"A SURVEY ON CONSUMER PERSPECTIVE TOWARDS ENVIRONMENTAL FRIENDLY PRODUCTS"

A project submitted to St. Francis College for Women as part of the curriculum for the

Bachelor of Science

By

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CERTIFICATE

This is to certify that:

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Have completed the project titled **"A SURVEY ON CONSUMER PERSPECTIVE TOWARDS ENVIRONMENTAL FRIENDLY PRODUCTS"** as a part of their curriculum for the award of graduation B.Sc, Statistics at St. Francis College for Women, Hyderabad.

Project Guide   Examiner

Head of the Department

<u>DECLARATION</u>

The current study is **"A SURVEY ON CONSUMER PERSPECTIVE TOWARDS ENVIRONMENTAL FRIENDLY PRODUCTS"** has been carries out under supervision of, **Dr.Ch. Yugandhar,** Head of The Department, Department of statistics, Dt. Francis College for Women. I hereby declare that the present study that has been carried out by ,

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During November-February, 2019-2020 is original and no part of it has been carried out prior to this date.

Date:

Signature of Candidate:

ACKNOWLEDGEMENT

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ABSTRACT

Environmental degradation is one of the major concerns today. There have been various news articles and documentaries around the topics regarding declining quality in products used by consumers. The present project focuses on the perceptions of customers on using environmental friendly products. The sample size for the study is 150, with customers aged between 18 and above. The study was conducted on everyday products used by customers. It was observed from the collected data that customers aged 18 - 35 opted for environmental friendly or sustainable products than other age groups and would not mind spending extra amount on these products. Most of the digital consumers agree that environmental concerns impact their purchasing decisions. Almost half of environment conscious consumers research about the products they buy; for example clothes, shoes and bags before buying them. They also emphasize that these products are better for their health. The study concludes that consumers are willing to join hands in their ambition to "GO GREEN".

INTRODUCTION

The term "Environmental friendly" has been derived from the word "ecology" and refers to a friendly relationship between human beings and their habitat. An environmental friendly product keeps both environment and human safety in mind. In other words, these products help preserve the environment b/y significantly reducing the pollution they could produce". The products can be made from scratch, or from recycled materials. At minimum, the product is non-toxic. Other attributes which can make a product environment friendly include:

- Organically raised ingredients / products.
- Environmentally sustainable production processes.
- Use of recycled materials and non-toxic chemicals.
- Being non-polluting / environmentally harmless.
- Recyclability, reusability and biodegradability.
- Not being harmful to animals or tested on animals.
- Having environment friendly packaging such as refillable containers.

Environment Friendly Products:

Cloth / Cotton Shopping Bags:

When it comes to shopping bags, we only have to stop using plastic bags. Carry a cloth or cotton mesh bag to avoid any trouble. Some supermarkets and shops have already made a move towards stopping to give plastic bags away, or are charging them to deter people from using many of them.

Solar Phone Chargers:

With solar phone charger, we will be done with those desperate runs for a plug with electricity, while saving energy. Just put the charger in the sun, and it will be set. And it is simple and affordable way to go green with solar energy, and is especially helpful while travelling a lot.

Biodegradable Pots:

These containers are great for small fruit, bareroot roses, perennials, field-dug plants and broadleaf evergreens. Containers are fibre moulded, meaning they are made of recycled material, biodegradable and usually decompose in about a year's time. They are air-pruned, which promotes even root distribution and plants don't become pot-bound.

Various programs have been established to help consumers identify green products. In India, "Ecomark" is the ecolabel issued by the Bureau of Indian Standards to products conforming to a set of standards aimed at the least in impact on the eco-system. The marketing scheme was started in 1991. One of the purposes of the mark is increasing awareness among the consumers towards reducing environment impact. The mark is issued to various products categories and the development of standards for more products in progress. An organisation can apply for this certificate on a voluntary basis and is usually for promotional reasons. Apart from Ecomark, there are also other certifications which identify environmental friendly products. For example, the Energy Star label helps in identifying electronic appliances that save energy.

Confederation of Indian Industry (CII) launched the "Green Pro" Green Product Certification in 2015 by signing a Memorandum of Understanding (MoU) with Underwrite Laboratories, an independent safety science company, dedicated to promoting safe living and working environments. GreenPro encourages the product manufacturers to implement green measures in areas including project design, raw materials, manufacturing process, product performance during use, recycling/disposal, etc. Focus areas of GreenPro include green building products industrial products, technologies, consumer products and services. It is a mark of guarantee that the product which bears the GreenPro label is environment friendly throughout its life cycle.

The motivation for purchasing environmental friendly products can be varied among different kinds of people. One form of consumer behaviour can be LOHAS (Lifestyles of Health and Sustainability). It reflects an integrated, rapidly growing market for goods and services that appeal to consumers whose sense of environmental and social responsibility influences their purchase decisions. Five segments defined by NMI (Natural Marketing Institute) based on consumer behaviour include:

- **LOHAS:** These are active environmental stewards dedicated to personal and planetary health. These are the heaviest purchases of green and socially responsible products and the early adopters who influence others heavily.

- **Naturalities:** These people are motivated primarily by personal health considerations.

- **Drifters:** While their intentions may be good, drifters follow trends when it is easy and affordable.

- **Conventional:** These are pragmatists who embrace green behaviour when they believe they can make a difference, but are primarily focused on being very careful with their resources and doing the right thing because it will save them money.

- **Unconcerned:** The people in this category are either unaware or unconcerned about the environment and societal issues mainly because they do not have the time or the means to pursue Environmental friendly products.

Environmental Friendly Products help the Planet :

Overall, these products are cutting edge, modern, and will often save us money and allow us to avoid wastefulness, but they are more than just good for us. In today's world, the planet needs our help. Our abuse and misuse of resources has put the planet in a difficult predicament, and we are the only ones that can stop the detriment. While it can be difficult to make a huge difference as one person, conserving resources and using eco-friendly products is a great way for each person to participate in the preservation of our planet and ecosystem.

In order to conserve the beauty, resources, and inhabitability of the planet, it is important that our everyday decisions positively affect the planet. That is where environmental friendly products come in. They are both good for families and for the planet, and environmental friendly products provide consumers with the option to choose responsibility over frivolity. Environmental friendly products are both good for the environment and safer for consumers. They are the smart choice for families everywhere.

OBJECTIVES

➢ To study the awareness of consumers towards environmental friendly products.

➢ To insight the demographic profile of consumer perspective towards environmental friendly products.

➢ To identity the selection criteria for environmental friendly products according to responsible customers.

➢ To analyse the factors effecting the purchase of environmental friendly products.

➢ To analyse the effectiveness of environmental friendly products.

LITERATURE REVIEW

The word "environmental friendly" has become a buzzword of marketing practices of different companies throughout the world. Increase in pollution, global warming and climate change has led to rise in public concern for environmental issues. There is growing interest among the consumers all over the world regarding protection of environment. As a result of this, green marketing has emerged, which speaks for growing market for sustainable and socially responsible products and services.

Green marketing refers to the process of selling products and/or services based on their environmental benefits. It incorporates a broad range of activities, including product modification, changes to the production process, packaging changes, as well as modifying advertising.

As resources are limited and human wants are unlimited, it is important for the marketers to utilize resources efficiently to achieve the organization's objective. The growing social and regulatory concerns for the environment make green marketing inevitable. Green marketing has evolved over a period of time. The evolution of green marketing has three phases. First phase was termed as "Ecological" green marketing, and during this period all marketing activities were concerned to help environment problems and provide remedies for environmental problems. Second phase was "Environmental" green marketing and the focus shifted on clean technology that involved designing of innovative new products, which take care of pollution and waste issues. Third phase was "Sustainable" green marketing. It came into prominence in the late 1990s and early 2000 and dealt with meeting the needs of the present without compromising the ability of future generations to meet their own.

The "Green Movement" has entered the mainstream status in many developed countries, where environment friendliness is becoming a major consumer preference.

Environmental Friendly Products in India :

Though in India, the green movement was started in the late 1990s and 2000s, it is still in the infancy stage. Awareness and understanding of sustainable consumption among consumers is low.

According to a Global Online Environment and Sustainability Survey by the Nielsen Company, a majority of Indians would prefer to make decisions based on the impact of their purchases on environment and sustainability. 86% of the Indian consumers surveyed placed faith in energy efficient products and appliances followed by 79% in recyclable packaging.

Many Indian consumers still buy goods from low cost, family run shops. Even to wealthier Indian consumers, sustainable consumption is felt to imply only consuming less. Availability, affordability, convenience, product performance, conflicting priorities, scepticism and force of habit are some of the factors which may prevent people from buying environmental friendly products. There is a need to create awareness and shift consumer behaviour and attitude towards green products.

Environmental Friendly Products and their Retailers :

Environmental friendly product categories and two major retailers for each category are discussed.

Electronic Appliances :

Environmental friendly electronic appliances are progressively designed to minimize energy use and have less of an impact on the environment. Truly green electronics use manufacturing processes that are less energy – intensive than traditional methods and even use renewable and natural materials when possible.

LG : LG has been a pioneer in making electronic gadgets that are environmental friendly. Its LED monitors consume 40% less energy than conventional LED monitors. Also, they hardly used halogen or mercury, trying to keep down the use of hazardous materials in their products. The LG OLED (Organic light Emitting Diodes) TV, encompasses 33 million self-illuminating pixels. The pixels which are not in use can be turned off and remain completely black. Not only does this allow to keep parts of the screen perfectly black and enhance contrast, but it also reduces power consumption. The LG Invertor V AC ensures 1.7 times faster cooling till the desired temperature is reached and reduces the tonnage while effectively saving energy. The advanced modes encompassed in the AC enable it to save up to 36.4% energy. LG refrigerators have an inbuilt Inverter Linear Compressor which increases energy efficiency and allows the refrigerators to operate more quietly.

Samsung : Samsung has also come up with Environment friendly TV screens LED backlight that use 40% less electricity and have no harmful chemicals like mercury and lead. In 2004, Samsung developed and set up an Eco-Design Assessment System which manages product's compliance with environmental criteria developed based on resource efficiency, energy efficiency and environmental friendly materials. In 2009, this system was upgraded to introduce eco-rating system for all developed products which assigns each newly developed product an eco-rating (Eco-Product, Good Eco-Product, or Premium Eco-Product) based on strict evaluation criteria.

Vehicles :

A green vehicle is a road motor vehicle that produces less harmful impact to the environment than conventional internal combustion engine vehicles running on gasoline or diesel. Green vehicles are powered by alternate energy sources such as electric motors, solar power, etc or use alternative fuels such as biodiesel, non-fossil natural gas, propane etc..

Toyota : Toyota Prius is one of the most successful gas-electric hybrid automobiles and also one of the first green cars around the world. An intelligent hybrid system and an electric motor gives both better mileage and decreases production of harmful gasses in the environment. Toyota is also selling the Toyota Camry hybrid car which has a nickel metal hybrid battery as part of its green product offerings.

Mahindra : Mahindra e20 was launched in 2013 as the first all-electric car in India. Though a full charge takes 5 hours, Mahindra e20 also has Quick Charge that helps charge the car in just about an hour. Mahindra e-Verito uses a lithium-ion battery that takes 1 hour and 45 minutes to be fully charged technology and will take over 8 hours on regular mode.

Clothing & Accessories :

Sustainable Fashion or eco fashion aims to reduce carbon footprint with locally sourced materials, reduced wastage, and also reduced use of water and chemicals in the production process.

Levi's : Levi's is known for its environment friendly measures and different initiatives and efforts. The company earlier came up with an entire sustainable garment line titled Levi's Eco in the US, which is widely popular and is currently in use in India. The denims under this label are manufactured using 100 percent cotton, coconut shell buttons, and sport an indigo finish produced using the mimosa flower, potato starch as well as Marseille soap. The brand has also introduced Levi's Waterless, a line of clothing that promotes water conservation. The jeans manufactured under the Waterless collection need 96% less water as compared to the manufacturing of regular jeans.

H&M : Thanks to its commitment to sustainability, H&M is one of the few fashion brands that's making an effort to be competitive in the environmental friendly fashion realm. The first H&M Conscious Denim collection was launched in 2014. Conscious denim on average using 56% less water and 58% less energy than comparable denim. These products are made with 20% recycled cotton generated from consumer waste. Recycled cotton saves raw materials, stops old clothes rom going to waste and uses less resources like chemicals, water and land.

Organic Food :

Organic food refers to food which has been grown, farmed or produced without the use of artificial chemicals, additives, hormones, antibiotics or genetically modified organisms. Natural fertilizers like manure used to grow organic crops and animals are not given hormones or antibiotics.

24 Mantra : 24 Mantra produces pure organic food. Its product offerings include organically produce cereals, dals, flours, millets, spices, spice powder, culinary pastes, masala mixes, oils, teas, sugar, jaggery, jams and spreads, honey, breakfast cereals, cookies, juices, sparkling fruit drinks, nuts, dry fruits, papad, health foods, ready to cook foods and snacks.

