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Ecological Marketing: Consumers' intention towards eco-friendly products and purchase intention.

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ABSTRACT:- The research study aims to give the information about the consumers' attitudes on purchasingintention of eco-friendly products .It is the global concern for preservation of polluting and degradation of environment. Many researchers' studies have done on ecological marketing and interest on purchasing of eco-friendly products by the consumers. Ecological marketing has been emerged due to the effect of changes in environment, and then concept of ecological marketing has been explained.

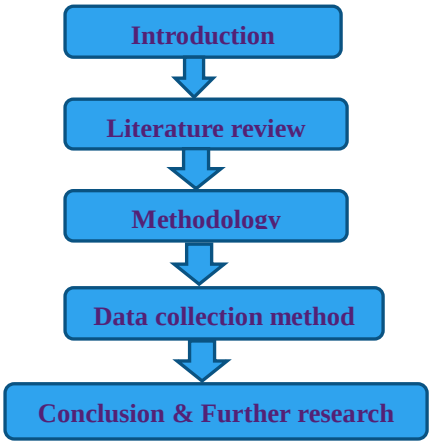
Main objective of this study was looked into and explore the influencing of traditionalmarketing-mix elements. The purpose of the study was to know the information from consumers' pointof side. A questionnaire provided to obtain the views of consumers, how they are influenced by the marketing-mix elements (4P's) ie., Price, product, packing, promotion, satisfaction and Word Of Mouth(WOM) concerning ecological attitudes and purchase intention of eco-friendly products

In these sections analysis conducted through questionnaire results conducted on consumers inMadanapalli and Proddatur, and results have been evaluated statistically. According to the results from analysis, environmental awareness, ecological product features, ecological product promotion activities and green price affect on eco-friendly products has been mentioned. Demographic characteristics havemoderate affect on model.

Keywords:- Ecological Marketing, Environmental Awareness, eco-friendly packing, ,ecologicalPrice, Green Purchasing behaviour.

Paper Outline:

Our research process is composed of five parts. The introduction provides to the reader abackground about the topic and our research problem. The literature review will present thesecondary data such as articles from scientific journals, books, internet and an overview of thetheoretical framework that outline the theories and literature relevant to this study. The nextchapter will the methodology; where research approach, design and data collection willbe presented. Then empirical findings of the quantitative study will be submitted, thus theanalysis and the discussion of the research study. Finally conclusion and further researchesand recommendations will be outlined



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I. INTRODUCTION

While globalization process continues in its full speed across the world, some problems are also arrived with it. One of the major problem of this is environmental problem that affect all living beingsnegatively. Environmental problems have started a major role in the recent years and people havestarted to talk these negativities. Customers now have worrying about the future of the world and asresults of this mostly prefer eco-friendly products. In return to these attitudes of the companies' have begin their marketing strategies so as to appeal increasing awareness of this eco-friendliness. These marketing strategies, named as ecological marketing, have caused companies to adopt greenpolicies in their pricing, promotion, product and packing features and distribution activities.

Firm area where environmental issues have received a great deal of discussion in the professional press is marketing. Terms like "Green Marketing" and "Ecological Marketing" appears frequently in the media. Many governments around the world have become so concerned about ecological marketing activities that they have attempted to regulate them.

1.1 Background:

Since about thirty years, environmental concerns such as the global warming and theresource exhaustion have been important issues. Indeed, according to the Organisation for Economicco-operation and Development (OECD), in 2050, the world energy demand will be 80% higher thanactual, leading to a 50% rise of greenhouse gases emissions.

Due to this realization consumers and companies have started to change habits of purchasing.A large-scale quantitative survey made in May 2007 by Vizu Study, showed that 74% of the Americanthought that global warming is important and more than the half of them (51.9%) think that isextremely important .

Another study about the European attitudes towards sustainable consumption (based on asample of 26,500 respondents) made in April 2009 demonstrated that more than 80% ofEuropean citizens thought that "a product's impact on the environment is an importantelement when consumer is deciding which products to buy" (Flash Euro barometer 256 – The GallupOrganisation, 2009).

1.2 Problem discussion:

However, it has become global struggling to achieve the purpose of the environmentalprotection so companies are using various means to persuade the consumers' segments whoare environmentally conscious to change their attitudes from the conventional products towards green products and also satisfy their needs (Kumar, 2011, p. 59).

There are many studies about the customers' behaviour concerning the environment but most ofthem are concentrated on marketing-mix elements and they do not make a link with the factorsthat companies use to make consumers buy eco-friendly products and their attitudestowards these products. Furthermore, previous findings concerning consumers' attitudestowards eco-friendly products are conflicting
These finding led us to make up our own opinion about this subject: consumers' attitudestowards green products and purchase behaviour. Indeed the aim of this study is to examinefactors which influence the purchase of eco-friendly products in a broad way, in order todemonstrate what factors used by companies from the marketing-mix elements (the product,the price, the packing and the promotion) have an influence on green purchase behaviours and ifsome are more important than others. Furthermore others factors which do not depend of thecompanies but more of the consumer point of view will be examined.

1.3 Purpose of our study

The purpose of conducting the research is to identify the factors used by firms (marketing mixelements) and from consumers (word of mouth and satisfaction) to influence them to purchaseeco-friendly products. We will analyse these factors according to the consumers' point ofview, which influence them and which lead them to develop attitudes towards the purchase ornot of eco-friendly products. The difference models of attitude will be used to analyse theperceptions of the consumers which will link with the other factors.In a more specific view our research questions can be described as the following:

RQ1: Which factors in the marketing-mix influence consumers to purchase eco-friendlyproducts? Do other factors such as word of mouth and satisfaction play a role? To what extentthese factors influence consumers to purchase green products?

II. LITERATURE REVIEW

This will highlight and elucidate the ecological marketing in general and some key factors wereselected to explain how they influence consumers' attitudes towards the purchasing of eco-friendlyproducts. Relevant theories will be linked to the hypothesis stated in this part to realize the positive ornegative relationships between them and further explained.

2.1 Comments about the authors

Concerning our knowledge, we followed the same courses at MITS College. Both of us followedmarketing courses about consumer behaviour, marketing research and advanced market analysis whichis an asset to write this thesis. Finally we have been interesting in the current trend concerning theecological marketing and the growth of eco-friendly products market, reasons for that we decided tochoose this subject.

2.2 Marketing-Mix

2.2.1 Definition

According to Kotler and Keller (2009, p. 786) integrated marketing can be defined as "mixingand matching marketing activities to maximize their individual and collective efforts. The McCarty classification is the most important basis of marketing. This classification also called marketingmix is composed of four elements (the 4P): product, price, promotion and packaging (Kotler andKeller, 2009, p. 63).

Marketing-mix modelling permits marketers to understand in which way they have to invest inthe 4P, and "what strategies they have to elaborate?" "How to spend resources for eachfactor?" in order how products reach customers' expectations (Kotler and 2009, p. 146-146). In ourstudy we want to demonstrate that each of these elements influences consumers topurchase eco-friendly products via development of attitudes towards these products.

2.2.2 Product

The product includes "the total bundle of utilities (or benefits) obtained by consumers in theexchange process" (Blackwell et al., 2006, p. 49). The quality and quantity of a product,itsfunctionalities, its package, and its designs are most important features in the product mix (VanWaters hoot & Van den Bulte, 1992, p 90). In our study we mainly focused on the productquality and the package of green products.

