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A STUDY ON ENVIRONMENTAL ATTITUDE AND PERCEPTION OF CONSUMER'S ATTITUDE ABOUT GREEN ADVERTISEMENT

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ABSTRACT

The mantra that is gaining popularity among the current environmentally concerned population is 'Green'. The main of objective of this research to find about the consumers' green attitude called 'Consumer Greendex', the top scoring consumers were in the developing countries like India. Today, being green is much more about a life style choice. Growing attention on eco-friendly issues can be seen as a sign that pro-environmental concerns have emerged as a possible tactical concern for businesses. There is limited research which has examined the influence of green marketing on customers from developing economies like India.

KEYWORDS: *Green Marketing, green advertising, eco marketing and organic marketing.*

INTRODUCTION

Shoppers can reduce their effect on environment and make a variance through their purchasing choices meaning they can buy green products. The increasing numbers of consumers who favour and are ready to buy eco-friendly products are generating prospect for businesses that are using 'eco-friendly' as a component of their value proposal.

REVIEW OF LITERATURE

Carlson *et al.*[20] (1993) are of the opinion that consumers who are environmental concerned normally have generated positive attitudes towards green advertising and environmental issues.

One of the most detailed studies available on the influence of televised advertising characters on children was that by Mizerski[24] (1995). The author examined recognition and attitudes toward categories of products among 790 American children between the ages of three and six years. Children were shown images of Mickey Mouse, Captain Crunch, Tony the Tiger, Ronald McDonald, Joe Camel, the Marlboro Cowboy and Charley Tuna, among others. As the children's age increased, the characters were increasingly popular and attitudes toward the products represented by the characters also became more favourable. Recognition was also positively related to attitudes to the products. This study indicates that the use of characters increases in effectiveness as children develop cognitively.

Zinkhan and Carlson[28] (1996) were of the opinion that as ecological concerns evolve and diffuse throughout society, advertisers are interested in developing green messages and targeting green customer segments. Unfortunately for advertisers, many green consumers have negative attitudes about business and, often, the advertising industry.

Schlegelmilch *et al.*[29] (1996) were of the opinion that the attitudinal component of the environmental domain was observed to be the most important predictor of green purchasing decisions. However, in order to increase consumers' attitudes towards environmental quality, investigations are necessary to ascertain how environmental attitudes are formed. In this context, a comparison of personal sources (e.g. family and friends) and impersonal sources (e.g. media channels) of information could form the

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basis of preliminary investigations. Secondly, research should investigate attitudes towards specific products and the 'believability' of green claims across product categories.

Later in his study Chan[40] (2004) developed a model that consisted of six dimensions in measuring the Chinese consumers' responses to green advertisement. The study found that perceived credibility of the environmental advertisement claim and the relevance of advertised product to respondents' daily lives are two most significant determinants of green purchase intention in China. The study further revealed that a specific and well-supported claim was very important in generating positive attitudes toward green advertisement and improving the perceived credibility of the messages.

The aim of the article by Clare D'Souza and Mehdi Taghian[55] (2005) is to analyse whether there are differences in green advertisement attitudes between high involved and low involved consumers, to compare high and low involvement consumer's cognitive responses and affective responses towards advertisements and examine the extent of the importance on certain themes that both high involvement and low involvement consumers consider. A random sample of 207 consumers was taken from Victoria (Australia). The study shows that there are differences between the two groups in terms of their attitude towards green advertising with respect to all the dimensions and the low involved customers appear to have a stronger disregard for the green advertising across all the perceptive measures towards green advertising.

