aforementioned environmental challenges have become more evident, and people have begun to address their negative implications. Consumers are more worried about the future of the globe; thus, they prefer ecologically friendly products. In recent years, green marketing and green goods have become increasingly popular. The word of the day is "green," and for today's manufacturers and marketers, "green marketing" and "green products" are the way of the future. Climate change and global warming have driven businesses to be resourceful in their use of natural resources and to produce environmental-friendly goods. In today's competitive business market, client satisfaction and the establishment of long-term lucrative customer connections are two of the most significant goals that businesses aim to achieve. Several corporations implemented green marketing tactics and leveraged environmental concerns as a competitive advantage because of escalating societal and political pressures. Businesses have begun to create marketing methods to appeal to a rising awareness of environmental friendliness in reaction to these consumer attitudes. As a consequence of these marketing strategies, known as green marketing, companies have implemented green policies in their pricing, promotion, product attributes, and distribution processes. The green consumer movement has a positive impact on not just everyday buying habits, but also product management decisions, government legislation, and green consumer boycotts of non-environmentally friendly items.

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Environmental marketing or ecological marketing are other terms for green marketing. According to the American Marketing Association, green marketing is the advertising of things that are perceived to be environmentally benign. As a result, green marketing comprises a wide range of activities, such as product modification, changes to the production process and packaging, as well as modifications in advertising or the elimination of any activity that has a negative impact on the environment. Green marketing has gained popularity because of environmental degradation and has become a global problem. In 1975, at an American Marketing Association (AMA) session on "ecological marketing," the term "green marketing" was coined, and it immediately acquired popularity in the literature. When academics, bureaucrats, and other participants debated the impact of marketing on the natural environment, the ecological marketing concept was stated as follows: Studies on the negative and positive impacts of marketing on environmental pollution, energy use, and other resource utilization. Green marketing research dates to the 1980s, when the concept of green marketing first became popular. At the time, most green marketing research was focused on the shift in consumer consumption of green products. Even if it isn't occurring quickly, this transition is taking place. Many studies have been conducted to measure customer interest in using and purchasing green products.

The American Marketing Association (AMA) defines green marketing in three ways:

- "The marketing of things that are perceived to be environmentally beneficial."
- "Product creation and marketing with the purpose of decreasing negative environmental consequences or increasing the quality of the environment."
- Finally, as "the organization's efforts to develop, package, market, and recover products in an ecologically sensitive or responsive manner."

The worldwide green movement is rapidly expanding. In this sense, consumers are taking responsibility and acting appropriately. Consumer awareness and desire continue to fuel market growth, especially as more environmentally friendly goods are introduced. Customers in India are significantly less aware of global warming issues than those in developed countries. The key to successful marketing has always been recognizing trends and positioning products, services, and brands in ways that promote client intentions. In India, green is gradually but steadily becoming the color of environmental consciousness. Consumer awareness of product origins is growing, as is consumer fear of a worldwide environmental catastrophe, providing marketers greater opportunities to convince shoppers. Companies have gradually included

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GPIs (Green Product Innovations) into their product development during the previous few decades. The consumer- packaged goods (CPG) or fast-moving consumer goods (FMCG) business should follow 12 trends, according to many press releases and research studies. Some are concerned with the environment, such as "redefining natural" or "sustainability," while others are concerned with following the regulations to establish whether a product is natural or not. These trends suggest that the FMCG business will continue to change and become more ecologically conscious. Products that are environmentally friendly are getting increasingly popular. Throughout this thesis, the phrases "eco-friendly" and "green" will be used to refer to environmental objects.

Lack of knowledge among customers about green products frequently causes a gap between their attitudes and behaviors about the environment and their actual purchasing behavior, which reduces the market share for green products (Ohtomo and Hirose, 2007). Consumer research acknowledges consumers' perceptions of green products, their price and quality (functional value), their desire to learn more (epistemic value), their concern for their image and the opinions of others (social value), the influence of promotional activities and subsidies (conditional value), and their desire to take a proactive role in protecting the environment (environmental value), all of which may have a significant impact and predict sustainable consumption behavior (Laroche et al., 2001, Sharma and Bagoria, 2012).