However this study was only made on a sample composed of students & consumers so it does notrepresent all the population. Another reason that explains we choose a various sample in term of status.Consumers are not willing to buy products with lower quality even if their impact is low on the environment, because argument concerning the protection of the environmentis not convincing to make customers to purchasing low quality ecological products.

2.2.3 Packaging

Many companies such as apple, Samsung and other companies are investing moremoney inthe production of eco-friendly products. For example apple and Samsung has reduced the size ofits packaging or some companies are now more concentrated to save money on the packaging.

For example instead of selling toothpaste in cardboard box marketers sell it just with thetube. (Solomonetal., 2010, p. 211).

2.2.4 Price

According to the AMA, the price is "the formal ratio that indicates the quantities of moneygoods and services needed to acquire a given quantity& quality of goods or services after purchase.(marketingpower.com).

Some of consumers view the price of eco-friendly products as more expensive than theconventional ones (Chang, 2011, p. 20) and others view it not due to the healthy part of theproducts. The benefits of the products make some of the consumers go extra to pay more forthe products. They believe that it will preserve the decay of the earth so spending orbearing extra cost is worthy of the cause.

Indeed even green consumers are quite price-sensitive. So there is a willingness to pay morefor green products but till a level, in our survey we also mention this willingness to pay morebut as our sample is composed by students and other consumers such as employed or unemployedpeople with different levels of income, our findings could be more generalized to the population.

2.2.5 Promotion

In our study we will mainly focus on advertising because our survey deals with attitudes andpurchasing intentions of ecological products that consumers can find in a supermarket andwe suppose that other elements from promotion such as public relations have low importancein supermarkets, indeed people do not need much help (sales force) when they shop everydayproducts.

Promotion of eco-friendly products contribute to consumers' awareness of the ecological alternatives. These elements help the consumers to know where the eco-friendly productspresent. Advertising encourages consumers' purchase decisions because it developseco-friendly products' concern and the willingness to buy is important as well ashere to buy it.

This is the review that the environmental concern consumers do buy the eco-friendlyproducts for the purpose of the environment which are not influenced by the advertisingappeal rather the non-green or environment concern needs heavily advertising in orderto change their attitude towards them positively

Indeed consumers pay attention to green advertisement and that permit them to obtainmore information about eco-friendly products but it does not lead to purchase behaviour.However this survey only considered 250 consumers so findings are not really generalizedto consumers from industrialized countries.

2.2.6 Place

This element appears when "firms decide the most effective outlets through which to sell theirproducts and how best to get them here. Kotler and Keller definethe place as including channels, mixture, coverage,location and inventory (2009, p.62).

However in this thesismixture and coverage in term of accessibility, availability of eco-friendlyproducts will only be considered,fact that we are interested about eco-friendly products that consumerscan find in supermarkets.

Store display plays significance role in the purchasing behaviour of the consumers forrecognition of the products through displays of the items in the store. It will be the source of theinformation for the consumers to make a decision to buy products. Advertising, placecan lead to unplanned buying.

Placement of the green products in the store can create awareness for green consciousconsumers' to have better options for them to purchase the products. The "awareness andwillingness of consumers to purchase the green products in the store differ from one countryto another.

2.3 Word of Mouth

The word of mouth (WOM) is "the informal transformation of ideas, chats, opinions, andinformation between two people, one of which is a marketer". Two subjects are involved in WOMone who "gains information about behaviours and choices": the receiver and the second who "increaseshis/her confidence in the personal product or behaviour choice by persuading others to do the same"(Blackwell et al., 2006, p. 533).

WOM gives reliable and trustworthy information about products sometimes more than theformal communication as well as more information about a products, consumers get from peers, the more likely they

will be to acquire the product. Furthermore Word Of Mouthlet to reduce the doubt about the choice of a product and also to reassure theconsumer he/she makes a good choice. It is an efficient marketing, "80% of allbuying decisions are affected by someone´s direct recommendations" Word of mouth showsthe vital role in promoting particular products to the consumers.

2.4 Satisfaction

The satisfaction of products enhances repetition afterwards results in brand loyalty. Thesatisfaction of the consumers green products is paramount because it involves and shows thecorporate responsibility of the companies. The society can reject a product due to theunsatisfactory activities of the company environmental friendless so the eco-friendly productsas well as the company' marketing strategies should show the pro-environmental. Satisfactionplays significance role in the attitude of the consumers towards eco-friendly products becausethe green marketing definition by some researchers revealed the satisfaction of consumers andsociety at large as vital, for instance, Welford (2000) (cited in Chen and Chai, 2010, P.29-30)defined ecological marketing as the management process responsible for recognise, forestalland satisfying the requirements of customers and society in a profitable and sustainable way.

2.5 Purchase Behaviour

Purchasing intention can be defined as "what consumers are thinkingwhen they will buy". Consumerintentions play a crucial role in marketing strategies because they permit companies toevaluate how many products could be produced according to the demand. To predictthe purchase intention, companies can interview consumers about their past behavioursin order to forecast their future behaviours but the products that people bought in the pastcan be different of those they will buy. Thus another method is to ask consumers what theyintend to do (Blackwell et al., 2006, p. 409-410, 742).

2.6Hypotheses

In our data collection and analysis, considered factors such as the gender, the level of incomeand the nationality will be considered in order to see if there are differences.So the following hypotheses will be tested:

Demographic do have influence and awareness of eco-friendly products. Price do have influence on purchasing behaviour on eco-friendly products

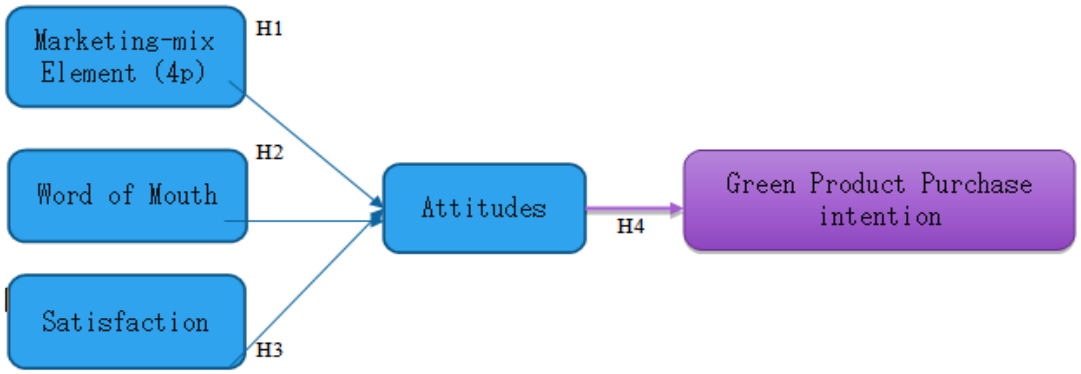
2.6.1 Model:

Based on these previous theories and findings we have decided to take as inspiration theconceptual model of Wanninayake and Randiwela (2008), reused also in the articles ofPurohit (2011, p. 94) but adapted to our research questions. There conceptual models demonstrates that the four marketing elements, price, product, package, place.

H1- A remarkable and positive relationship between 4P factors and attitudes towards eco-friendlyproducts:
H2- A remarkable and positive relationship exists between Word of Mouth and attitudestowards eco-friendly products.
H3- A remarkable and positive relationship exists between Satisfaction and attitudes towardseco-friendly products.
H4- A remarkable and positive relationship exists between consumers' attitude towards greenproducts and purchase of eco-friendly products.

Analysis from the previous studies, theories and our knowledge towards green attitudes and purchase intention we assume the following conceptual model.

