

Market Research Project

Green Purchase Behavior of Millennials in India



**SUBMITTED TO
SUBMITTED BY**

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(FPBR2022/095)

Certificate

The following Paper 2, titled "**Green Purchase Behavior of Millennials in India**", is hereby approved as a certified study in management carried out and presented in a manner satisfactory to warrant its acceptance as a prerequisite for the award of Post Graduate Diploma in Management for which it has been submitted. It is understood that by this approval the undersigned does not necessarily endorse or approve any statement made, opinion expressed, or conclusions drawn internally, but approve the report only for the academic purpose for which it is submitted.

Signature _____

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Theme Paper 2

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Questionnaire

The questionnaire consists of 15 questions, which were filled up by the respondents. A questionnaire was designed in such a manner that it has close-ended questions. Ranking and rated questions. It was also designed to collect information about the demographic profile of the respondents, such as age, gender, profession. In addition to this, various questions related to their experience of using food delivery apps were also asked.

Age

- 20-25
- 26-30
- 31-36
- >37

Gender

- Female
- Male
- Others

Location (state/UT)

City Tier

- Metropolitan
- Tier 1
- Tier 2
- Tier three
- Other

Education

- Diploma
- Undergrad
- Post-grad
- Doctoral
- Post-doctoral
- Practitioner (law, medicine, etc.)

Occupation

- Student
- Working Professional

Business Owner

Freelancer

Homemaker

Income Status (₹ Annual)

1,00,000-30,00,000

3,01,000-4,00,000

4,01,000-,,5,00,000

>5,01,000

(Q 8,9,10,11,12 Indicate Reasons/Influences and Q 13, 14, 15 Indicate Sensitivity-attitude, perception)

Do you purchase green (Eco-Friendly Products)?

Yes

No

If your answer to Q8 is No, please pick the reason for that (You may choose more than one) (Influence)

Cost (too expensive for the value they perceive)

Less accessible in my region

I feel that they have little /no benefit

Products are overly hyped

Confused about the value they perceive

No specific reason

If your answer to Q8 is Yes, please pick the reason for that (You may choose more than one) (Influence)

To emulate my peers

Conscious about the benefits of green products

Products are beneficial for me

Genuinely care about the issues they deal with

They utilize innovative technology.

What's your resource for information on green products (you may choose more than one)? (Influence)

TV ads

Newspaper

Social media

- Websites/ E-commerce sites
- Email/Newsletters
- Word of Mouth
- Department stores/ Retail outlets
- Local shops/convenience stores

Which factor(s) do you consider before purchasing green? (You may choose more than one) (Influence)

- Quality
- Price/Cost
- Brand
- Benefit

Approximately how many times do you purchase in a month? (Frequency of Purchase/ Consumer Intention/Attitude)

- Once a week
- Twice a week
- Fortnightly
- Once a month

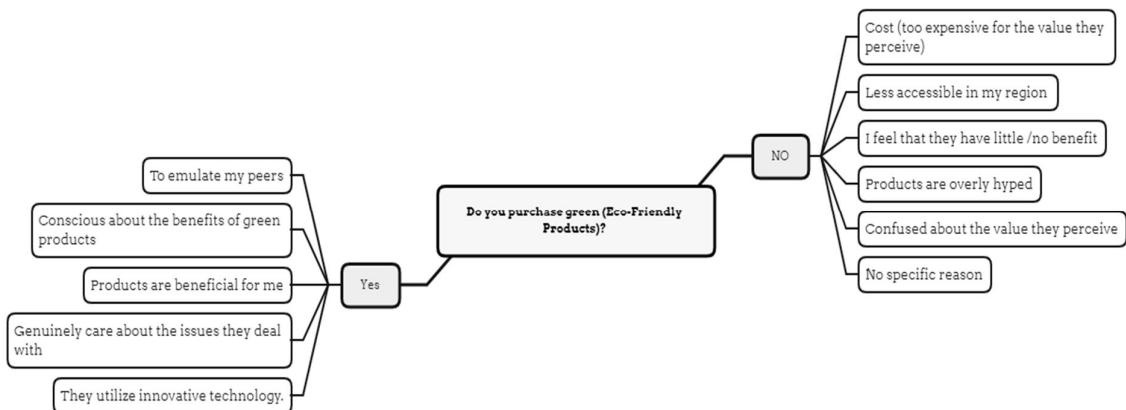
To what extent do you agree or disagree with the following (rating 1-5)? (Perception)

	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
They are good for the environment					
Healthy					
Have a better quality/performance					
Reasonable price					
Well promoted					
Available/accessible in the market					

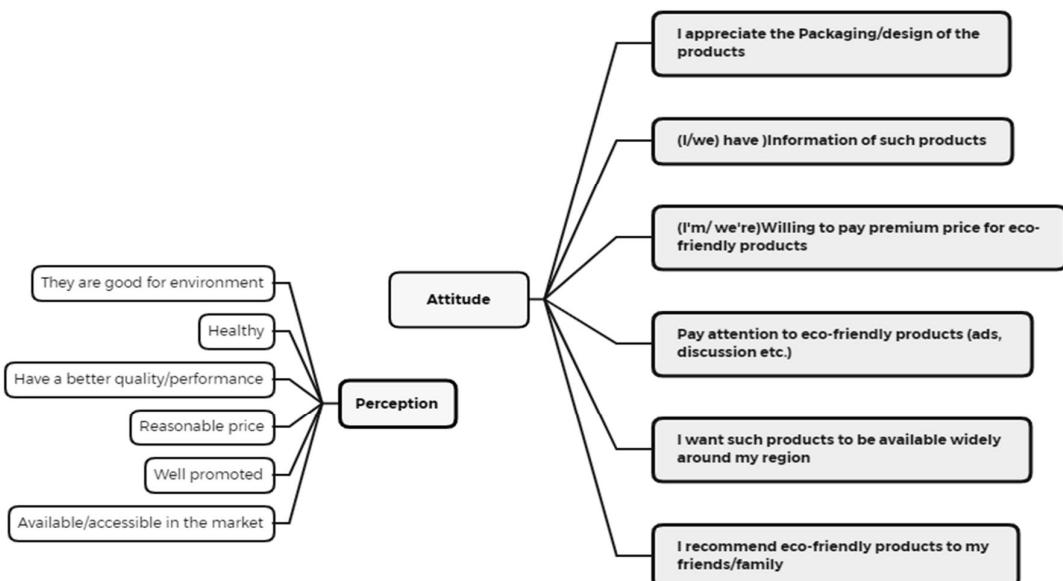
Which among the following you agree or disagree with (rating 1-5)? (Attitude)

	Strongly disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
I appreciate the Packaging/design of the products					
Information of such products					
Willing to pay a premium price for eco-friendly products					
Pay attention to eco-friendly products (ads, discussion, etc.)					
I want such products to be available widely around my region.					
I recommend eco-friendly products to my friends/family					

Open-ended question (comments)



Lik M.



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

Negative_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

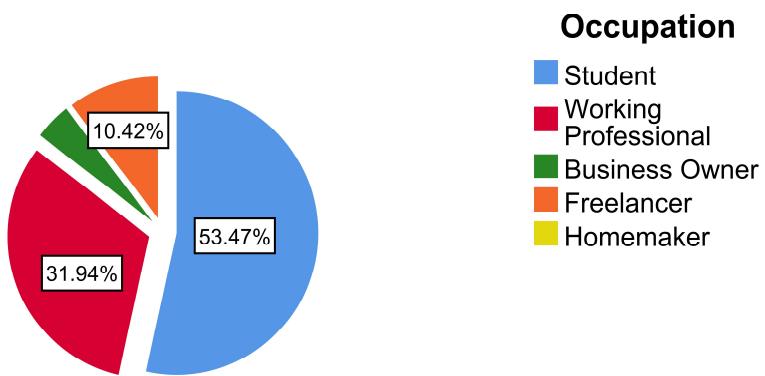
Attitude

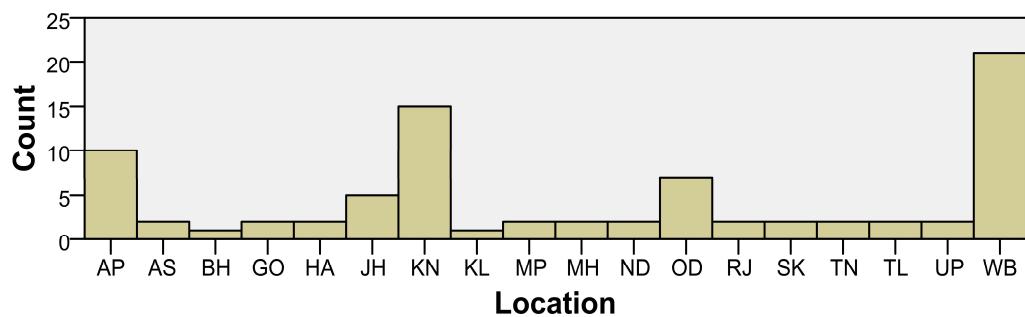
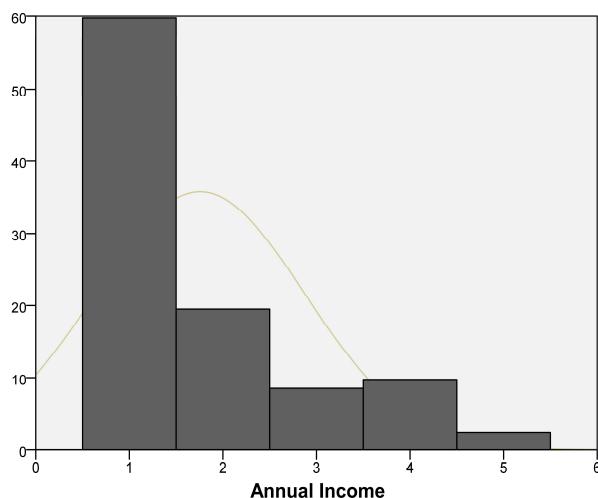
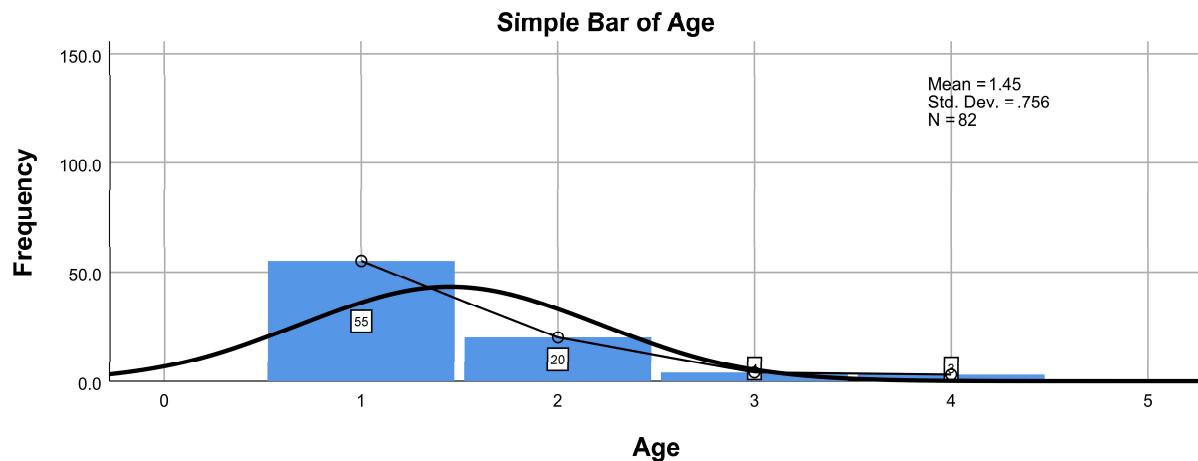
		Value
Standard Attributes	Position	48
	Label	<none>
	Type	Numeric
	Format	F8.2
	Measurement	Scale
	Role	Input
N	Valid	82
	Missing	0
Central Tendency and Dispersion	Mean	2.7280
	Standard Deviation	1.79349
	Percentile 25	.0000
	Percentile 50	3.4000
	Percentile 75	4.2000

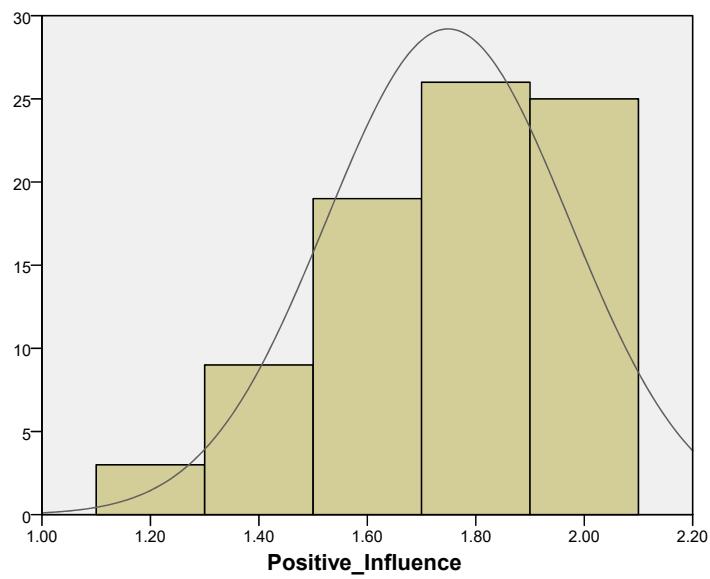
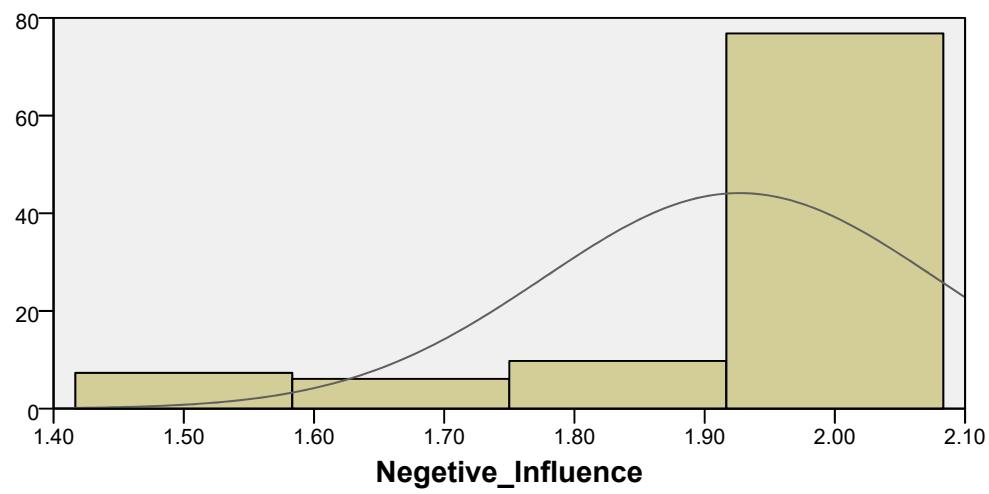
Green_Product_Attributes