Chamorro et al.[63] (2009) built up a database with a 112 articles on green marketing and explored the methodology and the techniques of analysis, and other relevant aspects of the research. The analysis revealed that research on green marketing has gone through two clearly distinct stages in the ten-year period under analysis i.e., 1993-2003. It reached its peak during the 1990s, with an average of thirteen articles per year and the publication of various specific volumes dedicated to the topic. A consumer's environmental attitudes and behaviour have been documented as a complex, yet vital concept required addressing the profile of the ecologically conscious consumer (Roberts and Bacon[30], 1997). Previous studies (Amyx et al.,[64] 1994; Kinnear et al.,[65]1974; Shrum et al.,[27] 1995) have established an apparent correlation between favourable attitudes towards environmentally friendly products and positive purchase decisions. Equally, negative attitudes will dissuade consumers, resulting in a non-purchase decision (Shrum et al., [27] 1995).

The aim of the research of Wong et al.[79] (2012) was to examine Malaysia and Singapore youth's attitudes towards intention to purchase green product. The study shows that the key to raise green purchasing intention among young adults lies on five factors, which are concern of attitudes toward green purchase, perceived consumer effectiveness, health consciousness, attitudes toward the environmental and social influence. Regarding current people lifestyle, organic foods is paid much attention because of many problems such as diseases and green environment. Based on the results, the study shows that young consumers have quite positive intention of purchasing green products. Green marketers can consider this group of consumers as one of their potential target markets.

The purpose of the research by Baheti et al.[83] (2012) was to investigate the impact of advertising appeals on customer buying behaviour. The major findings are: (1) Advertising appeals have a significantly positive influence on advertising attitude. (2) Advertising appeal does not have significantly positive influence on purchase intention and
(3) Emotional advertising appeals are more significant than rational appeals.

OBJECTIVES OF THE STUDY
- To measure consumers' attitude towards green advertisement,
- To investigate the consumers' attitude towards television advertisement and perception about environment,
- To examine the consumers' attitude towards green advertising and its influence on the purchase intention of the consumers and
- To offer suggestions based on the findings of the study.

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CHALLENGES FACING GREEN MARKETING

The firms have to face many challenges in implementing green marketing

Education: Even though urban consumers are aware of green products to some extend it is still a new concept for rural folks. So there is a need to educate the customers especially rural clients and made them aware of the environmental threats.

Regulation: Even though the claims by firms about their green products are tall, only a meagre percentage of their claims are true. Hence there should be a strict regulatory body to control them.

Price Tag: Most of the green products are not cost effective. More and more Research and Development are needed to reduce the costs of such products.

Sustainability: When a firm decided to go green it has to face tough challenges such as high costs, low consumption etc. In order to avoid this, the firm should not fall into the luring of unethical practices to make short term gains.

Resounding: It is extremely difficult to convince a customer about green products since the cost would be higher. Eco labelling, green advertisement etc. should be implemented to convince them.

Prejudice: A green product should satisfy the criterion for green product and also must satisfy the customer. If it failed to do so it would be known as 'green myopia'. To avoid this the companies must proclaim clearly the environmental benefits, describe product's environmental characteristics and must explain how benefits will be attained. They must use only meaningful expressions and images.

METHODOLOGY AND DESIGN OF THE STUDY

This section explains research methodology used to collect the data and methods used to explain and answer the hypotheses and research questions. The aims of this chapter are to ensure that appropriate research procedures were followed. The present study carried out by the researcher was experimental in nature and was based on the survey method. Survey method is the best approach for a quantitative research, with the help of a structured questionnaire. It helps to understand the possible relationships between data and the unknown variables in the universe (Groves *et al.,* 2009).

Collection of Data

According to this research study, primary and secondary data are types of information that had been collected. Primary data were used to test hypothesis and its collection method is from survey data collection. Secondary data were used to construct the hypothesis.

Collection of Primary Data

In the first stage, the personal and occupational data relating to sample respondents, their prevailing environmental attitude, attitude towards green advertising and its impact on purchase intention of green products were collected among the selected sample respondents with the help of the questionnaire specially designed for this purpose.

Collection of Secondary Data

During the second stage of data collection, the researcher collected the secondary data related to the study such as the concepts relating to consumers attitude towards environment and green advertising, purchase intention etc. from various published and unpublished records, journals, reports, books, magazines, online resources etc.