Our conceptual Model:



III. METHODOLOGY

The relevant aspects of the methodology will be highlighted starting from the philosophical assumptions of the research and explain their importance to the authors of this thesis. The method and strategy of collecting the data will be discussed and quality criteria as well. Finally, the ethical consideration will be elucidated for the readers to be aware that a care is taking to avoid plagiarism.

3.1 Philosophical assumptions:

Philosophical point of the research will be analysed to get the idea behind it. The two of itwill be explained and connected to the research.They are the

1. Ontology
2. Epistemology.

3.2 Research approach

Here there are two types of researches are there:

1. Deductive approach
2. Quantitative approach

3.2.1 Deductive approach:

The deductive approach will be the research process of this thesis since there are much moredata available for the research topic and for the two authors to test theories. Green marketing or eco-friendly products have researched by many renowned researchers due to the concern ofthe environmental degradation and deterioration. It is the global issue which has arisen ourinterest to study the purchasing behaviour of consumers of eco-friendly products. Hypotheseswill be tested according to consumers' point of view, how the factors used by the companiesinfluence them to make purchases of green products. The factors will assist the authors toexamine the attitude of the consumers (respondents) by using models or theories of attitude tosupport findings which will lead consumers' action (purchases of the eco-friendly products).

3.2.2Quantitative approach

Quantitative research is "the collection of data that involves larger, more respondent'ssamples and numerical calculation of results" (Wiid and Diggines, 2009, p. 86). As lookingdeep to consumer behaviour, a quantitative strategy is more suitable to include a large samplesize, because it can be analysed accurately through inferential statistics that will confirm theapproval or disapproval of selected hypotheses and the result generated can be real andunbiased. Therefore, the research will go from more general to some specific reasoning andthat developed a top down deductive approach (Bryman and Bell, 2011, p.11Data collection method

IV. DATA COLLECTION METHOD

Regarding data has been gathered from the respondents through questionnaires, and some the data has been gathered from the respondents through Facebook. The respondents has given a time of twenty minutes through direct way and 2couple of days were given to the respondents who gave there feedback through websites.

The data has been gathered in a locality of Proddatur and Madanapalli where totalpopulation contains more than six lakhs and the entire research work has been done byAshok Kumar. S and VenkataKrishna. T in a period of thirty days. The data has beengathered from students of various consumers, colleges, and some of employees.

Data has been gathered from different respondents by using simple random sampling. Thissampling has been chosen because each and every individual have same chance.

4.1 Questionnaire:

A questionnaire is designed to gather the data from different kinds of people. The questionnaire is designed in such a way that it is irrespective of their demographic factors such as age, sex,education level and designation of the respondent.

The questionnaire consists of various kinds of questions like,

- Probing questions.
- Open ended questions.
- Closed ended questions.
- Dependent questions.
- Tricky questions.
- Positive questions.

In order to collect the reliable data from the different respondents the scale we used to measure the different variables are "Likert Scale" & "Dichotomous Scale".

4.2 Limitations:

Our secondary data come from different academic journals and books of consumer behaviouras well as marketing management. We found many studies about attitudes towards eco-friendly products due the currency of this topic. However we met some difficulties to selectthe articles which were well related to our topic and it was also difficult to summarize ourfindings because there were some contradictions. Indeed as we previously said, people aresometimes willing to pay more for a green product but in another context it is not relevant andconsumers do not want to make compromises concerning the product quality

The limitations we came across while doing this research process are as follows, here most of the people are aware of ecological marketing.The level of the consumers towards the consuming of products through ecological marketing is determined by only a few questions.Some people are not aware of sports marketing.

4.3 Delimitations:

This thesis only focuses on few aspects of each factors used by companies that can have aninfluence on green products' purchase and what consumers' attitudes towards these products.In our study, we have focused how customers are thinkingabout eco-friendly products and wiling purchase towards those products. These products will be usedin a general way; no particular product will be analysed.

Concerning the data collection, the research approach will be focused on Proddatur&Madanapallipopulation. Indeed Proddatur&Madanapalli population is cosmopolitan due also to the fact thatmany exchange students are present in the two of the cities. Consequently, differences could bedemonstrated between attitudes concerning ecological purchase behaviours.

V. CONCLUSION AND FURTHER RESEARCH

This last part will provide answers to our research questions but also if the aim of ourresearch study is achieved and materialized. Furthermore, as well practical and managerialimplications as limitation of our research will be presented.

5.1 Practical Implications

Satisfaction showed a great influence among all of the factors that indicated that marketingmanagers should concern with the superior value of the eco-friendly products. Consumershave strong emphasis on the end-value of the products in order to repeat purchases.Satisfaction has impact on the attitude and purchase decision of other nationalitiesso managers should seek the views of the customers for the purpose of producingeco-friendly products tally with the consumers' demand. The results of the satisfaction of theconsumers would lead to increase in sales, market shares and brand loyalty. Many scholaragreed consumers are concerned on the satisfaction of the products and activities of thecompanies not harm to the environment (Leonidos et al. 2010, p 1337)

5.2 Coming to our thesis:

RQ Which factors in the marketing-mix influence consumers to purchase eco-friendlyproducts? Do other factors such as word of mouth and satisfaction play a role? To what extentthese factors influence consumers to purchase green products?

A) We demonstrated the importance of satisfaction, advertising and WOM by the introduction ofthe espoused attitude variable which measures the believe and attention that people payaround them (as well opinion of friend as green claims) so we can conclude as factorscontrolled by companies as factor here the WOM (as well the receiver as the sender ofinformation) controlled by consumers have importance in development of purchase intentionof eco-friendly products. The most important factors among the marketing-mix elements arethe price and promotion (even here it was reduced to advertising), and we saw that productand place have a low impact but it is a good reason for companies to fix that. Finallysatisfaction and WOM were also the most important factors to explain the contribution to thevariance of purchase intention.

5.3 Managerial implications

Our study shows that consumers really seem influenced by previous satisfaction, advertisingand word of mouth communication. So managers should maintain eco-friendly promotioncampaigns but also develop more green displays in supermarkets in order to create awareness about the products we demonstrated that the word of mouth and the advertising (the espoused attitude) play animportant role in the purchase intention.

We demonstrated that the young people (18-24years) pay much attention to green claim so managers could target them because there are theconsumers of tomorrow. The satisfaction and word of mouth give the marketing managersinformation feedback of the performance of products so the satisfaction and word of mouthfindings will go a long way to help marketing managers to make suitable and superior eco-friendly products according to the information from the consumers.

Managers need also to make green packaging understandable because the more people getknowledge about green products the more they can believe the green claims and we saw thatpeople who have more knowledge concerning eco-friendly advertising are more willing topurchase green products.

Furthermore place and product quality should not be neglected, managers should also makeefforts on place because even if in our study we did not find a negative relationship between"purchase on unplanned decision" and "I know where green products are in my supermarket"(no relationship) which should have been logical because the less you know where greenproduct are the more you buy them on unplanned decisions. Managers should work on greendisplays and maybe make them more attractive in order to target consumers becauseespecially for everyday products unplanned decisions plays an important role whenconsumers go to supermarket many products that were not on their shopping list are finallypurchased. Ourstudy can assist marketing managers in particular to plan the appropriate marketingstrategies on marketing mix elements to satisfy the potential target and as well as making profit andpreserve the deterioration of the environment.

