

Consumer Attitudes Towards Green Eco-Friendly Products In Nagaland

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Abstract

Due to environmental degradation, marketers have adopted the concept of green marketing. Green consumers prioritize environmentally friendly products/services in their purchasing decisions. This study examines the impact of various factors on consumers' attitudes regarding green eco-friendly products. The questionnaire was based on the Theory of Planned Behaviour (TPB). The primary data was collected from the respondents of Dimapur and Kohima cities of Nagaland. The data was analyzed by using Exploratory Factor Analysis (EFA). The EFA generated 11 constructs contributing to consumers' attitudes regarding green, eco-friendly products of which only four were found to be significant in this study. The four identified constructs were "Environmental Concern and Green Products", "Consumer Trust and Green Brand Equity," "Expensive Sustainability," and "Pollution Prevention." The study also confirmed that the consumers of Nagaland have a favorable attitude towards green, eco-friendly products. The demographic factors do not influence consumers' attitudes towards adopting green, eco-friendly products.

Key Words: Green marketing, green consumers, TPB, EFA, Nagaland

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I. Introduction

Green Marketing:

The term Green Marketing was coined by McDaniel and Rylander (1993) to depict marketers' efforts in developing strategies targeting eco-friendly consumers. According to the American Marketing Association, green marketing is the marketing of products that are perceived to be environmentally friendly, and it encompasses a wide range of activities, including product changes, changes in the production process, packaging changes, and altered advertising. Green marketing is also known as environmental marketing or sustainable marketing (Coddington, 1993), is an organization's efforts to design, promote, price, and distribute products that do not harm the environment (Pride and Ferrell, 1993). Polonsky (1994) defines green marketing as all activities aimed at generating and facilitating exchanges to satisfy human needs or desires in such a way that satisfies those needs and desires with minimal harmful impact on the natural environment. According to Elkington (1994), a green consumer is someone who avoids goods that could endanger their own or others' health or cause serious harm to the environment in production, use, or disposal, that use disproportionate amounts of energy, that create unnecessary waste, that use materials derived from endangered species, that involve unnecessary use of animals or animal cruelty, and that have negative impacts on other countries.

Green, eco-friendly, and ecological marketing are among the new marketing approaches that not only realign, adapt, or improve existing marketing thinking and practices but seek to challenge those approaches and offer a substantially different perspective. More specifically, green, ecological, and eco-marketing are among the approaches that seek to address the mismatch between marketing as it is currently practiced and the environmental and social realities of the broader marketing environment (Peattie and Crane, 2005). The most recent definition of green marketing has fully evolved in terms of its variables, and it states that it encompasses the marketing strategies used to achieve a company's financial and strategic goals while reducing its negative impact on the environment. (Leonidou et. al., 2013). Thus, it is a holistic marketing idea wherein goods and services are produced, sold, consumed, and disposed of in a less harmful way to the environment and form a part of the corporate strategy (Menon and Menon, 1997).

Green Consumer:

It's necessary to understand the green consumer to understand the concept of green marketing. Green or eco-conscious, or sustainable consumers prioritize environmentally friendly and sustainable products and services

in their purchasing decisions. Elkington (1994) defines a green consumer as a person who avoids using products that are likely to endanger the environment in either manufacturing, usage, or disposal, products that involve animal cruelty, or products derived from endangered species. Much research on green marketing is based on consumer behavior, including factors influencing green purchasing, consumer decision-making based on willingness to pay, and consumer profiling (Peattie, 2001). Consistent with this, a study conducted by Laroche (2001) found that most environmentally conscious consumers are most likely to be educated young adults who spend their money on both green and non-green products with the expectation that they can modify their behavior (Laroche et. al., 2001). Another recent study shows that consumers' knowledge about green products is one factor influencing their green product purchase decisions (Khare, 2015). These studies showed that consumers would have different approaches and motivations for purchasing green products.