Paper Boat : Paper Boat is a brand of non-carbonated beverages and energy drinks produced and marketed by Hector Beverages. The products consist of traditional, authentic indigenous Indian drinks that are produced using local spices, fruit, flowers and pulses, and some of the fruits that grow in the wild, such as jamun and kokum. Hector Beverages has contracted with fruit processors and has encouraged some farmers to cultivate the fruits to ensure a stable supply. The company has stated that it does not use artificial colouring or preservatives in its products.

FMCG Products :

The growing social and regulatory concerns for the environment lead an increasing number of companies to consider green issues as a major source of strategic change. Fast Moving Consumer Goods can be environmental friendly if they are made with natural or recycled ingredients, are not tested on animals, do not harm or pollute the environment and are recyclable, reusable or biodegradable.
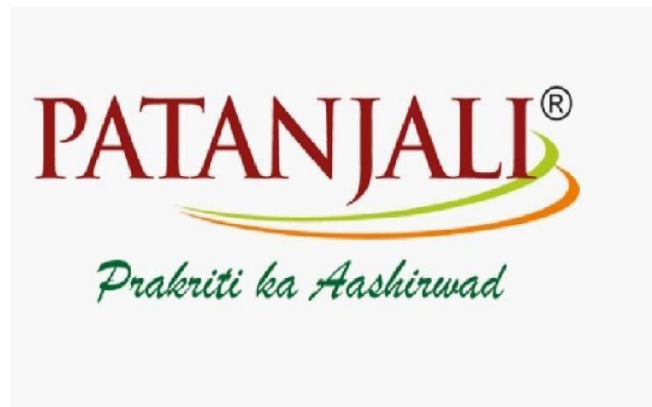
Dabur : Dabur is India's largest ayurvedic medicine and related products manufacturer. It is committed in offering its customers products that are herbal and of excellent quality. Dabur's mission is to provide goods that prove healthy. It deals in many categories of merchandises like oral care, hair care, skin care, food products and health care and home care products.

Patanjali : Patanjali Ayurvedic manufactures mineral and herbal products in the categories of personal care and food. Patanjali ayurvedic manufacturing division has over 300 medicines for treating a range of ailments and body conditions, from common cold to chronic paralysis. All products manufactured by Patanjali are made from ayurvedic and natural components.

CITING OF PAST WORKS

Review 1:

Jain and Kaur (2006) conducted an exploratory study in India to explore the usefulness of the socio-demographical variables in segmenting green consumers. The study found the significant relationships between socio-demographical variables and environmental consciousness of consumers. Hence, the study advocated the potential usefulness of socio-demographical variables in differentiating the segments of green consumers, and in developing marketing strategies to reach those segments.

Review 2:

Chitra (2007) studied consumers' perception towards environmental friendly products. On the basis of consumers' level of eco-friendliness and perception towards eco-friendly aspects, respondents were categorized in the four categories viz. 'aspirants' (58.3%), 'addicts' (20%), 'adjusters' (15.7%) and 'avoiders' (6.7%). Author also studied consumers' extent of awareness regarding green products, sources of awareness, preference for green products and level of satisfaction for green products. A sample of 60 respondents was drawn from Coimbatore and four product categories viz. food products, cosmetics, medicines and furniture were selected for the study. Findings of the study reported that majority of the respondents were fully aware of environmental friendly food and furniture products, whereas they were partially aware in case of cosmetics and medicines. Television was found to be the major source of information for environmental friendly food products and cosmetics; existing users were the major source of information for medicines, whereas friends/relatives/neighbours were found to be the major source of information for furniture products. But in case of medicines and furniture, respondents reported that they would rarely buy environmental friendly products. As far as the satisfaction level was concerned, majority of the consumers were found to be satisfied with all categories of products and were also willing to recommend green products to others. Results of ANOVA confirmed that aspirants, addicts, adjusters and avoiders were different from each other in terms of their perceptions towards environmental friendly products.

Review 3:

Goswami (2008) investigated whether the Indian consumers were interested in clothing with eco-labels. A sample of 400 consumers was taken from the two metro cities viz. Kolkata and Mumbai and two non-metro cities viz. Guwahati and Bhubaneshwar. Cluster analysis was applied on the data to identify various segments of the consumers on the basis of their environmental consciousness, involvement in the environmental certification and perception about the importance of the eco-label. Results of the analysis reported three segments of the consumers viz. 'Light Green segment' (64.2%), 'Dark Green segment' (19.8%) and 'Non Green Apparel consumers' (16%). The study also highlighted that segment of consumers which was motivated for eco-labelled clothes included both males and females, post graduate and self-employed professionals.

Review 4:

Kaman (2009) in a study conducted in Hong Kong attempted to examine the gender differences in adolescent consumers' green behaviour viz. environmental attitude, environmental concern, perceived seriousness of environmental problems, perceived environmental responsibility, peer influence, self-identity in environmental protection and green purchasing behaviour. Results of the study revealed that female respondents as compared to male respondents displayed significantly higher involvement in all green behaviour variables except self-identity in environmental protection.

Review 5:

Joshi and Mishra (2011) conducted a study in India (Maharashtra) to study consumers' level of awareness about environment friendly car (EFC). With the sample of 500 consumers, the study tested the effect of age and geographical region on the awareness level. Results of the study showed that age was insignificant, whereas geographical area was significant in determining the differences in awareness level of consumers regarding EFC. It was also concluded that awareness level of consumers was very generic and therefore, the government and the marketers should put in more efforts to increase the level of awareness. Moreover, effective use of media should be made to publicize the benefits of EFC.

Review 6:

Gupta and Ogden (2009) attempted to explain the role of reference groups in purchasing green products using social dilemma theory and reference group theory. Study also made an effort to discriminate between green and non-green buyers using discriminant analysis. It was revealed that several characteristics of individual viz. trust, in group identity, expectation of others' cooperation and perceived efficacy were significant in differentiating between green and non-green buyers. Considering the importance of green buyers' characteristics, the study suggested that in order to address the strong influence of 30 reference groups, marketers should use the related spokesperson in the marketing communication and also the marketing communication should focus on relative importance of individual actions.

METHODOLOGY

Both primary and secondary research has been carried out for this project.

- ➢ **Sample design:** Random samples of 150 respondents were chosen for the research through the questionnaires developed to find out the activities in which present day children are more interested and are involved.
- ➢ **Tools and Technique of Analysis:** The analysis done for the data obtained by the technique of random sampling is primarily descriptive in nature.
- ➢ **Source of data:**
    1. **Primary Data:** The data, which has been collected for the first time and is original, is primary data. In this project the primary data is in the form of structured questionnaire.
    2. **Secondary Data:** The secondary information is mostly taken from websites, books, journals, and magazines.

DIAGRAMATIC REPRESENTATAION:

Bar Diagram: A bar graph is a chart that uses bars to show comparisons between categories of data. The bars can be either horizontal or vertical. Bar graphs with vertical bars are sometimes called vertical bar graphs.
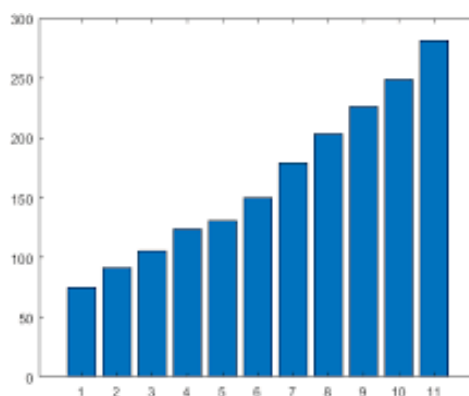
Pie chart: A pie chart is a circular chart divided into sectors; each sector shows the relative size of each value.
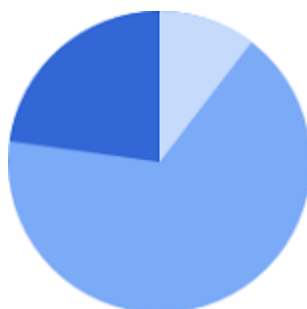
DATA TYPE

Data:

The data used in the study is primary data. The primary data for the research project was acquired by questionnaires and the secondary source of information was through magazines, publications and internet. The primary data was further studied using chi-square test of independence between the attributes in the questionnaires.

Mode of data collection:

Data is collected through the questionnaire method.

Questionnaire:

The questionnaire was formed with care ensuring that it is clear, brief and with non-ambiguous and with non-offending statements.

Population:

Population considered for study is the population using the products of all categories (both online and offline).

Sample:

Sample of 150 people was taken from various MNC'S, service sectors, students in Hyderabad.

Data tabulation:

The questionnaire was serially numbered, and data was coded and tabulated using SPSS Statistics 17th version.

Statistical analysis:

Analysis was done using the SPSS Statistics 17th version.

STATISTICAL TECHNIQUES USED FOR DATA ANALYSIS

Frequency distribution:

The most important part of organizing and summarizing statistical data is by constructing a frequency distribution table. In this method, classification is done according to quantitative magnitude.

Chi-square test for independence of attributes:

The chi-square test is used to test the independence of attributes. With the help of this test it is possible to assess the significance of difference between the observed and expected frequencies.

Test statistic:

$$X^2 = \sum \sum \frac{(O-E)^2}{E}$$

P-level:

The p-level represents the probability of error that is involved in accepting our observed result as valid, that is as representative of the population. The p-level of 0.05 is customarily treated as border line accepted at a level.

Decision rule:

If $p<0.05$, then p is significant, and we reject H_0 i.e., the attributes are independent at 5% level of significance.

Coefficient of contingency:

When H_0 is rejected the amount of association between two attributes is given by Coefficient of contingency.

$$C = \sqrt{\frac{X^2}{X^2 + N}}$$

Where N=total frequency, x^2=calculated.

FREQUENCY TABLES, PIE CHARTS & BAR DIAGRAMS

1. Age

      1. 15-25   **2. 26-35**   **3. 36 and above**

Frequency Table :

	FREQUENCY	PERCENT
15-25	64	42.7
26-35	51	34.0
36AND ABOVE	35	23.3
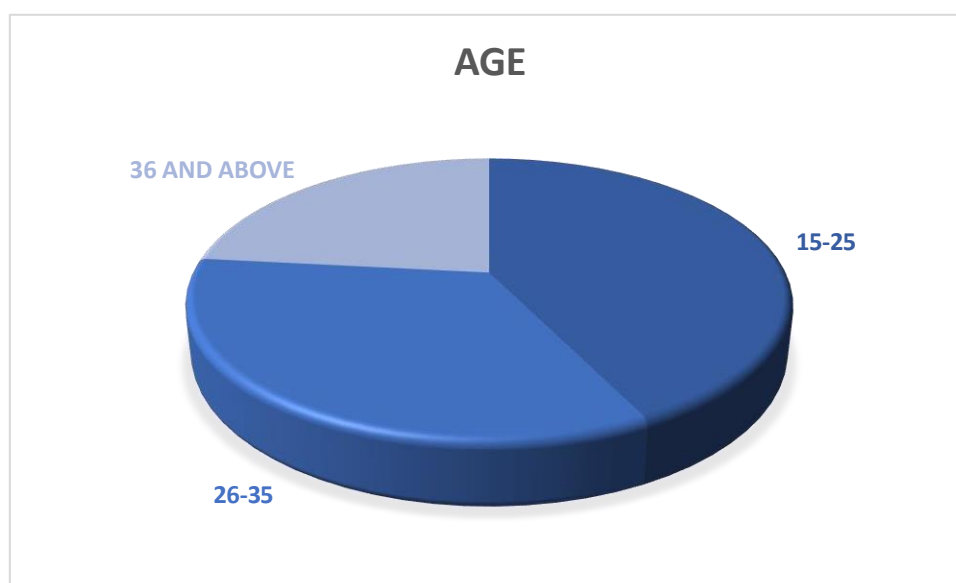
Conclusion:

Among 150 people surveyed,

➢ 42.7% of them were in the age group 15-25
➢ 34.0% of them were in the age group 26-35.
➢ 23.3% of them were in the age group 36 and above.