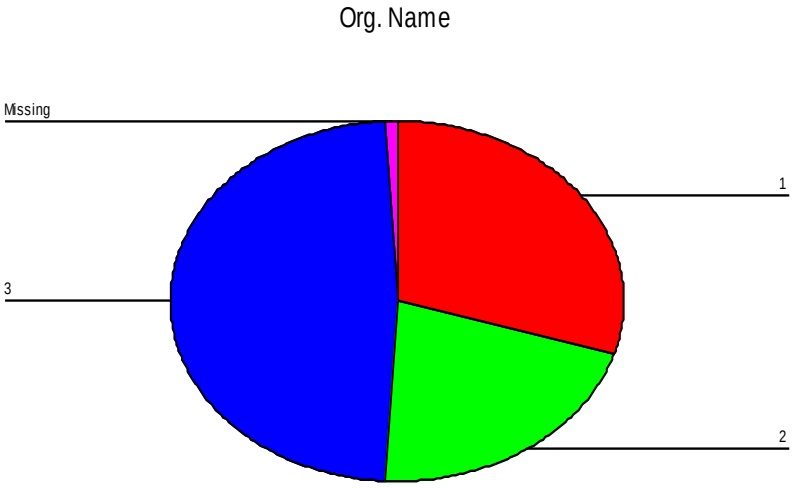
5.4 Further research

In another study it could be interesting to combine quantitative research with qualitative one,by organizing a triangulation: interview some eco-friendly products and conventional ones inorder to understand what strategies they put in place according to the different types of products.Make observations in supermarkets

to see how consumers act towards green products could permitmanagers to improve their strategies. Put in place better point of sales; improve the quality of productetc. In another survey integrate more specific products could be also interesting and otherdemographics concerning the level of education for example. Furthermore, further study on thedurable and non-durable eco-friendly products could be paramount with the comparison ofconventional products would assist the managers to obtain the views of the consumers on these twodifferent categories of product types. Indeed the consumer decision making is different whenpeople are willing to buy a durable and when they are willing to buy a non-durable such asclothes or even a car because the impact on the purchase is not the same and maybe for theseproducts we can suppose that value-expressive function has an important impact for examplefor clothes and even for cars but other factors play also different roles such as the product or the price.

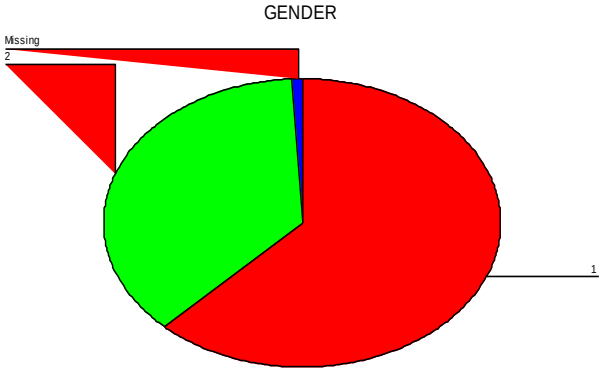
Frequency Tables: Org. Name

		Frequency	Percent	Valid Percent	Cumulative Percent
valid	1	37	29.8	30.1	30.1
	2	26	21.0	21.1	51.2
	3	60	48.4	48.8	100.0
	Total	123	99.2	100.0	
Missing	System	1	.8		
Total		124	100.0		



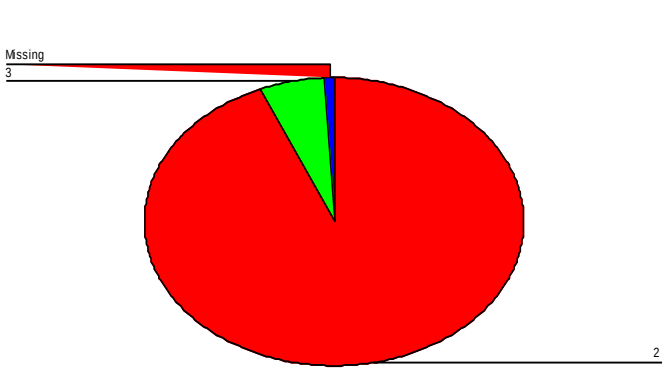
Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
valid	1	77	62.1	62.6	62.6
	2	46	37.1	37.4	100.0
	Total	123	99.2	100.0	
Missing	System	1	.8		
Total		124	100.0		



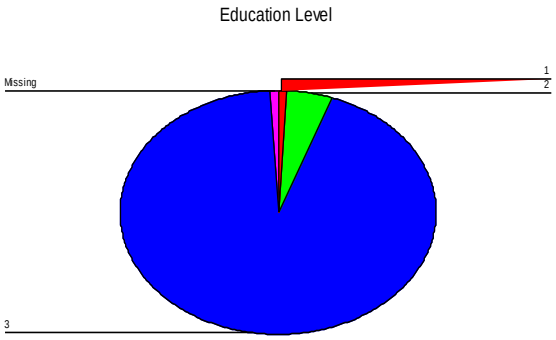
Age

		Frequency	Percent	Valid Percent	Cumulative Percent
valid	2	116	93.5	94.3	94.3
	3	7	5.6	5.7	100.0
	Total	123	99.2	100.0	
Missing	System	1	.8		
Total		124	100.0		



Education Level

		Frequency	Percent	Valid Percent	Cumulative Percent
valid	1	1	.8	.8	.8
	2	6	4.8	4.9	5.7
	3	116	93.5	94.3	100.0
	Total	123	99.2	100.0	
Missing	System	1	.8		
Total		124	100.0		



Cross Tabs Org name * Q

			Q					Total
			1	2	3	4	5	
Org. name	1	Count	5	8	14	4	6	37
		Expected count	7.8	10.5	10.8	3.9	3.9	37.0
	2	Count	3	3	11	6	3	26
		Expected count	5.5	7.4	7.6	2.7	2.7	26.0
	3	Count	18	24	11	3	4	60
		Expected count	12.7	17.1	17.6	6.3	6.3	6000
Total		Count	26	35	36	13	13	123
		Expected count	26.0	35.0	36.0	13.0	13.0	123.0

Chi-Square Tests

	value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	19.258(a)	6	.004
Likelihood Ratio	20.609	6	.002
N of Valid Cases	123		

Org name * Q7

			Q				Total
			1	2	3	4	
Org. name	1	Count	7	10	20	0	37
		Expected count	12.9	11.7	11.7	.6	37.0
	2	Count	8	8	10	0	26
		Expected count	9.1	8.2	8.2	.4	26.0
	3	Count	28	21	9	2	60
		Expected count	21.0	19.0	19.0	1.0	60.0
Total		Count	43	39	39	2	123
		Expected count	43.0	39.0	39.0	2.0	123.0

Chi-Square Tests

	value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	19.258(a)	6	.004

Likelihood Ratio	20.609	6	.002
N of Valid Cases	123		

Gender *F

			F					Total
			1	2	3	4	5	
Gender	1	Count	15	27	9	9	17	77
		Expected count	11.9	21.3	15.0	7.5	21.3	77.0
	2	Count	4	7	15	3	17	46
		Expected count	7.1	12.7	9.0	4.5	12.7	46.0
	3	Count	19	34	24	12	34	123
Total		Expected count	19.0	34.0	24.0	12.0	34.0	123.0

Chi-Square Tests

	value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	15.825(a)	4	.003
Likelihood Ratio	16.100	4	.003
N of Valid Cases	123		

Gender * G

			G					Total
			1	2	3	4	5	
Gender	1	Count	21	31	15	9	1	77
		Expected count	16.3	28.2	23.2	6.9	2.5	77.0
	2	Count	5	14	22	2	3	46
		Expected count	9.7	16.8	13.8	4.1	1.5	46.0
	3	Count	26	45	37	11	4	123
Total		Expected count	26.0	45.0	37.0	11.0	4.0	123.0