Consumer Buying Behavior Towards Green Products:

The March 2008 McKinsey Quarterly report (Bonini et. al., 2008), found that consumers are concerned about the environment and worried about air pollution, depletion of natural resources, holes in ozone, reduction of animal habitat, etc. In addition, the report shows that a vast majority of these consumers are concerned about the environmental and social impacts of the products they purchase. However, the buying behavior differs from what they say regarding actual purchases. Many customers buy green products for non-green reasons and not necessarily for environmental reasons when they buy the product — for example, recycled or biodegradable paper products such as napkins, towels, computer paper, etc. For any green marketing campaign to succeed, it is essential to communicate effectively and ensure that the customer knows and cares about the problems the green product is trying to solve. For example, Whirlpool learned that consumers would only pay a premium for a CFC-free refrigerator if they knew the harmful side-effect of CFC gas. Educating one's customers on why it is crucial to protect the environment rather than just doing something to protect the environment as many target audiences are indifferent and green marketing campaign would only succeed if taken care of this.

II. Review of Literature

A literature review has crucial importance in the research work, as it helps eliminate the possibility of duplication in the study. It also helps researchers overcome the problems and limitations of existing and previous research works. Moreover, it broadens the understanding of research problems undertaken. This study evaluates green marketing in Nagaland, particularly in the Dimapur and Kohima districts. Therefore, it is necessary to review the existing and previous literature on green marketing to determine the present study's need and establish a research gap. A thorough study of academic and non-academic works in green marketing has been reviewed for the proposed research work. Many textbooks, journals and articles published in journals reports published online have been studied.

Green marketing research has grown steadily from 1977 to 2020, especially in the past five years according to Saleem et. al. (2021) who conducted a bibliometric analysis of research articles published between 1977 and 2020 on green marketing. As everyone desires a healthy life, according to a study conducted by Verma et. al. (2013), people are willing to pay higher prices for environmentally friendly products for good health. The study revealed three strategies needed for implementing green marketing: differentiating the product based on environmental benefits and targeting the relevant market of the consumers, using biodegradable packaging and educating the customers. Vazifehdoust et. al. (2013) conducted a study in Iran explaining that consumer attitude is affected by consumers' environmental concerns, knowledge, perceived innovation characteristics, green labelling, green advertising and quality of green products. This develops a positive attitude, which determines the intention of consumers to purchase green, leading to green purchase behaviour. They concluded that linking products with environmental issues can be a promotional tool for green products. Tyagi (2013) revealed that people's increasing concern towards environmental problems has shifted marketers' focus on promoting and redesigning products with environmentally friendly nature, increased energy efficiency and waste reduction for achieving sustainability. The study mainly focused on the green marketing strategies that business firms must seek. The strategies that could be adopted are green packaging, hybrid or electric vehicles, declaring the company as green, distributing e-newsletters to customers occasionally, getting green regarding products and services offered and avoiding negative marketing messages.

Raju (2013) found that environmental issues play an important role in marketing because there is an escalating growth in people's concern towards environmental protection. As more and more end consumers and industrial buyers buy environmentally friendly products, the marketing focus has changed from traditional to green marketing. Green marketing aims at marketing socially responsible and sustainable products in society. However, despite its prospects, many problems are associated with implementing green marketing. The major problems reported are a lack of credibility, poor implementation and confusion among marketers and customers. Green marketing has a competitive advantage and is a Corporate Social Responsibility. The study claimed that people are willing to pay more to buy green products, but marketers should be able make people differentiate

between green and non-green products for better results. Correia et. al. (2023) investigated whether consumers' attention to businesses' green marketing messages affects their propensity to make green purchases and how significantly demographic variables like gender, education, and environmental attitudes of the respondents are affected by companies' green marketing communications. Sharma (2015) researched to find the relationship between demographic profile and consumer attitude towards green products with the help of descriptive analysis and Chi-square and found that the respondents from Udaipur city, India possess a strong concern for environmental protection. The researcher also found that the respondents' education, age, marital status and income influence their perception and attitude towards green products.