Sampling Technique

Sampling is the process of using small number of items or part of a larger population to make conclusion about the whole population. Sampling design is ultimate for researchers to collect accurate information from the right people, right time and right location for research questions. In this study stratified random sampling was employed to select 782 respondents, from Coimbatore city. Initially the researcher

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selected 1000 respondents in the study area and the questionnaire was personally administered to the samples living in Coimbatore. After repeated follow ups only 869 questionnaires can be received, out of which some questionnaires were rejected on account of incompletion. Finally 782 completed questionnaires were selected for the present study. Hence these 782 respondents were considered as sample for the study. The respondents were classified as: Students, Housewives, Professional, Business and Employment. As the study was related to the educated youth, only educated people were taken into consideration. Both open ended and close ended questions were employed for eliciting desired information from respondents.

Methods of Analysis

The collected data were classified and assigned codes to transfer them into master sheets. After coding the data, it was   tabulated, analysed and interpreted. The collected data have been analysed with the help of various statistical tools.

Statistical techniques which are used to describe data are referred to as descriptive statistics which summarize sets of numerical data. A descriptive statistic is a tool used by researcher to summarize the frequency table. Sometimes a frequency table may provide information that is too detailed and therefore, researcher has to put in effort in order to summarize the information.

The analysis required for the present study has been processed with the help of software called SPSS 20.

Hypotheses

The present study comprises sample from one of the most polluting city (Coimbatore) in Tamil Nadu. It tries to find out publics' interest about environment, when 'green' has become the appeal. Coimbatore being an economically well developed and industrial city has emerged as an education hub in Tamil Nadu. There is nothing wrong in assuming that the city with considerably good literacy rate is well aware of the environmental degradation and its impact to the human race. Thus the hypotheses were formulated as:

H1: Green advertisement does not provide the good source of information(eco Literacy or knowledge) about the green products.

H2: There is no relationship between demographical characteristics and their Attitude and perception about green advertisement and purchase of green products.

H3: There is no relationship between television watching time and hours spent on watching television on perception of green advertisement.

H4: There is no relationship between consumers' attitude toward television advertising and perception about environment.

H5: There is no relationship between watching advertisement (attitudes toward green purchase) in television and purchase intention of green products by consumers.

ANALYSIS AND INTERPRETATIONS

Respondents' occupation and perception about green advertisement

The assessment of relationship between the occupation of the respondents and their perception about green advertisement has been presented in the below table.

Table 1 Occupation and perception about green advertisement

Classification		Perception about Green Advertisement				χ^2 value	p value
		Nothing Special	Average	Impressive	Total		
Employed	Count	25	142	27	194	4.969	0.548
	% within Row	12.9	73.2	13.9	100%		
	% within Column	23.4	25.3	23.9	24.8		

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Housewife	Count	49	201	45	295		
	% within Row	16.6	68.1	15.3	100%		
	% within Column	45.8	35.8	39.8	37.7		
Business	Count	15	115	20	150		
	% within Row	10.0	76.7	13.3	100%		
	% within Column	14.0	20.5	17.7	19.2		
Students	Count	18	104	21	143		
	% within Row	12.6	72.7	14.7	100%		
	% within Column	16.8	18.5	18.6	18.3		
Total	Count	107	562	113	782		
	% within Row	13.7	71.9	14.5	100%		

Source: Computed Data

Table 1 reveals that out of 194 respondents belonging to the employed category, 12.9%, 73.2% and 13.9% of respondents have perceived green advertisement as 'nothing special', 'casual' and 'impressive' respectively. Similarly, out of 295 housewife group respondents, 16.6%, 68.1% and 15.3% respondents have opined green advertisement as 'nothing special', 'casual' and 'impressive' respectively. Out of the 150 respondents belonging to the business group, 10%, 76.7% and 13.3% of respondents have registered their perception about green advertisement as 'nothing special', 'casual' and 'impressive' respectively. Out of 143 respondents belonging to students category, 12.6%, 72.7%, and 14.7% respondents perceived green advertisement as 'nothing special', 'casual' and 'impressive' respectively.