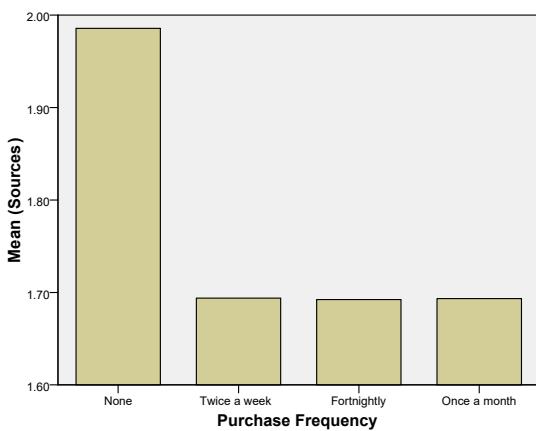
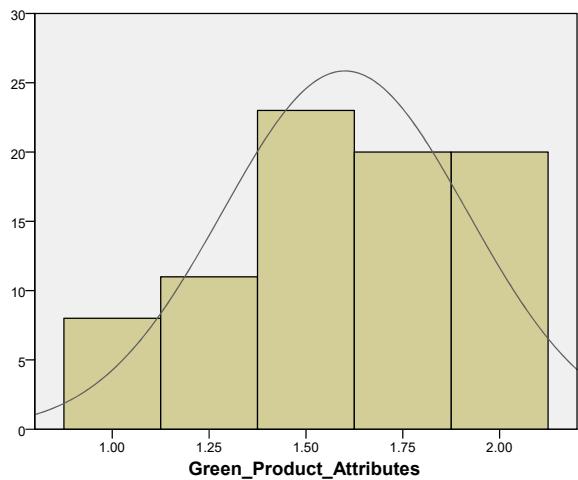
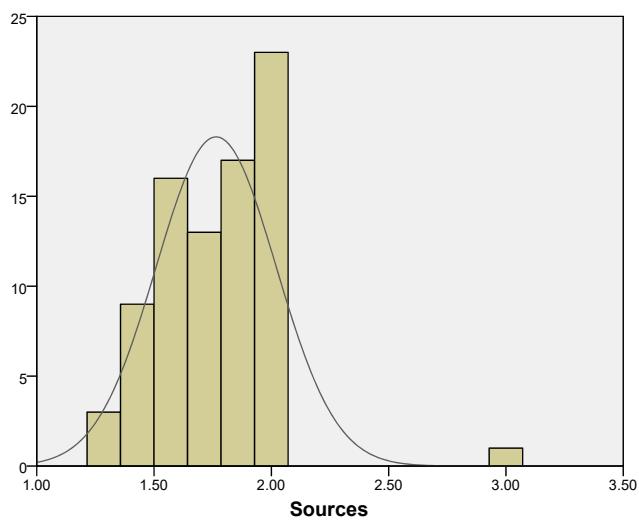
		Value
Standard Attributes	Position	49
	Label	<none>
	Type	Numeric
	Format	F8.2
	Measurement	Scale
	Role	Input
N	Valid	82
	Missing	0
Central Tendency and Dispersion	Mean	1.6006
	Standard Deviation	.31637
	Percentile 25	1.5000
	Percentile 50	1.5000
	Percentile 75	1.7500

Pie Chart Sum of Annual Income by Occupation









Explore

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Negative_Influence	82	100.0%	0	0.0%	82	100.0%
Positive_Influence	82	100.0%	0	0.0%	82	100.0%

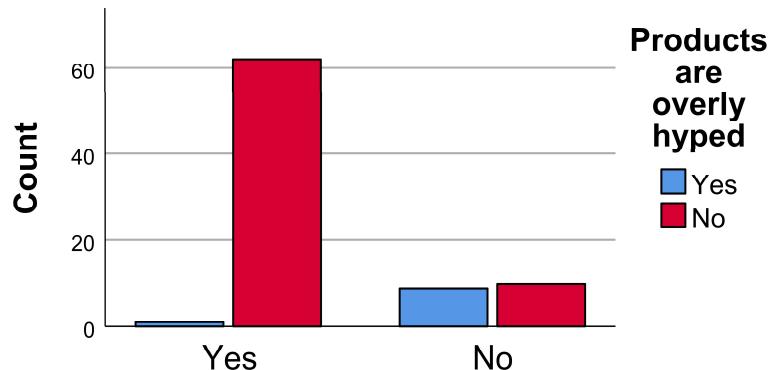
Descriptives

		Statistic	Std. Error
Negative_Influence	Mean	1.9268	.01664
	95% Confidence Interval for Mean	Lower Bound	1.8937
		Upper Bound	1.9599
	5% Trimmed Mean	1.9465	
	Median	2.0000	
	Variance	.023	
	Std. Deviation	.15067	
	Minimum	1.50	
	Maximum	2.00	
	Range	.50	
	Interquartile Range	.00	
	Skewness	-1.985	.266
Positive_Influence	Kurtosis	2.677	.526
	Mean	1.7488	.02474
	95% Confidence Interval for Mean	Lower Bound	1.6996
		Upper Bound	1.7980
	5% Trimmed Mean	1.7623	
	Median	1.8000	
	Variance	.050	
	Std. Deviation	.22402	
	Minimum	1.20	
	Maximum	2.00	
	Range	.80	
	Interquartile Range	.40	
	Skewness	-.608	.266

