Codebook

A

		Value	Count	Percent
Standard Attributes	Position	2		
	Label	Age		
	Type	Numeric		
	Format	F8		
	Measurement	Scale		
	Role	Input		
N	Valid	82		
	Missing	0		
Central Tendency and Dispersion	Mean	1.45		
	Standard Deviation	.756		
	Percentile 25	1.00		
	Percentile 50	1.00		
	Percentile 75	2.00		
Labeled Values	1	19-24	55	67.1%
	2	25-29	20	24.4%
	3	30-35	4	4.9%
	4	>36	3	3.7%

G

		Value	Count	Percent
Standard Attributes	Position	3		
	Label	Gender		
	Type	Numeric		
	Format	F8		
	Measurement	Nominal		
	Role	Input		
Valid Values	1	Male	40	48.8%
	2	Female	42	51.2%
	3	Others (LGBTQ etc.)	0	0.0%

L

		Value	Count	Percent
Standard Attributes	Position	4		
	Label	Location		
	Type	Numeric		
	Format	F8		
	Measurement	Nominal		
	Role	Input		
Valid Values	1	AP	10	12.2%
	2	AS	2	2.4%
	3	BH	1	1.2%
	4	GO	2	2.4%
	5	HA	2	2.4%
	6	JH	5	6.1%
	7	KN	15	18.3%
	8	KL	1	1.2%
	9	MP	2	2.4%
	10	MH	2	2.4%
	11	ND	2	2.4%
	12	OD	7	8.5%
	13	RJ	2	2.4%
	14	SK	2	2.4%
	15	TN	2	2.4%
	16	TL	2	2.4%
	17	UP	2	2.4%
	18	WB	21	25.6%

CT

		Value	Count	Percent
Standard Attributes	Position	5		
	Label	City Tier		
	Type	Numeric		
	Format	F8		
	Measurement	Nominal		
	Role	Input		
Valid Values	1	Metropolitan	30	36.6%
	2	Tier 1	16	19.5%
	3	Tier 2	23	28.0%
	4	Tier 3	10	12.2%
	5	Tier 4	3	3.7%

ED

		Value	Count	Percent
Standard Attributes	Position	6		
	Label	Education		
	Type	Numeric		
	Format	F8		
	Measurement	Ordinal		
	Role	Input		
Valid Values	1	High School	0	0.0%
	2	Undergrad	20	24.4%
	3	Post-grad	58	70.7%
	4	Doctoral	1	1.2%
	5	Post-doctoral	3	3.7%
	6	Practitioner (law, medicine, etc.)	0	0.0%

O

		Value	Count	Percent
Standard Attributes	Position	7		
	Label	Occupation		
	Type	Numeric		
	Format	F8		
	Measurement	Nominal		
	Role	Input		
Valid Values	1	Student	59	72.0%
	2	Working Professional	14	17.1%
	3	Business Owner	3	3.7%
	4	Freelancer	6	7.3%
	5	Homemaker	0	0.0%

IS_A

		Value	Count	Percent
Standard Attributes	Position	8		
	Label	Annual Income		
	Type	Numeric		
	Format	F8		
	Measurement	Scale		
	Role	Input		
N	Valid	82		
	Missing	0		
Central Tendency and Dispersion	Mean	1.76		
	Standard Deviation	1.117		
	Percentile 25	1.00		
	Percentile 50	1.00		
	Percentile 75	2.00		
Labeled Values	1	< 1,00,000	49	59.8%
	2	1,00,000-3,00,000	16	19.5%

IS_A

	Value	Count	Percent
3	3,01,000-4,00,000	7	8.5%
4	4,01,000-5,00,000	8	9.8%
5	> 5,01,000	2	2.4%

COP

		Value	Count	Percent
Standard Attributes	Position	9		
	Label	Conformation of Purchase		
	Type	Numeric		
	Format	F8		
	Measurement	Ordinal		
	Role	Input		
Valid Values	1	Yes	63	76.8%
	2	No	19	23.2%

SRC_1

		Value	Count	Percent
Standard Attributes	Position	21		
	Label	Newspaper		
	Type	Numeric		
	Format	F8		
	Measurement	Nominal		
	Role	Input		
Valid Values	1	Yes	22	26.8%
	2	No	60	73.2%

SRC_2

		Value	Count	Percent
Standard Attributes	Position	22		
	Label	Social media		
	Type	Numeric		
	Format	F8		
	Measurement	Nominal		
	Role	Input		
Valid Values	1	Yes	14	17.1%
	2	No	67	81.7%
	12		1	1.2%

SRC_3

		Value	Count	Percent
Standard Attributes	Position	23		
	Label	Website/ E-commerce sites		
	Type	Numeric		
	Format	F8		
	Measurement	Nominal		
	Role	Input		
Valid Values	1	Yes	45	54.9%
	2	No	37	45.1%

SRC_4

		Value	Count	Percent
Standard Attributes	Position	24		
	Label	Email/Newsletters		
	Type	Numeric		
	Format	F8		
	Measurement	Nominal		
	Role	Input		
Valid Values	1	Yes	25	30.5%
	2	No	57	69.5%