Further the frequency analysis reveals that there is not much difference between the respondent perception according to their occupation pattern. Hence the researcher has framed the hypothesis that 'there is no significant relationship between occupation of respondents and their perception about the green advertisement'. The calculated value of Chi-Square value is 4.969 and 'p' value is 0.548. Since the calculated 'p' value is higher than 0.05 ($p<5\%$), the null hypothesis is rejected at five percent level of significance. Hence it is concluded that respondents' perception about green advertisement is not associated with their occupational level. Perception about green ad as per respondents' occupation is presented in below figure.

Fig.1 Occupation and Perception about Green Ad
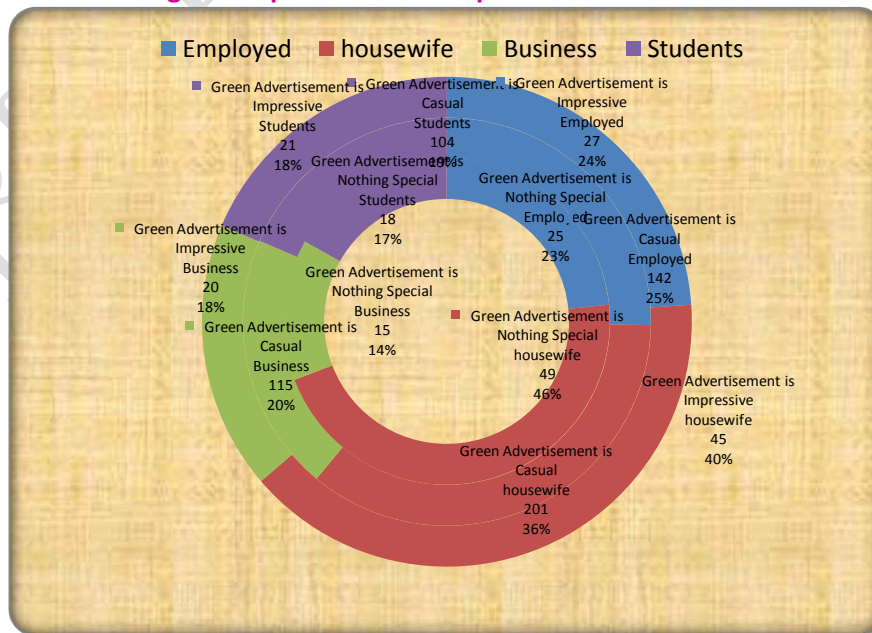
The consumers' occupation determines his or hers economic situation and life style. This economic situation and life style may affect their perception, attitude, behaviour and satisfaction. Hence in this study the researcher has taken occupation as independent variable, to test whether consumers' occupations have any significant impact on their perception towards green advertisement attributes in the study area. To find out whether there exist a significant difference in the mean scores between the sample respondents according to their occupation, Analysis of Variance (ANOVA) has been applied and the results are presented in the Table 2.

Table 2 Occupation and perception about green advertisement

Particulars	N	Mean	Standard Deviation	F Value	p Value
Employee	194	176.56*	14.136		
Housewife	295	176.28*	15.432		
Professional/Businessman	150	177.43*	13.991	0.277	0.842
Students	143	177.26*	14.306		
Total	782	176.75	14.622		

Source: Computed data
*denotes no difference between occupation groups at 5% level of significance using Tukey HSD test

Table 2 reveals that the calculated 'F' value is 0.277 and 'p' value is 0.842. Since the *p* value (*p*>0.05) was found to be insignificant at 95 percent confidence level. In other words, there is no significant difference between service qualities in the mean variance among the responses given by the respondents according to occupation.

ATTITUDE TOWARDS ENVIRONMENT

In general, environmental attitude among the consumers play a most significant role in the green marketing arena. Consumers' view about the green product marketing would be virtuous, when their attitude towards environment is good, and vice-versa. Hence, in the present study the researcher has selected the variables relating to the environmental attitude. In total 23 statements relating to environmental attitude has been taken in to account based on the previous studies to measure the attitude towards green products and green market.

