International Journal on Customer Relations
11 (1) 2023, 01-09
http://publishingindia.com/ijcr/

CONSUMER PERCEPTION TOWARDS GREEN MARKETING: AN EMPIRICAL STUDY IN KOLKATA

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Abstract: *Green and environmentally friendly marketing has grown in relevance in India, due to the country's increasing pollution resulting from industrial growth and development. Corporations have recognised green marketing as a good marketing philosophy for maintaining ecological stability. Climate change, unplanned urbanisation, increased globalisation and industrialisation have increased the emphasis on green marketing among industrialists and consumers alike. Consumer perceptions and attitudes have shifted in the modern era, from grey to green items. This paper attempts to investigate consumers' perceptions and preferences regarding green marketing methods and products. The goal of this study is to investigate the level of green awareness among individuals and to comprehend the concept of green value in consumer purchasing behaviours. Additionally, the researchers attempt to determine how age, gender, and academic credentials affect consumers' propensity to make environmentally friendly purchases. The data have been gathered from the respondents using a structured questionnaire and a convenient sampling technique. Regression analysis has been used to analyse the acquired data, leading to the conclusion. Our findings concluded that there is a significant difference between age and the green values instilled in consumers, which has an impact on their purchasing habits.*

Keywords: *Consumer Perception, Green Marketing, Green Value, Green Awareness, etc.*

INTRODUCTION

Green marketing refers to the methods used by individuals, organisations and environmentalists to fulfil their needs and achieve their goals while minimising their detrimental effects on the environment (Chung, 2020; Rana, 2022). Businesses have started to change their behaviour and incorporate environmental issues into their organisational activities as a result of realising the new concerns of society (Vani, 2022). Consumers are more worried today about environmental degradation and the damaging effects of the products and services they use. Climate change that is already being seen, global warming, and rising air and water pollution could all be contributing factors to this worry. Therefore, employing green marketing provides businesses a chance to satisfy customers' needs and allay their environmental worries, while simultaneously gaining a competitive edge and a loyal customer base (Bhatia & Jain, 2013).

Over time, ecological marketing has undergone changes. Peattie (2001) identified three stages in the development of green marketing. The first stage was known as "Ecological" green marketing, and all marketing efforts during this time were focused on addressing environmental issues and offering solutions. The second phase was "Environmental" green marketing, where the emphasis shifted towards clean technology and the creation of novel new products to address problems of waste and pollution. "Sustainable" green marketing was the third era. In the latter half of the 1990s and early 2000s, it gained popularity. Given the finite nature of resources and the insatiable nature of human desires, it is crucial for marketers to make the best possible use of available resources while achieving company's goal. Therefore, ecological marketing is unavoidable. Globally, consumers are becoming increasingly interested in environmental preservation. Companies that create new and improved goods and services with the environment in mind can build up new markets, increase their ability to maintain profits, and gain a competitive edge over those who aren't concerned about the environment.

Green marketing can target a wide range of issues such as saving water, lowering greenhouse gas emissions, reducing harmful pollutants, cleaning indoor air and/or

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being easily recyclable. Both organisations and customers, bear responsibility for environmental challenges and contribute to the process by delivering and purchasing environmentally friendly products (Rahman et al., 2017). As the globe becomes greener, every product of the 21st century is expected and, perhaps, required to be 'environmentally friendly'. Nowadays, the majority of people prefer to purchase eco-friendly goods (Choshaly, 2017).

The precise goals of this study are to investigate consumers' attitudes towards green marketing, green awareness and green values. It also seeks to comprehend consumers' understanding of and preferences for eco-friendly goods. The research is important in the current period because it is necessary to understand consumers' perceptions and preferences regarding green products. Even though green marketing is still in its infancy in India, it has a large future potential because environmental awareness is essential for existence. Despite the complexity of studying consumer behaviour, it is crucial for businesses to understand it because enables them to change their products and advertising tactics and obtain a competitive edge over rival companies.