2. Gender

    1. Male   **2. Female**   **3. Others**

Frequency Table :

	FREQUENCY	PERCENT
MALE	69	46.0
FEMALE	81	54.0
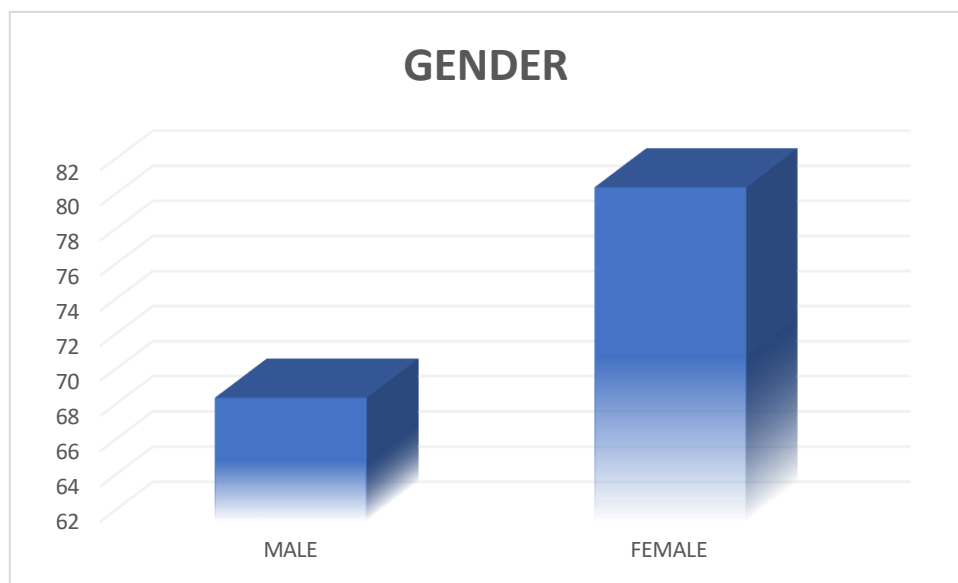
Conclusion:

Among 150 people surveyed,

- ➢ 46.0% of them were men.
- ➢ 54.0% of them were women.

3. Occupation

    1.   Student   2. Employee   3. Unemployed

Frequency Table :

	FREQUENCY	PERCENT
STUDENT	61	40.7
EMPLOYEE	76	50.7
UNEMPLOYED	13	8.7

Conclusion:

Among 150 people surveyed,

- ➢ 40.7% of them are students.
- ➢ 50.7% of them are employed.
- ➢ 8.7% of them are unemployed.

4. Monthly Income

    1. Not Applicable   2. Below 20000   3. 20001 – 40000   3. 40001 – 60000

    4. Above 60000

Frequency Table :

	FREQUENCY	PERCENT
NOT APPLICABLE	66	44.0
BELOW 20000	22	14.7
20001-40000	24	16.0
40001-60000	10	6.7
ABOVE 60000	28	18.7
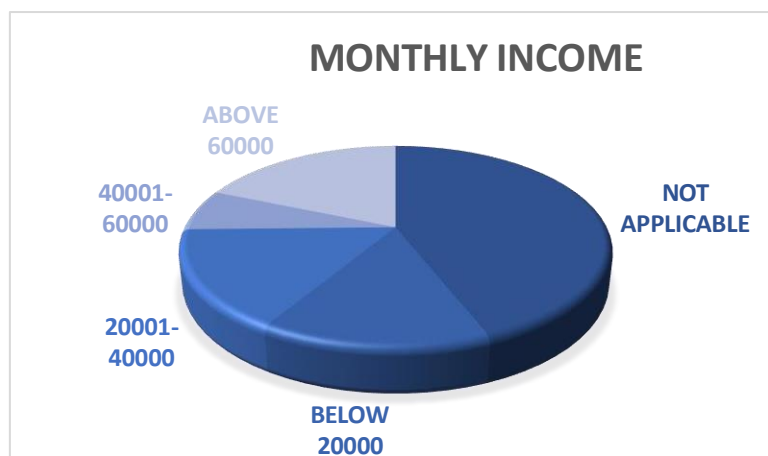
Conclusion:

Among 150 people surveyed,

- ➢ 44% of them are not applicable.
- ➢ 14.7% of them earn below 20000.
- ➢ 16% of them earn 20001-40000.
- ➢ 6.7% of them earn 40001-60000.
- ➢ 18.7% of them earn above 60000.

5. Marital Status

       1.   Married   2. Unmarried

Frequency Table :

	FREQUENCY	PERCENT
MARRIED	62	41.3
UNMARRIED	88	58.7
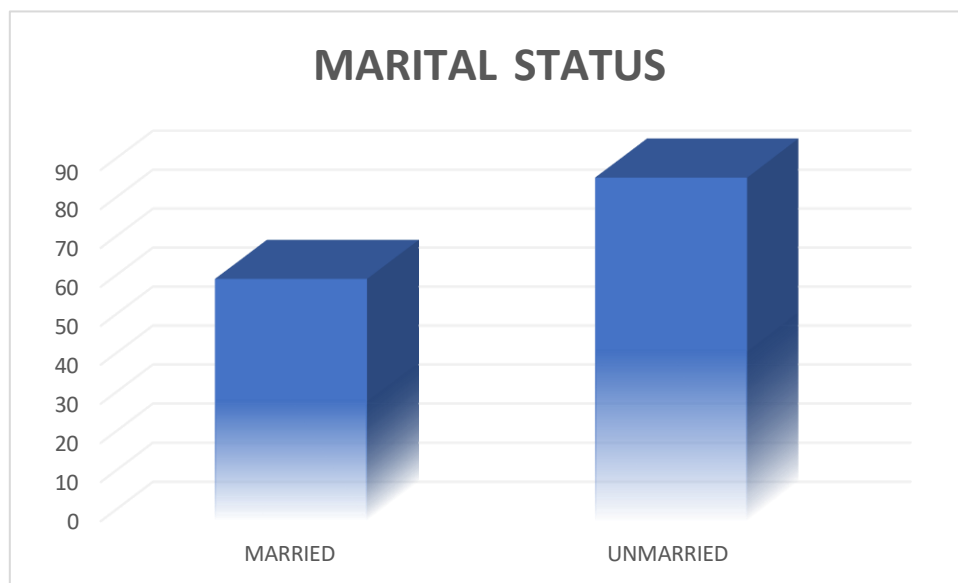
Conclusion:

Among 150 people surveyed,

- ➢ 41.3% of them are married.
- ➢ 58.7% of them are unmarried.

6. How many times have you bought eco-friendly products?

    1. Once a week or more often   **2. At least once a month**   **3. less than once a month**

Frequency Table :

	FREQUENCY	PERCENT
ONCE A WEEK OR MORE OFTEN	35	23.3
ATLEAST ONCE A MONTH	77	51.3
LESS THAN ONCE A MONTH	38	25.3

HOW MANY TIMES HAVE YOU BOUGHT ECO FRIENDLY PRODUCTS
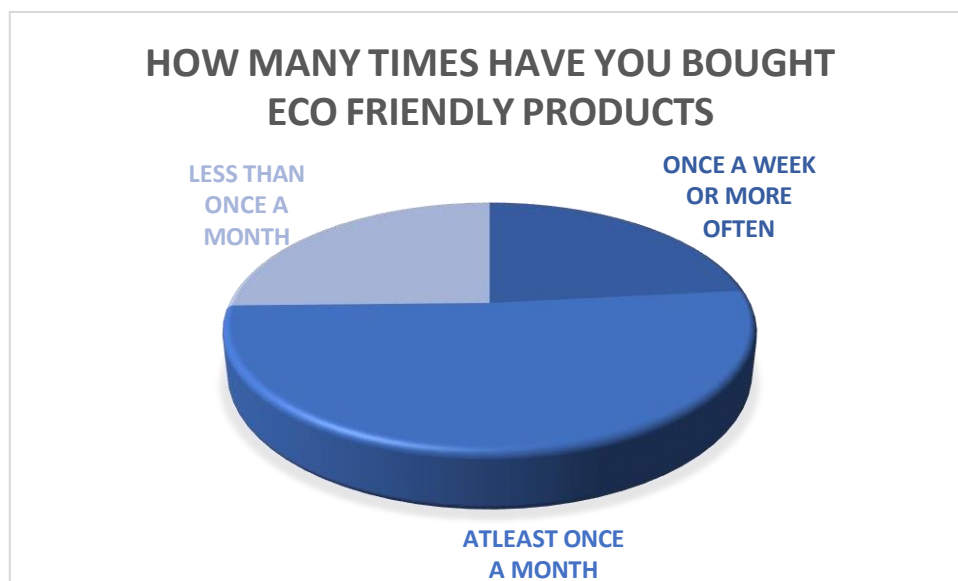
Conclusion:

Among 150 people surveyed,

➢ 23.3% of them bought eco-friendly products for once a week or more often.
➢ 51.3% of them bought eco-friendly products for at least once a month.
➢ 25.3% of them bought eco-friendly products for less than once a month.

7. How did you become aware of Eco-friendly products?

  1. **Television**   2 . **Magazines**   3. **Newspaper**   4. **Internet**   5. **Others**

Frequency Table :

	FREQUENCY	PERCENT
TELEVISION	19	12.7
MAGAZINES	36	24.0
NEWSPAPER	24	16.0
INTERNET	49	32.7
OTHERS	22	14.7
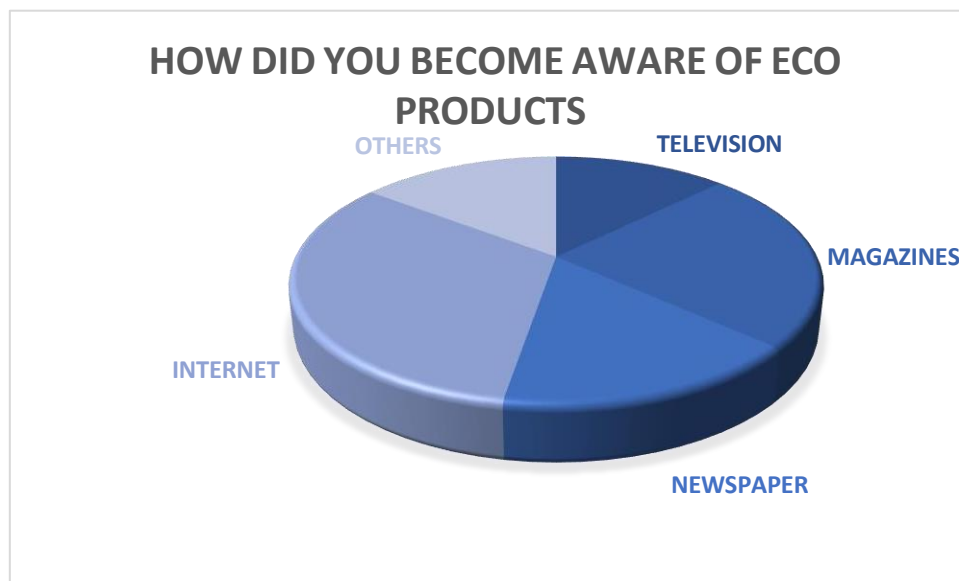
HOW DID YOU BECOME AWARE OF ECO PRODUCTS

OTHERS   TELEVISION

MAGAZINES

INTERNET

NEWSPAPER

Conclusion:

Among 150 people surveyed,

- ➢ 12.7% of them became aware of eco-friendly products through television.
- ➢ 24.0% of them became aware of eco-friendly products through magazines.
- ➢ 16.0% of them became aware of eco-friendly products through newspaper.
- ➢ 32.7% of them became aware of eco-friendly products through internet.
- ➢ 14.7% of them became aware of eco-friendly products through other sources.

8. From where do you prefer to buy environmental friendly products?

   1.   **Television**   2. **Local shops**   3. **Online**   4. **Tele shopping**   5. **Factory outlet**

Frequency Table :

	FREQUENCY	PERCENT
LOCAL SHOPS	20	13.3
ONLINE	57	38.0
TELESHOPPING	45	30.0
FACTORY OUTLET	17	11.3
OTHERS	11	7.3

Conclusion:

Among 150 people surveyed,

> ➢ 13.3% of them prefer buying eco-friendly products from local shops.
> ➢ 38% of them prefer buying eco-friendly products online.
> ➢ 30.0% of them prefer teleshopping eco-friendly products.
> ➢ 11.3% of them prefer buying eco-friendly products from factory outlets.
> ➢ 7.3% of them prefer buying eco-friendly products from other sources.

9. **Tick products which you feel are eco-friendly from the list: (You can tick more than one)**
   1. **Organic food**
   2. **Ayurvedic medicine**
   3. **Health care/cosmetics**
   4. **Electronic appliances**
   5. **Households**

Frequency Table :

	NOT SELECTED		SELECTED	
	Frequency	Percent	Frequency	Percent
ORGANIC FOOD	57	38	93	62
AYURVEDIC MEDICINE	76	50.7	74	49.3
HEALTHCARE	82	54.7	68	45.3
ELECTRONIC APPLIANCES	117	78	33	22
HOUSEHOLDS	91	60.7	59	39.3

Conclusion:

Among 150 people surveyed,

➢ 62% of them selected Organic Food.
➢ 38% of them selected Ayurvedic Medicine.
➢ 30.0% of them selected Health Care/Cosmetics.
➢ 11.3% of them selected Electronic Appliances.
➢ 7.3% of them selected Households.