In order to examine the link between attitude towards green advertisement and environment, respondents were coded into three groups: 'environmentally responsible' (if responses to environmental attitude questions were above the mean plus standard deviation) 'environmentally apathetic' (if responses to environmental attitude questions were less than the score of mean minus standard deviation) and 'neutral' (impulsive-who falls between the above two categories). The cross tabulation of attitude towards green advertisement and attitude towards environment was presented in Table 3.

Table 3 Environmental attitude and perception about green advertisement

Classification		Perception about Green Advertisement				χ^2 value	P Value
		Nothing Special	Casual	Impressive	Total		
Environmentally Responsible Consumer	Count	3	64	52	119		
	% within Row	2.5	53.8	43.7	100	253.445	0.000
	% within Column	2.8	11.4	46.0	15.2		
Impulsive Consumer	Count	53	464	57	574		
	% within Row	9.2	80.8	9.9	100		

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	% within Column	49.5	82.6	50.4	73.4		
Environmentally Apathetic Consumer	Count	51	34	4	89		
	% within Row	57.3	38.2	4.5	100		
	% within Column	47.7	6.0	3.5	11.4		
Total	Count	107	562	113	782		
	% within Row	13.7	71.9	14.5	100		

Source: Computed Data

Table 3 reveals about the relationship between the consumers' environmental attitude and perception about green advertisement. It was observed that out of 119 environmentally responsible consumers, only 3 respondents are having perception as 'nothing special' about green advertisement, 64 respondents having perception about green advertisement as 'casual only' and remaining 52 respondents belongs to 'impressed' group about green advertisement. In the case of the impulsive consumer group, 53 respondents were having perception about green advertisement as 'nothing special', 464 respondents perceived green advertisement as 'causal only' and remaining 57 respondents were 'impressed' by the green advertisement. Among 89 environmentally apathetic consumers, about 51 respondents perceived green advertisement as 'nothing special', 34 respondents have posted their perception as 'causal only' and 4 respondents had registered their perception about green advertisement as 'impressive'. It is observed from the Table 4.30 that the perceptions of respondents about different environmental attitude and green advertisement were showing much difference, for example more number of environmentally responsible consumers perceive green advertisement as 'impressive' whereas environmentally apathetic consumer perceive as 'nothing special' about green advertisement. Even though much difference exists among segment of respondents, the researcher was interested to test the significance of this result by framing the hypothesis as 'there is no significant relationship between environmental attitude of the respondents and their perception about the green advertisement'.

The hypothesis has been tested with the help of chi-square test. The calculated Chi-Square value is 253.445 and 'p' value is 0.000. Since the calculated p value is lower than 0.05, the null hypothesis is rejected at five percent level of significance. Hence it is concluded that there is a relationship between the respondents' attitude towards environment and their perception about green advertisement.

Further it is remarked that the majority of the respondents belonged to the casual perception about the green advertisement, followed by impressed perception and finally the nothing special category. So there is a necessity of initiatives required to improve the environmental promotion strategies by the company. The perception about the green advertisement among the respondents in the study area according to their environmentalism has been presented in below figure.