Descriptives

	Statistic	Std. Error
Kurtosis	-.399	.526

Bar Chart



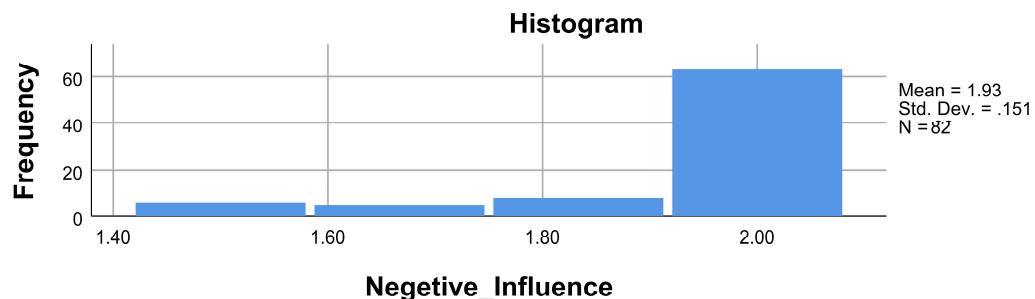
Conformation of Purchase

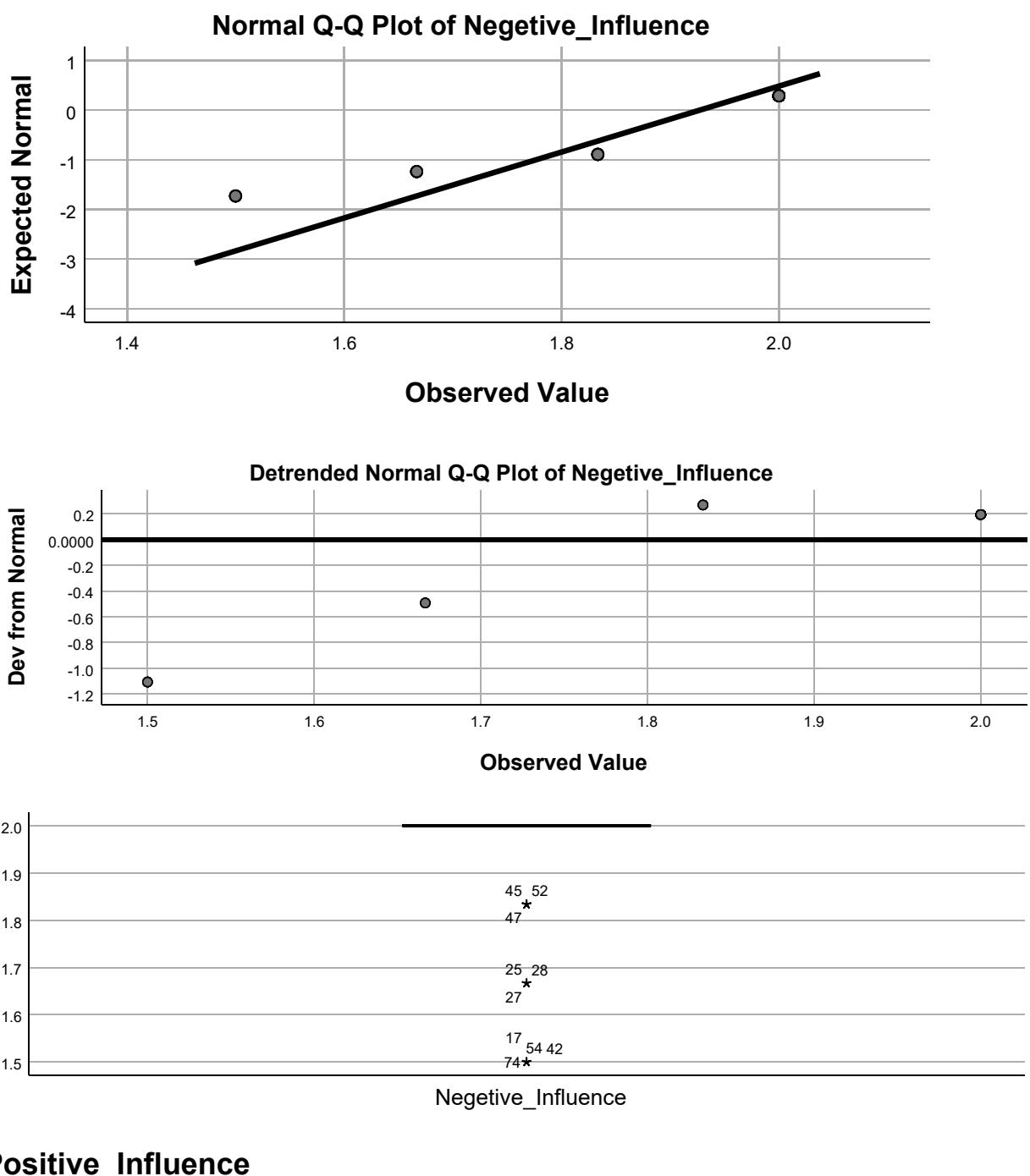
Tests of Normality

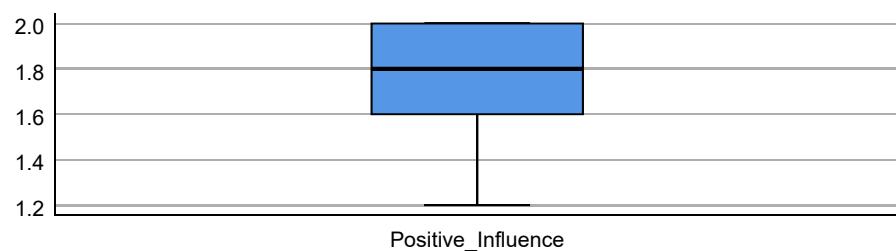
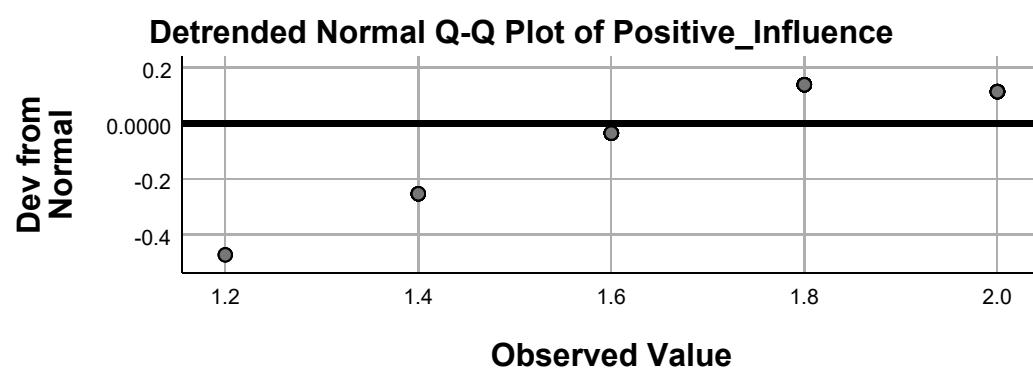
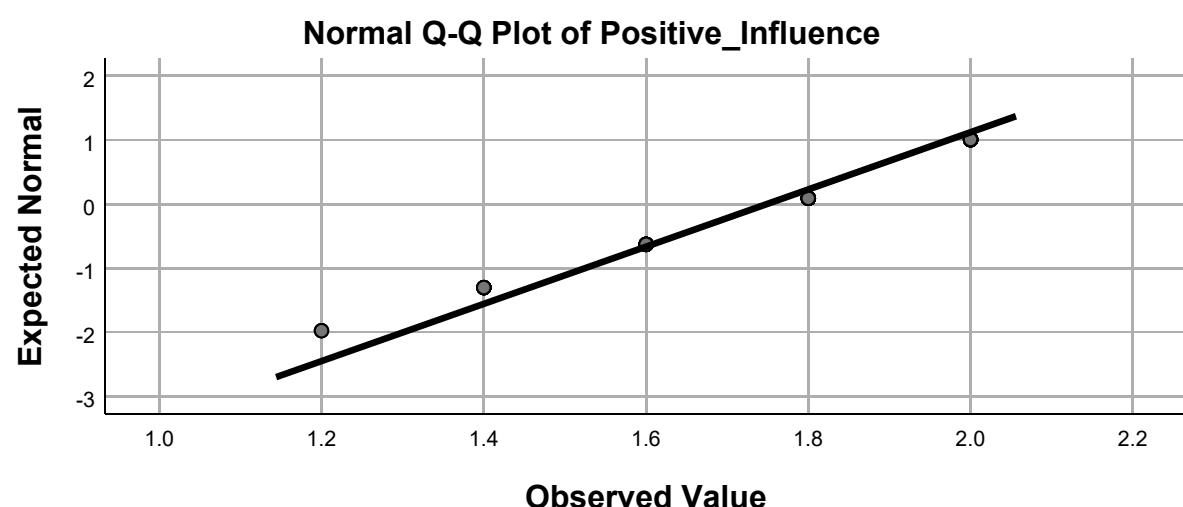
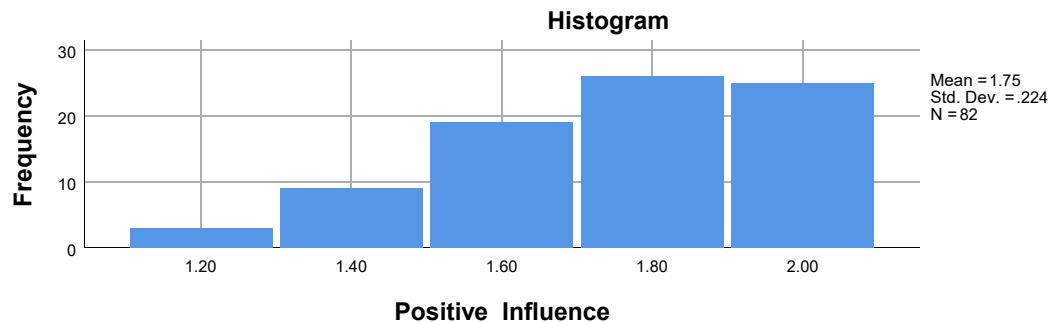
	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Negative_Influence	.455	82	.000	.540	82	.000
Positive_Influence	.212	82	.000	.873	82	.000

a. Lilliefors Significance Correction

Negative_Influence





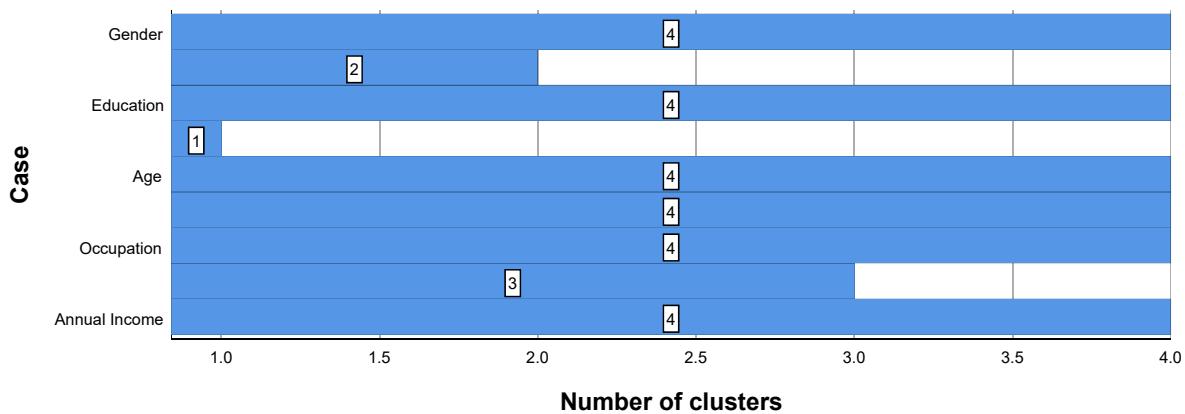


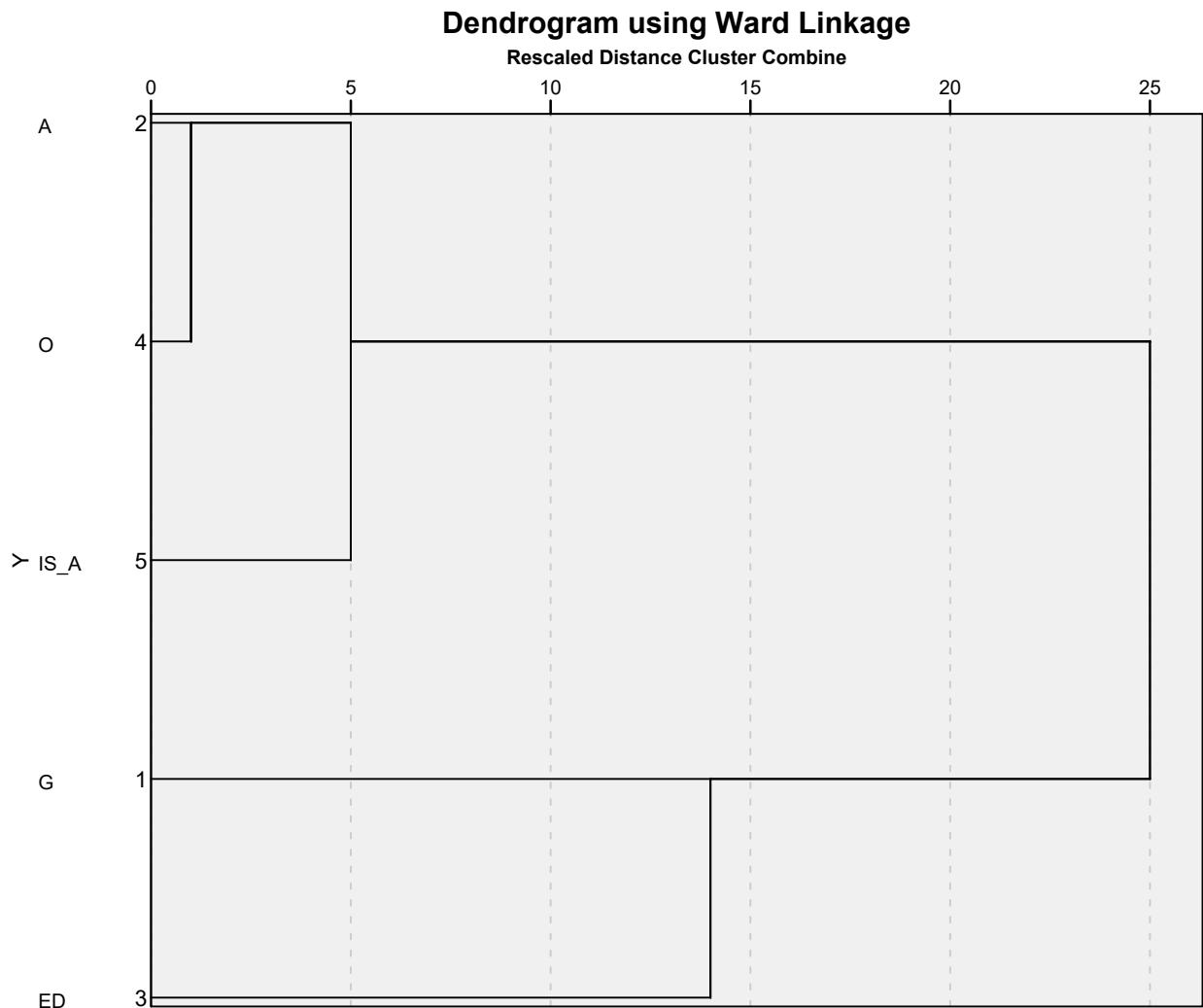
Cluster

Ward Linkage

Agglomeration Schedule

Stage	Cluster Combined			Stage Cluster First Appears			Next Stage
	Cluster 1	Cluster 2	Coefficients	Cluster 1	Cluster 2		
1	2	4	29.983	0	0	2	
2	2	5	74.114	1	0	4	
3	1	3	149.778	0	0	4	
4	1	2	263.428	3	2	0	





Generalized Linear Models

Model Information

Dependent Variable	Perception ^a
Probability Distribution	Multinomial
Link Function	Cumulative logit

a. The procedure applies the cumulative link function to the dependent variable values in ascending order.

Case Processing Summary

	N	Percent
Included	82	100.0%
Excluded	0	0.0%
Total	82	100.0%

Categorical Variable Information

		N	Percent	
Dependent Variable	Perception	.00	19	23.2%
		.67	1	1.2%
		1.00	1	1.2%
		1.17	1	1.2%
		1.33	1	1.2%
		1.50	2	2.4%
		1.83	3	3.7%
		2.33	1	1.2%
		2.50	4	4.9%
		2.83	2	2.4%
		3.00	9	11.0%
		3.17	1	1.2%
		3.33	6	7.3%
		3.50	2	2.4%
		3.67	2	2.4%
		3.83	4	4.9%
		4.00	3	3.7%
		4.17	2	2.4%
		4.33	5	6.1%
Factor	Conformation of Purchase	4.50	2	2.4%
		4.67	4	4.9%
		4.83	2	2.4%
		5.00	5	6.1%
		Total	82	100.0%
Factor	Conformation of Purchase	Yes	63	76.8%
		No	19	23.2%
		Total	82	100.0%

Continuous Variable Information

	N	Minimum	Maximum	Mean	Std. Deviation	
Covariate	Attitude	82	.00	5.00	2.7280	1.79349

Goodness of Fit^a

	Value	df	Value/df
Deviance	173.984	394	.442
Scaled Deviance	173.984	394	
Pearson Chi-Square	273.553	394	.694
Scaled Pearson Chi-Square	273.553	394	
Log Likelihood ^b	-113.917		
Akaike's Information Criterion (AIC)	275.834		
Finite Sample Corrected AIC (AICC)	296.887		
Bayesian Information Criterion (BIC)	333.595		
Consistent AIC (CAIC)	357.595		

Dependent Variable: Perception

Model: (Threshold), Conformation of Purchase, Attitude^a

- a. Information criteria are in smaller-is-better form.
- b. The full log likelihood function is displayed and used in computing information criteria.

Omnibus Test^a

Likelihood Ratio Chi-Square	df	Sig.
138.261	2	.000

Dependent Variable: Perception

Model: (Threshold), Conformation of Purchase, Attitude^a

- a. Compares the fitted model against the thresholds-only model.

Tests of Model Effects

Source	Type III		
	Wald Chi-Square	df	Sig.
Conformation of Purchase	.000	1	.996
Attitude	34.674	1	.000

Dependent Variable: Perception

Model: (Threshold), Conformation of Purchase, Attitude

Parameter Estimates

Parameter	B	Std. Error	95% Wald Confidence Interval	
			Lower	Upper
Threshold	[Perception=.00]	20.414	6215.6795	-12162.094 12202.922
	[Perception=.67]	36.169	6508.9421	-12721.123 12793.461
	[Perception=1.00]	37.365	6508.9422	-12719.927 12794.657
	[Perception=1.17]	38.122	6508.9422	-12719.170 12795.414
	[Perception=1.33]	38.713	6508.9422	-12718.580 12796.005
	[Perception=1.50]	39.808	6508.9422	-12717.485 12797.100
	[Perception=1.83]	40.841	6508.9422	-12716.452 12798.133
	[Perception=2.33]	41.074	6508.9422	-12716.219 12798.366
	[Perception=2.50]	41.775	6508.9422	-12715.518 12799.067
	[Perception=2.83]	42.054	6508.9422	-12715.239 12799.346
	[Perception=3.00]	43.150	6508.9422	-12714.142 12800.443
	[Perception=3.17]	43.261	6508.9422	-12714.031 12800.553
	[Perception=3.33]	43.863	6508.9422	-12713.430 12801.155
	[Perception=3.50]	44.049	6508.9422	-12713.244 12801.341
	[Perception=3.67]	44.227	6508.9423	-12713.065 12801.519
	[Perception=3.83]	44.592	6508.9423	-12712.701 12801.884
	[Perception=4.00]	44.888	6508.9423	-12712.404 12802.180
	[Perception=4.17]	45.098	6508.9423	-12712.194 12802.391
	[Perception=4.33]	45.677	6508.9423	-12711.615 12802.970
	[Perception=4.50]	45.934	6508.9423	-12711.358 12803.227
	[Perception=4.67]	46.579	6508.9423	-12710.714 12803.871
	[Perception=4.83]	47.030	6508.9423	-12710.262 12804.323
	[Conformation of Purchase=1]	36.315	6508.9422	-12720.977 12793.608
	[Conformation of Purchase=2]	0 ^a	.	.