Shahlaee (2014) found a strong relationship between green promotion, pricing, product features, distribution and consumer green behaviour. The green certificates on the products have a strong positive effect on green buying behaviour. The demographic variables of individuals, namely age, income and education, have a moderating effect on consumer buying behavior, except their gender and marital status. A survey from Jammu & Kashmir by Rather and Rajendran (2014) revealed that consumers with some green product awareness show green buying behavior. They suggested that marketers need to educate the customer more about green buying behaviour, which can alter people's decisions to buy only green products over traditional ones, which can be achieved through green advertising and social networking sites. Delafrooz et. al. (2014) conducted research in Tehran and found that environmental advertising has a more substantial influence on consumer purchase behaviour than eco-branding because advertising positively influences consumer green purchasing behaviour. Sharma and Trivedi (2016) investigated the factors influencing consumers' green purchasing decisions, identifying eight factors: eco-labels, eco-brands, environmental advertising, environmental awareness, green products, green prices, green promotions, and demography. They argue that high prices were the most significant obstacle to adopting green products.

Gupta et. al. (2014) found that most consumers knew about green marketing and preferred green brands. Marketers should change consumers' perception of not paying higher prices for eco-friendly products and make their customers loyal at higher prices. Besides marketers, the government is equally responsible for changing people's attitudes towards green or eco-friendly products. Maheshwari (2014) found that consumers always choose only those brands whose products are environmentally friendly from a study she conducted on female respondents from Madhya Pradesh on their awareness of green marketing and the influence of this awareness on consumer green buying behaviour. A statistical investigation showed a substantial association between the green marketing mix and consumers' buying inclination in a study conducted in Sudan (Mahmoud, 2018). Using the Theory of Planned Behaviour (TPB) model to fill the research gap regarding green purchase decisions with other constructs, such as environmental concerns, green perceived quality, and future green estimates Nekk Mahmud and Fekete-Farkas (2020) tried to determine consumers' purchase decisions regarding green products in Bangladesh.

Research conducted with the help of regression analysis in tea processing companies in Kericho County found that Green Supply Chain Management (GSCM) positively affects environmental performance (Muma et. al., 2014). A factor analysis conducted by Kong et. al. (2014) revealed that green corporate perception, eco-labels, and green product value positively influence the green purchase intention of people, whereas green packaging and advertising do not influence the green purchase intention. Shahlaee (2014) found a strong relationship between green promotion, pricing, product features, distribution and consumer green behaviour. The green certificates on the products have a strong positive effect on green buying behaviour. The demographic variables of individuals, namely age, income and education, have a moderating effect on consumer buying behaviour, except their gender and marital status. Bhalerao (2014) suggested various ways marketers can treat their customers better, and his study also claimed that all nations should make strict rules to save the world and the environment. The researcher also focused on green going measures adopted in India, like SBI green channel, Nerolac paints and Indian Oil initiatives.

The selected keywords did not result in any such study on the Green Marketing customer attitudes in Nagaland. Additionally, the measurement of customer attitude and exploring the factors by using Exploratory Factor Analysis (EFA) and Confirmatory Factor Analysis (CFA) in this part of India were also not found. Keeping in view of this the objectives of the study were formulated as follows:

- i) To assess the Consumer attitude towards green products in Nagaland.
- ii) To identify the factors affecting the Consumer attitude of the green consumers in Nagaland.

The study attempts to answer the following research questions:

- i) What are the most relevant factors that affects the Consumer Attitude towards green products of the consumers of Nagaland state?
- ii) How is the Consumer Attitude towards green products of the consumers of Nagaland State?
- iii) Is there any significant difference in Consumer Attitude towards green products of the consumers based upon the demographic variables?

The hypotheses of the present study are as follows:

- i) There is no significant difference in Consumer Attitude towards green products of the consumers in relation to their gender.
- ii) There is no significant difference in Consumer Attitude towards green products in relation to their age.
- iii) There is no significant difference in Consumer Attitude towards green products in relation to their educational qualification.
- iv) There is no significant difference in Consumer Attitude towards green products in relation to their Marital Status.
- v) There is no significant difference in Consumer Attitude towards green products in relation to their income level.
- vi) There is no significant difference in Consumer Attitude towards green products in relation to their employment status.