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Fig 2 Environmental Attitude and Perception about Green Ad
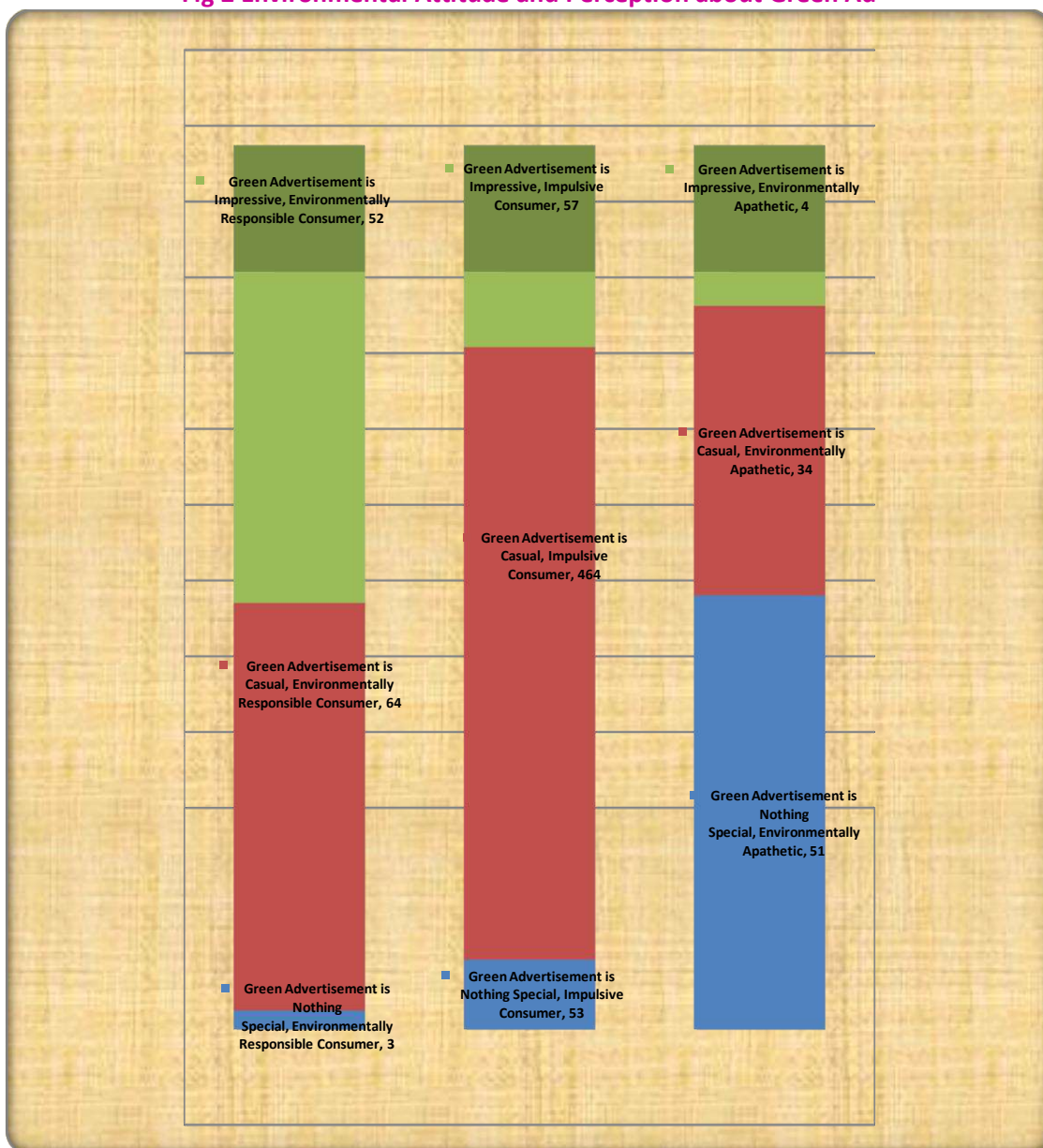
Factor Analysis of Advertisement viewers' attitude towards green advertisement

The researcher used factor analysis and made an attempt to extract specific factors and define the variables which constitute each factor based on the strength and direction of factor loading in green advertisement. Factor Analysis is a set of techniques, which, by analyzing correlations between variables, reduces their numbers into fewer factors which explain much of the original data, more economically. Even though a subjective interpretation can result from a factor analysis output, the procedure often provides an insight into relevant psychographic variables, and results in economic use of data collection efforts. Table 3 shows the rotated factor loading.