Chi-Square Tests

	value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	16.268(a)	4	.003
Likelihood Ratio	16.470	4	.002
N of Valid Cases	123		

Age * E

			E					Total
			1	2	3	4	5	
Age	2	Count	20	35	43	5	13	116
		Expected count	19.8	34.0	40.6	4.7	17.0	116.0
	3	Count	1	1	0	0	5	7
		Expected count	1.2	2.0	2.4	.3	1.0	7.0
		Count	21	36	43	5	18	123
Total		Expected count	21.0	36.0	43.0	5.0	18.0	123.0

Chi-square Tests

	value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	19.860(a)	4	.001
Likelihood Ratio	15.272	4	.004

N of Valid Cases	123		

Age* Q9

			Q9				Total
			1	2	3	4	
Age	2	Count	20	17	16	9	116
		Expected count	19.8	67.9	19.8	8.5	116.0
	3	Count	1	1	5	0	7
		Expected count	1.2	4.1	1.2	.5	7.0
Total		Count	21	72	21	9	123
		Expected count	21.0	72.0	21.0	9.0	123.0

Chi-Square Tests

	value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	15.904(a)	3	.001
Likelihood Ratio	12.089	3	.007
N of Valid Cases	123		

Education level * Q12

			Q					Total
			1	2	3	4	5	
Education level	1	Count	0	0	0	1	0	1
		Expected count	.3	.1	.0	.1	.5	1.0
	2	Count	2	0	2	0	2	6
		Expected count	1.7	.7	.3	.4	2.9	6.0
	3	Count	32	14	4	8	58	116
		Expected count	32.1	13.2	5.7	8.5	56.6	116.0
Total		Count	34	14	6	9	60	123
		Expected count	34.0	14.0	6.0	9.0	60.0	123.0

Chi-Square Tests

	value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**24.709(a)**	**8**	**.002**
Likelihood Ratio	**12.796**	**8**	**.119**
N of Valid Cases	**123**		

Education level * A

			A					Total
			1	2	3	4	5	
Education level	1	Count	0	0	1	0	0	1
		Expected count	.2	.4	.2	.1	.1	1.0
	2	Count	0	0	3	3	0	6
		Expected count	1.5	2.5	.9	.6	.4	6.0
	3	Count	30	52	15	10	9	116
		Expected count	28.3	49.0	17.9	12.3	8.5	116.0
Total		Count	30	52	19	13	9	123
		Expected count	30.0	52.0	19.0	13.0	9.0	123.0

Chi-Square Tests

	value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	24.581(a)	8	.002
Likelihood Ratio	21.363	8	.006

N of Valid Cases	123		

Education level * c

			C					Total
			1	2	3	4	5	
Education level	1	Count	0	0	1	0	0	1
		Expected count	.2	.3	.3	.1	.1	1.0
	2	Count	1	0	0	5	0	6
		Expected count	1.1	2.0	1.9	.6	.4	6.0
	3	Count	21	41	38	8	8	116
		Expected count	20.7	38.7	36.8	12.3	7.5	116.0
Total		Count	22	41	39	13	8	123
		Expected count	22.0	41.0	39.0	13.0	8.0	123.0

Chi-Square Tests

	value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	38.201(a)	8	.000
Likelihood Ratio	24.703	8	.002
N of Valid Cases	123		

Education level * Q9

			Q9				Total
			1	2	3	4	
Education level	1	Count	0	0	0	1	1
		Expected count	.2	.6	.2	.1	1.0
	2	Count	2	0	4	0	6
		Expected count	1.0	3.5	1.0	.4	6.0
	3	Count	19	72	17	8	116
		Expected count	19.8	67.9	19.8	8.5	116.0
Total		Count	21	72	21	9	123
		Expected count	21.0	72.0	21.0	9.0	123.0

Chi-Square Tests

	value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	26.896(a)	6	.000
Likelihood Ratio	19.525	6	.003
N of Valid Cases	123		

V33 * Q5 Cross tab

			Q5					TOTAL
			1	2	3	4	Are you aware of "green products" or Eco-friendly products?	
V33	1	Count	1	0	0	0	0	1
		Expected count	.7	.1	.2	.0	.0	1.0
	2	Count	37	1	10	0	0	48
		Expected count	31.7	3.9	11.6	.4	.4	48.0
	3	Count	41	9	16	1	0	67

		Expected count	44.3	5.4	16.2	.5	.5	67.0
	4	Count	3	0	4	0	0	7
		Expected count	4.6	.6	1.7	.1	.1	7.0
	Roundup	Count	0	0	0	0	1	1
		Expected count	.7	.1	.2	.0	.0	1.0
Total		Count	82	10	30	1	1	124
		Expected count	82.0	10.0	30.0	1.0	1.0	124.0

Chi-Square Tests

	value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	135.478(a)	16	.000
Likelihood Ratio	24.025	16	.089
N of Valid Cases	123		

V33 * Q6 Cross tab

			Q6						TOTAL
			1	2	3	4	5	How you became aware of "green products" or Eco-friendly products?	
V33	1	Count	0	0	1	0	0	0	1
		Expected count	.5	.2	.3	.0	.0	.0	1.0
	2	Count	24	12	12	0	0	0	48
		Expected count	22.5	8.9	15.1	.8	.4	.4	48.0
	3	Count	31	10	23	2	1	0	67
		Expected count	31.3	12.4	21.1	1.1	.5	.5	67.0
	4	Count	3	1	3	0	0	0	7
		Expected count	3.3	1.3	2.2	.1	.1	.1	7.0
	Roundup	Count	0	0	0	0	0	1	1
		Expected count	.5	.2	.3	.0	.0	.0	1.0
Total		Count	58	23	39	2	1	1	124
		Expected count	58.0	23.0	39.0	2.0	1.0	1.0	124.0

Chi-Square Tests

	value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	131.522(a)	20	.000
Likelihood Ratio	20.318	20	.438
N of Valid Cases	124		

V33 * Q8 Cross tab

			Q8					TOTAL
			1	2	3	4	Do you think there is enough information about "green" features when you buy the product?	
V33	1	Count	0	1	0	0	0	1
		Expected count	.5	.5	.0	.0	.0	1.0
	2	Count	28	20	0	0	0	48
		Expected count	24.0	22.8	.4	.4	.4	48.0

	3	Count	32	33	1	1	0	67
		Expected count	33.5	31.9	.5	.5	.5	67.0
	4	Count	2	5	0	0	0	7
		Expected count	3.5	3.3	.1	.1	.1	7.0
	Roundup	Count	0	0	0	0	1	1
		Expected count	.5	.5	.0	.0	.0	1.0
Total		Count	62	59	1	1	1	124
		Expected count	62.0	59.0	1.0	1.0	1.0	124.0

Chi-Square Tests

	value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	129.360(a)	16	.000
Likelihood Ratio	18.085	16	.319
N of Valid Cases	123		

V33 * Q10 Cross tab

			Q10					TOTAL
			1	2	3	4	What is the main reason that makes you not willing to pay more for the eco-friendly products?	
V33	1	Count	0	0	0	1	0	1
		Expected count	.3	.3	.2	.2	.0	1.0
	2	Count	15	15	9	9	0	48
		Expected count	13.2	15.1	9.3	10.1	.4	48.0
	3	Count	17	21	14	15	0	67
		Expected count	18.4	21.1	13.0	14.0	.5	67.0
	4	Count	2	3	1	1	0	7
		Expected count	1.9	2.2	1.4	1.5	.1	7.0
	Roundup	Count	0	0	0	0	1	1
		Expected count	.3	.3	.2	.2	.0	1.0
Total		Count	34	39	24	26	1	124
		Expected count	34.0	39.0	24.0	26.0	1.0	124.0