III. Research Methodology:

Universe and Sample for the study:

The study employed a quantitative research approach, utilizing a structured questionnaire to collect data. The survey questionnaire included questions intended to assess consumer attitudes towards environmentally friendly products, including their awareness, knowledge, perceived benefits, perceived barriers, and purchase intentions. The sample was chosen by convenience sampling technique from a diverse population of consumers of different products. The researchers visited the busy market areas of Dimapur and Kohima cities during market hours for data collection. In addition to that, online questionnaires in the form of google forms were distributed to known friends, family, students of various institutions. As per the census 2011 data, Dimapur district had total population of 3,78,811 out of which 1,97,394 were males and 1,81,417 were females. Kohima district had a total population of 2,67,988 out of which 1,38,966 were males and 1,29,022 were females. Therefore, the universe of the study comprised 6,46,799 people. A total of five hundred eighty-one consumers from the districts of Kohima and Dimapur provided primary data for the study. Out of the 581 respondents, 15 questionnaires were found to be incomplete and hence excluded from the study. Therefore, the sample size for the study was 566. The data were collected from September 2021 to July 2022. The collected data were analyzed using descriptive statistics and exploratory factor analysis (EFA) to examine the relationships between variables and identify critical factors that had an impact on the consumer attitude.

Development of questionnaire:

After reviewing the literature, the authors identified several variables to measure Consumer Attitudes toward green products. The identification and adoption of the factors for the study were done on the basis of a theory called the Theory of Planned Behaviour (TPB) (Ajzen, 1991). Theory of Planned Behaviour (TPB) is a well-established social psychological theory that explains how attitudes, subjective norms, and perceived behavioral control influence individuals' intentions and subsequent behaviors. According to the TPB, individuals' choices to perform a particular behavior are predicted by their attitudes, perceptions of social norms surrounding that behavior, and perceived control over performing the behavior. The TPB provides a valuable framework for understanding how attitudes, subjective norms, and perceived control interact to predict consumers' intentions and subsequent behaviors concerning purchasing eco-friendly products.

In the context of consumer behavior toward eco-friendly products, the constructs of "concern for the environment," "green marketing and green product," "advertising," "pricing," and "convenience and availability" can be seen as influencing individuals' attitudes, subjective norms, and perceived control over purchasing eco-friendly products. For example, environmental concerns may influence individuals' attitudes toward eco-friendly products. In contrast, advertising and green marketing influence individuals' perceptions of social norms surrounding purchasing these products. Pricing, convenience, and availability may impact individuals' perceived control over purchasing eco-friendly products.

In this study, 37 statements were docked into five major components and categorized according to their inter-relationship established by the TPB theory. The factors below were used in exploratory factor analysis (EFA) to examine the influence of consumer behavior towards green marketing and eco-friendly products in the Kohima and Dimapur districts of Nagaland State.

Table 1: Items for Exploratory Factor Analysis

Sl.No.	Statements	Code
	CONCERN FOR ENVIRONMENT	EC
1	The condition of the environment affects the quality of my life.	EC1
2	I am aware of environmental issues like pollution, climate change, global warming etc.	EC2
3	Environmental activities undertaken by me today will help save the environment for future generations.	EC3