10. How would you describe your level of awareness about following dimensions of environmental friendly products?

Statement	Very low	low	average	high	Very high
1. I am aware of the benefits of green products for health					
2. I am aware of the benefits of green products for the environment					
3. I am aware of the point of purchase for green products					
4. I am aware of various brands offering green products					
5. I am aware of various symbols / certifications / other identifiers which declare the product as green product					

Frequency Table:

	Mean	Std. Deviation	N
LEVEL OF AWARNESS_AWARNESS TOWARDS HEALTH	3.34	1.305	150
LEVEL OF AWARNESS_AWARNESS TOWARDS ENVIRONMENT	3.37	1.046	150
LEVEL OF AWARNESS_AWARNESS OF POINT OF PURCHASE	3.26	1.058	150
LEVEL OF AWARNESS_AWARENESS OF VARIOUS BRANDS	3.11	1.256	150
LEVEL OF AWARNESS_AWARENESS ABOUT VARIOUS SYMBOLS	3.03	1.242	150

Conclusion:

Among 150 people surveyed,

From the above table, it is observed that-

- ➢ Most of the respondents voted very high for Awareness towards environment. (mean =3.37)
- ➢ Most of the respondents voted high for Awareness towards health. (mean =3.34)
- ➢ Most of the respondents voted average for Awareness towards point of purchase. (mean =3.26)
- ➢ Most of the respondents voted low for Awareness towards various brands. (mean =3.11)
- ➢ Most of the respondents voted very low for Awareness towards various symbols. (mean=3.03)

11. Tick two features which you will look most in an eco-friendly product.
1. **No use of pesticides**
2. **No preservatives or additives**
3. **Should contain ayurvedic or natural ingredients**
4. **Less environmental impact while manufacturing the product**
5. **Completely biodegradable**
6. **Recyclable**
7. **Trusted brand**
8. **A brand which does a lot of green initiatives**

Frequency Table:

	NOT SELECTED		SELECTED	
	Frequency	Percent	Frequency	Percent
NO USE OF PESTICIDES	98	65.3	52	34.7
NO PRESERVATIVES OR ADDITIVES	93	62	57	38
SHOULD CONTAIN AYURVEDIC OR NATURAL INGREDIENTS	107	71.3	43	28.7
LESS ENVIRONMENTAL IMPACT WHILE MANUFACTURING THE PRODUCT	97	64.7	53	35.3
COMPLETELY BIODEGRADABLE	95	63.3	55	36.7
RECYCLABLE	107	71.3	43	28.7
TRUSTED BRAND	125	83.3	25	16.7
A BRAND WHICH DOES A LOT OF GREEN INITIATIVES	132	88	18	12

Conclusion:

Among 150 people surveyed,

➢ 34.7% of them prefer no use of pesticides in an environmental friendly product.
➢ 38% of them prefer no preservatives or additives in an environmental friendly product..
➢ 28.7% of them selected that environmental friendly products should contain ayurvedic or natural ingredients and should be recyclable.
➢ 35.3% of them selected that environmental friendly products should have less impact while manufacturing the product.
➢ 36.7% of them selected that environmental friendly products should be completely biodegradable.
➢ 16.7% of them selected that environmental friendly products should be manufactured by a trusted brand.
➢ 12% of them selected that environmental friendly products should be from a brand which does a lot of green initiatives.

12. What type of eco-friendly product did you purchase in past 6 months?

    1. CFL Bulbs   2. Health care/cosmetics   3. Electronic appliances
    4.solar panels/solar water heater   5. House holds

Frequency Table:

	FREQUENCY	PERCENT
CFL BULBS	24	16.0
HEALTH CARE / COSMETICS	59	39.3
ELECTRONIC APPLIANCES	19	12.7
SOLAR PANELS / SOLAR WATER HEATER	15	10.0
HOUSEHOLDS	33	22.0
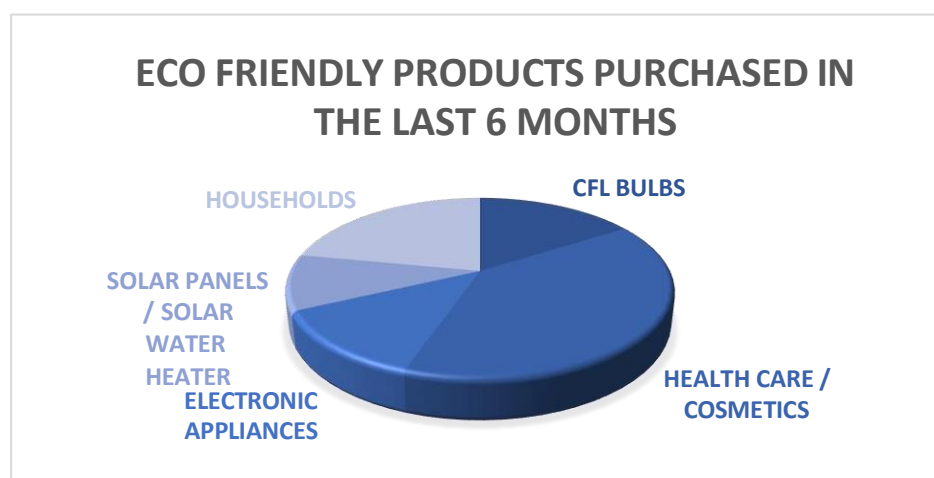
ECO FRIENDLY PRODUCTS PURCHASED IN THE LAST 6 MONTHS

Conclusion:

Among 150 people surveyed,

➢ 16% of them purchased CFL bulbs in past 6 months .
➢ 39.3% of them purchased health care / cosmetics in past 6 months.
➢ 12.7% of them purchased electronic appliances in past 6 months.
➢ 10.0% of them purchased solar panels/solar water heater in past 6 months.
➢ 22.0% of them purchased households in past 6 months.

13. What are the elements attracting you to buy environmental   friendly product?(select any two)
1. **Acceptable Price**
2. **Designer /Company Image**
3. **Actual green product impact**
4. **Appearance**
5. **Packaging /Promotion**
6. **Durable /Duration**
7. **Others**

Frequency Table:

	NOT SELECTED		SELECTED	
	Frequency	Percent	Frequency	Percent
ACCEPTABLE PRICE	105	70	45	30
DESIGNER/COMPANY IMAGE	117	78	33	22
ACTUAL GREEN PRODUCT	65	43.3	85	56.7
APPEARANCE	99	66	51	34
PACKAGING/PROMOTION	113	75.3	37	24.7
DURABLE/DURATION	98	65.3	52	34.7
OTHERS	133	88.7	17	11.3

Conclusion:

Among 150 people surveyed,

- ➢ 30% of them selected Acceptable price.
- ➢ 22% of them selected Designer or Company Image.
- ➢ 56.7% of them selected Actual green products.
- ➢ 34% of them selected Appearance .
- ➢ 24.7% of them selected Packaging or promotion.
- ➢ 34.7% of them selected Durable or duration.

14. **Does the price of the eco-friendly product affect your purchase?**

    1. Yes   2. Sometimes   3. Frequently   4. Never

Frequency Table:

	FREQUENCY	PERCENT
ALWAYS	42	28.0
SOMETIMES	66	44.0
FREQUENTLY	24	16.0
NEVER	18	12.0

DOES THE PRICE OF ECO FRIENDLY PRODUCTS AFFECT YOUR PURCHASE

Conclusion:

Among 150 people surveyed,

➢ 28.0% of them are always affected by the price of the eco-friendly product.
➢ 44.0% of them are sometimes affected by the price of the eco-friendly product.
➢ 16.0% of them are frequently affected by the price of the eco-friendly product.
➢ 12.0% of them are never affected by the price of the eco-friendly product.

15. If Eco friendly products feature increase in the price, are you willing to pay more?

1. Never   2. Sometimes 3. Often   4. Always

Frequency Table:

	FREQUENCY	PERCENT
NEVER	18	12.0
SOMETIMES	61	40.7
OFTEN	49	32.7
ALWAYS	22	14.7
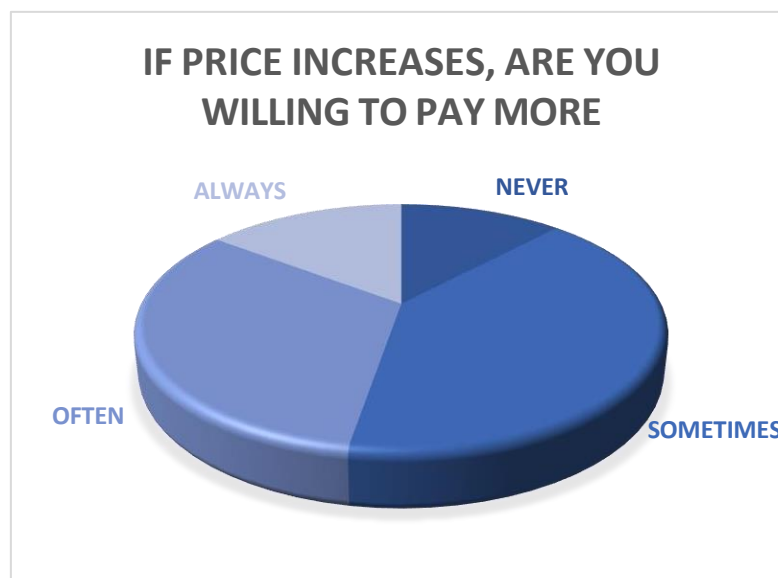
Conclusion:

Among 150 people surveyed,

- ➢ 12.0% of them are never willing to pay more if the eco-friendly product price increases.
- ➢ 40.7% of them are sometimes willing to pay more if the eco-friendly product price increases
- ➢ 32.7% of them are often willing to pay more if the eco-friendly product price increases.
- ➢ 14.7% of them are always willing to pay more if the eco-friendly product price increases

.

16. What is the main reason that makes you willing to pay more for environmental friendly products?

1. **Because they are cruelty free**
2. **Safe for health**
3. **Pretty Packaging**
4. **I don't pay more**

Frequency Table:

	FREQUENCY	PERCENT
BECAUSE THEY ARE CRUELTY FREE	23	15.3
SAFE FOR HEALTH	75	50.0
PRETTY PACKAGING	29	19.3
I DON'T PAY MORE	23	15.3
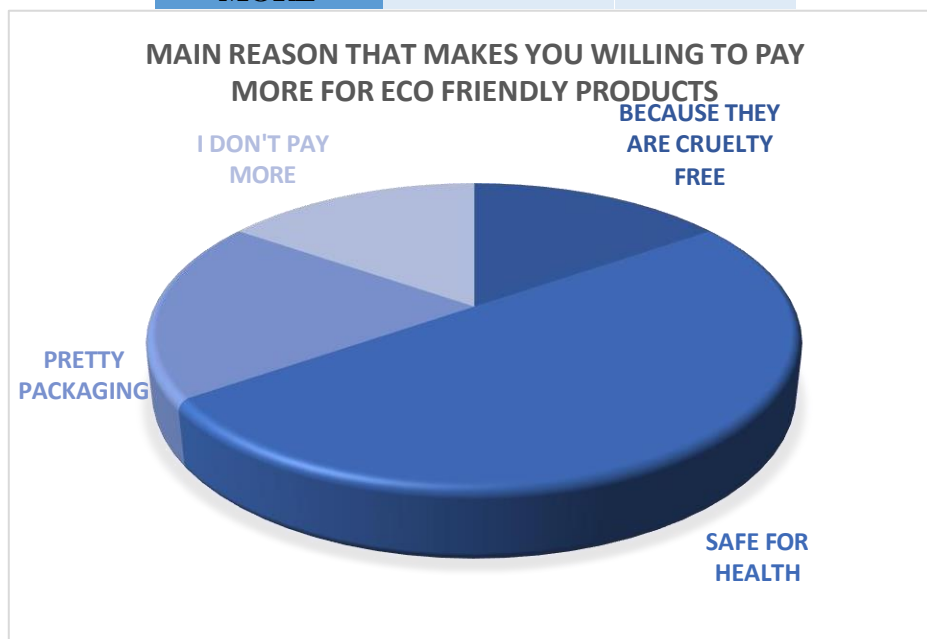
Conclusion:

Among 150 people surveyed,

➢ 15.3% of them are willing to pay more for eco-friendly product because they are cruelty free.

➢ 50.0% of them are willing to pay more for eco-friendly product because they are safe for health.

➢ 19.3% of them are willing to pay more for eco-friendly product because they have pretty packaging.

➢ 15.3% of them don't pay more.

17. Why do you think environmental friendly products are expensive?
   1. **Increased Manufacturing costs**
   2. **Fair labour wages**
   3. **Aesthetic packaging**
   4. **Lesser demand**
   5. **None of the above**

Frequency Table:

	FREQUENCY	PERCENT
INCREASED MANUFACTURING COSTS	40	26.7
FAIR LABOUR WAGES	36	24.0
AESTHETIC PACKAGING	34	22.7
LESSER DEMAND	36	24.0
NONE	4	2.7

Conclusion:

Among 150 people surveyed,

➢ 26.7% of them think eco-friendly products are expensive due to increased manufacturing costs.
➢ 24.0% of them think eco-friendly products are expensive due to fair labour wages.
➢ 22.7% of them think eco-friendly products are expensive due to aesthetic packaging.
➢ 24.0% of them think eco-friendly products are expensive due to lesser demand.
➢ 2.7% of think none of the above.

18. What is your motive to use environmental friendly products?
> 1. Concern for health 2. Concern for status   3. concern for the environment
> 4.to use better quality products.

