

GREEN PRODUCTS: A CONSUMER'S PERCEPTION AND AWARENESS

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ABSTRACT

The significant mean difference proves that there is positive significance in consumer awareness and perception are the main reasons for the consumption of green products. Perceptions of the consumers are determined in this research through eco-efficiency, eco-friendliness and sustainable lifestyle. The eco-Friendliness factor has a positive influence on the purchase of green products. This study investigates two concepts; one is the consumer perception towards green products and the second is a preference in the selection of green products among selected products. To predict preference and perception, variables about dimension have been predicted through a questionnaire. The selected dimensions have been put to test the significant relationship between the dependent and independent variables. A descriptive test of normality, reliability, linear regression test, and one-way ANOVA explores the consumer preference in the selection of green products among the selected products and perception of green products concerning Eco-friendliness. Data has been collected among 113 answerers in which male (64.6%) and female (35.4) participants fall in the age category of 18 to 25 years (91.2%) of age with the qualification of undergraduate (61.1%), marital status single (93.8%). These participants, who have awareness about green products (75.2%) and have a preference in the selection of recyclable products (37.2%) among the five selected green products, Ecological light bulbs (7.1%), Green Cosmetic Products (20.4%), Kitchen Utensils (20.4%) and Stationery products (15%). This study was restricted to 113 due to time and money constraints. Factors were limited to literature and various factors can be tested based on the additional review. This research contributes by validating the factors. The findings provide insights concerning product development and adoption that should be made while marketing.

Keywords: Consumer Preference; Perception; Green Products; Eco-Friendliness and Sustainability.

Introduction

Consumer preference for green products is influenced by a range of factors, including environmental concern, emotional solidarity, eco-centric values, and greenwashing. Greenwashing negatively affects consumer preferences (Chen, Y. S., & Chang, C. H, 2012), and emotional solidarity and ecocentric values positively impact consumer behavioral intention toward green hotels (Zafar, A., & Shahbaz, M, 2019). Studies suggest that consumer behavior towards green products is complex and context-dependent. Consumers respond differently to various types of green products, highlighting the need for marketers to understand the different dimensions of consumer perception towards green products (Chen, M.F, 2009). The importance of using sustainable branding strategies is both authentic and credible (Lee, K. H., & Shin, D. H, 2017) but the limitations spill over into environmental campaigning (Thøgersen, J & Crompton, T, 2009). Overall, previous research indicates that marketers need to use a holistic approach to sustainability when targeting environmentally conscious consumers. We need to understand the various dimensions of consumer perception towards green products, including eco-friendliness, eco-efficiency, sustainable lifestyle, and eco-credibility. Furthermore, they should use authentic and credible sustainable branding strategies to build consumer trust and confidence.

Green Marketing

Green Marketing is also known as environmental marketing or sustainable marketing. It is the marketing of products that are presumed to be environmentally safe. Green marketing inhales the actions which involve the image of the brand including product presentation, modification, packing as well as advertisement. The main aim of green marketing is to sell products and services which are environmentally friendly. These types of products and services should be promoted in all nations which help in energy saving, sustainable development, and eco-efficiency.

Green Products

Products that are produced by the producers and that do not damage the surroundings are called green products. They are made of a material that fits the environment. Consumers nowadays are fully aware of environmental issues. Production of products which helps in the protection of surroundings is needed in the current situation. Innovation in the production of products that are highly recommended by the government and participation of consumers are high nowadays. This results in the production and usage of green products in every field, especially educational institutions and industrial sectors. Government initiatives and insisting that manufacturers produce more green products which are used in the home if necessary. The following types of green products.

Types of Green Products

1. Energy-Efficient Products: Products that are less in consumption of energy when compared to other ordinary products and help in the reduction of plastic, carbon, and money saving.
2. Eco-Friendly Products: The Environmental life cycle depends on one simple thing. That is the use of sustainable resources in making green material that is friendly towards the environment.
3. Recycled Products: Products that are made through waste are termed recyclable products. Their waste materials, when it's used in high help, are the reduction of high waste land.
4. Compostable Products: These types of products are made of organic material. Because these materials can sync into the environment without causing much trouble. The word organic and inorganic is deferred due to chemical composition, these chemicals cause harmful effects. Manufacturers who produce products with organic material are here termed as compostable products.