4	Parents should educate children the importance of preserving the nature and eco-system.	EC4
5	Schools/Colleges should introduce courses related to environmental protection.	EC5
6	I think my participation in environmental protection would influence my family and friends to participate too.	EC6
7	I would prefer to use public transportation and ride a bicycle to reduce air pollution.	EC7
8	I make every effort to reduce the use of single use plastic.	EC8
9	Products which pollute the environment during manufacturing/consumption/disposal should be heavily taxed.	EC9
PERCEPTION ON GREEN PRODUCTS		PGP
10	I am familiar with green marketing	PGP1
11	Green products help in safeguarding the environment and preserving the natural resources.	PGP2
12	It is important to me that the products I use do not harm the environment.	PGP3
13	I will recommend eco-friendly products to my family and peer group.	PGP4
14	I avoid products having harmful effect on environment.	PGP5
15	I actively seek out environmental information about the products I buy.	PGP6
16	Eco-friendly products are healthier, less polluting, energy efficient than their conventional counterparts.	PGP7
17	Given a choice between two similar products, I would purchase green product over conventional products.	PGP8
18	I would purchase an electric car in my budget over a gasoline powered car.	PGP9
19	I look for and buy products made from or packaged in recycled material.	PGP10
20	I have a positive attitude towards green products and prefer brands which are associated with green marketing.	PGP11
21	I am satisfied with every green product that I have used earlier.	PGP12
22	The quality of most eco-friendly products conforms to my expectations.	PGP13
ADVERTISING		ADD
23	Green advertising is good at addressing environmental problems.	ADD1
24	Companies are promoting awareness programs for environmental protection and green buying.	ADD2
25	Companies use green advertising to protect their reputation.	ADD3
26	Companies do not cheat consumers in the name of eco-friendly product.	ADD4
27	When buying any product, I am influenced by Green Certification / Eco-label / Eco-rating on the packaging.	ADD5
28	Sufficient information is being provided on Eco-label	ADD6
29	Information on Eco-labels are accurate.	ADD7
30	Advertising claims for green products are trustworthy.	ADD8
PRICING		PRI
31	I feel most of the eco-friendly products I buy are overpriced.	PRI1
32	I am willing to pay little extra price to buy products that do not harm environment.	PRI2
33	Buying eco-friendly products put extra burden on my budget.	PRI3
34	Companies use green advertising to charge higher price.	PRI4
CONVENIENT AND AVAILABILITY		CandA
35	I make special effort to buy green products.	CandA1
36	I am satisfied towards availability of green products.	CandA2
37	Most of the environmentally safe products I use are hard to find.	CandA3

Source: Compiled from Questionnaire

The respondents of the questionnaire were given 5 options ranging from 1 to 5 where 1 represented *strongly disagree* and 5 represented *strongly agree*. Therefore, the quantitative score of each question was minimum 1 and maximum 5.

In the first step of analysis of data, it is very much necessary to find out whether the data for the study is reliable or not. In order to do that, the Cronbach alpha value of the data with the help of the SPSS software was calculated. Nunnally J (1978) has indicated 0.7 to be an acceptable reliability coefficient. The calculated value of the Cronbach Alpha value was found to be 0.842 which indicates that, the data collected for this study was highly reliable.

IV. Results:

Demographic profile of respondents:

Collected data were analyzed using descriptive statistics, including mean, percentages, and frequency, and some non-parametric statistics like Mann Whitney U Test and Kruskal Wallis Test performed to determine whether any significant difference is present among the demographic variables concerning the consumer attitude. Percentages and frequency counts were used to determine the respondents' distribution.

Table 2: Demographics of the Respondents for the Survey

	Categories	Count	Percentage
Gender	Male	250	44.17%
	Female	316	55.83%
Marital Status	Single	383	67.67%
	Married	183	32.33%
Age Group (in years)	Below 18	61	10.78%
	18 - 30	335	59.19%
	31 - 50	158	27.92%
	Above 50	12	2.12%
Education	Undergraduate	95	16.78%
	Graduate	190	33.57%
	Postgraduate	264	46.64%
	Doctoral Degree	17	3.00%
Occupation	Public sector employee	73	12.90%
	Private sector employee	140	24.73%
	Businessman	57	10.07%
	Housewife	45	7.95%
	Students	178	31.45%
	Others	73	12.90%
Monthly Income (in case of student or housewife family income)	Below Rs. 30,000	221	39.05%
	Rs. 30,000 - Rs. 60,000	260	45.94%
	Above Rs. 60,000	85	15.02%

Source: Compiled from questionnaire

The information on the demographic variables of the respondents is shown in Table-2. From the table it is observed that, the sample selected for the study is heterogeneous in nature and due care was taken so that, the selected sample represents the true population of the place of study.