LITERATURE REVIEW

A lot of studies have been attempted globally and nationally to explore the impact of demographic variables besides consumers' perception, attitude and values on purchasing of green products. Some major studies are as follows:

Green marketing, outlined by Kotler and Armstrong (1991), is the process of creating security products that are energy-efficient, have improved pollution control techniques, employ recyclable and reusable packaging, and meet environmental standards. In addition to being a marketing strategy, Grant (2007) describes green marketing as "a creative opportunity to innovate in a way that can make a difference and achieve business success at the same time." The goal of green marketing, according to Chamorro and Banegil (2006), is to have a smaller negative effect on the environment when planning and implementing products or services, as well as, when setting their price, location and promotion. The marketing of green products is a social process that both individuals and groups engage in through the exchange of goods and their value, in order to fulfil their needs in the most ethical way possible with the least negative environmental effect.

Vani (2022) focussed on consumers' perception and preferences towards green marketing practices and products in Bangalore. The sample size of the study was 100, and the statistical findings suggested a substantial correlation between customer perception, green consumer values and product aspects in marketing tactics. According to the research, consumer purchasing decisions are significantly influenced by their awareness of green marketing.

A study was conducted by Choshaly (2017) with the aim to evaluate consumer perceptions of environmental issues, factors that influence consumers' intentions to make green purchases and factors relating to the use of recycle bags. This survey included 170 university students as participants. According to the study, young Malaysian consumers had favourable attitudes towards recycling bags and environmental protection issues. The highest predictor of the desire to make green purchases were "Perceived Environmental Responsibility" followed by "Social Influence" and "Concern for self-image" is the third most significant predictor.

The purpose of the study conducted by Kong et al. (2014) was to investigate how customer perceptions of green products affect their intentions to make green purchases. In this study, the perception of green products was defined as a multidimensional variable made up of green product value, eco-label, eco-labelling, eco-advertising and green corporate perception. A total of 159 questionnaires from Sabah respondents above the age of 18 were gathered utilising a survey. The findings revealed that eco-label, green product value and green company perception all had positive, substantial effects on consumers' intentions to make green purchases. The results also showed that consumers' intentions to make green purchases were most significantly influenced by eco-label and green product value.

Another study was conducted by Bhatia and Jain (2013) with an attempt to investigate the level of awareness of Indian consumers regarding green products and practices, to measure the green values of the customers, to identify the brands and consumer association with green marketing practices. The analysis supported the idea that consumer persuasion to buy and prefer green products over conventional ones was positively and significantly influenced by overall green values, awareness of green practises and products and the perception of marketing companies' seriousness about green marketing.

From some expert insights mentioned, it can be clearly concluded that Green Marketing focuses on a strong commitment to environmental protection by providing environmentally friendly products that can influence consumer behaviour in line with this green marketing trend while still maintaining the company's profit goals. The relationship between green marketing and green purchasing behaviour is also evident in Saini's (2013) statement that "green marketing encourages consumers to use eco-friendly products and manufacturers to develop more". The green marketing approach is thought to improve the integration of environmental issues across all aspects of the company's

activities, from strategy formulation, planning, and drafting, to production and distribution with customers, thereby influencing purchasing decisions (Dahlstorm, 2011).

OBJECTIVES OF THE STUDY

The prime objectives of the study are as follows:

- To determine whether consumers are more likely to purchase eco-friendly products if they are labelled as 'green' or 'sustainable';
- To measure the consumers' green values;
- To make recommendations to improve customers' awareness of green products and purchasing decisions.

HYPOTHESIS OF THE STUDY

The following hypotheses were developed based on the literature review and conceptual model, and they will be statistically tested.

H01: There is no significant difference in the status of Awareness of Green Marketing on the basis of Gender.

According to the study conducted by Vani (2022), there is a correlation between gender and knowledge of green marketing. Around 30% of respondents were men, with 70% of respondents being women, indicating that most female shoppers were aware of green products.

H02: There is no significant difference in the status of Awareness of Green Marketing on the basis of Age.