Parameter Estimates

Parameter	Hypothesis Test			
	Wald Chi-Square	df	Sig.	
Threshold [Perception=.00]	.000	1	.997	
[Perception=.67]	.000	1	.996	
[Perception=1.00]	.000	1	.995	
[Perception=1.17]	.000	1	.995	
[Perception=1.33]	.000	1	.995	
[Perception=1.50]	.000	1	.995	
[Perception=1.83]	.000	1	.995	
[Perception=2.33]	.000	1	.995	
[Perception=2.50]	.000	1	.995	
[Perception=2.83]	.000	1	.995	
[Perception=3.00]	.000	1	.995	
[Perception=3.17]	.000	1	.995	
[Perception=3.33]	.000	1	.995	
[Perception=3.50]	.000	1	.995	
[Perception=3.67]	.000	1	.995	
[Perception=3.83]	.000	1	.995	
[Perception=4.00]	.000	1	.994	
[Perception=4.17]	.000	1	.994	
[Perception=4.33]	.000	1	.994	
[Perception=4.50]	.000	1	.994	
[Perception=4.67]	.000	1	.994	
[Perception=4.83]	.000	1	.994	
[Conformation of Purchase=1]	.000	1	.996	
[Conformation of Purchase=2]

Parameter Estimates

Parameter	B	Std. Error	95% Wald Confidence Interval	
			Lower	Upper
Attitude	2.019	.3428	1.347	2.691
(Scale)	1 ^b			

Parameter Estimates

Parameter	Hypothesis Test		
	Wald Chi-Square	df	Sig.
Attitude	34.674	1	.000
(Scale)			

Dependent Variable: Perception

Model: (Threshold), Conformation of Purchase, Attitude

a. Set to zero because this parameter is redundant.

b. Fixed at the displayed value.

```
T-TEST PAIRS=Attitude Perception IS_A Negetive_Influence Positive_Influence Ne
getive_Influence
Positive_Influence WITH COP COP PF Perception Perception Attitude Attitude
(PAIRED)
/CRITERIA=CI(.9500)
/MISSING=ANALYSIS.
```

T-Test

Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Attitude	2.7280	82	1.79349	.19806
	Conformation of Purchase	1.23	82	.425	.047
Pair 2	Perception	2.6199	82	1.74493	.19269
	Conformation of Purchase	1.23	82	.425	.047
Pair 3	Annual Income	1.75	81	1.124	.125
	Purchase Frequency	2.68	81	1.657	.184
Pair 4	Negetive_Influence	1.9268	82	.15067	.01664
	Perception	2.6199	82	1.74493	.19269
Pair 5	Positive_Influence	1.7488	82	.22402	.02474
	Perception	2.6199	82	1.74493	.19269
Pair 6	Negetive_Influence	1.9268	82	.15067	.01664
	Attitude	2.7280	82	1.79349	.19806
Pair 7	Positive_Influence	1.7488	82	.22402	.02474
	Attitude	2.7280	82	1.79349	.19806

Paired Samples Correlations

		N	Correlation	Sig.
Pair 1	Attitude & Conformation of Purchase	82	-.840	.000
Pair 2	Perception & Conformation of Purchase	82	-.830	.000
Pair 3	Annual Income & Purchase Frequency	81	-.211	.059
Pair 4	Negetive_Influence & Perception	82	.678	.000
Pair 5	Positive_Influence & Perception	82	-.632	.000
Pair 6	Negetive_Influence & Attitude	82	.693	.000
Pair 7	Positive_Influence & Attitude	82	-.613	.000

Paired Samples Test

		Paired Differences			95% Confidence Interval of the ...
		Mean	Std. Deviation	Std. Error Mean	
Pair 1	Attitude - Conformation of Purchase	1.49634	2.16256	.23881	1.02118
Pair 2	Perception - Conformation of Purchase	1.38821	2.11047	.23306	.92449
Pair 3	Annual Income - Purchase Frequency	-.926	2.190	.243	-1.410
Pair 4	Negetive_Influence - Perception	-.69309	1.64648	.18182	-1.05486
Pair 5	Positive_Influence - Perception	-.87114	1.89438	.20920	-1.28738
Pair 6	Negetive_Influence - Attitude	-.80122	1.69257	.18691	-1.17312
Pair 7	Positive_Influence - Attitude	-.97927	1.93886	.21411	-1.40528

Paired Samples Test

		Paired ...				
		95% Confidence Interval of the ...	Upper	t	df	
					Sig. (2-tailed)	
Pair 1	Attitude - Conformation of Purchase		1.97151	6.266	81	.000
Pair 2	Perception - Conformation of Purchase		1.85193	5.956	81	.000
Pair 3	Annual Income - Purchase Frequency		-.442	-3.806	80	.000
Pair 4	Negetive_Influence - Perception		-.33132	-3.812	81	.000
Pair 5	Positive_Influence - Perception		-.45490	-4.164	81	.000
Pair 6	Negetive_Influence - Attitude		-.42932	-4.287	81	.000
Pair 7	Positive_Influence - Attitude		-.55325	-4.574	81	.000

```
ONEWAY PF BY IS_A
/STATISTICS HOMOGENEITY
/MISSING ANALYSIS
/POSTHOC=SCHEFFE ALPHA(0.05).
```

```
ONEWAY PF BY IS_A
/POLYNOMIAL=2
/STATISTICS HOMOGENEITY
/PLOT MEANS
/MISSING ANALYSIS
/POSTHOC=SCHEFFE ALPHA(0.05).
```

Oneway

Test of Homogeneity of Variances

		Levene Statistic	df1	df2	Sig.
Purchase Frequency	Based on Mean	2.216	4	76	.075
	Based on Median	.993	4	76	.416
	Based on Median and with adjusted df	.993	4	67.057	.417
	Based on trimmed mean	2.109	4	76	.088

ANOVA

Purchase Frequency

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	11.770	4	2.943	1.076	.374
Within Groups	207.884	76	2.735		
Total	219.654	80			

Post Hoc Tests

Multiple Comparisons

Dependent Variable: Purchase Frequency

Scheffe

(I) Annual Income	(J) Annual Income	Mean Difference (I-J)	Std. Error	95% ...	
				Sig.	Lower Bound
< 1,00,000	1,00,000-3,00,000	.493	.488	.906	-1.05
	3,01,000-4,00,000	.816	.668	.827	-1.29
	4,01,000-5,00,000	1.084	.631	.568	-.91
	> 5,01,000	.459	1.193	.997	-3.31
1,00,000-3,00,000	< 1,00,000	-.493	.488	.906	-2.03
	3,01,000-4,00,000	.324	.757	.996	-2.07
	4,01,000-5,00,000	.592	.724	.955	-1.69
	> 5,01,000	-.033	1.245	1.000	-3.96
3,01,000-4,00,000	< 1,00,000	-.816	.668	.827	-2.93
	1,00,000-3,00,000	-.324	.757	.996	-2.71
	4,01,000-5,00,000	.268	.856	.999	-2.43
	> 5,01,000	-.357	1.326	.999	-4.54
4,01,000-5,00,000	< 1,00,000	-1.084	.631	.568	-3.08
	1,00,000-3,00,000	-.592	.724	.955	-2.88
	3,01,000-4,00,000	-.268	.856	.999	-2.97
	> 5,01,000	-.625	1.308	.994	-4.75
> 5,01,000	< 1,00,000	-.459	1.193	.997	-4.23
	1,00,000-3,00,000	.033	1.245	1.000	-3.90
	3,01,000-4,00,000	.357	1.326	.999	-3.83
	4,01,000-5,00,000	.625	1.308	.994	-3.50

Multiple Comparisons

Dependent Variable: Purchase Frequency

Scheffe

95% Confidence .

(I) Annual Income	(J) Annual Income	Upper Bound
< 1,00,000	1,00,000-3,00,000	2.03
	3,01,000-4,00,000	2.93
	4,01,000-5,00,000	3.08
	> 5,01,000	4.23
1,00,000-3,00,000	< 1,00,000	1.05
	3,01,000-4,00,000	2.71
	4,01,000-5,00,000	2.88
	> 5,01,000	3.90
3,01,000-4,00,000	< 1,00,000	1.29
	1,00,000-3,00,000	2.07
	4,01,000-5,00,000	2.97
	> 5,01,000	3.83
4,01,000-5,00,000	< 1,00,000	.91
	1,00,000-3,00,000	1.69
	3,01,000-4,00,000	2.43
	> 5,01,000	3.50
> 5,01,000	< 1,00,000	3.31
	1,00,000-3,00,000	3.96
	3,01,000-4,00,000	4.54
	4,01,000-5,00,000	4.75

Homogeneous Subsets

Purchase Frequency

Scheffe^{a,b}

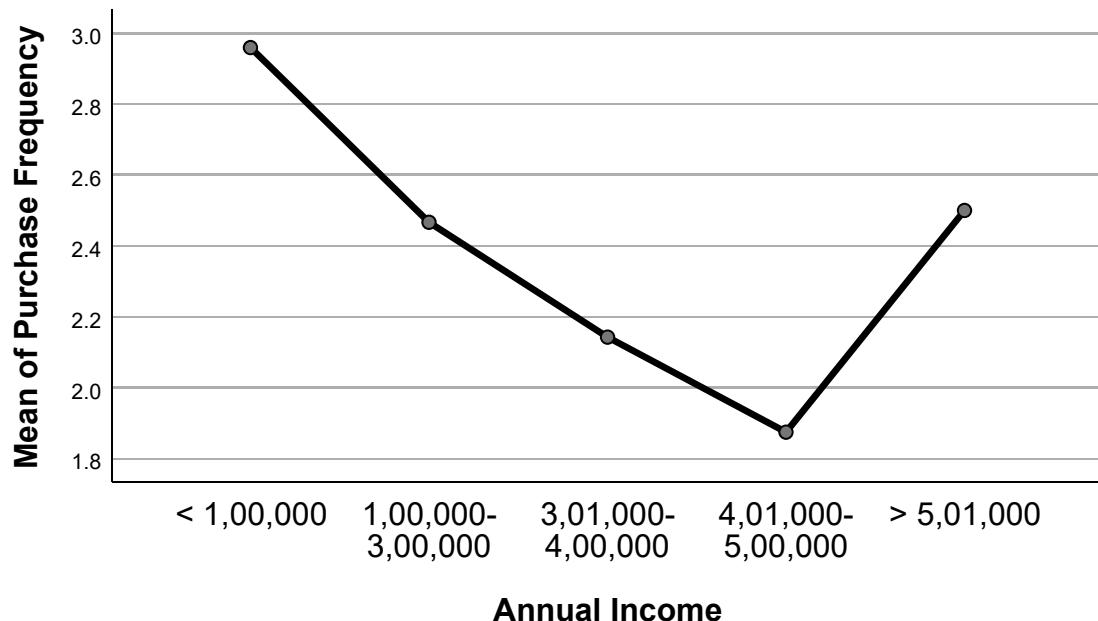
Annual Income	N	Subset for
		alpha = 0.05
4,01,000-5,00,000	8	1.88
3,01,000-4,00,000	7	2.14
1,00,000-3,00,000	15	2.47
> 5,01,000	2	2.50
< 1,00,000	49	2.96
Sig.		.868

Means for groups in homogeneous subsets are displayed.

a. Uses Harmonic Mean Sample Size = 5.848.

b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

Means Plots



CORRELATIONS

```
/VARIABLES=Green_Product_Attributes Positive_Influence Negetive_Influence
/PRINT=ONETAIL NOSIG
```

```
/STATISTICS XPROD
/MISSING=PAIRWISE.
```

PLUM - Ordinal Regression

Warnings

There are 8 (44.4%) cells (i.e., dependent variable levels by observed combinations of predictor variable values) with zero frequencies.

Unexpected singularities in the Fisher Information matrix are encountered. There may be a quasi-complete separation in the data. Some parameter estimates will tend to infinity.

The PLUM procedure continues despite the above warning(s). Subsequent results shown are based on the last iteration. Validity of the model fit is uncertain.

Case Processing Summary

		N	Marginal Percentage
Conformation of Purchase	Yes	63	76.8%
	No	19	23.2%
Negetive_Influence	1.50	6	7.3%
	1.67	5	6.1%
	1.83	8	9.8%
	2.00	63	76.8%
Positive_Influence	1.20	3	3.7%
	1.40	9	11.0%
	1.60	19	23.2%
	1.80	26	31.7%
	2.00	25	30.5%
Valid		82	100.0%
Missing		0	
Total		82	

Model Fitting Information

Model	-2 Log Likelihood	Chi-Square	df	Sig.
Intercept Only	84.886			
Final	1.850	83.037	7	.000

Link function: Logit.

Goodness-of-Fit

	Chi-Square	df	Sig.
Pearson	.000	1	1.000
Deviance	.000	1	.999

Link function: Logit.

Pseudo R-Square

Cox and Snell	.637
Nagelkerke	.963
McFadden	.935

Link function: Logit.

Parameter Estimates

		Estimate	Std. Error	Wald	df	Sig.
Threshold	[COP = 1]	1.792	1.080	2.752	1	.097
Location	[Negetive_Influence=1.50]	21.978	9868.050	.000	1	.998
	[Negetive_Influence=1.67]	19.058	2807.441	.000	1	.995
	[Negetive_Influence=1.83]	21.978	8545.982	.000	1	.998
	[Negetive_Influence=2.00]	0 ^a	.	.	0	.
	[Positive_Influence=1.20]	-17.834	.000	.	1	.
	[Positive_Influence=1.40]	-17.834	6089.388	.000	1	.998
	[Positive_Influence=1.60]	-17.834	4191.004	.000	1	.997
	[Positive_Influence=1.80]	-33.273	4102.595	.000	1	.994
	[Positive_Influence=2.00]	0 ^a	.	.	0	.

Parameter Estimates

		95% Confidence Interval	
		Lower Bound	Upper Bound
Threshold	[COP = 1]	-325	3.909
Location	[Negetive_Influence=1.50]	-19319.045	19363.000
	[Negetive_Influence=1.67]	-5483.425	5521.541
	[Negetive_Influence=1.83]	-16727.839	16771.794
	[Negetive_Influence=2.00]	.	.
	[Positive_Influence=1.20]	-17.834	-17.834
	[Positive_Influence=1.40]	-11952.815	11917.147
	[Positive_Influence=1.60]	-8232.051	8196.383
	[Positive_Influence=1.80]	-8074.211	8007.664
	[Positive_Influence=2.00]	.	.

Link function: Logit.

- a. This parameter is set to zero because it is redundant.

Test of Parallel Lines^a

Model	-2 Log Likelihood	Chi-Square	df	Sig.
Null Hypothesis	1.850			
General	1.850	.000	0	.

The null hypothesis states that the location parameters (slope coefficients) are the same across response categories.