Exploratory Factor Analysis (EFA)

In order to perform exploratory factor analysis, it is essential to establish the reliability and validity of the obtained reduction. The sample should also be adequate. It was done with the Kaiser-Meyer-Olkin (KMO) and Bartlett’s test of sphericity (Chawla and Sondhi, 2011). The result of the KMO and Bartlett’s test generated KMO statistics value of 0.759 which is more than 0.5, and Bartlett’s test p-value of 0.000, which is less than the significance level of 0.05. Therefore, the sample data of the study was suitable for Exploratory Factor Analysis.

Table-3 displays the total variance explained at two stages for factors that affect the Customer Attitudes on Green Marketing Products. 11 groups or dimensions were extracted because their Eigenvalues were more than 1. With the two groups extracted, 65.163% of the variance was explained.

Table-3: The total variance explained

Groups	Rotation sum of the squared loadings		
	Total	Percentage of Variance	Cumulative Percentage
1	3.496	9.448	9.448
2	3.267	8.830	18.279
3	2.478	6.696	24.975
4	2.175	5.878	30.853
5	2.029	5.483	36.335
6	1.957	5.288	41.623
7	1.887	5.101	46.724
8	1.857	5.019	51.743
9	1.782	4.817	56.561
10	1.677	4.532	61.092
11	1.506	4.071	65.163

Source: Compiled from the questionnaire

The rotated component matrix is shown in Table-4. The table shows the rotated component/factor matrix for the questionnaire. In order to interpret the results, a cut-off point of the co-efficient are decided. Generally, it is taken above 0.5 (Chawla and Sondhi, 2011).

Table-4: The Rotated Component Matrix

Item	1	2	3	4	5	6	7	8	9	10	11
EC1											0.768
EC2											
EC3	0.743										
EC4	0.531										
EC5											
EC6	0.697										
EC7							0.591				
EC8					0.608						
EC9	0.599										
PGP1										0.724	
PGP2	0.554										
PGP3											
PGP4	0.575										
PGP5					0.792						
PGP6					0.500						
PGP7	0.559										
PGP8						0.742					
PGP9											
PGP10								0.714			
PGP11											
PGP12				0.745							
PGP13				0.754							
ADD1									0.692		
ADD2											
ADD3									0.752		
ADD4		0.678									
ADD5								0.522			
ADD6		0.798									
ADD7		0.875									
ADD8		0.773									
PRI1			0.791								
PRI2							0.715				
PRI3			0.800								
PRI4			0.729								
CandA1											
CandA2											
CandA3											

Source: Compiled from the questionnaire

After performing the varimax rotation method with Kaizer normalization using the SPSS software, Group 1 comprises item EC3, EC4, EC6, EC9, PGP2, PGP4, and PGP7. Similarly, Group 2 comprises items ADD4, ADD6, ADD7, and ADD8; Group 3 comprises PRI1, PRI3, and PRI4; Group 4 comprises PGP12, PGP13; Group 5 comprises of EC8, PGP5 and PGP6, Group 6 comprises of only one item PGP8, Group 7 comprises of EC7 and PRI2, Group 8 comprises of PGP10 and ADD5, Group 9 comprises of ADD1 and ADD3, Group 10 and 11 comprises of only one items each which are PGP1 and EC1 respectively. Out of these eleven groups, Groups 6, 10, and 11 include only one factor each. Similarly, Group 4, 7, 8, and 9 comprises only two items. According to Fabrigar et al. (1999) and Costello and Osborne (2005), each group in factor analysis must contain at least three things. Therefore, Groups 4, 6, 7, 8, 9, 10, and 11 are excluded for further research and interpretation. The

remaining groups, 1, 2, 3, and 5, comprise 17 items, the most important and relevant factors that impact consumer attitudes toward Green Marketing products.