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Table 4 Reliability of Scales and Item-Construct Loadings- Factors related to attitude towards green advertisement

Factor	Name of Newly Extracted Factor	Selected Statement (Variable)	Cronbach's alpha if item deleted
F1	Informative	Green ads more Informative	0.758
F2	Realistic	Green advertising is believable	0.729
F3	Trust	A company that uses green advertising is trustworthy	0.620
F4	Requirement	Green Advertisement is Meaningful	0.792
F5	No green wash	Sponsors of green advertising have sincere intentions	0.784
F6	Interest	Likeable	0.705
F7	Sacrifice	Plan to switch to products & services were advertised as being green.	0.754
F8	Kindness	I think green advertising is good	0.700
F9	Green brand	Companies use green advertising to protect their reputations	0.769
F10	Preys	Green advertising preys upon consumers' environmental concerns	0.755

Factor	Name of Newly Extracted Factor	Selected Statement (Variable)	Cronbach's alpha if item deleted
F11	Behaviour	Convincing	0.682
F12	Environmentalism	Green advertising shows the consumer that the firm is addressing consumers' environmental concerns	0.782
F13	Green wash	I don't pay much attention to green advertising	0.809
F14	Needless	Green advertising is unnecessary	0.833
F15	Price conscious	Green advertising results in higher prices for products	0.767
		Cronbach's alpha based on standardized items	0.749
		Cronbach's alpha	0.751
		Number of variables	15

Table 4 clearly reveals the following factors with varied factor loadings: 'Green Advertisement more informative' (F1) has a factor loading of 0.758, 'Green advertisement is believable' (F2) has a factor loading of 0.729, 'A Company that uses green advertisement is trustworthy' (F3) has a factor loading of 0.620, 'Green advertisement is meaningful'(F4) has a factor loading of 0.792, 'Sponsors of green advertising have sincere intentions'(F5) has a factor loading of 0.784, 'Likeable' (F6) has a factor loading of 0.705, 'Plan to switch to products and Services were advertisement as being green'(F7) has a factor loading of 0.754, 'I think green advertising is good' (F8) has a factor loading of 0.700, and variable 'companies use green advertising to protect their reputations' (F9) has a factor loadings of 0.769.

Further the variable called 'Green Advertising preys upon consumers' (F10) environmental concerns' has a factor loading of 0.755, 'convincing' (F11) has a factor loading of 0.682, 'Green advertising shows the

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consumer that the firm is addressing consumers' (F12) environmental concerns' has a factor loading of 0.782, 'I don't pay much attention to green advertising' (F13) has a factor loading of 0.809, 'Green advertising is unnecessary' (F14) has a factor loading of 0.833, and variable 'Green advertising results in higher prices for products' (F15) has a factor loading of 0.767. Therefore, these are identified as 15 important attitudinal variables which have influenced the scope of green advertisement in the study area. It is concluded that, 'informative' is the main behavioural variable to attract the viewers followed by other factors.

The reliability of scales used in this study was calculated by Cronbach's coefficient alpha. Cronbach's alpha reliability coefficient normally ranges between 0 and 1. However, there is actually no lower limit to the coefficient. The closer the Cronbach's alpha coefficient to 1.0, the greater the internal consistency of the items in the scale. Based upon the formula rk / [1 + (k -1) r] where k is the number of items considered and r is the mean of the inter-item correlations, the size of alpha is determined by both the number of items in the scale and the mean inter-item correlations. If the coefficient alpha value exceeds the minimum standard of 0.70 it will provide good estimates of internal consistency reliability.

From Table 4 it is clear that all the fifteen measurement scale items are reliable as they have Cronbach alpha greater than the threshold level of 0.70. It provides good estimates of internal consistency reliability and also, coefficient alpha values ranged from 0.705 to 0.833 for all the constructs (except for two variables). It indicates that the scales used in this study were reliable. It clearly indicates that above scale items are consistent with each other and they are reliable measures of strategies to find out purchase behavior of customers. The following is the thumb rule for Cronbach alpha : '>0 .9 – Excellent, >0 .8 – Good, >0.7 – Acceptable, >0 .6 – Questionable, >0 .5 – Poor and<0.5 – Unacceptable'. While increasing the value of alpha is partially dependent upon the number of items in the scale, it should be noted that this has diminishing returns. It should also be noted that while a high value for Cronbach's alpha indicates good internal consistency of the items in the scale, it does not mean that the scale is uni dimensional. Factor analysis is a method to determine the dimensionality of a scale.