Literature Review

Understanding consumption values plays an important role in this research. While studying this article we have found that values are derived from consumer behavior to various sustainable products. The positive influence is spreading the message through word and social practice plays a significant role in motivating the consumers which in turn helps in increasing the share price of the product in the market. Marketers should adopt an effective mechanism to increase their sales (Biswas & Roy. 2015).

This study investigates the reasons that have major effects on consumer behavior towards the clothing industry. The direct and indirect occurrence of the buyer has a major influence on purchase intention and premium payment. In this research, we found that types of eco materials used in manufacturing the product and consumer concern about the environment, perceived values, and familiarity plays a vital role in behavior patterns (Maria 2022).

When we review this article we found that the author has given the pattern of behavior, mediators, antecedents' role, and practice of green plays a dominant role in green purchase behavior. The results show that green purchase has different antecedents, and multi phenomenon and cannot be studied as a single concept. But then there is a significant effect on creation, green practice, and material about green consumer behavior (Maria 2021).

Young consumers in Mettupalayam are concerned about the ecosystem and the future that they are going to leave for this world. Their behavior has a positive relationship with the intention to buy green products and their attitude towards various products. These young consumers are conscious about the world they are living in and the world they want to have leading them to sustainable development (Jaganath. 2016).

In this study, the author aims to determine the factors influencing the purchase intention of green products such as product quality, situation, and preference of the consumers to help in re-purchasing of green products. The outcome of the study indicated that there is a positive and significant relationship between factors (environmental aspects, product quality, and selection attributes) purchase, and re-purchase of green products (Chikosha and Potwana 2021).

The authors researched green marketing's influence on the purchase behavior of consumers. The authors use the brand image as the mediator to determine customer loyalty. The findings of the study indicated green products, price, place, and promotion have a positive influence on buying behavior of consumers. Along with these factors brand image helps in determining consumer loyalty which is used by the sellers to attract more consumers (Lestary 2017).

Consumers in recent years are more concerned about products that support the environment. Concerning the environmental gap, the author researched the behavior of consumers toward green products in a country called Turkey. The results of the study indicate that consumer attitude toward green products and green marketing

plays an important role in the purchase of green products and consumers' perception of product attributes plays a critical role in influencing their buying decisions (Alhamad 2023).

The attention to environmental concerns is increasing nowadays. The attributes of purchasing green products which were affected by internal and external factors when the consumer decides to change the purchase motive and the government should encourage the activities of buying and producing green products by creating awareness among consumers to utilize a healthier life (Maniatis 2016),

How does green product knowledge effectively promote green purchase intention? The knowledge of green products reaches the consumer then automatically there will be a change in purchase intention. Because of the usage, period, price, and availability, these are all included in the decision-making process towards the green purchase intention. Trust and loyalty play a vital role in choosing green products (Wang 2019).

The studies show that consumers are willing to pay more for eco-friendly products if they are worth it and at the same time the price should not be too high compared to reasonable prices. Paying high is not only referred to as luxury, it depends upon the quality. It concluded that consumers are also ready to pay more for green products (Laroche 2001).

This study shows that green marketing depends upon the approaches of the marketer which have been followed and bring satisfaction among consumers, to expect customer loyalty, when consumers are not concerned about the environment then they don't pay more for it. The researcher concludes that green marketing is in the initial stage and research should be conducted in the future to explore the potential of green marketing (Saini, 2013).

The consumer needs various modes of awareness for green products which the consumer should be concerned about the environment and free from harmful chemicals. Modern culture is accepting eco-friendly products and choosing a better life. Consumers need to educate more about the beneficiary of green products, and it's the responsibility of government officials to promote the growth of healthy surroundings (Asha and Rathiha 2017).

The consumers are ready to adopt as per the government rules and regulations by using green products for their wealth, the factors affecting green products which are price, quality, and environmental issues. Green marketers should use strategies to convince the consumer to buy the green product and should maintain the loyalty of a consumer and the organization should make availability of the requirements (Kataria 2013).

Young consumers are the influencer to promote Green products on a positive side. Green marketers should use strategies to change society. The intention of purchasing green products should promote the development of green marketing among the young consumer and the results of environmental attitudes will protect the planet and this must be educated to consumers facing insecurities (Uddin and Khan 2016).

The consumer should face the situation of purchasing green products with cravings, the buying rate will decrease in the sense the utilization of producers is not present. The mental stability of purchase intention will affect the decision-making process. Hence the consumer is concerned about environmental issues (Handayani 2017).