Additionally, a ton of research has been done in the past on green consumerism, particularly on the predictor variables like consumer demographic profiles, environmental attitudes, environmental threats, perceived consumer effectiveness, and perceived behavioral controls (Tan and Lau, 2010; Punitha and Azmawani Abd, 2011). (Tan, 2011; Tan and Lau, 2011; Tenget al., 2011). Studies examining the connections between customers' perceptions of green items and their desire to make green purchases are, however, still very few (Nik Abdul, 2009; Nik Abdulet al., 2009; Elham Rahbar and Nabsiah Abdul, 2011). The product dimensions that need to be considered while creating green products, however, are a subject of great confusion among businesses. The new study is essential in bridging the current gap in the body of knowledge regarding green consumerism. As a result, the primary goal of this study was to determine whether customers' perceptions of green businesses, eco-labels, ads, packaging, and product value affected their desire to make green purchases. The goal of this research is to describe the concept of green marketing, assess some of the research that has been done on it, and identify the relationship between different customer attitudes toward green products.

NEED FOR THE STUDY

With the potential to provide marketers a competitive edge, green marketing & products has grown to become one of their main areas of focus. It does, however, necessitate investment in terms of process improvement, technology development, and customer benefit communication, among other things. Due to new government restrictions and changes in global customer preferences, many Indian businesses are increasingly promoting themselves as environmentally friendly businesses. It is unclear whether Indian customers are aware of green products due to the paucity of studies on green marketing there. Concerns have also been raised about Indian customers' attitudes toward eco-friendly goods and the link between such attitudes and actions.

LITERATURE REVIEW

The literature review will emphasize and clarify green marketing in general, and certain key features will be highlighted in order to explain how they influence buyers' attitudes about buying environmentally friendly items. The goal of this study is to look at the link between gender and environmental and green product perceptions. In the last decade, environmental activism has grown in importance. Many firms have increasingly recognized their environmental responsibility. As a result, product and manufacturing processes are becoming cleaner, and more firms are deciding to "go green," realizing that they can reduce pollution while increasing profits. Green marketing offers a once-in-a-lifetime opportunity to innovate in environmentally friendly methods while still attaining commercial success. Because business activities have created and continue to cause various environmental problems, there is a growing recognition that business is essential in the transition to a more environmentally sustainable society. Green products are those that are designed or manufactured with the intention of lowering the environmental impact of its manufacture, distribution, or consumption (Tomasin et. al, 2013). As a result, consumer awareness of the importance of restoring ecological balance has increased, leading in increasing demand for environmentally friendly products in countries throughout the world. Marketing experts and practitioners alike are interested in the impact of marketing on developing and maintaining ecological sustainability. Green products have a lesser environmental impact overall. Green products should have certain characteristics, like being recyclable, simple to use, made of natural materials, biodegradable, energy efficient, and long-lasting (Mangun and Thurston, 2002; Bearse et. al 2009; Dangelico and Pontrandolfo, 2010; Massawe and Geiser, 2012).

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Green commodities are human consumables that have no negative impact on the environment or people's health. It is no longer inferior to other things while also satisfying a customer's special demand. Governments, social activists, and worldwide health organizations are pushing environmental research and promoting the usage of green products as green products become increasingly important today. As a result, people are becoming more informed and embracing green products. If we want to understand the importance of green products, we must be aware of present consumables and their effects on today's lives and environments. Resources become drained as the population develops; as resources become depleted, waste accumulates; as trash accumulates, pollution occurs. It has a lot of harmful effects, including pollution of the air, water, and land. It has an influence on human health in the form of cancer, skin illnesses, and other problems, therefore changing consumer attitudes and behaviors toward purchasing green products is vital for people's health and the environment.