- a. Link function: Logit.

Regression

Descriptive Statistics

	Mean	Std. Deviation	N
Conformation of Purchase	1.23	.425	82
To emulate my peers	1.90	.299	82
Conscious about the benefits of green products	1.52	.502	82
Products are beneficial for me	1.63	.485	82
Genuinely care about the issues they deal with	1.78	.416	82
They utilize innovative technology.	1.90	.299	82
Cost (too expensive for the value they perceive)	1.90	.299	82
Less accessible in my region	1.93	.262	82
I feel that they have little /no benefit	1.988	.1104	82
Products are overly hyped	1.88	.329	82
Confused about the value they perceive	1.90	.299	82
No specific reason	1.96	.189	82

Correlations

		Conformation of Purchase	To emulate my peers	Conscious about the benefits of green products
Pearson Correlation	Conformation of Purchase	1.000	.181	.523
Sig. (1-tailed)	Conformation of Purchase	.	.052	.000
	To emulate my peers	.181	1.000	-.149
	Conscious about the benefits of green products	.523	-.149	1.000
	Products are beneficial for me	.417	-.079	.189
	Genuinely care about the issues they deal with	.291	.024	.321
	They utilize innovative technology.	.181	.030	.263
	Cost (too expensive for the value they perceive)	-.599	-.108	-.313
	Less accessible in my region	-.512	-.092	-.268
	I feel that they have little /no benefit	-.202	-.037	-.106
	Products are overly hyped	-.590	-.123	-.280
	Confused about the value they perceive	-.501	-.108	-.231
	No specific reason	-.355	-.064	-.186
	Conformation of Purchase	.	.052	.000
	To emulate my peers	.052	.	.091
	Conscious about the benefits of green products	.000	.091	.
	Products are beneficial for me	.000	.240	.044
	Genuinely care about the issues they deal with	.004	.415	.002
	They utilize innovative technology.	.052	.393	.008
	Cost (too expensive for the value they perceive)	.000	.167	.002
	Less accessible in my region	.000	.205	.008

Correlations

		Products are beneficial for me	Genuinely care about the issues they deal with	They utilize innovative technology.
Pearson Correlation	Conformation of Purchase	.417	.291	.181
	To emulate my peers	-.079	.024	.030
	Conscious about the benefits of green products	.189	.321	.263
	Products are beneficial for me	1.000	.148	.092
	Genuinely care about the issues they deal with	.148	1.000	.322
	They utilize innovative technology.	.092	.322	1.000
	Cost (too expensive for the value they perceive)	-.250	-.174	-.108
	Less accessible in my region	-.213	-.149	-.092
	I feel that they have little /no benefit	-.084	-.059	-.037
	Products are overly hyped	-.283	-.198	-.123
Sig. (1-tailed)	Conformation of Purchase	.000	.004	.052
	To emulate my peers	.240	.415	.393
	Conscious about the benefits of green products	.044	.002	.008
	Products are beneficial for me	.	.093	.207
	Genuinely care about the issues they deal with	.093	.	.002
	They utilize innovative technology.	.207	.002	.
	Cost (too expensive for the value they perceive)	.012	.059	.167
	Less accessible in my region	.027	.091	.205

Correlations

		Cost (too expensive for the value they perceive)	Less accessible in my region	I feel that they have little /no benefit
Pearson Correlation	Conformation of Purchase	-.599	-.512	-.202
	To emulate my peers	-.108	-.092	-.037
	Conscious about the benefits of green products	-.313	-.268	-.106
	Products are beneficial for me	-.250	-.213	-.084
	Genuinely care about the issues they deal with	-.174	-.149	-.059
	They utilize innovative technology.	-.108	-.092	-.037
	Cost (too expensive for the value they perceive)	1.000	-.092	-.037
	Less accessible in my region	-.092	1.000	-.031
	I feel that they have little /no benefit	-.037	-.031	1.000
	Products are overly hyped	.254	.611	-.041
Sig. (1-tailed)	Confused about the value they perceive	.030	.855	-.037
	No specific reason	.155	-.055	-.022
	Conformation of Purchase	.000	.000	.034
	To emulate my peers	.167	.205	.372
	Conscious about the benefits of green products	.002	.008	.172
	Products are beneficial for me	.012	.027	.225
	Genuinely care about the issues they deal with	.059	.091	.299
	They utilize innovative technology.	.167	.205	.372
	Cost (too expensive for the value they perceive)	.	.205	.372
	Less accessible in my region	.205	.	.390

Correlations

		Products are overly hyped	Confused about the value they perceive	No specific reason
Pearson Correlation	Conformation of Purchase	-.590	-.501	-.355
	To emulate my peers	-.123	-.108	-.064
	Conscious about the benefits of green products	-.280	-.231	-.186
	Products are beneficial for me	-.283	-.250	-.148
	Genuinely care about the issues they deal with	-.198	-.174	-.103
	They utilize innovative technology.	-.123	-.108	-.064
	Cost (too expensive for the value they perceive)	.254	.030	.155
	Less accessible in my region	.611	.855	-.055
	I feel that they have little /no benefit	-.041	-.037	-.022
	Products are overly hyped	1.000	.757	-.073
Sig. (1-tailed)	Confused about the value they perceive	.757	1.000	-.064
	No specific reason	-.073	-.064	1.000
	Conformation of Purchase	.000	.000	.001
	To emulate my peers	.136	.167	.284
	Conscious about the benefits of green products	.005	.018	.048
	Products are beneficial for me	.005	.012	.092
	Genuinely care about the issues they deal with	.038	.059	.178
	They utilize innovative technology.	.136	.167	.284
	Cost (too expensive for the value they perceive)	.011	.393	.082
	Less accessible in my region	.000	.000	.313

Correlations

		Conformation of Purchase	To emulate my peers	Conscious about the benefits of green products
N	I feel that they have little /no benefit	.034	.372	.172
	Products are overly hyped	.000	.136	.005
	Confused about the value they perceive	.000	.167	.018
	No specific reason	.001	.284	.048
	Conformation of Purchase	82	82	82
	To emulate my peers	82	82	82
	Conscious about the benefits of green products	82	82	82
	Products are beneficial for me	82	82	82
	Genuinely care about the issues they deal with	82	82	82
	They utilize innovative technology.	82	82	82
	Cost (too expensive for the value they perceive)	82	82	82
	Less accessible in my region	82	82	82
	I feel that they have little /no benefit	82	82	82
	Products are overly hyped	82	82	82
	Confused about the value they perceive	82	82	82
	No specific reason	82	82	82

Correlations

		Products are beneficial for me	Genuinely care about the issues they deal with	They utilize innovative technology.
N	I feel that they have little /no benefit	.225	.299	.372
	Products are overly hyped	.005	.038	.136
	Confused about the value they perceive	.012	.059	.167
	No specific reason	.092	.178	.284
	Conformation of Purchase	82	82	82
	To emulate my peers	82	82	82
	Conscious about the benefits of green products	82	82	82
	Products are beneficial for me	82	82	82
	Genuinely care about the issues they deal with	82	82	82
	They utilize innovative technology.	82	82	82
	Cost (too expensive for the value they perceive)	82	82	82
	Less accessible in my region	82	82	82
	I feel that they have little /no benefit	82	82	82
	Products are overly hyped	82	82	82
	Confused about the value they perceive	82	82	82
	No specific reason	82	82	82

Correlations

		Cost (too expensive for the value they perceive)	Less accessible in my region	I feel that they have little /no benefit
	I feel that they have little /no benefit	.372	.390	.
	Products are overly hyped	.011	.000	.356
	Confused about the value they perceive	.393	.000	.372
	No specific reason	.082	.313	.423
N	Conformation of Purchase	82	82	82
	To emulate my peers	82	82	82
	Conscious about the benefits of green products	82	82	82
	Products are beneficial for me	82	82	82
	Genuinely care about the issues they deal with	82	82	82
	They utilize innovative technology.	82	82	82
	Cost (too expensive for the value they perceive)	82	82	82
	Less accessible in my region	82	82	82
	I feel that they have little /no benefit	82	82	82
	Products are overly hyped	82	82	82
	Confused about the value they perceive	82	82	82
	No specific reason	82	82	82

Correlations

		Products are overly hyped	Confused about the value they perceive	No specific reason
	I feel that they have little /no benefit	.356	.372	.423
	Products are overly hyped	.	.000	.258
	Confused about the value they perceive	.000	.	.284
	No specific reason	.258	.284	.
N	Conformation of Purchase	82	82	82
	To emulate my peers	82	82	82
	Conscious about the benefits of green products	82	82	82
	Products are beneficial for me	82	82	82
	Genuinely care about the issues they deal with	82	82	82
	They utilize innovative technology.	82	82	82
	Cost (too expensive for the value they perceive)	82	82	82
	Less accessible in my region	82	82	82
	I feel that they have little /no benefit	82	82	82
	Products are overly hyped	82	82	82
	Confused about the value they perceive	82	82	82
	No specific reason	82	82	82

Model Summary^c

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics		
					R Square Change	F Change	df1
1	.680 ^a	.462	.427	.321	.462	13.068	5
2	.933 ^b	.871	.851	.164	.409	37.121	6

Model Summary^c

Model	df2	Change Statistics	
		Sig. F Change	Durbin-Watson
1	76	.000	
2	70	.000	2.414

- a. Predictors: (Constant), They utilize innovative technology., To emulate my peers, Products are beneficial for me, Conscious about the benefits of green products, Genuinely care about the issues they deal with
- b. Predictors: (Constant), They utilize innovative technology., To emulate my peers, Products are beneficial for me, Conscious about the benefits of green products, Genuinely care about the issues they deal with, I feel that they have little /no benefit, No specific reason, Less accessible in my region , Cost (too expensive for the value they perceive), Products are overly hyped, Confused about the value they perceive
- c. Dependent Variable: Conformation of Purchase

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6.748	5	1.350	13.068	.000 ^b
	Residual	7.849	76	.103		
	Total	14.598	81			
2	Regression	12.721	11	1.156	43.126	.000 ^c
	Residual	1.877	70	.027		
	Total	14.598	81			

- a. Dependent Variable: Conformation of Purchase
- b. Predictors: (Constant), They utilize innovative technology., To emulate my peers, Products are beneficial for me, Conscious about the benefits of green products, Genuinely care about the issues they deal with
- c. Predictors: (Constant), They utilize innovative technology., To emulate my peers, Products are beneficial for me, Conscious about the benefits of green products, Genuinely care about the issues they deal with, I feel that they have little /no benefit, No specific reason, Less accessible in my region , Cost (too expensive for the value they perceive), Products are overly hyped, Confused about the value they perceive

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error			
1	(Constant)	-.736	.351		-2.097	.039
	To emulate my peers	.393	.122	.276	3.226	.002
	Conscious about the benefits of green products	.402	.078	.476	5.146	.000
	Products are beneficial for me	.296	.076	.337	3.913	.000
	Genuinely care about the issues they deal with	.087	.094	.086	.927	.357
	They utilize innovative technology.	-.016	.129	-.011	-.126	.900
2	(Constant)	6.790	.609		11.157	.000
	To emulate my peers	.093	.065	.065	1.426	.158
	Conscious about the benefits of green products	.098	.045	.116	2.182	.032
	Products are beneficial for me	.069	.042	.079	1.657	.102
	Genuinely care about the issues they deal with	.019	.048	.019	.401	.689
	They utilize innovative technology.	-.005	.066	-.003	-.074	.941
	Cost (too expensive for the value they perceive)	-.697	.074	-.490	-9.453	.000
	Less accessible in my region	-.851	.142	-.526	-5.984	.000
	I feel that they have little /no benefit	-.861	.169	-.224	-5.096	.000
	Products are overly hyped	-.310	.092	-.240	-3.376	.001
	Confused about the value they perceive	.249	.144	.175	1.728	.088
	No specific reason	-.629	.102	-.280	-6.171	.000

Coefficients^a

Model		95.0% Confidence Interval for B	
		Lower Bound	Upper Bound
1	(Constant)	-1.434	-.037
	To emulate my peers	.150	.635
	Conscious about the benefits of green products	.246	.557
	Products are beneficial for me	.145	.446
	Genuinely care about the issues they deal with	-.100	.275
	They utilize innovative technology.	-.272	.240
2	(Constant)	5.576	8.004
	To emulate my peers	-.037	.223
	Conscious about the benefits of green products	.008	.187
	Products are beneficial for me	-.014	.152
	Genuinely care about the issues they deal with	-.077	.116
	They utilize innovative technology.	-.136	.126
	Cost (too expensive for the value they perceive)	-.844	-.550
	Less accessible in my region	-1.135	-.568
	I feel that they have little /no benefit	-1.198	-.524
	Products are overly hyped	-.493	-.127
	Confused about the value they perceive	-.038	.536
	No specific reason	-.832	-.425

a. Dependent Variable: Conformation of Purchase

Excluded Variables^a

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	Cost (too expensive for the value they perceive)	-.386 ^b	-4.747	.000	-.481	.834
	Less accessible in my region	-.313 ^b	-3.782	.000	-.400	.879
	I feel that they have little /no benefit	-.111 ^b	-1.312	.194	-.150	.981
	Products are overly hyped	-.377 ^b	-4.580	.000	-.468	.829
	Confused about the value they perceive	-.302 ^b	-3.611	.001	-.385	.873
	No specific reason	-.203 ^b	-2.410	.018	-.268	.942

a. Dependent Variable: Conformation of Purchase

b. Predictors in the Model: (Constant), They utilize innovative technology., To emulate my peers, Products are beneficial for me, Conscious about the benefits of green products, Genuinely care about the issues they deal with