Chi-Square Tests

	value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**128.916(a)**	**16**	**.000**
Likelihood Ratio	**15.887**	**16**	**.461**
N of Valid Cases	**124**		

V33 * Q11 Cross tab

			Q11						TOTAL
			1	2	3	4	5	Why do you think green marketing is in headlines nowadays?	
V33	1	Count	1	0	0	0	0	0	1

		Expected count	**.4**	**.3**	**.1**	**.2**	**.0**	**.0**	**1.0**
	2	**Count**	**23**	**13**	**6**	**6**	**0**	**0**	**48**
		Expected count	**18.6**	**12.8**	**5.8**	**9.7**	**.8**	**.4**	**48.0**
	3	**Count**	**19**	**19**	**8**	**19**	**2**	**0**	**67**
		Expected count	**25.9**	**17.8**	**8.1**	**13.5**	**1.1**	**.5**	**67.0**
	4	**Count**	**5**	**1**	**1**	**0**	**0**	**0**	**7**
		Expected count	**2.7**	**1.9**	**.8**	**1.4**	**.1**	**.1**	**7.0**
	Roundup	**Count**	**0**	**0**	**0**	**0**	**0**	**1**	**1**
		Expected count	**.4**	**.3**	**.1**	**.2**	**.0**	**.0**	**1.0**
Total		**Count**	**48**	**33**	**15**	**25**	**2**	**1**	**124**
		Expected count	**48.0**	**33.0**	**15.0**	**25.0**	**2.0**	**1.0**	**124.0**

Chi-Square Tests

	value	**Df**	**Asymp. Sig. (2-sided)**
Pearson Chi-Square	**137.636(a)**	**20**	**.000**
Likelihood Ratio	**27.488**	**20**	**.122**
N of Valid Cases	**124**		

V33 * Q12 Cross tab

			Q12						**TOTAL**
			1	**2**	**3**	**4**	**5**	**Which marketing element strongly influences your buying behaviour of green products?**	
V33	**1**	**Count**	**0**	**0**	**0**	**0**	**1**	**0**	**1**
		Expected count	**.3**	**.1**	**.0**	**.1**	**.5**	**.0**	**1.0**
	2	**Count**	**10**	**6**	**1**	**1**	**30**	**0**	**48**
		Expected count	**13.2**	**5.4**	**2.3**	**3.5**	**23.2**	**.4**	**48.0**
	3	**Count**	**24**	**7**	**5**	**7**	**24**	**0**	**67**
		Expected count	**18.4**	**4.6**	**3.2**	**4.9**	**32.4**	**.5**	**67.0**
	4	**Count**	**0**	**1**	**0**	**1**	**5**	**0**	**7**
		Expected count	**1.9**	**.8**	**.3**	**.5**	**3.4**	**.1**	**7.0**
	Roundup	**Count**	**0**	**0**	**0**	**0**	**0**	**1**	**1**
		Expected count	**.3**	**.1**	**.0**	**.1**	**.5**	**.0**	**1.0**
Total		**Count**	**34**	**14**	**6**	**3**	**60**	**1**	**124**
		Expected count	**34.0**	**14.0**	**6.0**	**9.0**	**60.0**	**1.0**	**124.0**

Chi-Square Tests

	value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**139.776(a)**	**20**	**.000**
Likelihood Ratio	**30.456**	**20**	**.063**
N of Valid Cases	**124**		

V33 * A Cross tab

	A						**TOTAL**
	1	**2**	**3**	**4**	**5**	**Companies cheat consumers in the name of eco- friendly product**	

V33	1	Count	0	1	0	0	0	0	1
		Expected count	.2	.4	.2	.1	.1	.0	1.0
	2	Count	15	12	9	6	6	0	48
		Expected count	11.6	20.1	7.4	5.0	3.5	.4	48.0
	3	Count	14	37	8	6	2	0	67
		Expected count	16.2	28.1	10.3	7.0	4.9	.5	67.0
	4	Count	1	2	2	1	1	0	7
		Expected count	1.7	2.9	1.1	.7	.5	.1	7.0
	Roundup	Count	0	0	0	0	0	1	1
		Expected count	.2	.4	.2	.1	.1	.0	1.0
Total		Count	30	52	19	13	9	1	124
		Expected count	30.0	52.0	19.0	13.0	9.0	1.0	124.0

Chi-Square Tests

	value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	139.425(a)	20	.000
Likelihood Ratio	27.617	20	.119
N of Valid Cases	124		

V33 * B Cross tab

			B						TOTAL
			1	2	3	4	5	Eco-Friendly products are more valuable.	
V33	1	Count	1	0	0	0	0	0	1
		Expected count	.5	.3	.1	.0	.0	.0	1.0
	2	Count	22	17	5	2	2	0	48
		Expected count	23.2	15.1	5.0	1.9	2.3	.4	48.0
	3	Count	34	19	8	2	4	0	67
		Expected count	32.4	21.1	7.0	2.7	3.2	.5	67.0
	4	Count	3	3	0	1	0	0	7
		Expected count	3.4	2.2	.7	.3	.3	.1	7.0
	Roundup	Count	0	0	0	0	0	1	1
		Expected count	.5	.3	.1	.0	.0	.0	1.0
Total		Count	60	39	13	5	6	1	124
		Expected count	60.0	39.0	13.0	5.0	6.0	1.0	124.0

Chi-Square Tests

	value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	129.410(a)	20	.000
Likelihood Ratio	17.733	20	.605
N of Valid Cases	124		

V33 * D Cross tab

	D						TOTAL
	1	2	3	4	5	Quality of green products is lower than other normal products.	

V33	**1**	**Count**	**0**	**1**	**0**	**0**	**0**	**0**	**1**
		Expected count	**.2**	**.3**	**.3**	**.1**	**.2**	**.0**	**1.0**
	2	**Count**	**8**	**17**	**10**	**9**	**4**	**0**	**48**
		Expected count	**7.4**	**13.2**	**13.5**	**6.2**	**7.4**	**.4**	**48.0**
	3	**Count**	**11**	**15**	**22**	**5**	**14**	**0**	**67**
		Expected count	**10.3**	**18.4**	**18.9**	**8.6**	**10.3**	**.5**	**67.0**
	4	**Count**	**0**	**1**	**3**	**2**	**1**	**0**	**7**
		Expected count	**1.1**	**1.9**	**2.0**	**.9**	**1.1**	**.1**	**7.0**
	Roundup	**Count**	**0**	**0**	**0**	**0**	**0**	**1**	**1**
		Expected count	**.2**	**.3**	**.3**	**.1**	**.2**	**.0**	**1.0**
Total		**Count**	**19**	**34**	**35**	**16**	**19**	**1**	**124**
		Expected count	**19.0**	**34.0**	**35.0**	**16.0**	**19.0**	**1.0**	**124.0**

Chi-Square Tests

	value	**Df**	**Asymp. Sig. (2-sided)**
Pearson Chi-Square	**138.389(a)**	**20**	**.000**
Likelihood Ratio	**27.602**	**20**	**.119**
N of Valid Cases	**124**		