Boztepe (2012) discovered that customer purchase intention for green marketing is influenced by age. According to the study, green price and green promotion affect green purchasing for consumers in the 16–35 age group and 36–45 age group. For customers aged 46 years and beyond, only green promotion affects green purchasing. Vani (2022) asserts that there is no correlation between age group and the level of consumer knowledge of green marketing.

H03: There is no significant difference in the status of Awareness of Green Marketing on the basis of Academic Qualification.

According to Boztepe's (2012) findings, environment awareness, green product features and green promotion all have an impact on consumers who have earned a degree from undergraduate and graduate programmes. For consumers who have graduated from elementary school, green price and green product features have an impact on green purchasing.

H04: There is no significant difference in Green Values on the basis of Gender.

The overall green value of consumers was found to be 3.88, and the *p*-value for the overall green consumer value was 0.675, indicating that the null hypothesis is accepted, and gender of the consumers does not affect their green values. As a result, there is no discernible difference in green consumer values based on gender (Bhatia & Jain, 2013).

H05: There is no significant difference in Green Values on the basis of Income.

Income is a highly important factor in selections about what to buy. People from the high-income group typically have more flexible shopping habits and are more inclined than those from the low-income group to embrace or adapt to the newest fashions and products on the market. They belong to an educated and sophisticated group who are aware of the problems with the environment and way of life. Therefore, it is crucial to examine the connection or association between income and environmental values.

H06: There is no significant difference in Green Values on the basis of Age.

As per Vistharakula and Kaushik (2021), various age groups exhibit various purchase behaviours. Dorota (2013) asserts that changes in consumer behaviour are brought about by age and supports the claim by pointing out that older people have more purchasing experience than younger people.

RESEARCH METHODOLOGY

Data Collection

The study's primary approach was a structured questionnaire, with supplemental methods including journals, papers, reports, etc. It is a quantitative study that uses primary data from a given questionnaire to accomplish its stated goals. There were two sections to the questionnaire. The first section of the survey included directions for answering along with respondents' demographic information. The other half of the survey was made up of scaled response questions related to awareness levels and green values. To suit the requirements of this investigation, certain measurement items were modified. Responses to the dependent and independent variables were gathered using a Likert type scale, with 1 denoting (Strongly Disagree), 2 (Disagree), 3 (Neutral), 4 (Agree) and 5 (Strongly Agree). The data was collected in Kolkata during the month of January 2023. Out of the 90 questionnaires collected, 21 had incomplete answers. Accordingly, a total of 69 responses were assimilated for further analysis and the results were assessed using Statistical Package for the Social Sciences version 26. Detailed statistical analysis has been incorporated in the Appendix.

Measurement Items

Table 1 lists the indicators and factors used in the study. The Independent variables used in the study were the demographics variables such as Age, Gender, Academic Qualification, Income and the Dependent variables were Green Awareness and Green Value.

Table 1: Indicators and Variables Used for Assessing Consumer Perception towards Green Marketing

Variables	Indicators
Green Awareness	• I am aware of the benefits of green products for health. • I am aware of the point of purchase for green products. • I am aware of various brands offering green products. • I am aware of various symbols/certifications/ other identifiers which declare the products as green products.
Green Value	• It is important to me that the products I use do not harm the environment. • I am concerned about wasting the resources of our planet. • I would describe myself as environmentally responsible. • My purchase habits are affected by my concern for our environment.

RESULTS AND DISCUSSION

Demographic Analysis

Table 2 shows the demographic information of the respondents, who are of varying ages. Majority of the respondents are female (59.4%) aged between 18-29 (71%). Most of the marital status of the respondents are unmarried (73.9%) with the highest qualification being postgraduate (59.4%) and were working and earning monthly income between Rs. 25,001 and 40,000 (27.5%). Most respondents, according to their family profiles, belonged to nuclear families (68.1%), had 4-6 members (53.6%) and were members (72.5%) in the family.

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The mean score of the statements for green awareness acquired from respondents is shown in Table 3. It is obvious that the statement "I am aware of the benefits of using green products for my health" was ranked as the most crucial component of green awareness (with a mean score of 3.94), followed by "I am aware of the place where I can buy green products" (with mean score 3.62).