Frequency Table:

	FREQUENCY	PERCENT
CONCERN TOWARDS HEALTH	57	38.0
CONCERN TOWARDS STATUS	23	15.3
CONCERN TOWARDS ENVIRONMENT	55	36.7
TO USE BETTER QUALITY PRODUCTS	15	10.0

Conclusion:

Among 150 people surveyed,

> ➢ 38.0% of them are concerned for health .
> ➢ 15.3% of them are concerned for status.
> ➢ 36.7% of them are concerned for environment.
> ➢ 10.0% of them want to use better quality products.

19. Do you think the demand for environmental friendly products will increase due to celebrity endorsement?

          1. Yes   2. Maybe   3. Sometimes   4. Never

Frequency Table:

	FREQUENCY	PERCENT
ALWAYS	20	35.1
MAYBE	23	40.4
SOMETIMES	11	19.3
NEVER	3	5.3
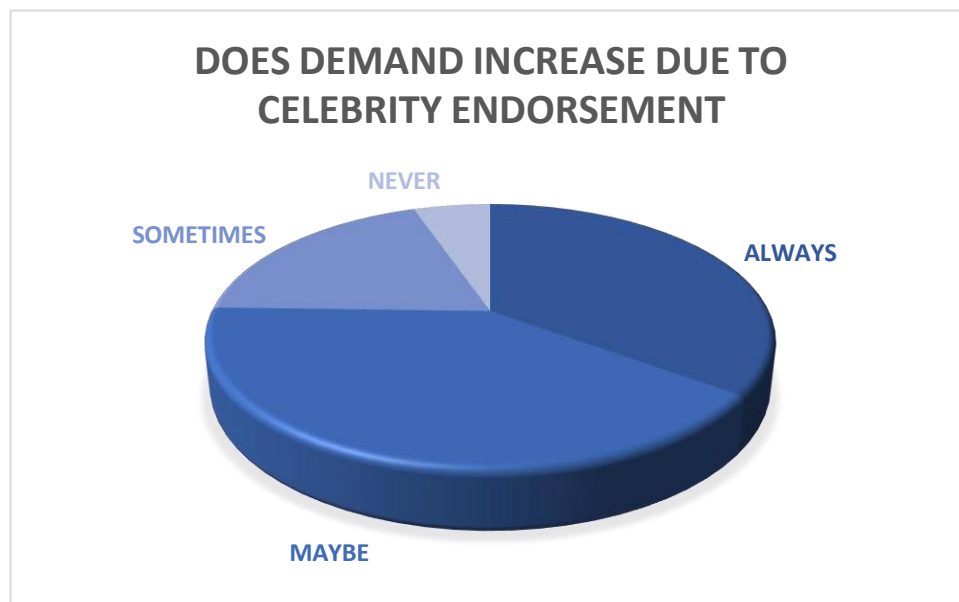
Conclusion:

Among 150 people surveyed,

- ➢ 35.1% of them think demand increases due to celebrity endorsement .
- ➢ 40.4% of them think maybe demand increases due to celebrity endorsement .
- ➢ 19.3% of them think sometimes demand increases due to celebrity endorsement .
- ➢ 5.3% of them don't think demand increases due to celebrity endorsement.

20. Do you think environmental friendly products should be available at large scale?

     1. Yes   2. Maybe   3. Sometimes   4. Never

Frequency Table:

	FREQUENCY	PERCENT
ALWAYS	90	60.0
MAYBE	33	22.0
SOMETIMES	16	10.7
NEVER	11	7.3

DO YOU THINK ECO FRIENDLY PRODUCTS SHOULD BE AVAILABLE AT LARGE SCALE

Conclusion:

Among 150 people surveyed,

- ➢ 60.0% of them think eco-friendly products should always be available at large scale.
- ➢ 22.0% of them think maybe eco-friendly products should be available at large scale.
- ➢ 10.7% of them think eco-friendly products should sometimes be available at large scale.
- ➢ 7.3% of them think eco-friendly products should never be available at large scale.

21. Rank the point of purchases as per your purchases: (Rank all the options from 1-5)

Point of purchase	Most preferred				Less preferred
1. Retail malls	5	4	3	2	1
2. Local shops	5	4	3	2	1
3. Online	5	4	3	2	1
4. Tele shopping	5	4	3	2	1
5. Factory outlet	5	4	3	2	1

Frequency Table:

POINT OF PURCHASE	1	2	3	4	5
RETAIL MALLS	5	18	40	43	44
LOCAL SHOPS	10	21	33	48	38
ONLINE	15	24	44	29	38
TELESHOPPING	51	53	18	18	10
FACTORY OUTLET	68	35	15	13	19

POINT OF PURCHASE		Total
RETAIL MALLS	(5*1)+(18*2)+(40*3)+(43*4)+(44*5)	553
LOCAL SHOPS	(10*1)+(21*2)+(33*3)+(48*4)+(38*5)	533
ONLINE	(15*1)+(24*2)+(44*3)+(29*4)+(38*5)	501
TELESHOPPING	(51*1)+(53*2)+(18*3)+(18*4)+(10*5)	333
FACTORY OUTLET	(68*1)+(35*2)+(15*3)+(13*4)+(19*5)	330

Conclusion:

Among 150 people surveyed,

The total highest score indicates the first preference ranking. The results show the following rank ordering :

1. Retail Malls
2. Local Shops
3. Online
4. Teleshopping
5. Factory Outlet

From the above ranking method, it is observed that highest priority is given to retail malls and lowest priority is given to factory outlet by the respondents.

22. Will you repeat your purchase of environmental friendly products?
       1. Once   2. Sometimes   3. Often   4. Always

Frequency Table:

	FREQUENCY	PERCENT
ONCE	21	14.0
SOMETIMES	59	39.3
OFTEN	45	30.0
ALWAYS	25	16.7

WILL YOU REPEAT YOUR PURCHASE OF ECO FRIENDLY PRODUCTS

Conclusion:

Among 150 people surveyed,

- ➢ 14.0% of them will repeat the purchase of eco-friendly products once.
- ➢ 39.3% of them will repeat the purchase of eco-friendly products sometimes.
- ➢ 30.0% of them will repeat the purchase of eco-friendly products often.
- ➢ 16.7% of them will repeat the purchase of eco-friendly products always.

23. To what extent do you agree or disagree with the following statement about the environmental friendly products:

Eco-Friendly Products	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
1. Are good for environment.					
2. Are healthy.					
3. Have good quality/performance than conventional product.					
4. Are well Promoted.					
5. Are accessible and available in the market.					
6. It makes me feel different from everyone else.					

Frequency Table:

	Mean	Std. Deviation	N
AGREE OR DISAGREE ABOUT THE ECO PRODUCTS_GOOD FOR ENVIRONMENT	3.53	1.309	150
ARE HEALTHY	3.85	1.149	150
HAVE GOOD QUALITY / PERFORMANCE THAN CONVENTIONAL PRODUCTS	3.50	1.140	150
ARE WELL PROMOTED	3.13	1.051	150
ARE ACCESSIBLE AND AVAILABLE IN THE MARKET	3.19	1.109	150
IT MAKES ME FEEL DIFFERENT FROM EVERYONE ELSE	3.10	1.340	150

Conclusion:

Among 150 people surveyed,

From the above table, it is observed that-

- ➢ Most of the respondents Strongly agreed that , Environmental friendly products are healthy. (mean =3.85)
- ➢ Most of the respondents agreed that , Environmental friendly products are good for environment . (mean =3.53)
- ➢ Most of the respondents are neutral about environmental friendly products having good quality or performance than conventional products . (mean =3.50)
- ➢ Most of the respondents disagree that, environmental friendly products are accessible and available in the market . (mean =3.19)
- ➢ Most of the respondents Strongly disagreed that,
  - environmental friendly products are well promoted.
  - environmental friendly products make them feel different from everyone else.

24. **How will you describe your level of satisfaction regarding environmental friendly products?**

1. **Very much dissatisfied**   2. **Dissatisfied**   3. **Neutral** 4. **Satisfied**

5. **Very much satisfied**

Frequency Table:

	FREQUENCY	PERCENT
VERY MUCH DISSATISFIED	20	13.3
DISSATISFIED	21	14.0
NEUTRAL	33	22.0
SATISFIED	56	37.3
VERY MUCH SATISFIED	20	13.3

LEVEL OF SATISFACTION TOWARDS ECO FRIENDLY PRODUCTS

Conclusion:

Among 150 people surveyed,

- ➢ 13.3% of them are very much dissatisfied regarding eco-friendly products.
- ➢ 14.0% of them are dissatisfied regarding eco-friendly products.
- ➢ 22.0% of them are very neutral regarding eco-friendly products.
- ➢ 37.3% of them are satisfied regarding eco-friendly products.
- ➢ 13.3% of them are very much satisfied regarding eco-friendly products.

25. **Environmental Degradation has risen in last decade.**

       1.Yes   2.Maybe   3.Uncertain   4.Never

Frequency Table:

	FREQUENCY	PRECENT
YES	85	56.7
MAYBE	40	26.7
UNCERTAIN	19	12.7
NEVER	6	4.0
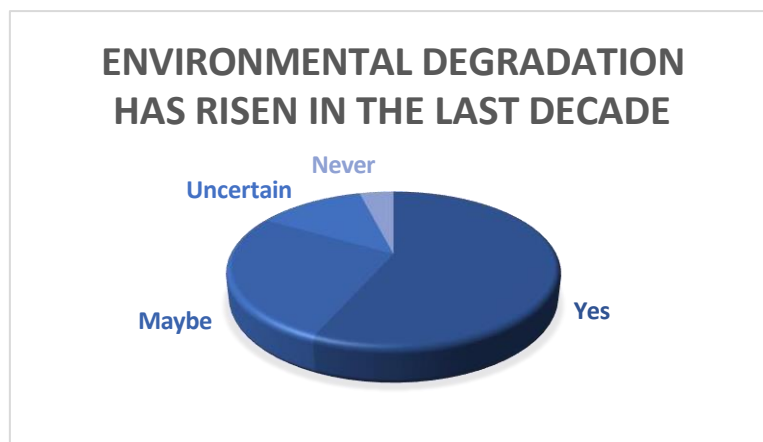
ENVIRONMENTAL DEGRADATION HAS RISEN IN THE LAST DECADE

Conclusion:

Among 150 people surveyed,

- 56.7% of them think environmental degradation has risen in the last decade.
- 26.7% of them think maybe environmental degradation has risen in the last decade.
- 12.7% of them are uncertain about environmental degradation in the last decade.
- 4.0% of them think environmental degradation has not risen in the last decade.

STATISTICAL ANALYSIS, TABULATIONS & CHI-SQUARE TEST

Q1*Q8

NULL HYPOTHESIS(H₀): There is no significant difference between age of people and from where do they prefer buying environmental friendly products.

ALTERNATIVE HYPOTHESIS(H₁): There is a significant difference between age of people and from where do they prefer buying environmental friendly products.

AGE * FROM WHERE DO YOU PREFER BUYING ECO PRODUCTS CROSS TABULATION								
			FROM WHERE DO YOU PREFER BUYING ECO PRODUCTS					TOTAL
			LOCAL SHOPS	ONLINE	TELESHOPPING	FACTORY OUTLET	OTHERS	
AGE	15-25	Count	8	26	22	5	3	64
		Expected Count	8.1	25.2	19.2	6.8	4.7	64.0
	26-35	Count	5	20	13	7	6	51
		Expected Count	6.5	20.1	15.3	5.4	3.7	51.0
	36 AND ABOVE	Count	6	13	10	4	2	35
		Expected Count	4.4	13.8	10.5	3.7	2.6	35.0
TOTAL		Count	19	59	45	16	11	150
		Expected Count	19.0	59.0	45.0	16.0	11.0	150.0

CHI-SQUARE TESTS			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	4.790[a]	8	0.780
Likelihood Ratio	4.663	8	0.793
Linear-By-Linear Association	0.062	1	0.803
N of Valid Cases	150		

Since, 5 cells (33.3%) have expected count less than 5. We do pooling.