V33 * E Cross tab

			E						**TOTAL**
			1	**2**	**3**	**4**	**5**	**Quality of green products is higher than other products.**	
V33	**1**	**Count**	**0**	**0**	**1**	**0**	**0**	**0**	**1**
		Expected count	**.2**	**.3**	**.3**	**.0**	**.1**	**.0**	**1.0**
	2	**Count**	**13**	**14**	**17**	**0**	**4**	**0**	**48**
		Expected count	**8.1**	**13.9**	**16.6**	**1.9**	**7.0**	**.4**	**48.0**
	3	**Count**	**6**	**20**	**24**	**3**	**14**	**0**	**67**
		Expected count	**11.3**	**19.5**	**23.2**	**2.7**	**9.7**	**.5**	**67.0**
	4	**Count**	**2**	**2**	**1**	**2**	**0**	**0**	**7**
		Expected count	**1.2**	**2.0**	**2.4**	**.3**	**1.0**	**.1**	**7.0**
	Roundup	**Count**	**0**	**0**	**0**	**0**	**0**	**1**	**1**
		Expected count	**.2**	**.3**	**.3**	**.0**	**.1**	**.0**	**1.0**
Total		**Count**	**21**	**36**	**43**	**5**	**18**	**1**	**124**
		Expected count	**21.0**	**36.0**	**43.0**	**5.0**	**18.0**	**1.0**	**124.0**

Chi-Square Tests

	value	**Df**	**Asymp. Sig. (2-sided)**
Pearson Chi-Square	**149.335(a)**	**20**	**.000**
Likelihood Ratio	**34.311**	**20**	**.024**
N of Valid Cases	**124**		

V33 * F Cross tab

	F		**TOTAL**

			1	2	3	4	5	The company that claims its green features are more socially responsible, than other companies that don't.	
V33	1	Count	0	0	0	1	0	0	1
		Expected count	.2	.3	.2	.1	.3	.0	1.0
	2	Count	11	16	8	5	8	0	48
		Expected count	7.4	13.2	9.3	4.6	13.2	.4	48.0
	3	Count	7	17	14	6	23	0	67
		Expected count	10.3	18.4	13.0	6.5	18.4	.5	67.0
	4	Count	1	1	2	0	3	0	7
		Expected count	1.1	1.9	1.4	.7	1.9	.1	7.0
	Roundup	Count	0	0	0	0	0	1	1
		Expected count	.2	.3	.2	.1	.3	.0	1.0
Total		Count	19	34	24	12	34	1	124
		Expected count	19.0	34.0	24.0	12.0	34.0	1.0	124.0

Chi-Square Tests

	value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	142.131(a)	20	.000
Likelihood Ratio	26.142	20	.161
N of Valid Cases	124		

V33 * H Cross tab

			H						TOTAL
			1	2	3	4	5	Government is responsible for the environmental issues, consumer should not be made to pay extra for green-products.	
V33	1	Count	0	0	1	0	0	0	1
		Expected count	.3	.4	.2	.1	.1	0	1.0
	2	Count	12	19	10	3	4	0	48
		Expected count	12.0	17.87	11.2	3.5	3.1	.4	48.0
	3	Count	15	26	17	5	4	0	67
		Expected count	16.8	24.9	15.7	4.9	4.3	.5	67.0
	4	Count	4	1	1	1	0	0	7
		Expected count	1.8	2.6	1.6	.5	.5	.1	7.0
	Roundup	Count	0	0	0	0	0	1	1
		Expected count	.3	.4	.2	.1	.1	.0	1.0
Total		Count	31	46	29	9	8	1	124
		Expected count	31.0	46.0	29.0	9.0	8.0	1.0	124.0

Chi-Square Tests

	value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	133.231(a)	20	.000
Likelihood Ratio	20.383	20	.434
N of Valid Cases	124		

V33 * I Cross tab

	I		TOTAL

			1	2	3	4	5	I usually buy environmentally friendly products.	
V33	**1**	**Count**	**0**	**1**	**0**	**0**	**0**	**0**	**1**
		Expected count	**.2**	**.5**	**.2**	**.1**	**.1**	**.0**	**1.0**
	2	**Count**	**10**	**20**	**9**	**3**	**6**	**0**	**48**
		Expected count	**9.7**	**23.6**	**8.1**	**2.7**	**3.5**	**.4**	**48.0**
	3	**Count**	**14**	**35**	**11**	**4**	**3**	**0**	**67**
		Expected count	**13.5**	**33.0**	**11.3**	**3.8**	**4.9**	**.5**	**67.0**
	4	**Count**	**1**	**5**	**1**	**0**	**0**	**7**	**7**
		Expected count	**1.4**	**3.4**	**1.2**	**.4**	**.5**	**.1**	**7.0**
	Round up	**Count**	**0**	**0**	**0**	**0**	**0**	**1**	**1**
		Expected count	**.2**	**.5**	**.2**	**.1**	**.1**	**.0**	**1.0**
Total		**Count**	**25**	**61**	**21**	**7**	**6**	**1**	**124**
		Expected count	**25.0**	**61.0**	**21.0**	**7.0**	**6.0**	**1.0**	**124.0**

Chi-Square Tests

	value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**130.158(a)**	**20**	**.000**
Likelihood Ratio	**18.812**	**20**	**.534**
N of Valid Cases	**124**		

V33 * J Cross tab

			J						TOTAL
			1	2	3	4	5	It is easy to locate environmentally friendly products in stores.	
V33	1	Count	0	0	0	1	0	0	1
		Expected count	.3	.3	.2	.2	.1	.0	1.0
	2	Count	16	16	7	4	5	0	48
		Expected count	12.8	15.9	7.4	8.5	3.1	.4	48.0
	3	Count	13	25	9	17	3	0	67
		Expected count	17.8	22.2	10.3	11.9	4.3	.5	67.0
	4	Count	4	0	3	0	0	0	7
		Expected count	1.9	2.3	1.1	1.2	.5	.1	7.0
	Roundup	Count	0	0	0	0	0	1	1
		Expected count	.3	.3	.2	.2	.1	.0	1.0
Total		Count	33	41	19	22	8	1	124
		Expected count	33.0	41.0	19.0	22.0	8.0	1.0	124.0

Chi-Square Tests

	value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	147.375(a)	20	.000
Likelihood Ratio	36.334	20	.014
N of Valid Cases	124		

V33 * K Cross tab

	K		TOTAL

			1	2	3	4	5	I only look for eco-friendly products .	
V33	1	Count	1	0	0	0	0	0	1
		Expected count	.2	.4	.2	.1	.1	.0	1.0
	2	Count	9	23	9	5	2	0	48
		Expected count	7.4	17.4	10.8	5.0	7.0	.4	48.0
	3	Count	7	20	18	7	15	0	67
		Expected count	10.3	24.3	15.1	7.0	9.7	.5	67.0
	4	Count	2	2	1	1	1	0	7
		Expected count	1.1	2.5	1.6	.7	1.0	.1	7.0
	Roun dup	Count	0	0	0	0	0	1	1
		Expected count	.2	.4	.2	.1	.1	.0	1.0
Total		Count	19	45	28	13	18	1	124
		Expected count	19.0	45.0	28.0	13.0	18.0	1.0	124.0

Chi-Square Tests

	value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	141.957(a)	20	.000
Likelihood Ratio	28.644	20	.095
N of Valid Cases	124		