Hypothesis

- **H₁**- There is no Significance Difference between Consumer Awareness and Perception towards Green Products.
- **H₂**- There is no significance and positive influence between dependent and independent variables.
- **H₃**- There is no Significance Difference between consumer preference for different types of green products and Perception towards green products.

Data and methodology

Demographic Characteristics	Frequency	Percentage
Gender		
Male	73	64.6
Female	40	35.4

Age (In Years)		
18 Years - 25 Years	103	91.2
25 Years - 35 Years	8	7.1
35 Years - 45 Years	2	1.8
Educational Qualification		
HSE	17	15.0
UG	69	61.1
PG	27	23.9
Occupational Status		
Student	72	63.7
Salaried Employee	25	22.1
Self-Employed	12	10.6
Professional	2	1.8
Entrepreneur	2	1.8
Annual Income (In Rs.)		
Below Rs.2,50,000	102	90.3
Rs.2,50,000 - Rs.5,00,000	7	6.2
Rs.5,00,000 - Rs.7,50,000	2	1.8
Above Rs.7,50,000	2	1.8
Family Type		
Joint Family	35	31.0
Nuclear Family	66	58.4
Single Parent	11	9.7
Step Family	1	0.9
Marital Status		
Single	106	93.8
Married	7	6.2

Are you aware of green products?		
Yes	85	75.2
No	28	24.8
Which types of green products would you prefer?		
Ecological Light Bulbs	8	7.1
Green Cosmetics Products	23	20.4
Kitchen Utensils	23	20.4
Recyclable Products	42	37.2
Stationery Products	17	15.0

Table 1: Demographic Segmentation
Source: Author's Own Research

The results of the consumer perception survey on green product consumption indicate that the majority of the respondents are young males aged between 18-25 years, who are mostly single and have an undergraduate education. The majority of the respondents are students with an annual income of below Rs.2,50,000 and belong to nuclear families. The survey also shows that most of the respondents have an awareness of green products, and they prefer recyclable products the most among the selected products. This indicates that eco-friendliness and sustainability are important factors for these consumers when making purchasing decisions. These findings depict that companies targeting this demographic should focus on developing and promoting recyclable products that appeal to environmentally conscious young consumers. Additionally, marketers should use channels and messaging that resonate with students and individuals from lower-income backgrounds to effectively reach this target audience.

Reasons for Buying Green Products	Mean	Rank
Save Nature from destruction	3.43	I
Chemical-Free Life	3.19	VI
Intention to Protect Mankind	3.34	IV
Price of the Products	3.42	II
Better Climatic Conditions for Future	3.4	III
Quality of the product	3.27	V

Table 2: Mean Rank Based on Reasons for Buying Green Products
Source: Author's Own Research

Table 2 the result depicts that, among the given reasons for consumers buying green products, the most important reason is to save nature from destruction (Mean = 3.43; Rank = 1), as it has the highest mean rank of all the reasons. This indicates that consumers are highly motivated to purchase green products to contribute towards environmental conservation and protection. The second most important reason for consumers to buy green products is the price (Mean = 3.42; Rank = II), implying that cost remains a significant factor influencing purchase decisions. The third-ranked reason is better climatic conditions for the future (Mean = 3.40; Rank = III), indicating that consumers understand the long-term benefits of supporting environmentally sustainable products. Intention to protect mankind is ranked fourth (Mean = 3.34; Rank = IV), suggesting that some

consumers are motivated by social concerns in their decision-making process. The quality of the product is ranked fifth (Mean = 3.27; Rank = V), indicating that although quality remains an important factor, it is not the primary driver for purchasing green products. Finally, chemical-free life is ranked sixth (Mean = 3.19; Rank = VI), which suggests that this reason is considered the least important by consumers when making purchasing decisions for green products. Overall, these rankings can be useful for businesses and marketers to understand the priorities and preferences of their target audience when promoting green products.