Table 2: Demographic Profile of the Respondents

Demographics Variables	Description		Total (%)
Age	18-29	48	71
	30-39	10	14.5
	40-49	7	10.1
	50-59	3	4.3
	60 & Above	0	0
Gender	Male	28	40.6
	Female	41	59.4
Marital Status	Married	18	26.1
	Unmarried	51	73.9
Qualification	Under-graduate	4	5.8
	Graduate	21	30.4
	Post-graduate	41	59.4
	Doctorate	2	2.9
	Other	1	1.4
Occupation	Student	21	30.4
	Business	2	2.9
	Professional	7	10.1
	Private employee	22	31.9
	Government employee	5	7.2
	Housewife	5	7.2
	Unemployed	3	4.3
	Other	4	5.8
Monthly Income	<5,000	17	24.6
	5,000-10,000	5	7.2
	10,001-25,000	16	23.2
	25,001-40,000	19	27.5
	Above 40,000	12	17.4
Family	Nuclear Family	47	68.1
	Joint Family	20	29
	Extended Family	2	2.9
Size of Family	1-3 members	19	27.5
	4-6 members	37	53.6
	7-10 members	11	15.9
	Above 10 members	2	2.9
Status in the Family	Chief Wage Earner (CWE)	9	13
	Spouse of CWE	10	14.5
	Member	50	72.5

Table 3: Consumer Perception about Green Awareness

Statements	Mean	Standard Deviation
1) I am aware of the benefits of green products for health	3.94	.953
2) I am aware of the point of purchase for green products	3.62	1.045
3) I am aware of various brands offering green products	3.36	.840
4) I am aware of various symbols/ certifications/other identifiers which declare the products as green products	3.07	.990

Table 4 shows the mean score value for the variable green value, with the highest score obtained for the statement "It is important to me that the products I consume do not hurt the environment" being 4.30. With a mean score of 4.28, the statement "I am concerned about wasting the resources of our planet" demonstrates that consumers are concerned about the environment and ecologically sensitive in their purchase decisions.

Table 4: Consumer Perception about Green Value

Statements	Mean	Standard Deviation
1) It is important to me that the products I use do not harm the environment	4.30	.734
2) I am concerned about wasting the resources of our planet	4.28	.765
3) I would describe myself as environmentally responsible	3.97	.707
4) My purchase habits are affected by my concern for our environment.	3.57	.866

Hypothesis Testing

Table 5 array the formulated hypothesis along with its acceptance or rejection criteria as per *p*-value.

Table 5: Hypothesis Testing Outcome

Variable	Null Hypothesis	P-Value	Remark
Green Awareness	H01: There is no significant difference in the status of Awareness of Green Marketing on the basis of Gender.	[t (67) = -.681, p value>.05]	Accepted
	H02: There is no significant difference in the status of Awareness of Green Marketing on the basis of Age.	[t (50) = .020, p value>.05]	Accepted
	H03: There is no significant difference in the status of Awareness of Green Marketing on the basis of Academic Qualification.	[t (3) = .533, p value>.05]	Accepted
Green Value	H04: There is no significant difference in Green Values on the basis of Gender.	[t (67) = -.028, p value>.05]	Accepted
	H05: There is no significant difference in Green Values on the basic of Income.	[t (27) = -1.317, p value>.05]	Accepted
	H06: There is no significant difference in Green Values on the basic of Age.	[t (50) = -2.130, p value<.05]	Rejected

Summary of Hypothesis Testing

Brief summary of hypothesis testing are as follows:

- An independent sample *t*-test was used to analyse the significance of the difference between the state of green awareness and gender. Since both genders may be equally informed about and involved in the view of green purchases, it was found that both males and females are well aware of green goods, which is also matching to the inferences of Vani (2022).
- The *p* value of >.05, which clearly shows that there is a minuscule difference between the status of Green Awareness and Age that led to the acceptance of the null hypothesis. Vani (2022) also accepted the null hypothesis, demonstrating that there is insignificant difference in age and level of Green Marketing Awareness.
- The *p* value was >.05, which led to the acceptance of the null hypothesis, showing insignificant difference between academic background and awareness of green marketing. The academic qualification seemed to have an equal impact on the green level awareness and consider the green products while making the purchase decision. It is worthwhile to mention that Boztepe (2012) discovered that qualification had a moderating influence on customers' green purchase decisions, though Bhatia and Jain (2013) stated that qualification of consumers does not affect their preference, awareness level and purchase intention towards the green products.
- As the *p* value was >.05, the results are consistent with those of Bhatia and Jain's (2013) study, which found less discernible gender-based differences in green consumer values. Green value appeared to educate both men and women equally.

- Income seemed to have a negligible correlation with green value, indicating that there is an insignificant relationship or correlation between green value with those in the high, middle, or low-income groups. It's possible that everyone has the same commitment to the environment. Based on Laheri's (2017) research, respondents' income levels did not substantially affect their propensity to buy environmentally friendly goods, concluding that consumers with different income levels might share the same commitment to buying green.
- Given that the *p* value is <.05, it is obvious that the age effect on green values is significant. The alternative hypothesis was accepted at a 5% level of significance, demonstrating that awareness of instilled green values varies among individuals in different age groups. In accordance, Borchers et al. (2007) discovered in their research that respondents under age of 30 year preferred green products over non-green products concluding that awareness on green values varies with age.

CONCLUSION

In terms of green marketing, India is still in its infancy as customers work to adapt the new strategies and raise their level of environmental awareness. The current study was conducted in Kolkata with a sample size of 69, aiming to understand consumer perceptions of green products. The findings of the study show that the majority of customers are aware of green products, concerned about the environment and willing to change their buying habits in order to safeguard the environment.

The objectives of the study were to examine consumer green consciousness and assess the relationship between demographics, green values and green consciousness. The study's null hypothesis was accepted, indicating that both males and females have equal awareness of the green products. There was no significant difference in Green Marketing Awareness based on age, and the academic qualification of consumers did not affect their awareness on green marketing. However, the findings of this study revealed that green value appeared to educate both men and women equally, and consumers with different income levels share the same commitment on green value. On the contrary, our study explored that awareness of instilled green values varies among individuals in different age groups.

The government should launch initiatives to promote the idea of green marketing and increase consumer awareness of green products. Marketing managers should take into account demographic characteristics when dividing up the target market's consumers into different divisions. In order to protect the environment, non-governmental organisations, governments, businesses and individuals demand that customers have environmental awareness. Additionally, businesses should pay close attention to promotion activities, step up their efforts in this area, and develop their content. Advertising, pricing and product attributes should be targeted based on demographic characteristics (Boztepe, 2012).

A stronger emphasis on theme and message is required in the marketing of environmental initiatives. Advertising appeals utilising eco-friendly goods and methods are likely to stir emotions and lead to persuade. In order for markets to benefit fully from the positioning of their green brands, it is crucial that customers remember them. To have an impact and establish a clear green positioning, firms must maintain constant and continuous communication.

RECOMMENDATIONS, LIMITATIONS AND FURTHER SCOPE OF STUDY

Following recommendations may be proposed in order to raise consumer knowledge of green marketing techniques and educate customers about them:

- Recycling and using eco-friendly products;
- Use of solar products and renewable energy sources;
- Educating customers about green products through advertisements, seminars and workshops;
- Enlightening consumers about the numerous health benefits associated with using organic or sustainable products;
- Holding social media campaigns to raise awareness;
- Reasserting communication between urban areas and their rural neighbours, and persuading them to switch from conventional to sustainable purchasing habits.

The study has some limitations even though it helps to meet the current requirements and needs:

- The study was only done in Kolkata, a specific location.
- The study's sample size (n = 69) was quite small.
- The study's conclusions and analyses are completely based on the respondent's opinions and responses.
- The respondent's best knowledge and observations, which are again up for debate, were used to complete the questionnaire.