AFTER POOLING :

<table>
<tr><td colspan="9">AGE * FROM WHERE DO YOU PREFER BUYING ECO PRODUCTS CROSSTABULATION</td></tr>
<tr><td colspan="3"></td><td colspan="4">FROM WHERE DO YOU PREFER BUYING ECO PRODUCTS</td><td>TOTAL</td></tr>
<tr><td colspan="3"></td><td>LOCAL SHOPS</td><td>ONLINE</td><td>TELESHOPPING</td><td>FACTORY OUTLET</td><td></td></tr>
<tr><td rowspan="6">AGE</td><td rowspan="2">15-25</td><td>Count</td><td>8</td><td>26</td><td>22</td><td>8</td><td>64</td></tr>
<tr><td>Expected Count</td><td>8.1</td><td>25.2</td><td>19.2</td><td>11.5</td><td>64.0</td></tr>
<tr><td rowspan="2">26-35</td><td>Count</td><td>5</td><td>20</td><td>13</td><td>13</td><td>51</td></tr>
<tr><td>Expected Count</td><td>6.5</td><td>20.1</td><td>15.3</td><td>9.2</td><td>51.0</td></tr>
<tr><td rowspan="2">36 AND ABOVE</td><td>Count</td><td>6</td><td>13</td><td>10</td><td>6</td><td>35</td></tr>
<tr><td>Expected Count</td><td>4.4</td><td>13.8</td><td>10.5</td><td>6.3</td><td>35.0</td></tr>
<tr><td colspan="2">TOTAL</td><td>Count</td><td>19</td><td>59</td><td>45</td><td>27</td><td>150</td></tr>
<tr><td colspan="2"></td><td>Expected Count</td><td>19.0</td><td>59.0</td><td>45.0</td><td>27.0</td><td>150.0</td></tr>
</table>

CHI-SQUARE TESTS	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	4.412[a]	6	0.621
Likelihood Ratio	4.333	6	0.632
Linear-by-Linear Association	0.027	1	0.871
N of Valid Cases	150		

Conclusion:

Since, the significant value $>$ the p value i.e., $0.621 > 0.05$, we accept H_0 and conclude that there is no significant difference between age of people and from where do they prefer buying environmental friendly products.

Q1*Q10_1

NULL HYPOTHESIS(H_0): There is no significant difference between age of people and their awareness towards benefits of environmental friendly products for health .

ALTERNATIVE HYPOTHESIS(H_1): There is a significant difference between age of people and their awareness towards benefits of environmental friendly products for health .

AGE * LEVEL OF AWARNESS_AWARNESS TOWARDS HEALTH CROSSTABULATION								
			LEVEL OF AWARNESS_AWARNESS TOWARDS HEALTH					TOTAL
			VERY LOW	LOW	AVERAGE	HIGH	VERY HIGH	
AGE	15-25	Count	6	3	22	26	7	64
		Expected Count	10.2	3.8	16.2	21.3	12.4	64.0
	26-35	Count	11	1	12	14	13	51
		Expected Count	8.2	3.1	12.9	17.0	9.9	51.0
	36 AND ABOVE	Count	7	5	4	10	9	35
		Expected Count	5.6	2.1	8.9	11.7	6.8	35.0
TOTAL		Count	24	9	38	50	29	150
		Expected Count	24.0	9.0	38.0	50.0	29.0	150.0

CHI-SQUARE TESTS			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	19.330[a]	8	0.013
Likelihood Ratio	19.640	8	0.012
Linear-by-Linear Association	0.237	1	0.626
N of Valid Cases	150		

Since 3 cells (20.0%) have expected count less than 5. We do pooling.

AFTER POOLING :

AGE * LEVEL OF AWARNESS_AWARNESS TOWARDS HEALTH CROSSTABULATION							
			LEVEL OF AWARNESS_AWARNESS TOWARDS HEALTH				TOTAL
			VERY LOW	LOW	HIGH	VERY HIGH	
AGE	15-25	Count	6	25	26	7	64
		Expected Count	10.2	20.1	21.3	12.4	64.0
	26-35	Count	11	13	14	13	51
		Expected Count	8.2	16.0	17.0	9.9	51.0
	36 AND ABOVE	Count	7	9	10	9	35
		Expected Count	5.6	11.0	11.7	6.8	35.0
TOTAL		Count	24	47	50	29	150
		Expected Count	24.0	47.0	50.0	29.0	150.0

CHI-SQUARE TESTS			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	11.082[a]	6	0.086
Likelihood Ratio	11.495	6	0.074
Linear-by-Linear Association	0.106	1	0.745
N of Valid Cases	150		

Conclusion:

Since, the significant value $>$ the p value i.e., $0.086 > 0.05$, we accept H_0 and conclude that there is no significant difference between age of people and their awareness towards benefits of environmental friendly products for health .

Q1*Q10_2

NULL HYPOTHESIS(H_0): There is no significant difference between age of people and their awareness towards benefits of environmental friendly products for environment.

ALTERNATIVE HYPOTHESIS(H_1): There is a significant difference between age of people and their awareness towards benefits of environmental friendly products for environment.

AGE * LEVEL OF AWARNESS_AWARNESS TOWARDS ENVIRONMENT Crosstabulation								TOTAL
			VERY LOW	LOW	AVERAGE	HIGH	VERY HIGH	
AGE	15-25	Count	0	11	18	28	7	64
		Expected Count	1.3	14.5	16.2	23.0	9.0	64.0
	26-35	Count	2	13	13	15	8	51
		Expected Count	1.0	11.6	12.9	18.4	7.1	51.0
	36 AND ABOVE	Count	1	10	7	11	6	35
		Expected Count	0.7	7.9	8.9	12.6	4.9	35.0
TOTAL		Count	3	34	38	54	21	150
		Expected Count	3.0	34.0	38.0	54.0	21.0	150.0

CHI-SQUARE TESTS	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	7.171[a]	8	0.518
Likelihood Ratio	8.277	8	0.407
Linear-by-Linear Association	0.823	1	0.364
N of Valid Cases	150		

Since, 4 cells (26.7%) have expected count less than 5. We do pooling.

AFTER POOLING :

AGE * LEVEL OF AWARNESS_AWARNESS TOWARDS ENVIRONMENT CROSSTABULATION			LEVEL OF AWARNESS_AWARNESS TOWARDS ENVIRONMENT				TOTAL
			LOW	AVERAGE	HIGH	VERY HIGH	
AGE	15-25	Count	11	18	28	7	64
		Expected Count	15.8	16.2	23.0	9.0	64.0
	26-35	Count	15	13	15	8	51
		Expected Count	12.6	12.9	18.4	7.1	51.0
	36 AND ABOVE	Count	11	7	11	6	35
		Expected Count	8.6	8.9	12.6	4.9	35.0
TOTAL		Count	37	38	54	21	150
		Expected Count	37.0	38.0	54.0	21.0	150.0

CHI-SQUARE TESTS	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	5.821[a]	6	0.444
Likelihood Ratio	5.936	6	0.430
Linear-by-Linear Association	0.606	1	0.436
N of Valid Cases	150		

Conclusion:

Since, the significant value > the p value i.e., 0.444 > 0.05 , we accept H_0 and conclude that there is no significant difference between age of people and their awareness towards benefits of environmental friendly products for environment .

Q1*Q10_3

NULL HYPOTHESIS(H$_0$): There is no significant difference between age of people and what is their point of purchase of environmental friendly products.

ALTERNATIVE HYPOTHESIS(H$_1$): There is a significant difference between age of people and what is their point of purchase of environmental friendly products.

AGE * LEVEL OF AWARNESS_AWARNESS OF POINT OF PURCHASE CROSSTABULATION								
			LEVEL OF AWARNESS_AWARNESS OF POINT OF PURCHASE					TOTAL
			VERY LOW	LOW	AVERAGE	HIGH	VERY HIGH	
AGE	15-25	Count	4	11	28	17	4	64
		Expected Count	4.7	7.7	25.6	18.3	7.7	64.0
	26-35	Count	5	4	22	11	9	51
		Expected Count	3.7	6.1	20.4	14.6	6.1	51.0
	36 AND ABOVE	Count	2	3	10	15	5	35
		Expected Count	2.6	4.2	14.0	10.0	4.2	35.0
TOTAL		Count	11	18	60	43	18	150
		Expected Count	11.0	18.0	60.0	43.0	18.0	150.0

CHI-SQUARE TESTS			
	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	11.383[a]	8	0.181
Likelihood Ratio	11.401	8	0.180
Linear-by-Linear Association	3.651	1	0.056
N of Valid Cases	150		

Since, 5 cells (33.3%) have expected count less than 5. We do pooling.

AFTER POOLING :

AGE * LEVEL OF AWARNESS_AWARNESS OF POINT OF PURCHASE CROSSTABULATION							
			LOW	AVERAGE	HIGH	VERY HIGH	TOTAL
AGE	15-25	Count	15	28	17	4	64
		Expected Count	12.4	25.6	18.3	7.7	64.0
	26-35	Count	9	22	11	9	51
		Expected Count	9.9	20.4	14.6	6.1	51.0
	36 AND ABOVE	Count	5	10	15	5	35
		Expected Count	6.8	14.0	10.0	4.2	35.0
TOTAL		Count	29	60	43	18	150
		Expected Count	29.0	60.0	43.0	18.0	150.0

CHI-SQUARE TESTS			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	9.312[a]	6	0.157
Likelihood Ratio	9.398	6	0.152
Linear-by-Linear Association	4.846	1	0.028
N of Valid Cases	150		

Conclusion:

Since, the significant value $>$ the p value i.e., $0.157 > 0.05$, we accept H_0 and conclude that there is no significant difference between age of people and what is their point of purchase of environmental friendly products.

Q1*Q10_5

NULL HYPOTHESIS(H$_0$): There is no significant difference between age of people and their awareness towards various symbols or certifications or other identifiers which declare the product as environmental friendly product .

ALTERNATIVE HYPOTHESIS(H$_1$): There is a significant difference between age of people and their awareness towards benefits of environmental friendly products for environment. their awareness towards various symbols or certifications or other identifiers which declare the product as environmental friendly product .

AGE * LEVEL OF AWARNESS_AWARENESS ABOUT VARIOUS SYMBOLS CROSSTABULATION								
			LEVEL OF AWARNESS_AWARENESS ABOUT VARIOUS SYMBOLS					TOTAL
			VERY LOW	**LOW**	**AVERAGE**	**HIGH**	**VERY HIGH**	
AGE	**15-25**	**Count**	10	14	21	14	5	64
		Expected Count	8.5	13.7	18.3	14.5	9.0	64.0
	26-35	**Count**	7	10	15	11	8	51
		Expected Count	6.8	10.9	14.6	11.6	7.1	51.0
	36 AND ABOVE	**Count**	3	8	7	9	8	35
		Expected Count	4.7	7.5	10.0	7.9	4.9	35.0
TOTAL		**Count**	20	32	43	34	21	150
		Expected Count	20.0	32.0	43.0	34.0	21.0	150.0

CHI-SQUARE TESTS			
	Value	**df**	**Asymptotic Significance (2-sided)**
Pearson Chi-Square	6.285[a]	8	0.615
Likelihood Ratio	6.461	8	0.596
Linear-by-Linear Association	3.290	1	0.070
N of Valid Cases	150		

Since, 2 cells (13.3%) have expected count less than 5. We do pooling.

AFTER POOLING :

AGE * LEVEL OF AWARNESS_AWARENESS ABOUT VARIOUS SYMBOLS CROSSTABULATION							
			LEVEL OF AWARNESS_AWARENESS ABOUT VARIOUS SYMBOLS				TOTAL
			LOW	AVERAGE	HIGH	VERY HIGH	
AGE	15-25	Count	24	21	14	5	64
		Expected Count	22.2	18.3	14.5	9.0	64.0
	26-35	Count	17	15	11	8	51
		Expected Count	17.7	14.6	11.6	7.1	51.0
	36 AND ABOVE	Count	11	7	9	8	35
		Expected Count	12.1	10.0	7.9	4.9	35.0
TOTAL		Count	52	43	34	21	150
		Expected Count	52.0	43.0	34.0	21.0	150.0

CHI-SQUARE TESTS			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	5.594[a]	6	0.470
Likelihood Ratio	5.696	6	0.458
Linear-by-Linear Association	3.336	1	0.068
N of Valid Cases	150		

Conclusion:

Since, the significant value > the p value i.e., $0.470 > 0.05$, we accept H_0 and conclude that there is no significant difference between age of people and their awareness towards various symbols or certifications or other identifiers which declare the product as environmental friendly product .

Q1*Q18

NULL HYPOTHESIS(H_0): There is no significant difference between age of people and their motive to use environmental friendly products.

ALTERNATIVE HYPOTHESIS(H_1): There is a significant difference between age of people and their motive to use environmental friendly products.

AGE * MOTIVE TO USE AN ECO PRODUCT CROSSTABULATION							
			MOTIVE TO USE AN ECO PRODUCT				TOTAL
			CONCERN TOWARDS HEALTH	CONCERN TOWARDS STATUS	CONCERN TOWARDS ENVIRONMENT	TO USE BETTER QUALITY PRODUCTS	
AGE	15-25	Count	24	8	27	5	64
		Expected Count	24.3	9.8	23.5	6.4	64.0
	26-35	Count	18	9	19	5	51
		Expected Count	19.4	7.8	18.7	5.1	51.0
	36 AND ABOVE	Count	15	6	9	5	35
		Expected Count	13.3	5.4	12.8	3.5	35.0
TOTAL		Count	57	23	55	15	150
		Expected Count	57.0	23.0	55.0	15.0	150.0

CHI-SQUARE TESTS			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	3.541[a]	6	0.739
Likelihood Ratio	3.605	6	0.730
Linear-by-Linear Association	0.123	1	0.726
N of Valid Cases	150		

Conclusion:

Since , the significant value $>$ the p value i.e., $0.739 > 0.05$, we accept H_0 and conclude that there is no significant difference between age of people and their motive to use environmental friendly products.