Casewise Diagnostics^a

Case Number	Std. Residual	Conformation of Purchase	Predicted Value	Residual
1	1.578	2	1.74	.258
2	-.280	1	1.05	-.046
3	-.280	1	1.05	-.046
4	.258	1	.96	.042
5	1.000	2	1.84	.164
6	-.428	1	1.07	-.070
7	-.251	1	1.04	-.041
8	-.251	1	1.04	-.041
9	.140	1	.98	.023
10	-.316	2	2.05	-.052
11	-.251	1	1.04	-.041
12	-.316	2	2.05	-.052
13	-.730	1	1.12	-.119
14	-.251	1	1.04	-.041
15	.288	1	.95	.047
16	.737	1	.88	.121

Casewise Diagnostics^a

Case Number	Std. Residual	Conformation of Purchase	Predicted Value	Residual
17	-.316	2	2.05	-.052
18	-.310	1	1.05	-.051
19	-.251	1	1.04	-.041
20	-.428	1	1.07	-.070
21	.288	1	.95	.047
22	1.419	2	1.77	.232
23	-.251	1	1.04	-.041
24	.140	1	.98	.023
25	-.625	1	1.10	-.102
26	5.259	2	1.14	.861
27	-.893	2	2.15	-.146
28	-.893	2	2.15	-.146
29	-.428	1	1.07	-.070
30	1.419	2	1.77	.232
31	-2.839	2	2.46	-.465
32	.170	1	.97	.028
33	-.428	1	1.07	-.070
34	-.280	1	1.05	-.046
35	.170	1	.97	.028
36	-.428	1	1.07	-.070
37	.258	1	.96	.042
38	-.251	1	1.04	-.041
39	-.132	1	1.02	-.022
40	.288	1	.95	.047
41	-.848	1	1.14	-.139
42	.625	2	1.90	.102
43	.000	2	2.00	.000
44	-.309	1	1.05	-.051
45	3.365	2	1.45	.551
46	-.251	1	1.04	-.041
47	1.000	2	1.84	.164
48	-.428	1	1.07	-.070
49	.170	1	.97	.028
50	.170	1	.97	.028

Casewise Diagnostics^a

Case Number	Std. Residual	Conformation of Purchase	Predicted Value	Residual
51	-.428	1	1.07	-.070
52	1.000	2	1.84	.164
53	-.848	1	1.14	-.139
54	-.316	2	2.05	-.052
55	.436	1	.93	.071
56	.170	1	.97	.028
57	-.132	1	1.02	-.022
58	-.848	1	1.14	-.139
59	-.428	1	1.07	-.070
60	.288	1	.95	.047
61	.170	1	.97	.028
62	1.000	2	1.84	.164
63	-.848	1	1.14	-.139
64	-.848	1	1.14	-.139
65	.170	1	.97	.028
66	-.251	1	1.04	-.041
67	-.132	1	1.02	-.022
68	-.162	1	1.03	-.027
69	-.309	1	1.05	-.051
70	-.132	1	1.02	-.022
71	-.251	1	1.04	-.041
72	-.848	1	1.14	-.139
73	-.162	1	1.03	-.027
74	-.316	2	2.05	-.052
75	.170	1	.97	.028
76	-.280	1	1.05	-.046
77	-.428	1	1.07	-.070
78	-.251	1	1.04	-.041
79	.170	1	.97	.028
80	.258	1	.96	.042
81	-.251	1	1.04	-.041
82	-.162	1	1.03	-.027

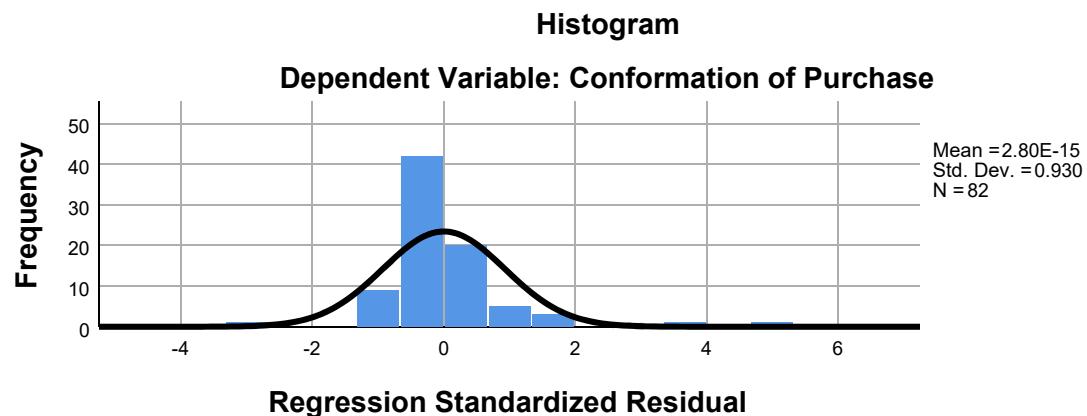
a. Dependent Variable: Conformation of Purchase

Residuals Statistics^a

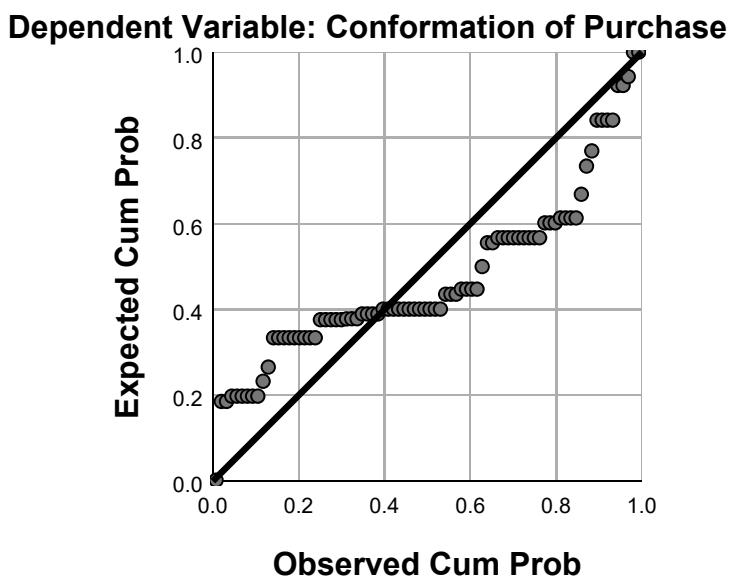
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	.88	2.46	1.23	.396	82
Residual	-.465	.861	.000	.152	82
Std. Predicted Value	-.889	3.112	.000	1.000	82
Std. Residual	-2.839	5.259	.000	.930	82

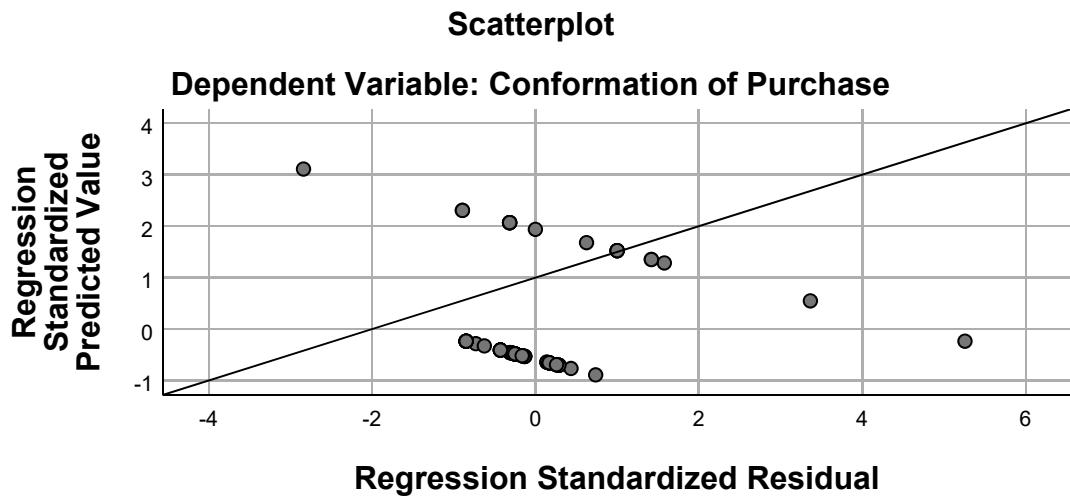
a. Dependent Variable: Conformation of Purchase

Charts

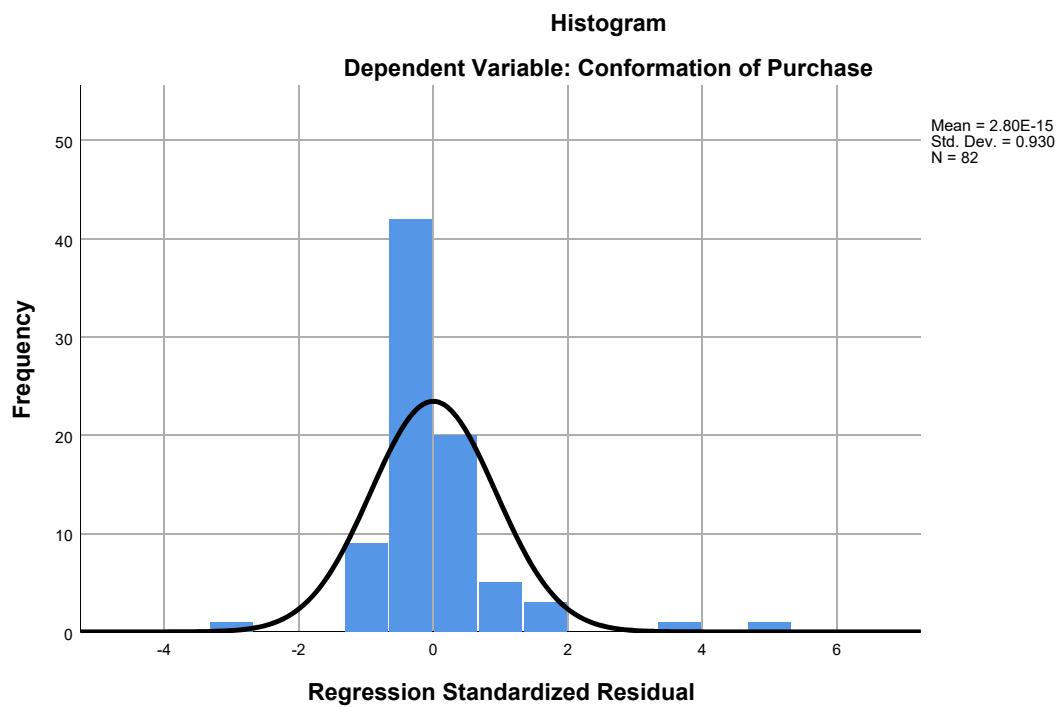


Normal P-P Plot of Regression Standardized Residual





Charts



Nonparametric Correlations

Correlations

			Green_Product_Attributes	Positive_Influence
Kendall's tau_b	Green_Product_Attributes	Correlation Coefficient	1.000	.608**
		Sig. (1-tailed)	.	.000
		N	82	82
	Positive_Influence	Correlation Coefficient	.608**	1.000
		Sig. (1-tailed)	.000	.
		N	82	82
	Negetive_Influence	Correlation Coefficient	-.608**	-.570**
		Sig. (1-tailed)	.000	.000
		N	82	82
Spearman's rho	Green_Product_Attributes	Correlation Coefficient	1.000	.694**
		Sig. (1-tailed)	.	.000
		N	82	82
	Positive_Influence	Correlation Coefficient	.694**	1.000
		Sig. (1-tailed)	.000	.
		N	82	82
	Negetive_Influence	Correlation Coefficient	-.703**	-.647**
		Sig. (1-tailed)	.000	.000
		N	82	82

Correlations

			Negetive_Influence
Kendall's tau_b	Green_Product_Attributes	Correlation Coefficient	-.608 **
		Sig. (1-tailed)	.000
		N	82
	Positive_Influence	Correlation Coefficient	-.570 **
		Sig. (1-tailed)	.000
		N	82
	Negetive_Influence	Correlation Coefficient	1.000
		Sig. (1-tailed)	.
		N	82
Spearman's rho	Green_Product_Attributes	Correlation Coefficient	-.703 **
		Sig. (1-tailed)	.000
		N	82
	Positive_Influence	Correlation Coefficient	-.647 **
		Sig. (1-tailed)	.000
		N	82
	Negetive_Influence	Correlation Coefficient	1.000
		Sig. (1-tailed)	.
		N	82

**. Correlation is significant at the 0.01 level (1-tailed).

Correlations

Correlations

		Green_Product_Attributes	Positive_Influence	Negative_Influence
Green_Product_Attributes	Pearson Correlation	1	.648 **	-.588 **
	Sig. (1-tailed)		.000	.000
	Sum of Squares and Cross-products	8.107	3.723	-2.271
	Covariance	.100	.046	-.028
	N	82	82	82
Positive_Influence	Pearson Correlation	.648 **	1	-.527 **
	Sig. (1-tailed)	.000		.000
	Sum of Squares and Cross-products	3.723	4.065	-1.441
	Covariance	.046	.050	-.018
	N	82	82	82
Negetive_Influence	Pearson Correlation	-.588 **	-.527 **	1
	Sig. (1-tailed)	.000	.000	
	Sum of Squares and Cross-products	-2.271	-1.441	1.839
	Covariance	-.028	-.018	.023
	N	82	82	82

**. Correlation is significant at the 0.01 level (1-tailed).

NPar Tests

Chi-Square Test

Frequencies

Negative_Influence

	Observed N	Expected N	Residual
1.50	6	20.5	-14.5
1.67	5	20.5	-15.5
1.83	8	20.5	-12.5
2.00	63	20.5	42.5
Total	82		

Positive_Influence

Observed N	Expected N	Residual
1.20	3	16.4
1.40	9	16.4
1.60	19	16.4
1.80	26	16.4
2.00	25	16.4
Total	82	

Conformation of Purchase

Observed N	Expected N	Residual
Yes	63	41.0
No	19	41.0
Total	82	

Test Statistics

	Negative_Influence	Positive_Influence
Chi-Square	117.707 ^a	24.829 ^c
df	3	4
Asymp. Sig.	.000	.000
Monte Carlo Sig. Sig.	.000 ^b	.000 ^b
99% Confidence Interval	Lower Bound	.000
	Upper Bound	.000

Test Statistics

	Conformation of Purchase
Chi-Square	23.610 ^d
df	1
Asymp. Sig.	.000
Monte Carlo Sig. Sig.	.000 ^b
99% Confidence Interval	Lower Bound
	.000
	Upper Bound
	.000

- a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 20.5.
- b. Based on 10000 sampled tables with starting seed 622500317.
- c. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 16.4.
- d. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 41.0.