Consumer opinions regarding environmentally friendly items were compared by (Savita and Kumar, 2010). Gender and home location made up the majority of the demographic factors examined. A questionnaire was used to gather the data, and it had 30 items on a 5-point Likert scale covering a variety of environmental product attributes. The two-way ANOVA test and the mean comparison were used. According to their findings, other than beneficial characteristics, there were no gender-related differences in people's opinions toward environmentally friendly items. Compared to their counterparts in rural areas, urban residents were more accepting of environmentally friendly items. Additionally, urban dwellers have developed positive views regarding the after-use attributes, packaging, and raw materials of environmentally friendly items.

Kawitkar (2013) continued with the goals of learning about customer views of eco-friendly products, identifying the most well-liked medium for eco-friendly product marketing, and examining the obstacles that prevent the free flow of eco-friendly items in the market. Consumers, merchants, shopkeepers, and distributors made up a sufficiently balanced sample for the purpose of gathering the core data using a structured questionnaire. Only the Amravati area was the focus of the investigation. The study's results encouraged those who believed that eco-friendly items were difficult to locate in stores and were not successfully advertised. Additionally, eco-friendly items did not appear to fulfil the esteem and ego demands of consumers. Family, kids, and housewives all have an effect on the decision to buy these things.

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Agyeman (2014) designed the study with three main goals in mind. First, it's important to look at the connections between the elements that influence customers' decision-making about green products. The second was to look at the variables that influence customers' decisions to purchase green products. Third, determine what price ranges customers are willing to spend for eco-friendly items. The overall sample size of 70 was chosen using a convenience sampling method and an exploratory study methodology. Pre-tested structured open-ended and closed-ended questionnaires were used to obtain primary data from the respondents. The associations between the variables were determined using regression and chi-square.

Saxena and Khandelwal (2008) have examined customer perceptions of green marketing. Researchers looked at customer preferences for non-green items vs green products, environmental knowledge, desire to purchase a green product, and corporate efforts to promote a green image in the marketplace. The study came to the conclusion that consumers had a favorable opinion of green marketing. Their degree of environmental awareness was strong, and it was anticipated that they would soon have a high level of willingness to pay for environmentally friendly items.

According to Tan Booi and Lau Teck¹ (2010), the primary reason for environmental deterioration is due to the economy's fast expansion and consumer spending habits. This essay compares views toward the environment and green products by gender. Seventy respondents' responses were gathered, and factor analysis, an independent t-test, and regression were used to examine the data. The findings showed that customer attitudes on the role of the government and their own personal environmental norms greatly influenced how they felt about green products.

According to Jacob and Jolly² (2012), consumers' attitudes on living a green lifestyle have changed as a result of individuals actively seeking to lessen their influence on the environment. The current study introduces the idea of "green marketing" and explores the numerous ways that the notion of "green marketing" is connected to various customer traits. The material is examined using a conceptual framework that is offered as the foundation.

To summarize, green products are ones that are less damaging to human health and have a lower environmental impact than their rivals. Growing public awareness of environmental

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degradation has prompted some firms to utilize green marketing or ecologically responsible practices. Some businesses engage in green marketing because they feel it will increase their profits. Because it provides a well-defined structure/model for investigating the influence of attitudes, personal and cultural characteristics, and volitional control on consumers' intentions to purchase green products, the theory of planned behavior serves as the theoretical framework for this study.

GREEN PRODUCT

The words "green" or "sustainable" are frequently used to describe goods, services, or practices that promote economic growth while protecting the environment for future generations. Green product is the one that is designed to minimize its environmental impacts during the whole life cycle and even after its no use. Typically, green products can be distinguished by their focus on two goals - minimizing waste and maximizing resource efficiency. They are produced utilizing non-toxic materials and eco-friendly processes that are certified by reputable agencies like Energy Star, Forest Stewardship Council, etc.