Q1*Q24

NULL HYPOTHESIS(H₀): There is no significant difference between age of people and their level of satisfaction regarding environmental friendly products.

ALTERNATIVE HYPOTHESIS(H₁): There is a significant difference between age of people and their level of satisfaction regarding environmental friendly products.

AGE * LEVEL OF SATISFACTION TOWARDS ECO PRODUCTS CROSSTABULATION								
			LEVEL OF SATISFACTION TOWARDS ECO PRODUCTS					TOTAL
			VERY MUCH DISSATISFIED	DISSATISFIED	NEUTRAL	SATISFIED	VERY MUCH SATISFIED	
AGE	15-25	Count	4	8	18	27	7	64
		Expected Count	8.5	9.0	14.1	23.9	8.5	64.0
	26-35	Count	9	8	10	15	9	51
		Expected Count	6.8	7.1	11.2	19.0	6.8	51.0
	36 AND ABOVE	Count	7	5	5	14	4	35
		Expected Count	4.7	4.9	7.7	13.1	4.7	35.0
TOTAL		Count	20	21	33	56	20	150
		Expected Count	20.0	21.0	33.0	56.0	20.0	150.0

CHI-SQUARE TESTS			
	Value	**df**	**Asymptotic Significance (2-sided)**
Pearson Chi-Square	9.076[a]	8	0.336
Likelihood Ratio	9.508	8	0.301
Linear-by-Linear Association	1.618	1	0.203
N of Valid Cases	150		

Since ,3 cells (20.0%) have expected count less than 5. We do pooling.

AFTER POOLING :

AGE * LEVEL OF SATISFACTION TOWARDS ECO PRODUCTS CROSSTABULATION			LEVEL OF SATISFACTION TOWARDS ECO PRODUCTS			TOTAL
			DISSATISFIED	NEUTRAL	SATISFIED	
AGE	15-25	Count	12	18	34	64
		Expected Count	17.5	14.1	32.4	64.0
	26-35	Count	17	10	24	51
		Expected Count	13.9	11.2	25.8	51.0
	36 AND ABOVE	Count	12	5	18	35
		Expected Count	9.6	7.7	17.7	35.0
TOTAL		Count	41	33	76	150
		Expected Count	41.0	33.0	76.0	150.0

CHI-SQUARE TESTS	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	5.398[a]	4	0.249
Likelihood Ratio	5.576	4	0.233
Linear-by-Linear Association	1.250	1	0.264
N of Valid Cases	150		

Conclusion:

Since, the significant value $>$ the p value i.e., $0.249 > 0.05$, we accept H_0 and conclude that there is no significant difference between age of people and their level of satisfaction regarding environmental friendly products.

Q3*Q7

NULL HYPOTHESIS(H$_0$): There is no significant difference between occupation of people and from where did they become aware about environmental friendly products.

ALTERNATIVE HYPOTHESIS(H$_1$): There is a significant difference between occupation of people and from where did they become aware about environmental friendly products.

OCCUPATION * HOW DID YOU BECOME AWARE OF ECO PRODUCTS CROSSTABULATION								
			HOW DID YOU BECOME AWARE OF ECO PRODUCTS					TOTAL
			TELEVISION	MAGAZINES	NEWSPAPER	INTERNET	OTHERS	
OCCUPATION	**STUDENT**	**Count**	5	7	8	34	7	61
		Expected Count	7.7	14.6	9.8	19.9	8.9	61.0
	EMPLOYEE	**Count**	12	24	14	15	11	76
		Expected Count	9.6	18.2	12.2	24.8	11.1	76.0
	UNEMPLOYED	**Count**	2	5	2	0	4	13
		Expected Count	1.6	3.1	2.1	4.2	1.9	13.0
TOTAL		**Count**	19	36	24	49	22	150
		Expected Count	19.0	36.0	24.0	49.0	22.0	150.0

CHI-SQUARE TESTS			
	Value	**df**	**Asymptotic Significance (2-sided)**
Pearson Chi-Square	29.960[a]	8	0.000
Likelihood Ratio	33.297	8	0.000
Linear-by-Linear Association	6.923	1	0.009
N of Valid Cases	150		

Since, 5 cells (33.3%) have expected count less than 5. We do pooling.

AFTER POOLING:

OCCUPATION * HOW DID YOU BECOME AWARE OF ECO PRODUCTS CROSSTABULATION								
			HOW DID YOU BECOME AWARE OF ECO PRODUCTS					TOTAL
			TELEVISION	MAGAZINES	NEWSPAPER	INTERNET	OTHERS	
OCCUPATION	STUDENT	Count	5	7	8	34	7	61
		Expected Count	7.7	14.6	9.8	19.9	8.9	61.0
	EMPLOYEE	Count	14	29	16	15	15	89
		Expected Count	11.3	21.4	14.2	29.1	13.1	89.0
TOTAL		Count	19	36	24	49	22	150
		Expected Count	19.0	36.0	24.0	49.0	22.0	150.0

CHI-SQUARE TESTS			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	26.342[a]	4	0.000
Likelihood Ratio	26.880	4	0.000
Linear-by-Linear Association	9.043	1	0.003
N of Valid Cases	150		

Conclusion:

Since, the significant value < the p value i.e., $0.000 < 0.05$, we reject H_0 and conclude that there is a significant difference between occupation of people and from where did they become aware about environmental friendly products.

Coefficient of contingency:

$$C = \sqrt{\frac{X^2}{X^2 + N}} = 90.678$$

Therefore, it has strong association between occupation and awareness of eco-friendly products.

Q3*Q14

NULL HYPOTHESIS(H₀): There is no significant difference between occupation of people and the price of environmental friendly products affecting their purchase.

ALTERNATIVE HYPOTHESIS(H₁): There is a significant difference between occupation of people and the price of environmental friendly products affecting their purchase.

OCCUPATION * DOES PRICE OF ECO PRODUCT AFFECT YOUR PURCHASE Crosstabulation							
			DOES PRICE OF ECO PRODUCT AFFECT YOUR PURCHASE				TOTAL
			ALWAYS	SOMETIMES	FREQUENTLY	NEVER	
OCCUPATION	STUDENT	Count	11	34	8	8	61
		Expected Count	17.1	26.8	9.8	7.3	61.0
	EMPLOYEE	Count	28	25	13	10	76
		Expected Count	21.3	33.4	12.2	9.1	76.0
	UNEMPLOYED	Count	3	7	3	0	13
		Expected Count	3.6	5.7	2.1	1.6	13.0
TOTAL		Count	42	66	24	18	150
		Expected Count	42.0	66.0	24.0	18.0	150.0

CHI-SQUARE TESTS			
	Value	**df**	**Asymptotic Significance (2-sided)**
Pearson Chi-Square	11.216[a]	6	0.082
Likelihood Ratio	12.907	6	0.045
Linear-by-Linear Association	0.980	1	0.322
N of Valid Cases	150		

Since, 3 cells (25.0%) have expected count less than 5. We do pooling.

AFTER POOLING :

OCCUPATION * DOES PRICE OF ECO PRODUCT AFFECT YOUR PURCHASE CROSSTABULATION							
			DOES PRICE OF ECO PRODUCT AFFECT YOUR PURCHASE				TOTAL
			ALWAYS	SOMETIMES	FREQUENTLY	NEVER	
OCCUPATION	STUDENT	Count	14	41	11	8	74
		Expected Count	20.7	32.6	11.8	8.9	74.0
	EMPLOYEE	Count	28	25	13	10	76
		Expected Count	21.3	33.4	12.2	9.1	76.0
TOTAL		Count	42	66	24	18	150
		Expected Count	42.0	66.0	24.0	18.0	150.0

CHI-SQUARE TESTS			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	8.909[a]	3	0.031
Likelihood Ratio	9.038	3	0.029
Linear-by-Linear Association	0.497	1	0.481
N of Valid Cases	150		

Conclusion:

Since, the significant value $<$ the p value i.e., $0.031 < 0.05$, we reject H_0 and conclude that there is a significant difference between occupation of people and the price of environmental friendly products affecting their purchase.

Coefficient of contingency:

$$C = \sqrt{\frac{X^2}{X^2 + N}} = 58.824$$

Therefore, it has strong association between occupation and price effecting the purchase.

Q4*Q16

NULL HYPOTHESIS(H$_0$): There is no significant difference between monthly income of people and the main reason that makes them willing to pay more for environmental friendly products.

ALTERNATIVE HYPOTHESIS(H$_1$): There is a significant difference between monthly income of people and the main reason that makes them willing to pay more for environmental friendly products.

INCOME * MAIN REASON THAT MAKES YOU WILLING TO PAY MORE FOR AN ECO PRODUCT CROSSTABULATION							TOTAL
			MAIN REASON THAT MAKES YOU WILLING TO PAY MORE FOR AN ECO PRODUCT					
			BECAUSE THEY ARE CRUELTY FREE	SAFE FOR HEALTH	PRETTY PACKAGING	I DON'T PAY MORE	
INCOME	NOT APPLICABLE	Count	12	37	10	7	66
		Expected Count	10.6	33.0	12.3	10.1	66.0
	BELOW 20000	Count	3	11	4	4	22
		Expected Count	3.5	11.0	4.1	3.4	22.0
	20001-40000	Count	2	8	8	6	24
		Expected Count	3.8	12.0	4.5	3.7	24.0
	40001-60000	Count	0	8	1	1	10
		Expected Count	1.6	5.0	1.9	1.5	10.0
	ABOVE 60000	Count	7	11	5	5	28
		Expected Count	4.5	14.0	5.2	4.3	28.0
TOTAL		Count	24	75	28	23	150
		Expected Count	24.0	75.0	28.0	23.0	150.0

CHI-SQUARE TESTS			
	Value	**df**	**Asymptotic Significance (2-sided)**
Pearson Chi-Square	14.894[a]	12	0.247
Likelihood Ratio	15.881	12	0.197
Linear-by-Linear Association	0.772	1	0.380
N of Valid Cases	150		

Since, 11 cells (55.0%) have expected count less than 5. We do pooling.

AFTER POOLING :

INCOME * MAIN REASON THAT MAKES YOU WILLING TO PAY MORE FOR AN ECO PRODUCT CROSSTABULATION							
			MAIN REASON THAT MAKES YOU WILLING TO PAY MORE FOR AN ECO PRODUCT				TOTAL
			BECAUSE THEY ARE CRUELTY FREE	SAFE FOR HEALTH	PRETTY PACKAGING	I DON'T PAY MORE	
INCOME	NOT APPLICABLE	Count	12	37	10	7	66
		Expected Count	10.6	33.0	12.3	10.1	66.0
	BELOW 20000	Count	5	19	12	10	46
		Expected Count	7.4	23.0	8.6	7.1	46.0
	ABOVE 60000	Count	7	19	6	6	38
		Expected Count	6.1	19.0	7.1	5.8	38.0
TOTAL		Count	24	75	28	23	150
		Expected Count	24.0	75.0	28.0	23.0	150.0

CHI-SQUARE TESTS			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	6.433[a]	6	0.376
Likelihood Ratio	6.405	6	0.379
Linear-by-Linear Association	0.075	1	0.785
N of Valid Cases	150		

Conclusion:

Since, the significant value > the p value i.e., 0.376 > 0.05 , we accept H_0 and conclude that there is no significant difference between monthly income of people and the main reason that makes them willing to pay more for environmental friendly products.