Consumer Perception Towards Green Products	Descriptive Statistics						Tests of Normality		Reliability
	Mean	Std. Error	Std. Deviation	Variance	Skewness (Std. Error = 0.227)	Kurtosis (Std. Error = 0.451)	Kolmogorov-Smirnov a (df = 113)	Shapiro-Wilk (df = 113)	Cronbach Alpha
	Statistic								
Eco-Friendliness									
I would buy green products because it reduces waste	4.239	0.073	0.771	0.594	-0.799	0.234	0.254	0.798	0.804
I prefer green products because they are recyclable.	4.124	0.077	0.814	0.663	-0.536	-0.492	0.231	0.826	
Green products use toxic-free chemicals.	3.920	0.092	0.983	0.967	-0.699	0.038	0.223	0.856	
I believe that green products reduce carbon footprint.	3.903	0.083	0.886	0.785	-0.199	-0.972	0.200	0.851	
Eco-Efficiency									
Green products reduce plastic footprints.	3.938	0.083	0.879	0.773	-0.600	0.164	0.245	0.856	0.788
Green products are low in maintenance.	3.646	0.085	0.906	0.820	-0.263	-0.325	0.227	0.885	
I believe that green products consume less energy in production.	3.814	0.091	0.969	0.938	-0.637	0.039	0.249	0.870	
I feel that safety is more important than the price	4.106	0.080	0.849	0.721	-0.651	-0.269	0.229	0.827	
Sustainable Lifestyle									
Green products are less in price when compared to ordinary products.	3.619	0.102	1.080	1.166	-0.445	-0.276	0.178	0.885	0.843
Green products producers offer more discounts and credit when compared to traditional producers	3.646	0.092	0.981	0.963	-0.389	-0.096	0.198	0.884	
I would pay a higher price for green products.	3.735	0.092	0.973	0.947	-0.626	0.210	0.245	0.875	

I would search for green products information	3.814	0.077	0.819	0.671	-0.139	-0.629	0.236	0.859	0.812
Eco-Credibility									
I believe that choosing green products is the right decision	4.035	0.082	0.876	0.767	-0.394	-0.878	0.228	0.835	
I get a good conscience about myself if I choose green products	3.832	0.079	0.844	0.713	-0.215	-0.636	0.234	0.862	
Green products are reliable when compared to traditional products.	3.805	0.082	0.875	0.765	-0.504	0.093	0.261	0.867	
I would buy organic products because it gives me an Image.	3.796	0.098	1.045	1.092	-0.632	0.012	0.197	0.865	
a. Lilliefors Significance Correction									

Table 3: Descriptive Statistics and Test of Normality of Consumer Perception towards Green Products
Source: Author’s Own Research

Table 3 indicates that standard deviation values are lower than the mean values it has a robust measure of distribution. Further, Skewness values prove that there is a normal distribution in the measurement of variables. It also shows that Cronbach’s Alpha values for all types of platforms are high (Above 0.700). Therefore, there is high consistency in the measurement of different types of marketing variables and also the scaling is exceedingly consistent. It also indicates the test of normality in which the variables are >0.05.

Table 4 The linear regression analysis result shows that the consumer perception of green products is positively and significantly influenced by three factors such as sustainable lifestyle, eco-efficiency, and eco-friendliness. The standardized coefficients indicate that a sustainable lifestyle has the strongest positive effect on consumer perception of green products, followed by eco-efficiency and eco-friendliness. These results suggest that consumers place a high value on products that are sustainably produced, efficient in their use of resources, and environmentally friendly. The constant model was found to be insignificant, indicating that there is no significant relationship between the intercept and the dependent variable. This means that the values of the other variables in the model are sufficient to explain the variation in the consumer perception of green products. The model fit statistics also indicate a good fit for the model, with an R-squared value of 0.753, which means that

Variables	Mean (SD)	R	R ²	Adj.R ²	Std. Error	F-Value (Sig.)	Unstandardized Coefficients		t-Value (P-Value)	Collinearity Statistics
							B (Std. Error)	Beta		Tolerance (VIF)
Dependent Variable										
Eco-Credibility	3.867 (0.730)	0.868	0.753	0.746	0.368	110.531 (0.000)	***			
Independent Variable										

Sustainable Lifestyle	3.704 (0.798)	0.419 (0.068)	0.457	6.163 (0.000)	0.412 (2.425)
Eco-Efficiency	3.876 (0.705)	0.313 (0.101)	0.302	3.100 (0.002)	0.239 (4.176)
Eco-Friendliness	4.046 (0.691)	0.206 (0.084)	0.195	2.464 (0.015)	0.363 (2.755)
Constant: Unstandardized Coefficients = 0.271; Std. Error = 0.213; t-Value = 1.271; P-Value = 0.206					