Characteristics of Green Products-

- Green products are grown in hygienic conditions and without the use of toxic chemicals.
- Green products can be reused, recycled, and is naturally biodegradable.
- It comes with eco-friendly packaging.
- Green products have low maintenance requirements.
- Green products have zero carbon and plastic footprints

GREEN MARKETING

In the late 1980s, the term "green marketing" was coined. Various researchers, including Stanton and Futrell (1987), Mintu and Lozanda (1993), and Polonsky (1993), have highlighted marketing practices that stimulate exchanges to fulfil consumer requirements and desires while minimizing the impact of these actions on the physical environment (1994) (cited in Ghosh, 2010, p.83). According to Chen and Chai, green marketing is defined as efforts made by firms concerned with environmental or green concerns in order to please customers and society by delivering ecologically sound goods or services. Green marketing, as used in this text, refers to

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a broad variety of marketing initiatives undertaken by firms to encourage the manufacture of items that have a positive environmental impact or, conversely, to minimize negative environmental impact. Green marketing has become a major component of marketing research because of greater media attention and pressure on firms to display eco-friendly behavior. The emergence of green marketing has been assisted by the adoption of product packaging and public display of these advancements throughout time.

The preservation of ecological balance is a significant problem facing business today. The level of environmental harm has already surpassed acceptable boundaries and is already frightening. Natural resources that cannot be replenished are being used up quickly. The amount of garbage being produced, including biodegradable contaminants, is dramatically rising. All these unfavorable events have compelled people to take environmental preservation more seriously. One such effort that is gaining popularity to safeguard the environment is green marketing. Many individuals mistakenly think that "green marketing" only relates to the promotion or advertising of goods that are environmentally beneficial. Green marketing is associated with several phrases, like recyclable, refillable, and ozone-friendly, but it is a much larger idea that may be used to describe services as well. Therefore, a wide variety of actions, including but not limited to product modification, modifications to the production process, packaging changes, etc., are included in green marketing. Consumer groups vary in their levels of environmental concern and, consequently, in their views toward green marketing.

Green marketing is the type of marketing that promotes products that are presumed to be eco-friendly. In other words, the marketing of the products impacts the environment in the least possible way in their whole life cycle from production to disposal.

The other names of green marketing are eco-friendly marketing and sustainable marketing. In the current world where people are becoming more aware of the environmental depletion and getting concerned about it that is when companies who deal in offering green products started using green marketing as a way to promote their product for the green generation who believes in going green and saving the environment. People who are concerned about the environment are the ones whom the companies target as potential customers of green products, and these are the ones who can be easily influenced by green marketing and that can lead to change their behavior and attitudes of purchasing and can switch to green products.

THEROTICAL FRAMEWORK

Theory of consumer behavior- Theory of consumer behavior Is one of the main frameworks to understand the purchasing decision made by the consumers as well as factors that motivate the consumers to make the purchase. There are three factors that motivate the consumers to make the purchasing decisions:

1. psychological factors
2. Personal characteristics
3. Social factors.

Psychological factors primarily include demand, motivation and cognitive factors.

Personal characteristics include attitude, lifestyle, belief, customs. Social factors include Family status, class, reference groups etc. since consumer purchasing intentions are a type of embodiment of consumer purchasing behavior, green purchasing intentions can be explained by consumer behavior theory. According to this theory, this study classifies the factors that influence consumers` green purchasing intentions into three categories: cognitive factors, consumer personal characteristics, and social factors.

Theory of planned behavior- Theory of planned behavior proposes an individual's decision to engage in a particular behavior. Intention is premised on capturing motivational factors that influence behavior. They show how hard people are trying and how much effort they intend to make to carry out their actions.