QUESTIONNAIRE

1. Age
    1. 15-25   2. 26-35   3. 36 and above

2. Gender

    1.Male   2. Female   3. Others

3. Occupation
    1. Student   2. Employee 3. Unemployed

4. Monthly Income
    1. Not Applicable   2. Below 20000   3. 20001 – 40000   4. 40001 –60000

    5. Above 60000

5. Marital Status
    1. Married   2. Unmarried

6. How many times have you bought Environmental Friendly Products?
    1.Once a week or more often   2. At least once a month   3. Less than once month

7. How did you become aware of Environmental Friendly Products?
    1. Television   2. Magazines   3. Newspaper   4. Internet   5.Others

8. From where do you prefer to buy Environmental Friendly Products?
    1. Television
    2. Local shops
    3. Online
    4. Tele shopping
    5. Factory outlet

9. Tick products which you feel are Environmental Friendly from the list: (Select more than one option)
    1. Organic food
    2. Ayurvedic medicine
    3. Health care/cosmetics
    4. Electronic appliance
    5. Households

10. How would you describe your level of awareness about following dimensions of Environmental Friendly Products?

Statement	Very low	Low	Average	high	Very high
1. I am aware of the benefits of green products for health					
2. I am aware of the benefits of green products for the environment					
3. I am aware of the point of purchase for green products					
4. I am aware of various brands offering green products					
5. I am aware of various symbols / certifications / other identifiers which declare the product as green product					

11. Select more than one option which you will look most in an Environmental Friendly Product.
    1. No use of pesticides
    2. No preservatives or additives
    3. Should contain ayurvedic or natural ingredients
    4. Less environmental impact while manufacturing the product
    5. Completely biodegradable
    6. Recyclable
    7. Trusted brand
    8. A brand which does a lot of green initiatives

12. What type of Environmental Friendly Product did you purchase in past 6 months?
    1. CFL Bulbs   2. Health care/cosmetics   3. Electronic appliances
       4. Solar panels/solar water heater   5. House holds

13. What are the elements attracting you to buy Environmental Friendly Product?(Select more than one option)
    1. Acceptable Price
    2. Designer /Company Image
    3. Actual green product impact
    4. Appearance
    5. Packaging /Promotion
    6. Durable /Duration
    7. Others

14. Does the price of the Environmental Friendly Product affect your purchase?
    1. Yes   2. Sometimes   3. Frequently   4. Never

15. If Environmental Friendly Products feature increase in the price, are you willing to pay more?
    1. Never   2. Sometimes   3. Often   4. Always

16. What is the main reason that makes you willing to pay more for Environmental Friendly Products?
    1. Because they are cruelty free
    2. Safe for health
    3. Pretty Packaging
    4. I don't pay more

17. Why do you think Environmental Friendly Products are expensive?
    1. Increased Manufacturing costs
    2. Fair labour wages
    3. Aesthetic packaging
    4. Lesser demand
    5. None of the above

18. What is your motive to use Environmental Friendly Products?
    1. Concern for health
    2. Concern for status
    3. Concern for the environment
    4. To use better quality products.

19. Do you think the demand for Environmental Friendly Products will increase due to celebrity endorsement?
    1. Yes   2. Maybe   3. Sometimes 4. Never

20. Do you think Environmental Friendly Products should be available at large scale?
    1. Yes   2. Maybe   3. Sometimes 4. Never

21. Rank the point of purchases as per your purchases: (Rank all the options from 1-5)

Point of purchase	Most preferred				Less preferred
1. Retail malls	5	4	3	2	1
2. Local shops	5	4	3	2	1
3. Online	5	4	3	2	1
4. Tele shopping	5	4	3	2	1
5. Factory outlet	5	4	3	2	1

22. Will you repeat your purchase of Environmental Friendly Products?
    1. Once   2. Sometimes 3. Often   4. Always

23. To what extent do you agree or disagree with the following statement about the Environmental Friendly Products:

Eco-Friendly Products	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
1. Are good for environment.					
2. Are healthy.					
3. Have good quality/performance than conventional product.					
4. Are well Promoted.					
5. Are accessible and available in the market.					
6. It makes me feel different from everyone else.					

24. How will you describe your level of satisfaction regarding Environmental Friendly Products?
    1. Very much dissatisfied   2. Dissatisfied   3. Neutral   4. Satisfied
       5. Very much satisfied

25. Environmental Degradation has risen in last decade.
    1. Yes
    2. Maybe
    3. Uncertain
    4. Never

PROJECT REPORT

INFERENCES:

- Among 150 people surveyed, 42.7% of them belonged to the age group 15-25 years, 34% them belonged to the age group 26-35 years and 23.3% of them belonged to the age group 36 and above.
- Among 150 people surveyed, 46% of them are males and 54% of them are females.
- Among 150 people surveyed, 40.7% of them are students, 50.7% of them are employed and 8.7% of them are unemployed.
- Among 150 people surveyed, 44% are not applicable, 14.7% of them earn below ₹20000, 16% of them earn ₹20001-₹40000, 6.7% of them earn ₹40001-₹60000 and 18.7% of them earn more than ₹60000.
- Among 150 people surveyed, 41.3% of them are married and 58.7% of them are unmarried.
- Among 150 people surveyed, 23.3% of them bought environmental friendly products for once a week or more often, 51.3% of them bought environmental friendly products for at least once a month and 25.3% of them bought environmental friendly products for less than once a month.
- Among 150 people surveyed, 12.7% of them became aware of environmental friendly products through television, 24.0% of them became aware of environmental friendly products through magazines, 16.0% of them became aware of environmental friendly products through newspaper, 32.7% of them became aware of environmental friendly products through internet and 14.7% of them became aware of environmental friendly products through other sources.
- Among 150 people surveyed, 13.3% of them prefer buying environmental friendly products from local shops, 38% of them prefer buying environmental friendly products online, 30.0% of them prefer teleshopping environmental friendly products, 11.3% of them prefer buying environmental friendly products from factory outlets and 7.3% of them prefer buying environmental friendly products from other sources.
- Among 150 people surveyed, 62% of them selected organic food and 38% of them not selected organic food.
- Among 150 people surveyed, 49.3% of them selected ayurvedic medicine and 50.7% of them not selected ayurvedic medicine.
- Among 150 people surveyed, 45.3% of them selected health care/cosmetics and 54.7% of them not selected health care/ cosmetics.
- Among 150 people surveyed, 22% of them selected electronic appliances and 78% of them not selected electronic appliances.
- Among 150 people surveyed, 39.3% of them selected households and 60.7% of them not selected households.
- Among 150 people surveyed, most of the respondents very high - level of awareness towards environment (3.37), high - level of awareness towards health (3.34), average – level of awareness towards point of purchase (3.26), low – level of awareness towards various brands (3.11) and very low – level of awareness on various symbols.
- Among 150 people surveyed, 34.7% of them selected no use of pesticides and 65.3% of them not selected no use of pesticides.

- Among 150 people surveyed, 38% of them selected no preservatives or additives and 62% of them not selected no preservatives or additives.
- Among 150 people surveyed, 28.7% of them selected "should contain ayurvedic or natural ingredients" and 71.3% of them not selected "should contain ayurvedic or natural ingredients".
- Among 150 people surveyed, 35.3% of them selected "less environmental impact while manufacturing the product" and 64.7% of them not selected "less environmental impact while manufacturing the product".
- Among 150 people surveyed, 36.7% of them selected "completely biodegradable" and 63.3% of them not selected "completely biodegradable".
- Among 150 people surveyed, 28.7% of them selected "recyclable" and 71.3% of them not selected "recyclable".
- Among 150 people surveyed, 16.7% of them selected "trusted brand" and 25.3% of them not selected "trusted brand".
- Among 150 people surveyed, 12% of them selected "a brand which does a lot of green initiatives" and 88% of them not selected "a brand which does a lot of green initiatives".
- Among 150 people surveyed, 16% of them purchased CFL bulbs in past 6 months, 39.3% of them purchased health care / cosmetics in past 6 months, 12.7% of them purchased electronic appliances in past 6 months, 10.0% of them purchased solar panels/solar water heater in past 6 months and 22.0% of them purchased households in past 6 months.
- Among 150 people surveyed, 30% of them selected "acceptable price" and 70% of them not selected "acceptable price".
- Among 150 people surveyed, 22% of them selected "designer/company image" and 78% of them not selected "designer/company image".
- Among 150 people surveyed, 56.7% of them selected "actual green product impact" and 43.3% of them not selected "actual green product impact".
- Among 150 people surveyed, 34% of them selected "appearance" and 66% of them not selected "appearance".
- Among 150 people surveyed, 24.7% of them selected "packaging/promotion" and 75.3% of them not selected "packaging/promotion".
- Among 150 people surveyed, 24.7% of them selected "packaging/promotion" and 75.3% of them not selected "packaging/promotion".
- Among 150 people surveyed, 11.3% of them selected "others" and 88.7% of them not selected "others".
- Among 150 people surveyed, 28.0% of them are always affected by the price of the environmental friendly product, 44.0% of them are sometimes affected by the price of the environmental friendly product, 16.0% of them are frequently affected by the price of the environmental friendly product and 12.0% of them are never affected by the price of the environmental friendly product.
- Among 150 people surveyed, 12.0% of them are never willing to pay more if the environmental friendly product price increases, 40.7% of them are sometimes willing to pay more if the environmental friendly product price increases, 32.7% of them are often willing to pay more if the environmental friendly product price increases and 14.7% of them are always willing to pay more if the environmental friendly product price increases.

- Among 150 people surveyed, 15.3% of them are willing to pay more for environmental friendly product because they are cruelty free, 50.0% of them are willing to pay more for environmental friendly product because they are safe for health, 19.3% of them are willing to pay more for environmental friendly product because they have pretty packaging and 15.3% of them don't pay more.
- Among 150 people surveyed, 26.7% of them think environmental friendly products are expensive due to increased manufacturing costs, 24.0% of them think environmental friendly products are expensive due to fair labour wages, 22.7% of them think environmental friendly products are expensive due to aesthetic packaging, 24.0% of them think environmental friendly products are expensive due to lesser demand and 2.7% of think none of the above.
- Among 150 people surveyed, 38.0% of them are concerned for health , 15.3% of them are concerned for status, 36.7% of them are concerned for environment and 10.0% of them want to use better quality products.
- Among 150 people surveyed, 35.1% of them think demand increases due to celebrity endorsement, 40.4% of them think maybe demand increases due to celebrity endorsement, 19.3% of them think sometimes demand increases due to celebrity endorsement and 5.3% of them don't think demand increases due to celebrity endorsement.
- Among 150 people surveyed, 60.0% of them think environmental friendly products should always be available at large scale, 22.0% of them think maybe environmental friendly products should be available at large scale, 10.7% of them think environmental friendly products should sometimes be available at large scale and 7.3% of them think environmental friendly products should never be available at large scale.
- Among 150 people surveyed, The results show the following rank order is - Retail Malls, Local Shops, Online, Teleshopping and Factory Outlet.
- Among 150 people surveyed, 14.0% of them will repeat the purchase of environmental friendly products once, 39.3% of them will repeat the purchase of environmental friendly products sometimes, 30.0% of them will repeat the purchase of environmental friendly products often and 16.7% of them will repeat the purchase of environmental friendly products always.
- Among 150 people surveyed, most of the respondents Strongly agreed that " Environmental friendly products are healthy", most of the respondents agreed that ," Environmental friendly products are good for environment", most of the respondents are neutral that "Environmental friendly products having good quality or performance than conventional products", most of the respondents disagree that, "Environmental friendly products are accessible and available in the market" and most of the respondents Strongly disagreed that,
    - environmental friendly products are well promoted.
    - environmental friendly products make them feel different from everyone else.

- Among 150 people surveyed, 13.3% of them are very much dissatisfied regarding environmental friendly products, 14.0% of them are dissatisfied regarding environmental friendly products, 22.0% of them are very neutral regarding environmental friendly products, 37.3% of them are satisfied regarding environmental friendly products and 13.3% of them are very much satisfied regarding environmental friendly products.
- Among 150 people surveyed, 56.7% of them think environmental degradation has risen in the last decade, 26.7% of them think maybe environmental degradation has risen in the last decade, 12.7% of them are uncertain about environmental degradation in the last decade and 4.0% of them think environmental degradation has not risen in the last decade.

Hypothesis:

- There is no significant difference between age of people and their awareness towards benefits of environmental friendly products of health.
- There is no significant difference between age of people and their awareness towards benefits of environmental friendly products for environment.
- There is no significant difference between age of people and what is their point of purchase of environmental friendly products.
- There is no significant difference between age of people and their awareness towards various symbols or certifications or other identifiers which declare the product as environmental friendly product .
- There is no significant difference between age of people and from where do they prefer buying environmental friendly products.
- There is no significant difference between age of people and their motive to use environmental friendly products.
- There is no significant difference between age of people and their level of satisfaction regarding environmental friendly products.
- There is no significant difference between occupation of people and from where did they become aware about environmental friendly products.
- There is no significant difference between occupation of people and the price of environmental friendly products affecting their purchase.
- There is no significant difference between monthly income of people and the main reason that makes them willing to pay more for environmental friendly products.

Findings:

➢ Most of the respondents had very high - level of awareness towards environment (3.37), high - level of awareness towards health (3.34), average – level of awareness towards point of purchase (3.26), low – level of awareness towards various brands (3.11) and very low – level of awareness on various symbols.

➢ Most of the respondents (36.7%) look for a completely biodegradable product while purchasing an environmental friendly product.

➢ Among 150 people surveyed, 15.3% of them are willing to pay more for environmental friendly product because they are cruelty free, 50.0% of them are willing to pay more for environmental friendly product because they are safe for health, 19.3% of them are willing to pay more for environmental friendly product because they have pretty packaging and 15.3% of them don't pay more.

➢ Among 150 people surveyed, 13.3% of them are very much dissatisfied regarding environmental friendly products, 14.0% of them are dissatisfied regarding environmental friendly products, 22.0% of them are very neutral regarding environmental friendly products, 37.3% of them are satisfied regarding environmental friendly products and 13.3% of them are very much satisfied regarding environmental friendly products.

LIMITATIONS

➢ It involves some uncertainty about the response.

➢ There wasn't good co-operation from some of the respondents.

➢ The information supplied by the respondents may not be accurate and it is difficult to verify.

➢ The sample size was large.

➢ The success of this method depends on the skill with which questionnaire is drafted.

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