V33 *L Cross tab

			L						TOTAL
			1	2	3	4	5	I only look for eco-friendly products	
V33	1	Count	1	0	0	0	0	0	1
		Expected count	.3	.4	.2	.1	.1	.0	1.0
	2	Count	16	22	4	2	4	0	48
		Expected count	13.5	20.1	7.4	3.1	3.5	.4	48.0
	3	Count	18	28	12	5	4	0	67
		Expected count	18.9	28.1	10.3	4.3	4.9	.5	67.0
	4	Count	0	2	3	1	1	0	7
		Expected count	2.0	2.9	1.1	.5	.5	.1	7.0
	Roundup	Count	0	0	0	0	0	1	1
		Expected count	.3	.4	.2	.1	.1	.0	1.0
Total		Count	35	52	19	8	9	1	124
		Expected count	35.0	52.0	19.0	8.0	9.0	1.0	124.0

Chi-Square Tests

	value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	136.616(a)	20	.000
Likelihood Ratio	25.135	20	.196
N of Valid Cases	124		

V33 * M Cross tab

	M		TOTAL

			1	2	3	4	5	I believe Eco-friendly products are healthier.	
V33	1	Count	1	0	0	0	0	0	1
		Expected count	.3	.3	.1	.1	.1	.0	1.0
	2	Count	16	20	2	5	5	0	48
		Expected count	16.3	15.9	6.2	5.8	3.5	.4	48.0
	3	Count	22	20	14	7	4	0	67
		Expected count	22.7	22.2	8.6	8.1	4.9	.5	67.0
	4	Count	3	1	0	3	0	0	7
		Expected count	2.4	2.3	.9	.8	.5	.1	7.0
	Roundup	Count	0	0	0	0	0	1	1
		Expected count	.3	.3	.1	.1	.1	.0	1.0
Total		Count	42	41	16	15	9	1	124
		Expected count	42.0	41.0	16.0	15.0	9.0	1.0	124.0

Chi-Square Tests

	value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	142.277(a)	20	.000
Likelihood Ratio	29.890	20	.072
N of Valid Cases	124		

V33 *N Cross tab

			N						TOTAL
			1	2	3	4	5	I pay attention to eco-friendly advertisements.	
V33	1	Count	1	0	0	0	0	0	1
		Expected count	.2	.5	.2	.1	.1	.0	1.0
	2	Count	11	22	9	3	3	0	48
		Expected count	7.7	24.8	8.1	3.1	3.9	.4	48.0
	3	Count	7	41	10	5	4	0	67
		Expected count	10.8	34.6	11.3	4.3	5.4	.5	67.0
	4	Count	1	1	2	0	3	0	7
		Expected count	1.1	3.6	1.2	.5	.6	.1	7.0
	Roundup	Count	0	0	0	0	0	1	1
		Expected count	.2	.5	.2	.1	.1	.0	1.0
Total		Count	20	64	21	8	10	1	124
		Expected count	20.0	64.0	21.0	8.0	10.0	1.0	124.0

Chi-Square Tests

	value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	147.744(a)	20	.000
Likelihood Ratio	29.613	20	.076
N of Valid Cases	124		

V33 *O Cross tab

	O		TOTAL

			1	2	3	4	5	I buy Eco-friendly products even if the price is higher.	
V33	1	Count	1	0	0	0	0	0	1
		Expected count	.1	.4	.3	.1	.1	.0	1.0
	2	Count	5	23	11	2	7	0	48
		Expected count	7.0	18.2	13.2	5.4	3.9	.4	48.0
	3	Count	9	23	22	10	3	0	67
		Expected count	9.7	25.4	18.4	7.6	5.4	.5	67.0
	4	Count	3	1	1	2	0	0	7
		Expected count	1.0	2.7	1.9	.8	.6	.1	7.0
	Roundup	Count	0	0	0	0	0	1	1
		Expected count	18	47	34	14	10	1	1.0
Total		Count	18.0	47.0	34.0	14.0	10.0	1.0	124
		Expected count							124.0

Chi-Square Tests

	value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	147.350(a)	20	.000
Likelihood Ratio	32.310	20	.040
N of Valid Cases	124		

V33 *P Cross tab

			P						TOTAL
			1	2	3	4	5	Green product give a good image of me.	
V33	1	Count	1	0	0	0	0	0	1
		Expected count	.3	.3	.1	.2	.1	.0	1.0
	2	Count	16	16	6	7	3	0	48
		Expected count	12.8	15.5	6.2	8.9	4.3	.4	48.0
	3	Count	14	21	9	16	7	0	67
		Expected count	17.8	21.6	8.6	12.4	5.9	.5	67.0
	4	Count	2	3	1	0	1	0	7
		Expected count	1.9	2.3	.9	1.3	.6	.1	7.0
	Roundup	Count	0	0	0	0	0	1	1
		Expected count	.3	.3	.1	.2	.1	.0	1.0
Total		Count	33	40	16	23	11	1	124
		Expected count	33.0	40.0	16.0	23.0	11.0	1.0	124.0

Chi-Square Tests

	value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	132.222(a)	20	.000
Likelihood Ratio	20.958	20	.400
N of Valid Cases	124		

V33 *Q Cross tab

	Q		TOTAL

			1	2	3	4	5	I try to avoid Non-green products as far as possible.	
V33	1	Count	1	0	0	0	0	0	1
		Expected count	.2	.3	.3	.1	.1	.0	1.0
	2	Count	12	18	5	8	5	0	48
		Expected count	10.1	13.5	13.9	5.0	5.0	.4	48.0
	3	Count	12	14	28	5	8	0	67
		Expected count	14.0	18.9	19.5	7.0	7.0	.5	67.0
	4	Count	1	3	3	0	0	0	7
		Expected count	1.5	2.0	2.0	.7	.7	.1	7.0
	Roundup	Count	0	0	0	0	0	1	1
		Expected count	.2	.3	.3	.1	.1	.0	1.0
Total		Count	26	35	36	13	13	1	124
		Expected count	26.0	35.0	36.0	13.0	13.0	1.0	124.0

Chi-Square Tests

	value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	145.726(a)	20	.000
Likelihood Ratio	35.271	20	.019
N of Valid Cases	124		

Since calculated the result less than 0.005 .we inculcate that there is a significant relationship between all above the tables**.**

V33 Average of Pricing
A. Companies cheat consumers in the name of eco- friendly product
B. Eco-Friendly products are more valuable
C. Green-products are always over-priced
D. Quality of green products are lower than other normal products
E. Quality of green products are higher than any other products
F. The company that claims its green features are more socially responsible, than other companies that don't.
G. Customer should not be made to pay higher price for environmentally friendly products.
H. Government is responsible for the environmental issues, consumer should not be made to pay extra for green-products.
I I usually buy environmentally friendly products.
J. It is easy to locate environmentally friendly products in stores
K. I only look for eco-friendly products
L. I want to preserve earth by purchasing eco-friendly product
M. I believe Eco-friendly products are healthier.
N. I pay attention to eco-friendly advertisements.
O. I buy Eco-friendly products even if the price is higher.
P. Green product give a good image of me.
Q. I try to avoid Non- green products as far as possible.
Q5 Are you aware of "green products" or Eco-friendly products.
Q6 How you became aware of "green products" or Eco-friendly products.
Q7 If green features increase the price of the product, are you willing to pay more.
Q8 Do you think there is enough information about "green" features when you buy the product.
Q9 What is the main reason that makes you willing to pay more for the "eco-friendly" products.
Q10 What is the main reason that makes you not willing to pay more for the "eco-friendly" products.
Q11 Why do you think green marketing is in headlines nowadays.
Q12 Which marketing element strongly influences your buying behaviour of green products.