According to TBP. Intentions are determined by three variables:

1. Personal Attitude
2. Subjective norms
3. Perceived behavior control

Personal Attitude- Personal attitudes include all knowledge, attitudes, perceptions, positive and negative aspects discussed in the decision-making process.

Subjective norms- It discussed how people view or consider the attitude, belief, perception of each other regarding the subject. while making decision. Consumers are different in terms of beliefs, customs, perception, attitude.

Perceived Behavioral Control – This is about believing that people can control their behavior.

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This depends on the perception of internal factors such as abilities and determination, as well as external factors such as available resources and support. Theory argues that the perception of behavioral control has two effects. It affects the intent to act in a particular way. That more they feel they are in control of their actions, the stronger their intention to perform them.

Therefore, based on the theory of consumer behavior combined with the extension of the TPB model, this study proposes a theoretical framework that influences consumers' green purchasing intent.

The first category is cognitive factors including green perceptual value, green perceived/perceptual quality, green perceived behavior control and perceptual consumer effects, and environmental knowledge. The second category is individual consumer characteristics such as environmental awareness, green self-confidence, and attitude. The third category is social factors such as subjective norms and groupism.

Cognitive Factors- The TPB model provides a valuable framework for investigating consumers' green purchasing intent. The cognitive factors in this study are related to consumer perceptions of green products and can have a significant impact on green purchasing attitude and intent. Perceptual environmental value is a consumer's general understanding of what to give or receive to a product or service based on the consumer's environmental needs, sustainability expectations, and environmental needs. Refers to a good evaluation. Perceptual value describes the benefits and benefits consumers get from using a product, and how they perceive the time and money they spend on a product. Perceptual value plays an important role in determining consumer perceptions and attitudes towards purchasing decisions. Green's perceived risk of anticipating environmental impacts related to purchasing behavior. Due to the asymmetry of information, it is difficult for consumers to fully understand green products before making a decision. If consumers believe that they are at high risk of buying a green product, they may not buy that product. Therefore, the perceived risk of consumers to green products is negatively related to their attitudes and willingness to buy green products. Perceptual behavioral control, an important part of the TPB model, is the perception of the difficulty of performing a particular behavior. Consumers who feel they have more resources and opportunities when faced with external factors when making a purchase decision will perceive higher behavioral control. According to previous research, consumers tend to buy green products if they believe they can control these uncontrollable external factors.

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Perceived consumer effectiveness involves a person's that they themselves can contribute to solutions and reduce negative environmental impacts. Perceived consumer effectiveness has received great attention in understanding consumer behavior.

Individual Consumer characteristics- Environmental Awareness and concern is considered an important environmental factor for analyzing the personal characteristics of green marketing. Consumers who pay more attention to environmental issues tend to be more positive about eco-friendly products and maintain a healthy and eco-friendly lifestyle. Consumer awareness influences purchasing decisions, especially when it comes to eco-friendly products. Previous studies shown that there is a significant relationship between consumers awareness and purchasing intent. It directly impacts that purchasing behavior of the consumers. If consumers are concerned about depletion of the environment and they think green products are better for them as well as for environment then, they will easily follow green purchase behavior regardless of the cost of the products. Individual characteristics can easily influence the behavior of the consumers.

Social Factors- Consumer behavior and attitude towards green products are influenced by social factors in many ways such as social pressure from the other people and collective ideas. Mainly it impacts in two aspects subject norms and collectivism. Subjective norms are the societal pressures that people experience to perform or refrain from undertaking a specific action. Individuals are frequently influenced by those around them when making decisions. It depicts how people are impacted by society, or how reference groups view them when they engage in particular actions. According to earlier research, people follow subjective norms out of social pressure from their primary care giver or because they receive advice from care givers about what is acceptable or desirable behavior in society. People in groupism cultures are more interdependent and group-oriented, whereas those in individualist cultures tend to more independent and self-oriented. Collectivism places a strong emphasis on interdependence, collective harmony, family safety, group-oriented objectives, and cooperation. Individual interests are willingly sacrificed in favor of the groups, and those with strong groupism are eager to do the same. Numerous facets of social behavior have been demonstrated to be impacted by collectivism. Collectivists are more likely to buy environmentally friendly products when making purchases because they are more likely to be conscious of the effects their actions have on society. Given that the end result of environmental consumption is a major improvement in social welfare, collective beliefs about effectiveness can have a greater impact

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on green purchasing intent than self-efficacy.