Table 4 Determinants of Consumer Perception of Green Products
Source: Author's Own Research

75.3% of the variance in the eco-credibility dependent variable is explained by the independent variables concerning sustainable lifestyle, eco-efficiency, and eco-friendliness. The standard error of the estimate (0.368) is relatively small, indicating that the model has good predictive power. Finally, the F-value of 110.531 and P-value of 0.000 indicate that the overall model is statistically significant. Overall, these results suggest that sustainable lifestyle, eco-efficiency, and eco-friendliness are important drivers of consumer perception of green products and should be considered by businesses and policymakers investing in sustainability initiatives. These findings also can be used by companies to develop marketing strategies and products that align with consumer preferences and increase the perceived eco-credibility of their green product brand.

Dimensions of Consumer Perception Towards Green Products	Are you aware of green products	N	Mean	Std. Deviation	Std. Error Mean	t	Sig. (2-tailed)	Result
Eco-Friendliness	Yes	85	4.176	0.627	0.068	3.675	0.000	Significant
	No	28	3.652	0.737	0.139			
Eco-Efficiency	Yes	85	4.003	0.638	0.069	3.496	0.001	Significant
	No	28	3.491	0.768	0.145			
Sustainable Lifestyle	Yes	85	3.800	0.785	0.085	2.280	0.024	Significant
	No	28	3.411	0.779	0.147			
Eco-Credibility	Yes	85	3.982	0.687	0.074	3.022	0.003	Significant
	No	28	3.518	0.761	0.144			

Table 5 Significance Difference between Consumer Awareness and Perception towards Green Products
Source: Author's Own Research

Table 5 enumerates The t-Test used to determine if there is a significant difference between the means of the two groups. In this case, the t-Test was conducted to explore the mean differences between dimensions of consumer perception towards green products concerning Eco-Friendliness, Eco-Efficiency, Sustainable Lifestyle, and Eco-Credibility among consumption of green products. The results show that there is a significant mean difference between the dimensions of consumer perception towards green products concerning Eco-Friendliness (t-Value = 3.675; P-Value = 0.000), Eco-Efficiency (t-Value = 3.496; P-Value = 0.001), Sustainable Lifestyle (t-Value = 2.280; P-Value = 0.024) and Eco-Credibility (t-Value = 3.022; P-Value = 0.003) among consumption of green products.

Based on the t-Test result, it has been explored that consumer awareness of green products is significantly influenced by dimensions of consumer perception towards green products concerning Eco-Friendliness, Eco-Efficiency, Sustainable Lifestyle, and Eco-Credibility among consumption of green products. This finding is consistent with previous research articles that have shown that factors such as eco-friendliness, eco-efficiency, sustainable lifestyle, and eco-credibility are important factors in influencing consumer perception towards green products (Kim & Choi, 2019; Chen & Chang, 2012; Zafar & Shahbaz, 2019; Lee & Shin, 2017). Specifically, the study by Kim and Choi (2019) found that consumer perception of eco-friendliness significantly affects purchase intention, while Chen and Chang (2012) found that eco-efficiency positively influences green purchase intentions. The study by Zafar and Shahbaz (2019) also found that a sustainable lifestyle positively influences purchase intentions among millennial consumers, while Lee and Shin (2017) found that eco-credibility, which includes eco-friendliness and eco-efficiency, significantly affects the purchase intention of green sportswear. Overall, the results of this t-Test analysis provide further evidence that factors such as eco-friendliness, eco-efficiency, sustainable lifestyle, and eco-credibility are important in influencing consumer perception and purchase intentions towards green products.

In conclusion, the t-test result shows that consumer awareness of green products varies significantly based on their perception of Eco-Friendliness, Eco-Efficiency, Sustainable Lifestyle, and Eco-Credibility. These findings can be used by companies to better understand consumer preferences and develop marketing strategies that align with these perceptions to increase the adoption of green products.