Table 5 shows the four new groups along with their new nomenclatures. These four new groups explain 30.457% of the total variance

Table 5: Name of new groups and details

Sl No.	Groupings	Item included	Dimension	Name of New factor	Percentage of variance
1	1	EC3, EC4, EC6, EC9, PGP2, PGP4, and PGP7.	i) Concern for Environment ii) Green Marketing and Green Product	Environmental Concern and Green Products	9.448
2	2	ADD4, ADD6, ADD7, and ADD8	Advertising	Consumer Trust and Green Brand Equity	8.830
3	3	PR11, PR13, and PR14	Pricing	Expensive Sustainability	6.696
4	5	EC8, PGP5 and PGP6	i) Concern for Environment ii) Green Marketing and Green Product	Pollution Prevention	5.483
Total					30.457

Source: Compiled from the questionnaire

Therefore, the Exploratory Factor Analysis identified four primary constructs of Consumer attitudes in Bancassurance in the state of Nagaland as mentioned in Table 5.

Measurement of Consumer Attitude towards Green Marketing Products:

The measurement scale used in this study was five-point scale for the identified 17 items as mentioned in the previous section. Therefore, the overall maximum score possible was 85 and the overall minimum score possible was 17. The score here signifies the overall level of Consumer Attitude. Thus, high scores indicate a favorable attitude. The overall Consumer Attitude level calculated, thus can be interpreted as follows:

Table 6: Interpretation of Overall Score of Consumer Attitude

Interpretation of scale value	Highly unfavorable attitude	Unfavorable attitude	Moderately favorable attitude	Favorable attitude	Highly Favorable attitude
Scale value for overall score	17-30.6	30.6-44.2	44.2-57.8	57.8-71.4	71.4-85

Source: Compiled from questionnaire

The mean value of the Consumer Attitude score was found to be 63.8410, which fall under the favorable category. Therefore, it can be concluded from the above that, the Consumers in Nagaland have a favorable attitude towards Green Marketing products.

Testing of Hypothesis

For testing the hypotheses of the study Mann Whitney U Test and Kruskal Wallis Test was conducted. The results of the tests are summarized in Table-4.

Table-7: Hypothesis testing results

Hypothesis No.	Null Hypothesis Description	Test	p-value	Results
H ₁	There is no significant difference in Consumer Attitude towards green products of the consumers in relation to their gender.	Mann-Whitney U Test	0.152	Failed to Reject the Null Hypothesis
H ₂	There is no significant difference in Consumer Attitude towards green products in relation to their age.	Kruskal Wallis Test	0.727	Failed to Reject the Null Hypothesis
H ₃	There is no significant difference in Consumer Attitude towards green products in relation to their educational qualification.	Kruskal Wallis Test	0.493	Failed to Reject the Null Hypothesis
H ₄	There is no significant difference in Consumer Attitude towards green products in relation to their Marital Status.	Mann-Whitney U Test	0.521	Failed to Reject the Null Hypothesis

H ₅	There is no significant difference in Consumer Attitude towards green products in relation to their income level.	Kruskal Wallis Test	0.070	Failed to Reject the Null Hypothesis
H ₆	There is no significant difference in Consumer Attitude towards green products in relation to their employment status.	Kruskal Wallis Test	0.086	Failed to Reject the Null Hypothesis