SRC_5

		Value	Count	Percent
Standard Attributes	Position	25		
	Label	Word of Mouth		
	Type	Numeric		
	Format	F8		
	Measurement	Nominal		
	Role	Input		
Valid Values	1	Yes	8	9.8%
	2	No	74	90.2%

SRC_6

		Value	Count	Percent
Standard Attributes	Position	26		
	Label	Department stores/ Retail outlets		
	Type	Numeric		
	Format	F8		
	Measurement	Nominal		
	Role	Input		
Valid Values	1	Yes	24	29.3%
	2	No	58	70.7%

SRC_7

		Value	Count	Percent
Standard Attributes	Position	27		
	Label	Local shops/convenient stores		
	Type	Numeric		
	Format	F8		
	Measurement	Nominal		
	Role	Input		
Valid Values	1	Yes	7	8.5%
	2	No	75	91.5%

PF

		Value	Count	Percent
Standard Attributes	Position	32		
	Label	Purchase Frequency		
	Type	Numeric		
	Format	F8		
	Measurement	Ordinal		
	Role	Input		
Valid Values	0	None	20	24.4%
	1	Once a week	0	0.0%
	2	Twice a week	7	8.5%
	3	Fortnightly	13	15.9%
	4	Once a month	41	50.0%
Missing Values	System		1	1.2%

$INF_No

		Value	Count	Percent
Standard Attributes	Label	<none>		
	Type	Multiple Dichotomy Set		
Multiple Response Categories	InF_N1	Cost (too expensive for the value they perceive)	74	90.2%
	InF_N2	Less accessible in my region	76	92.7%
	InF_N3	I feel that they have little /no benefit	81	98.8%
	InF_N4	Products are overly hyped	72	87.8%
	InF_N5	Confused about the value they perceive	74	90.2%
	InF_N6	No specific reason	79	96.3%

$INF_Yes

		Value	Count	Percent
Standard Attributes	Label	<none>		
	Type	Multiple Dichotomy Set		
Multiple Response Categories	InF_Y1	To emulate my peers	74	90.2%
	InF_Y2	Conscious about the benefits of green products	43	52.4%
	InF_Y3	Products are beneficial for me	52	63.4%
	InF_Y4	Genuinely care about the issues they deal with	64	78.0%
	InF_Y5	They utilize innovative technology.	74	90.2%

Sources

		Value
Standard Attributes	Position	50
	Label	<none>
	Type	Numeric
	Format	F8.2
	Measurement	Scale
	Role	Input
N	Valid	82
	Missing	0
Central Tendency and Dispersion	Mean	1.7648
	Standard Deviation	.25533
	Percentile 25	1.5714
	Percentile 50	1.7857
	Percentile 75	2.0000

Negetive_Influence

		Value
Standard Attributes	Position	45
	Label	<none>
	Type	Numeric
	Format	F8.2
	Measurement	Scale
	Role	Input
N	Valid	82
	Missing	0
Central Tendency and Dispersion	Mean	1.9268
	Standard Deviation	.15067
	Percentile 25	2.0000
	Percentile 50	2.0000
	Percentile 75	2.0000

Positive_Influence

		Value
Standard Attributes	Position	46
	Label	<none>
	Type	Numeric
	Format	F8.2
	Measurement	Scale
	Role	Input
N	Valid	82
	Missing	0
Central Tendency and Dispersion	Mean	1.7488
	Standard Deviation	.22402
	Percentile 25	1.6000
	Percentile 50	1.8000
	Percentile 75	2.0000

Perception

		Value
Standard Attributes	Position	47
	Label	<none>
	Type	Numeric
	Format	F8.2
	Measurement	Scale
	Role	Input
N	Valid	82
	Missing	0
Central Tendency and Dispersion	Mean	2.6199
	Standard Deviation	1.74493
	Percentile 25	1.0000
	Percentile 50	3.0000
	Percentile 75	4.0000

Attitude

		Value
Standard Attributes	Position	48
	Label	<none>
	Type	Numeric
	Format	F8.2
	Measurement	Scale
	Role	Input
N	Valid	82
	Missing	0
Central Tendency and Dispersion	Mean	2.7280
	Standard Deviation	1.79349
	Percentile 25	.0000
	Percentile 50	3.4000
	Percentile 75	4.2000

Green_Product_Attributes

		Value
Standard Attributes	Position	49
	Label	<none>
	Type	Numeric
	Format	F8.2
	Measurement	Scale
	Role	Input
N	Valid	82
	Missing	0
Central Tendency and Dispersion	Mean	1.6006
	Standard Deviation	.31637
	Percentile 25	1.5000
	Percentile 50	1.5000
	Percentile 75	1.7500

Pie Chart Sum of Annual Income by Occupation

Occupation

- Student
- Working Professional
- Business Owner
- Freelancer
- Homemaker

53.47%
31.94%
10.42%

Simple Bar of Age

Mean = 1.45
Std. Dev. = .756
N = 82

Negetive_Influence

Positive_Influence

Sources

Green_Product_Attributes

Purchase Frequency