Dimensions of Consumer Perception Towards Green Products	Types of Green Products Would Prefer	N	Mean	Std. Deviation	Std. Error	F-Value (df = 4,108)	Sig.	Result
Eco-Friendliness	Ecological Light Bulbs	8	4.125	0.926	0.327	2.506	0.046	Significant
	Green Cosmetics Products	23	3.739	0.713	0.149			
	Kitchen Utensils	23	4.163	0.642	0.134			
	Recyclable Products	42	4.220	0.590	0.091			
	Stationery Products	17	3.838	0.723	0.175			
Eco-Efficiency	Ecological Light Bulbs	8	4.094	0.935	0.331	1.140	0.342	Not Significant
	Green Cosmetics Products	23	3.707	0.775	0.162			
	Kitchen Utensils	23	4.033	0.667	0.139			
	Recyclable Products	42	3.917	0.629	0.097			
	Stationery Products	17	3.691	0.710	0.172			
Sustainable Lifestyle	Ecological Light Bulbs	8	3.875	1.000	0.354	0.311	0.870	Not Significant
	Green Cosmetics Products	23	3.674	0.752	0.157			
	Kitchen Utensils	23	3.826	0.854	0.178			
	Recyclable Products	42	3.649	0.819	0.126			
	Stationery Products	17	3.632	0.685	0.166			

Eco-Credibility	Ecological Light Bulbs	8	3.813	0.753	0.266	0.670	0.614	Not Significant
	Green Cosmetics Products	23	3.739	0.807	0.168			
	Kitchen Utensils	23	4.076	0.637	0.133			
	Recyclable Products	42	3.851	0.753	0.116			
	Stationery Products	17	3.824	0.700	0.170			

Table 6 Significance Difference between consumer preference for different types of green products and Perception towards green products

Source: Author's Own Research

The One-Way ANOVA F-Test result explores that the consumer preference for types of green products significantly differs concerning the dimension of consumer perception towards green products concerning Eco-Friendliness. The F-Value of 2.506 and the P-Value of 0.046 indicate that there is a statistically significant difference between the means of the groups. This result depicts that consumers consider **recyclable green products** to be a high priority compared to other green product preferences such as kitchen utensils, ecological light bulbs, stationery products, and green cosmetics when it comes to eco-friendliness.

However, the other factors such as Eco-Efficiency, Sustainable Lifestyle, and Eco-Credibility do not show a statistically significant difference in the consumption of green products perception, as indicated by their F-Values and P-Values. This implies that these factors do not play a significant role in influencing consumer preference for different types of green products. In summary, this study suggests that consumers prioritize eco-friendliness when choosing green products and marketers should focus on highlighting the eco-friendliness of their products to attract environmentally conscious consumers.

Findings

- Consumers prefer green products because they are concerned about the environment and its protection.
- The significant mean difference proves that there is a positive significance in consumer awareness and perception of our main reasons for the consumption of green products. (H₁- is rejected)
- Perceptions of the consumers are determined in this research through eco-efficiency, eco-friendliness, and sustainable lifestyle. Among these variables, a sustainable lifestyle has a positive and strong effect on consumer perception of green products. (H₂- is rejected)
- Preference of listed green products is tested and results indicate that consumers prefer green recyclable products.
- The eco-Friendliness factor has a positive influence on the purchase of green products when compared to other products which do not have a significant influence. (H₃- is rejected on Eco-Friendliness with recyclable factor and accepted on other factors)

Suggestion

- Government intervention and incentives for domestic usage of ecological light bulbs may bring the more eco-friendly environment
- Stakeholder participation in pooling Innovative ideas in collecting and recycling waste electrical and electronic equipment to produce new green products.
- Subsidies to the manufacturers of green products help in more production as the consumers are willing to pay high prices for green products.
- Credibility of the green products is not significant in this research because advertisements and promotion other than green products are more impressive and attract consumers in provoking impulse buying behavior.

Conclusion

The Green products producing companies targeting demographic character should focus on developing and promoting recyclable products that appeal to environmentally conscious young consumers. Additionally, marketers should use channels and messaging that resonate with students and individuals from lower-income backgrounds to effectively reach this target audience. Overall, these rankings can be useful for businesses and marketers to understand the priorities and preferences of their target audience when promoting green products.

Overall, these results suggest that sustainable lifestyle, eco-efficiency, and eco-friendliness are important drivers of consumer perception of green products and should be considered by businesses and policymakers investing in sustainability initiatives. These findings also can be used by companies to develop marketing strategies and products that align with consumer preferences and increase the perceived eco-credibility of their green product brand. It can be used by companies to better understand consumer preferences and develop marketing strategies that align with these perceptions to increase the adoption of green products.

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