OBJECTIVES OF THE STUDY:

1. To investigate the behavior of consumers towards green products.
2. To investigate what are the various parameters that are affecting consumers purchased decisions.
3. To know the impact of green products be in the eyes of consumers and reasons why consumers are not yet fully accepting the total consumption of only green products.
4. To evaluate whether there is any misconception regarding the benefits of green products among buyers.

HYPOTHESIS

H0: There is no significant relationship between attitude and purchase intent.

H1: There is a significant relationship between attitude and purchase intent.

RESEARCH METHODOLOGY

The present study utilizes the exploratory research methodology to explore the extent of the impact and establish a relationship between consumers' attitude towards green products. The target population used in this study are the consumer of three states- Rajasthan, Maharashtra, and Chhattisgarh. A pre-structured questionnaire was formed consisting of 10 questions related to attitude and purchase intent of consumers 5-point Likert scale 1 being strongly disagree, 2 being Mildly disagree, 3 being neutral, 4 being agree and 5 being strongly agree. Questionnaire consist 6 questions related to the attitude variables and 4 questions related to purchase intent.

Questions related to attitude were-

1. non-green product affect the environment.
2. Green products are good competitors to non-green products.
3. Green products will be important in future.
4. Price of the green products affects the purchasing of customer.
5. Would you recommend green products to others?
6. If a non-green product serves you better than green products, would you buy it?

Questions related to purchase intent-

1. Are you interested in buying green products?
2. would you purchase the green products if your favorite celebrity endorsed it?
3. Are you willing to pay extra price for green products?
4. Easy availability of green products in the market would change the preference of the customers?

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SAMPLING METHOD:

Convenient sampling method was adopted for this study to select the total sample size of 70 respondents consisting of 32 males and 38 females. Primary data was collected from the respondents with the help of a pre-tested structured closed-ended questionnaire using 5-point Likert scale from 1-5, strongly agree to strongly disagree.

ANALYSIS:

Percentage distribution of male and female were 45.71 and 54.28 respectively. From given below the questions related to the study, consumer`s attitude toward green product was analyzed with the help of multiple regression tool.

Table 1. Relationship Between Attitude of Consumers with Purchase Intent

SUMMARY								
OUTPUT								
Regression Statistics								
Multiple R	0.2509							
	54296							
R Square	0.0629							
	78059							
Adjusted R Square	- 0.0102							
	26781							
StandardError	1.2631							
	92914							
Observations	70							
ANOVA								
	df	SS	MS	F	Significance F			

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Regression	5	6.8637 08694	1.3727 41739	0.8602 99117	0.5127 20809			
Residual	64	102.12 20056	1.5956 56337					
Total	69	108.98 57143						

Table 2- Relationship between attitude of consumer and their purchase intent

	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95.0%	Upper 95.0%
Intercept	5.1183 50509	1.2924 83777	3.9600 88782	0.0001 90822	2.5363 17339	7.7003 83679	2.5363 17339	7.7003 83679
3. Non-green products affect the environment.	- 0.1607 44102	0.1769 54758	- 0.9083 90958	0.3670 79725	- 0.5142 51868	0.1927 63665	- 0.5142 51868	0.1927 63665
5. Green products will be important infuture.	0.1046 57502	0.3536 38923	0.2959 44522	0.7682 30594	- 0.6018 17461	0.8111 32465	- 0.6018 17461	0.8111 32465
6. Would you recommend green productsto others?	- 0.0323 83925	0.2574 53429	- 0.1257 85567	0.9002 95977	- 0.5467 06274	0.4819 38423	- 0.5467 06274	0.4819 38423
8. Green product are good competitors to non-green products.	- 0.0884 20815	0.1780 78897	- 0.4965 26068	0.6212 24485	- 0.4441 74309	0.2673 3268	- 0.4441 74309	0.2673 3268