Given the aforementioned restrictions, a similar study with a sufficiently enough sample size can be conducted in the future in another city. Since no specific green product was selected for this particular study, hence in future a target industry can be specifically chosen for the future study. A study can also be taken up in future considering the psychographic factors of the consumers regarding purchasing decisions.

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APPENDIX

H01:

Tests of Normality

		Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Gender	Statistic	df	Sig.	Statistic	df	Sig.
GreenAwareness	Male	.197	28	.007	.912	28	.022
	Female	.160	41	.010	.902	41	.002

a. Lilliefors Significance Correction

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
GreenAwareness	Equal variances assumed	.469	.496	-.681	67	.498	-.13524	.19855	-.53155	.26108
	Equal variances not assumed			-.686	59.659	.495	-.13524	.19706	-.52946	.25899

H02:

Tests of Normality

		Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Age	Statistic	df	Sig.	Statistic	df	Sig.
GreenAwareness	18-29	.169	49	.001	.936	49	.011
	30-39	.207	10	.200*	.901	10	.226
	40-49	.214	7	.200*	.896	7	.310
	50-59	.385	3	.	.750	3	.000

*. This is a lower bound of the true significance.

a. Lilliefors Significance Correction

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
GreenAwareness	Equal variances assumed	.005	.942	.020	50	.984	.01020	.51073	-1.01563	1.03604
	Equal variances not assumed			.020	2.248	.986	.01020	.51482	-1.98678	2.00719

H03:

Tests of Normality[b]

		Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Qualification	Statistic	df	Sig.	Statistic	df	Sig.
GreenAwareness	Under-graduate	.329	4	.	.895	4	.406
	Graduate	.188	21	.052	.924	21	.105
	Post-graduate	.161	41	.009	.910	41	.003
	Doctorate	.260	2	.			

a. Lilliefors Significance Correction

b. GreenAwareness is constant when Qualification = Other. It has been omitted.

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
GreenAwareness	Equal variances assumed	.	.	.533	3	.631	.75000	1.40683	-3.72716	5.22716
	Equal variances not assumed			.	.	.	.75000	.	.	.

H04:

Tests of Normality

		Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Gender	Statistic	df	Sig.	Statistic	df	Sig.
GreenValue	Male	.231	28	.001	.932	28	.071
	Female	.206	41	.000	.941	41	.035

a. Lilliefors Significance Correction

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
GreenValue	Equal variances assumed	.005	.942	-.028	67	.978	-.00370	.13121	-.26560	.25820
	Equal variances not assumed			-.028	54.745	.978	-.00370	.13339	-.27105	.26365

H05:

Tests of Normality

		Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Monthly Income	Statistic	df	Sig.	Statistic	df	Sig.
GreenValue	<5,000	.281	17	.001	.879	17	.030
	5,000-10,000	.221	5	.200*	.902	5	.421
	10,001-25,000	.121	16	.200*	.961	16	.686
	25,001-40,000	.216	19	.020	.916	19	.094
	Above 40,000	.267	12	.018	.872	12	.070

*. This is a lower bound of the true significance.

a. Lilliefors Significance Correction

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
GreenValue	Equal variances assumed	.108	.745	-1.317	27	.199	-.22426	.17030	-.57369	.12516
	Equal variances not assumed			-1.338	25.084	.193	-.22426	.16766	-.56951	.12098

H06:

Tests of Normality

		Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Age	Statistic	df	Sig.	Statistic	df	Sig.
GreenValue	18-29	.203	49	.000	.936	49	.011
	30-39	.180	10	.200*	.928	10	.432
	40-49	.324	7	.025	.744	7	.011
	50-59	.385	3	.	.750	3	.000

*. This is a lower bound of the true significance.

a. Lilliefors Significance Correction

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
GreenValue	Equal variances assumed	.379	.541	-2.130	50	.038	-.65136	.30580	-1.26558	-.03715
	Equal variances not assumed			-3.568	2.874	.040	-.65136	.18256	-1.24700	-.05572