Consumers around the world have become more environmentally aware recently, leading to a green revolution and demands to prevent further damage to the environment. It is important to understand green consumers' purchasing behaviour and trends in order to predict why customers purchase green products. Hence a null hypothesis 'there is no relationship between consumer's attitude in watching green ads in TV and purchase intention of consumers' was formed and tested with the help of one sample *t*- test. Consumers acquire more information through the green advertisement about the product especially when there are similar types of green products in the market. Therefore, more the product information available, more likely consumers are willing to purchase because it could enhance purchase intention of the consumer. It indicates that consumers purchasing intention may be determined by the factors such as consumers' perception and their attitude towards green products. Besides, it can be interrupted by internal impulse and external environment during purchase.

Table 5 Summary of Research Question, Proposed Hypotheses and Results

S.No	Research Question	Hypothesis	Tests applied & Results	Supported?	Inference
	Is there any relationship between consumers attitude toward television advertising and perception about environment?.	**H4:** 'There is no relationship between consumers attitude toward television advertising and perception about environment.	χ^2test : 253.445 *'p'* value: 0.000.	No	There is a relationship between consumers attitude toward television advertising and perception about environment.

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Is there any relationship between watching advertisement in television (attitudes toward green purchase) and purchase intention of green products by consumers?	**H5:** There is no relationship between watching advertisement in television (attitudes toward green purchase) and purchase intention of green products by consumers	*t* test *'t'* Value: 14.35 *'p'* value: 0.000	No	There is a relationship between watching advertisement in television (attitudes toward green purchase) and purchase intention of green products by consumers

FINDINGS OF THE RESEARCH
- Green advertising attitude and purchase intention were studied through hypothesis testing. When the hypothesis 'the respondents' opinion about advertisement as a good source of information is equal to average level' was tested, the null hypothesis was rejected meaning respondents' opinion about advertisement as a good source of information is not equal to average level.
- It is observed from the study that the respondents had different environmental attitude and their perceptions about green advertisement were showing much difference, for example more number of environmentally responsible consumers perceive green advertisement as 'impressive' whereas 'environmentally
- Hence the relationship between environmental attitude and perception about green advertisement was tested with the help of chi-square test. The calculated value of Chi-Square was 253.445 and *'p'* value was 0.000. Since the calculated *p* value was lower than 0.05, the null hypothesis was rejected at five percent level of significance. Hence it is concluded that there is a relationship between the respondents' attitude towards environment and their perception about green advertisement.
- It is observed from the study that the respondents had different environmental attitude and their perceptions about green advertisement were showing much difference, for example more number of environmentally responsible consumers perceive green advertisement as 'impressive' whereas 'environmentally apathetic consumer' perceive as 'nothing special' about green advertisement.
- In order to find out the purchase intention of consumers a null hypothesis 'there is no relationship between consumer's attitude in watching green ads in TV and purchase intention of consumers' was formed and tested and it was concluded that the respondents intend to purchase green products after watching green ads in TV.

CONCLUSION
The marketing scenario has undergone a massive change over a period of time thus changing the attitude of marketing tactics across the globe. The previous decade saw the accelerated growth of marketing based on the green environment concept. While green marketing and advertising efforts continue to grow, marketers do not have adequate tools for evaluating the success of green advertising, nor do they have sufficient tools for determining consumers' environmental attitudes, intentions, and behaviours.

Based on the present investigation results show that attitude has significant relationship with green purchase behaviour. Attitudes toward green purchase were identified as significant to green purchase intention. This research is actually based on responses given by the respondents. But in reality whether they will be willing to spend more for green products is a question mark.

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