Reliability

Scale: Perception Likert Test

Case Processing Summary

	N	%
Cases	Valid	82
	Excluded ^a	0
	Total	82

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.970	.971	6

Item Statistics

	Mean	Std. Deviation	N
They are good for environment	2.94	2.045	82
Healthy	2.90	1.896	82
Have a better quality/performance	2.61	1.917	82
Reasonable price	2.37	1.802	82
Well promoted	2.46	1.737	82
Available/accessible in the market	2.44	1.813	82

Inter-Item Correlation Matrix

	They are good for environment	Healthy	Have a better quality/performance	Reasonable price	Well promoted
They are good for environment	1.000	.950	.848	.800	.801
Healthy	.950	1.000	.832	.791	.779
Have a better quality/performance	.848	.832	1.000	.907	.878
Reasonable price	.800	.791	.907	1.000	.915
Well promoted	.801	.779	.878	.915	1.000
Available/accessible in the market	.763	.752	.839	.903	.958

Inter-Item Correlation Matrix

	Available/accessible in the market
They are good for environment	.763
Healthy	.752
Have a better quality/performance	.839
Reasonable price	.903
Well promoted	.958
Available/accessible in the market	1.000

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance
Item Means	2.620	2.366	2.939	.573	1.242	.061
Inter-Item Correlations	.848	.752	.958	.205	1.273	.004

Summary Item Statistics

	N of Items
Item Means	6
Inter-Item Correlations	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation
They are good for environment	12.78	74.173	.887	.916
Healthy	12.82	76.892	.876	.907
Have a better quality/performance	13.11	75.309	.921	.872
Reasonable price	13.35	77.170	.922	.894
Well promoted	13.26	78.168	.926	.940
Available/accessible in the market	13.28	77.735	.894	.924

Item-Total Statistics

	Cronbach's Alpha if Item Deleted
They are good for environment	.967
Healthy	.967
Have a better quality/performance	.962
Reasonable price	.962
Well promoted	.962
Available/accessible in the market	.965

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
15.72	109.612	10.470	6

Reliability

Scale: Attitude Likert Test

Case Processing Summary

		N	%
Cases	Valid	81	98.8
	Excluded ^a	1	1.2
	Total	82	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.980	.980	5

Item Statistics

	Mean	Std. Deviation	N
I appreciate the Packaging/design of the products	2.69	1.828	81
(I/we) have)Information of such products	2.65	1.852	81
(I'm/ we're)Willing to pay premium price for eco-friendly products	2.68	1.876	81
Pay attention to eco-friendly products (ads, discussion etc.)	2.77	1.873	81
I want such products to be available widely around my region	2.86	1.941	81

Inter-Item Correlation Matrix

	I appreciate the Packaging/design of the products	(I/we) have)Information of such products	(I'm/ we're) Willing to pay premium price for eco-friendly products	Pay attention to eco-friendly products (ads, discussion etc.)
I appreciate the Packaging/design of the products	1.000	.917	.911	.924
(I/we) have)Information of such products		1.000	.928	.899
(I'm/ we're) Willing to pay premium price for eco-friendly products	.911	.928	1.000	.914
Pay attention to eco-friendly products (ads, discussion etc.)	.924	.899	.914	1.000
I want such products to be available widely around my region	.897	.863	.887	.950

Inter-Item Correlation Matrix

	I want such products to be available widely around my region
I appreciate the Packaging/design of the products	.897
(I/we) have)Information of such products	.863
(I'm/ we're) Willing to pay premium price for eco-friendly products	.887
Pay attention to eco-friendly products (ads, discussion etc.)	.950
I want such products to be available widely around my region	1.000

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance
Item Means	2.731	2.654	2.864	.210	1.079	.007
Inter-Item Correlations	.909	.863	.950	.087	1.101	.001

Summary Item Statistics

	N of Items
Item Means	5
Inter-Item Correlations	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation
I appreciate the Packaging/design of the products	10.96	52.911	.946	.898
(I/we) have)Information of such products	11.00	52.875	.932	.894
(I'm/ we're)Willing to pay premium price for eco-friendly products	10.98	52.299	.943	.899
Pay attention to eco-friendly products (ads, discussion etc.)	10.89	52.000	.959	.936
I want such products to be available widely around my region	10.79	51.693	.929	.907

Item-Total Statistics

	Cronbach's Alpha if Item Deleted
I appreciate the Packaging/design of the products	.975
(I/we) have)Information of such products	.977
(I'm/ we're)Willing to pay premium price for eco-friendly products	.975
Pay attention to eco-friendly products (ads, discussion etc.)	.973
I want such products to be available widely around my region	.977

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
13.65	81.404	9.022	5

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Conformation of Purchase * To emulate my peers	82	100.0%	0	0.0%	82	100.0%
Conformation of Purchase * Conscious about the benefits of green products	82	100.0%	0	0.0%	82	100.0%
Conformation of Purchase * Products are beneficial for me	82	100.0%	0	0.0%	82	100.0%
Conformation of Purchase * Genuinely care about the issues they deal with	82	100.0%	0	0.0%	82	100.0%
Conformation of Purchase * They utilize innovative technology.	82	100.0%	0	0.0%	82	100.0%
Conformation of Purchase * Cost (too expensive for the value they perceive)	82	100.0%	0	0.0%	82	100.0%
Conformation of Purchase * Less accessible in my region	82	100.0%	0	0.0%	82	100.0%
Conformation of Purchase * I feel that they have little /no benefit	82	100.0%	0	0.0%	82	100.0%
Conformation of Purchase * Products are overly hyped	82	100.0%	0	0.0%	82	100.0%
Conformation of Purchase * Confused about the value they perceive	82	100.0%	0	0.0%	82	100.0%
Conformation of Purchase * No specific reason	82	100.0%	0	0.0%	82	100.0%

Conformation of Purchase * To emulate my peers

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	2.674 ^a	1	.102		
Continuity Correction ^b	1.426	1	.232		
Likelihood Ratio	4.472	1	.034		
Fisher's Exact Test				.188	.109
Linear-by-Linear Association	2.641	1	.104		
N of Valid Cases	82				

a. 1 cells (25.0%) have expected count less than 5. The minimum expected count is 1.85.

b. Computed only for a 2x2 table

Symmetric Measures

		Value	Asymptotic Standard Error ^a	Approximate T ^b
Nominal by Nominal	Phi	.181		
	Cramer's V	.181		
Interval by Interval	Pearson's R	.181	.037	1.642
Ordinal by Ordinal	Spearman Correlation	.181	.037	1.642
N of Valid Cases		82		

Symmetric Measures

		Approximate Significance
Nominal by Nominal	Phi	.102
	Cramer's V	.102
Interval by Interval	Pearson's R	.105 ^c
Ordinal by Ordinal	Spearman Correlation	.105 ^c
N of Valid Cases		

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

Conformation of Purchase * Conscious about the benefits of green products

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	22.430 ^a	1	.000		
Continuity Correction ^b	20.016	1	.000		
Likelihood Ratio	29.750	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	22.156	1	.000		
N of Valid Cases	82				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 9.04.

b. Computed only for a 2x2 table

Symmetric Measures

		Value	Asymptotic Standard Error ^a	Approximate T ^b
Nominal by Nominal	Phi	.523		
	Cramer's V	.523		
Interval by Interval	Pearson's R	.523	.062	5.488
Ordinal by Ordinal	Spearman Correlation	.523	.062	5.488
N of Valid Cases	82			

Symmetric Measures

		Approximate Significance
Nominal by Nominal	Phi	.000
	Cramer's V	.000
Interval by Interval	Pearson's R	.000 ^c
Ordinal by Ordinal	Spearman Correlation	.000 ^c
N of Valid Cases		

- a. Not assuming the null hypothesis.
- b. Using the asymptotic standard error assuming the null hypothesis.
- c. Based on normal approximation.

Conformation of Purchase * Products are beneficial for me

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	14.267 ^a	1	.000		
Continuity Correction ^b	12.289	1	.000		
Likelihood Ratio	20.507	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	14.093	1	.000		
N of Valid Cases	82				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 6.95.

b. Computed only for a 2x2 table

Symmetric Measures

		Value	Asymptotic Standard Error ^a	Approximate T ^b
Nominal by Nominal	Phi	.417		
	Cramer's V	.417		
Interval by Interval	Pearson's R	.417	.056	4.105
Ordinal by Ordinal	Spearman Correlation	.417	.056	4.105
N of Valid Cases		82		

Symmetric Measures

		Approximate Significance
Nominal by Nominal	Phi	.000
	Cramer's V	.000
Interval by Interval	Pearson's R	.000 ^c
Ordinal by Ordinal	Spearman Correlation	.000 ^c
N of Valid Cases		

- a. Not assuming the null hypothesis.
- b. Using the asymptotic standard error assuming the null hypothesis.
- c. Based on normal approximation.

Conformation of Purchase * Genuinely care about the issues they deal with

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	6.955 ^a	1	.008		
Continuity Correction ^b	5.388	1	.020		
Likelihood Ratio	10.930	1	.001		
Fisher's Exact Test				.009	.004
Linear-by-Linear Association	6.871	1	.009		
N of Valid Cases	82				

a. 1 cells (25.0%) have expected count less than 5. The minimum expected count is 4.17.

b. Computed only for a 2x2 table

Symmetric Measures

		Value	Asymptotic Standard Error ^a	Approximate T ^b
Nominal by Nominal	Phi	.291		
	Cramer's V	.291		
Interval by Interval	Pearson's R	.291	.046	2.723
Ordinal by Ordinal	Spearman Correlation	.291	.046	2.723
N of Valid Cases	82			

Symmetric Measures

		Approximate Significance
Nominal by Nominal	Phi	.008
	Cramer's V	.008
Interval by Interval	Pearson's R	.008 ^c
Ordinal by Ordinal	Spearman Correlation	.008 ^c
N of Valid Cases		

- a. Not assuming the null hypothesis.
- b. Using the asymptotic standard error assuming the null hypothesis.
- c. Based on normal approximation.

Conformation of Purchase * They utilize innovative technology.

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	2.674 ^a	1	.102		
Continuity Correction ^b	1.426	1	.232		
Likelihood Ratio	4.472	1	.034		
Fisher's Exact Test				.188	.109
Linear-by-Linear Association	2.641	1	.104		
N of Valid Cases	82				

- a. 1 cells (25.0%) have expected count less than 5. The minimum expected count is 1.85.
- b. Computed only for a 2x2 table

Symmetric Measures

		Value	Asymptotic Standard Error ^a	Approximate T ^b
Nominal by Nominal	Phi	.181		
	Cramer's V	.181		
Interval by Interval	Pearson's R	.181	.037	1.642
Ordinal by Ordinal	Spearman Correlation	.181	.037	1.642
N of Valid Cases		82		

Symmetric Measures

		Approximate Significance
Nominal by Nominal	Phi	.102
	Cramer's V	.102
Interval by Interval	Pearson's R	.105 ^c
Ordinal by Ordinal	Spearman Correlation	.105 ^c
N of Valid Cases		

- a. Not assuming the null hypothesis.
- b. Using the asymptotic standard error assuming the null hypothesis.
- c. Based on normal approximation.

Conformation of Purchase * Cost (too expensive for the value they perceive)

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	29.394 ^a	1	.000		
Continuity Correction ^b	24.806	1	.000		
Likelihood Ratio	26.565	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	29.036	1	.000		
N of Valid Cases	82				

a. 1 cells (25.0%) have expected count less than 5. The minimum expected count is 1.85.

b. Computed only for a 2x2 table

Symmetric Measures

		Value	Asymptotic Standard Error ^a	Approximate T ^b
Nominal by Nominal	Phi	-.599		
	Cramer's V	.599		
Interval by Interval	Pearson's R	-.599	.090	-6.686
Ordinal by Ordinal	Spearman Correlation	-.599	.090	-6.686
N of Valid Cases		82		

Symmetric Measures

		Approximate Significance
Nominal by Nominal	Phi	.000
	Cramer's V	.000
Interval by Interval	Pearson's R	.000 ^c
Ordinal by Ordinal	Spearman Correlation	.000 ^c
N of Valid Cases		

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

Conformation of Purchase * Less accessible in my region

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	21.465 ^a	1	.000		
Continuity Correction ^b	17.061	1	.000		
Likelihood Ratio	19.230	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	21.204	1	.000		
N of Valid Cases	82				

a. 2 cells (50.0%) have expected count less than 5. The minimum expected count is 1.39.

b. Computed only for a 2x2 table

Symmetric Measures

		Value	Asymptotic Standard Error ^a	Approximate T ^b
Nominal by Nominal	Phi	-.512		
	Cramer's V	.512		
Interval by Interval	Pearson's R	-.512	.094	-5.326
Ordinal by Ordinal	Spearman Correlation	-.512	.094	-5.326
N of Valid Cases		82		

Symmetric Measures

		Approximate Significance
Nominal by Nominal	Phi	.000
	Cramer's V	.000
Interval by Interval	Pearson's R	.000 ^c
Ordinal by Ordinal	Spearman Correlation	.000 ^c
N of Valid Cases		

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

Conformation of Purchase * I feel that they have little /no benefit

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	3.357 ^a	1	.067		
Continuity Correction ^b	.409	1	.522		
Likelihood Ratio	2.966	1	.085		
Fisher's Exact Test				.232	.232
Linear-by-Linear Association	3.316	1	.069		
N of Valid Cases	82				

a. 2 cells (50.0%) have expected count less than 5. The minimum expected count is .23.