Source: Compiled from the questionnaire

Table-7 shows that, for hypothesis H₁, the p-value is 0.152, more than the significance level of 0.05. Therefore, the authors failed to reject H₁, and there is no significant difference in Consumer Attitude towards green products of the consumers in relation to their gender. For hypothesis H₂, the p-value (0.727) generated was more than the significance level of 0.05. Therefore, the authors failed to reject H₂ and there is no significant difference in Consumer Attitude towards green products in relation to their age. For hypothesis H₃, the p-value (0.493) generated was more than the significance level of 0.05. Therefore, the authors failed reject H₃, and There is no significant difference in Consumer Attitude towards green products in relation to their educational qualification. For hypothesis, H₄, the p-value (0.521) generated was more than the significance level of 0.05. Therefore, the authors failed reject H₄ and there is no significant difference in Consumer Attitude towards green products in relation to their Marital Status. For hypothesis, H₅, the p-value (0.070) generated was less than the significance level of 0.05. Therefore, the authors failed to reject H₅ and There is no significant difference in Consumer Attitude towards green products in relation to their income level. For hypothesis, H₆, the p-value (0.086) generated was less than the significance level of 0.05. Therefore, the authors failed to reject H₆ and there is no significant difference in Consumer Attitude towards green products in relation to their employment status. Overall, it can be concluded that, the consumers of green eco-friendly products in Kohima and Dimapur district of Nagaland have similar attitudes irrespective of their demographic affiliations.

V. Discussions and Conclusions:

Major findings of the study

Climate change and Global warming have become critical issues in the 21st century. Protecting nature from further deterioration is on the top priority list of all the world's countries. India is the world's most populous country; environmental protection is on the top priority list of the Government of India. However, with the active support of the people of India, the objective of protection of the environment is possible. This study presents the current status of people's attitudes towards green, eco-friendly products in Nagaland.

The consumers in Nagaland have a favorable attitude towards Green Marketing products. The consumers of green eco-friendly products in Kohima and Dimapur district of Nagaland have similar attitudes irrespective of their demographic affiliations. These findings are contrary to the findings of Sharma (2015) wherein it was found that the respondents' education, age, marital status and income influence the perception and attitude towards green products.

The present study explored the identified factors that affect the consumer attitude towards green eco-friendly products and identified four significant constructs "Environmental Concern and Green Products", "Consumer Trust and Green Brand Equity", "Expensive Sustainability" and "Pollution Prevention". These four constructs represent 17 critical items that have an influence on the consumers attitude towards green eco-friendly products. Vazifehdoust et. al. (2013) and Kong et. al. (2014) also attempted similar approach and their findings are comparable to the findings of this study.

Contributions of the study

This study is a first of its kind in Nagaland, analytically measuring consumer attitudes toward green, eco-friendly products. The people of Nagaland have a favorable attitude towards eco-friendly products. This is a very encouraging sign for the country's policymakers to frame adequate and feasible guidelines for environmental protection. The authors interacted with a few government administration officials, who opined that alternative to non-biodegradable products is not readily available in the market, and their cost is also higher. This hampers the effective implementation of various government directives on environmental protection. This study will help the officials and employees working in this field identify their problem areas, thereby providing ways to go forward. In academics, this study will motivate the faculties and students to understand more about environment protection and people's attitudes towards environmental protection.

Limitations of the study, scope for further research and conclusions

This study was conducted based on the factors identified by the TPB theory. It was an attempt to analyze the identified factors empirically in Dimapur and Kohima districts of Nagaland. There is a scope to expand the territorial jurisdiction of the study beyond Kohima and Dimapur and also to the rural areas of the state. Also,

longitudinal and cross-sectional comparative studies may be conducted to get more insights into the consumer attitudes regarding green eco-friendly products. This study used a non-probabilistic convenience sampling technique; therefore, errors in estimating various statistical results cannot be ruled out. Similar studies can be conducted with other random sampling techniques. The factors or constructs identified in this study can be further confirmed by using Confirmatory Factor Analysis (CFA). The structural Equation Modelling (SEM) approach can also be applied for developing and confirming a theoretical model.

This study found no significant difference in consumer attitudes concerning the demographic variables. However, further research can be conducted by identifying and analyzing various moderating and mediating variables which have an impact on consumer attitudes towards green eco-friendly products.

In recent years, there has been an increase in global concern and coordinated efforts to safeguard "Planet Earth" as we are highly concerned about environmental issues and their harmful effects. For today's average citizen of our nation and the world, problems like global warming, the depletion of natural resources, environmental pollution control, deforestation, a hole in the ozone layer, and greenhouse gases remain unresolved. However, with the active involvement of the general public in environmental protection activities, the goals can be achieved.

VI. References

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