The above table is showing the output in regression tool was applied for the analysis of consumer attitude and purchase intent towards green products. Where attitude is independent variable denoted by 'X' and purchase intent is dependent variable denoted as 'Y'. Regression coefficient denoted as Multiple R whose values is 0.2509 or 25.09 % means there is no strong

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relationship between two variables. The coefficient of determination R Square whose values is 0.0629 or 6.29% indicating that 6.29% of variables fall on the regression line. The p-value of “non-green products affect the environment” is 0.367 which is more than 0.05 which states no significant relationship between both the variables. The p-value of question related to purchase intent “Are you interested in buying green products” is 0.286 which states no significance relationship between the attitude variable and purchase variable. The p-value of question “Green product will be important in future” is 0.76 which is more than 0.05 which states no relationship between the variables. The question “would you recommended the green products” has a p-value of 0.90 which states no relationship between the variables. The question “Green products are good competitors to non-green products.” Has a p-value of 0.62 which states that there is no significant relationship between the variable.

CONCLUSION

The present study focused on green products as well as their purchase intent. Based on past literature, it was observed that attitude does have a positive relationship with purchase intent. As well as in our general understanding, accept the same. To test this relation of attitude and purchase intent with regard to green product, this research has been conducted, however, the result of this study is not in line with the past review of literature. The correlation and regression analysis shows negative relationship between attitude and purchase intent. It means that consumers are not having positive attitude as well as negative purchase intent towards green products. This may be due to the sample size selected by the researchers that shows most of the respondents are coming from the age group of 18-28, and are students. That’s why their attitude towards green products and purchase intent are not correlated. Another reason which may be considered with the analysis of the present research is the sample size was also small. Furthermore, academicians, researchers, industrialists, marketers, can use this study and can enlarge the sample size as well as different consumer segments to know the appropriate understanding of consumer behavior.

IMPLICATIONS & LIMITATIONS

This study has consequences for management as well as theory. Theoretically speaking, this study supports earlier studies that indicated that although customers care about the environment, they may not always be willing to look for or purchase green items (Foster, 1989; Wasik, 1992). This study also provides a theoretical framework for comprehending how

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product qualities affect customers' decisions to buy environmentally friendly products as well as the key drivers of green product adoption as well as potential roadblocks. This research contributed to filling the knowledge gap about how to understand customers' green purchasing behavior, while other studies had mostly concentrated on evaluating consumers' broad environmental activities. Additionally, the findings of this study in conjunction with the consumer profiles provide us a deeper knowledge of customers who buy green products.

In terms of management implications, the profile of consumers of green products gives green marketers a hint about who their target customers are. According to the research, customers still prioritize conventional product criteria like price, quality, and brand when making decisions about which products to buy. Marketers must make sure that their items are of excellent quality and affordably priced in order to satisfy customers' demands and wants as well as guaranteed customer pleasure. To alter customers' unfavorable opinions about green products, marketers must also improve the marketing mix for their products. Successful green marketing involves much more than just giving a product an environmental feature. It's critical that marketers carefully include green marketing techniques into the business strategy plan.

While there are some significant contributions made by this study to the field of green marketing theory and to green marketers, there are also some drawbacks and directions for further research. First of all, the research's sample was not evenly distributed, and the conclusions may not apply to the full population. In order to derive findings that are more informative, future research should employ samples that are evenly distributed. Cross-cultural research might be fascinating as well. To increase each construct's dependability, future research should include additional items.

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