b. Computed only for a 2x2 table

Symmetric Measures

		Value	Asymptotic Standard Error ^a	Approximate T ^b
Nominal by Nominal	Phi	-.202		
	Cramer's V	.202		
Interval by Interval	Pearson's R	-.202	.100	-1.848
Ordinal by Ordinal	Spearman Correlation	-.202	.100	-1.848
N of Valid Cases	82			

Symmetric Measures

		Approximate Significance
Nominal by Nominal	Phi	.067
	Cramer's V	.067
Interval by Interval	Pearson's R	.068 ^c
Ordinal by Ordinal	Spearman Correlation	.068 ^c
N of Valid Cases		

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

Conformation of Purchase * Products are overly hyped

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	28.573 ^a	1	.000		
Continuity Correction ^b	24.457	1	.000		
Likelihood Ratio	24.253	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	28.224	1	.000		
N of Valid Cases	82				

a. 1 cells (25.0%) have expected count less than 5. The minimum expected count is 2.32.

b. Computed only for a 2x2 table

Symmetric Measures

		Value	Asymptotic Standard Error ^a	Approximate T ^b
Nominal by Nominal	Phi	-.590		
	Cramer's V	.590		
Interval by Interval	Pearson's R	-.590	.103	-6.541
Ordinal by Ordinal	Spearman Correlation	-.590	.103	-6.541
N of Valid Cases		82		

Symmetric Measures

		Approximate Significance
Nominal by Nominal	Phi	.000
	Cramer's V	.000
Interval by Interval	Pearson's R	.000 ^c
Ordinal by Ordinal	Spearman Correlation	.000 ^c
N of Valid Cases		

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

Conformation of Purchase * Confused about the value they perceive

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	20.607 ^a	1	.000		
Continuity Correction ^b	16.798	1	.000		
Likelihood Ratio	17.151	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	20.356	1	.000		
N of Valid Cases	82				

a. 1 cells (25.0%) have expected count less than 5. The minimum expected count is 1.85.

b. Computed only for a 2x2 table

Symmetric Measures

		Value	Asymptotic Standard Error ^a	Approximate T ^b
Nominal by Nominal	Phi	-.501		
	Cramer's V	.501		
Interval by Interval	Pearson's R	-.501	.111	-5.182
Ordinal by Ordinal	Spearman Correlation	-.501	.111	-5.182
N of Valid Cases		82		

Symmetric Measures

		Approximate Significance
Nominal by Nominal	Phi	.000
	Cramer's V	.000
Interval by Interval	Pearson's R	.000 ^c
Ordinal by Ordinal	Spearman Correlation	.000 ^c
N of Valid Cases		

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

Conformation of Purchase * No specific reason

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	10.325 ^a	1	.001		
Continuity Correction ^b	6.331	1	.012		
Likelihood Ratio	9.163	1	.002		
Fisher's Exact Test				.011	.011
Linear-by-Linear Association	10.199	1	.001		
N of Valid Cases	82				

a. 2 cells (50.0%) have expected count less than 5. The minimum expected count is .70.

b. Computed only for a 2x2 table

Symmetric Measures

		Value	Asymptotic Standard Error ^a	Approximate T ^b
Nominal by Nominal	Phi	-.355		
	Cramer's V	.355		
Interval by Interval	Pearson's R	-.355	.098	-3.395
Ordinal by Ordinal	Spearman Correlation	-.355	.098	-3.395
N of Valid Cases		82		

Symmetric Measures

		Approximate Significance
Nominal by Nominal	Phi	.001
	Cramer's V	.001
Interval by Interval	Pearson's R	.001 ^c
Ordinal by Ordinal	Spearman Correlation	.001 ^c
N of Valid Cases		

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

```

/TABLES=Perception Attitude BY COP
/FORMAT=NOTABLES
/STATISTICS=CHISQ
/COUNT ROUND CELL.

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Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Perception * Conformation of Purchase	82	100.0%	0	0.0%	82	100.0%
Attitude * Conformation of Purchase	82	100.0%	0	0.0%	82	100.0%

Perception * Conformation of Purchase

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	82.000 ^a	22	.000
Likelihood Ratio	88.778	22	.000
Linear-by-Linear Association	55.750	1	.000
N of Valid Cases	82		

a. 44 cells (95.7%) have expected count less than 5. The minimum expected count is .23.

Attitude * Conformation of Purchase

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	71.835 ^a	17	.000
Likelihood Ratio	75.570	17	.000
Linear-by-Linear Association	57.218	1	.000
N of Valid Cases	82		

a. 34 cells (94.4%) have expected count less than 5. The minimum expected count is .23.

Analysis/Research Findings

Survey Analyses:

Findings - there are 82 valid sample values with 84 variables – resulting in 6888 datasets

The Tests of Normality table contains two different hypothesis tests of normality: Kolmogorov-Smirnov and Shapiro-Wilk.

- ☒ **Kolmogorov-Smirnov (K-S) is a nonparametric test.** It technically can be used to test if the data come from a known, specific distribution (not just the normal distribution). Its null hypothesis is that the data come from the specified distribution; the alternative hypothesis is that the data do not come from the specified distribution.
- ☒ **Shapiro-Wilk is a parametric test.** Its null hypothesis is that the sample was drawn from a normal distribution; its alternative hypothesis is that the sample was not drawn from a normal distribution.

(*The criteria used to reject or not reject the null hypothesis is the same for both tests*)

Since the **p-value (0.05) is greater than the significance level alpha (0.000)**, hence, we do not reject the null hypothesis. **p-value implies but does not prove, that the data is not normally distributed.**

(separate p-values for the K-S test versus the Shapiro-Wilk test; they do NOT share the same p-value. These two tests can disagree; that is, one test may indicate non-normality, but the other may not.)

From the Descriptive table, Skewness value for negative influence = -1.985, for positive influence = -0.608; since for confidence level 95%, z value = +/- 1.96, it's not normally distributed. In the associated QQ plot (Expected Normal vs observed Value), 2-3 values are close to the line – it implies that data approximately normally distributed.

The Detrended Normal Q-Q Plot shows the same information as the Normal Q-Q Plot, but differently. In the Detrended Plot, the horizontal line at the origin represents the quantiles that we would expect to see if the data were normal; the dots represent the magnitude and direction of deviation in the observed quantiles. Each dot is calculated by subtracting the expected quantile from the observed quantile. (**This implies that if a dot is below the trend line on the Normal Q-Q plot, it will appear above the trend line on the Detrended Normal Q-Q plot, because observed - expected > 0.**)

Boxplot – for negative influence, outliers beyond lower whisker (quartile group 1), suggests values are not normally distributed.

Positive influence, QQ plot 4 values are closely aligned, similarly in the Detrended Normal Q-Q Plot, as well.

Boxplot suggests – Positive influence high level of influence on purchasing(short Q1, Q3, and median as well as lower whisker).

Cluster – There's a 102% jump from stage 2 to stage 3, hence can be concluded that there're 2 major clusters (between Gender and education).

For Attitude, Pearson Chi-Square =273.553 for the degree of freedom 394 (goodness of fit) (against dependent variable Perception)

The likelihood ratio of chi-square (between perception as dependent variable and Attitude)

Again Wald chi-square is 34.674 for df =1, perception has a significant relation with attitude, whereas with COP it's non-significant.

Following, the B values represent the coefficient Of the dependent variable (Y=B0 +B1X1+B2X2+B3X3+..... epsilon (error))

T-test- Paired Samples Correlations (Pairs are negatively correlated for pair 1,2,3,5,7, rest is positively correlated and approximately significant)

F score =1.076, where sig value (0.374) which suggest there's a difference of 37.4% between no of the population on purchase frequency.

In Post Hoc, esp. in Scheffe crosstab test dependent – purchase frequency and annual income)

Model fit, chii sq. value =83.037 with df =7, since its sig value is < 0.05, hence implies as significant and fit. Since the sample is not normally distributed, hence chi sq. goodness fit comes off as non-significant. Nagelkerke R² =96.3% which is a higher correlative value.

The parallel lines test suggests - The null hypothesis about the location parameters (slope coefficients) are the same across response categories.

Again in correlations table, Pearson correlation amongst Confirmation of purchase and influence behind purchasing or rejecting are of mixed responses (some values are -ve but significant, +ve and significant, -ve and non-significant), added to that negative influence and confirmation of purchase is highly correlated than positive influence ($R = 93.3\% R^2=87.1\%$) from such observations, it implies that negative influences affect more than positive influences.

From the given normal distributed histogram, it implies that the dependent variable is not entirely normally distributed.

In the non-parametric test, from Kendall tau, and Spearman, the relation between positive influence and traits = +ve, significant, whereas the relation between negative influence and traits = -ve, and significant.

Coming to reliability and validity, stated earlier –

Perception -Cronbach alpha =.97 (>0.7), hence a perfectly reliable, and a valid sample of perception values. There's a high inter-correlation between perception values (around 80%-95%).

Attitude -Cronbach alpha =.98 (>0.7), hence a perfectly reliable, and valid sample of Attitudvalues. There's a high inter-correlation between perception values (around 85%-99%).

Crosstab Chi-square test- between influences and confirmation of purchase---

From Chi-sq between COP and Positive influence (Inf_y2) – does not violate the assumptions, and significant association between two; between COP and Positive influence (Inf_y3) – does not violate the assumptions, and significant association between two; between COP and Positive influence (Inf_y4) – violates the assumptions (1 out of 5 expected count >20%), alternatively, checking the Fischers test for significance. From the given data (sig <0.05), a significant association between two; between COP and Positive influence (Inf_y5) – violates the assumptions (1 out of 5 expected counts>20%), alternatively, checking the Fischers test for significance. From the given data (sig >0.05), no significant association between the two.

In the case of negative influence, between COP and Positive influence (Inf_n1) – violates the assumptions (1 out of 5 expected counts>20%), alternatively, checking the Fischers test for significance. From the given data (sig <0.05), a significant association.

Between two. between COP and Positive influence (Inf_n2) – violates the assumptions (2 out of 5 expected counts>>20%), alternatively, checking the Fischers test for significance. From the given data (sig <0.05), a significant association between the two.

Between two. between COP and Positive influence (Inf_n3) – violates the assumptions (2 out of 5 expected counts>>20%), alternatively, checking the Fischers test for significance. From the given data (sig >0.05), no significant association between the two.

Between two. between COP and Positive influence (Inf_n4) – violates the assumptions (1 out of 5 expected counts>20%), alternatively, checking the Fischers test for significance. From the given data (sig <0.05), a significant association between the two.

Between two. between COP and Positive influence (Inf_n5) – violates the assumptions (1 out of 5 expected counts>20%), alternatively, checking the

Fischers test for significance. From the given data (sig <0.05), a significant association between the two.

Between two. between COP and Positive influence (Inf_n6) – violates the assumptions (2 out of 5 expected counts>>20%), alternatively, checking the Fischers test for significance. From the given data (sig <0.05), a significant association between the two.

In the case of Asymp. sig >0.05 – null hypothesis is accepted, whereas Asymp. sig value <0.05, look for an alternate hypothesis.

Between two. between Perception and COP– violates the assumptions (expected count >>20%), alternatively, checking the Fischers test, the likelihood ratio for Asymp. significance. From the given data (sig < 0.05), a significant association between the two.

Between two. between Attitude and COP– violates the assumptions (expected count >>20%), alternatively, checking the Fischers test, the likelihood ratio for Asymp. significance. From the given data (sig < 0.05), a significant association between the two.

Thematic Analysis Q16		Comments		
	Original Opinions	Summary	Theme	Final Theory
TA_1	Often They Are Not Pocket Friendly Which Drives Us To Buy Non-Ecofriendly Products	Economy of Scale	Econometrics	Attitude-Behavior-Conditions Model
TA_2	These Products Should Be Made Available To More Places.	Accessibility, Economy of Scale	Econometrics	Attitude-Behavior-Conditions Model
TA_3	Green Product Is A Vague Term, Kindly Try To Be Specific Like Electric Appliances, Construction Material Or Other Things.	Brand Awareness	Brand Awareness	Value-Norm-Belief Theory of Environmentalism (VBN),
TA_4	I Have Not Given Any Thought To Purchasing Green. I Will Now.	Buying Intention	Consumer Behavior	Value-Attitude-Behavior Model
TA_5	Awareness Needs To Be Spread Among All To	Sales Promotion	Advertisement, And Other	Value-Norm-Belief Theory Of

TA_6	Promote Such Activities Reduce Price And Increase The Availability	Economy Of Scale	Promotional Activities Econometrics	Environmentalism (VBN), Attitude-Behavior-Conditions Model
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Conclusion:

We're concluding that the Influencing factors significantly influence purchasing of green products, but there's no conclusive data that strongly recommends, that sensitivity – perception and associated attitude, influenced by COP (confirmation of purchase). Further study is required in this area to clarify the link.

This research intends to reveal the factors that influence the purchase behavior of green products among Millennials in the context of the developing country's environment(esp. India). involving the essence of TPB, VBN, ABC, etc. the result of this research provides more understanding about the factors influencing the purchase intention toward green products among Indonesian young consumers. The analysis of three hundred twenty-six empirical data proves that three out of eight hypotheses were not supported. The young consumers' perception toward green products is positively/negatively influenced by the given factors (societal, etc.) and their willingness to purchase, or even frequency of purchase (in the case of willing individuals), their subjective norm, while the attitude and environmental concern do not influence the purchase intention toward environmentally-friendly products. The findings require to discuss further.

Recommendations:

- ☒ Choosing the respondents is a more crucial task, to avoid unsatisfactory analyses. As well as, a sufficient number of respondents is necessary.
- ☒ More theoretical frameworks are necessary.
- ☒ Further study on this area is recommended.
- ☒ FMCG, and the conglomerates, as well as the Swadeshi store, should move in the direction of creating and marketing green products (from household appliances to daily necessity items).

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