

UNCOVERING THE INFLUENCES ON SUSTAINABLE CONSUMER CHOICES: A STUDY OF GENDER, AGE, AND GREEN PRODUCT AWARENESS

Javeed Mohammed Khan, Research Scholar, Bir Tikendrajit University
Dr. Vanisree Talluri, Research Supervisor, Bir Tikendrajit University

ABSTRACT

This study investigates the influences on sustainable consumer choices within the context of Telangana in India, a region where the exploration of this topic remains in its infancy. Employing an exploratory research design, we adopted a quantitative approach utilizing structured questionnaires to collect data from a cross-sectional sample of 100 respondents, all aged 18 or above. Convenience sampling was employed to maximize efficiency in participant selection. The questionnaire, developed based on an extensive literature review, comprised two sections: one focusing on environmental dimensions, where respondents expressed their agreement or disagreement on sustainable consumer choice statements using a five-point Likert scale, and another gathering demographic information regarding age, gender, education, occupation, and income level. To address potential sensitivity, demographic questions were strategically positioned in the latter half of the questionnaire. Prior to final administration, the questionnaire underwent pilot testing among a group of 10 participants, leading to minor adjustments. Data collected through the questionnaires were subjected to analysis using the Statistical Package for the Social Sciences (SPSS), a commonly employed tool for statistical analysis. This research aims to uncover the interplay of gender, age, and green product awareness in shaping sustainable consumer choices, contributing to the limited body of knowledge in the Telangana, India context. Through our findings, we seek to shed light on the factors driving eco-conscious consumption behaviors and their implications for businesses and policymakers. Ultimately, this study endeavours to provide valuable insights into fostering more sustainable consumer practices in Telangana, India, and beyond.

Keywords: Sustainable consumer choices, age, gender, education, occupation, and income level, etc.

I. INTRODUCTION

In an era marked by growing environmental concerns and the imperative for sustainable practices, the study of consumer choices has taken on newfound significance. Understanding the factors that influence individuals' decisions towards more environmentally conscious consumption is critical not only from an academic perspective but also for businesses, policymakers, and society at large. This research embarks on an exploration of these influences, delving into the realms of gender, age, and green product awareness. The concept of sustainable consumer choices has gained traction worldwide, reflecting a collective recognition of the ecological and social challenges facing our planet. Consumers are increasingly mindful of the environmental impact of their decisions, whether

it be in the products they purchase or the behaviors they exhibit. Telangana, like many regions globally, is experiencing a burgeoning interest in sustainability. However, as a topic still in its infancy within this particular context, it presents an intriguing arena for investigation.

Our study takes a quantitative approach, utilizing structured questionnaires to gather data from a diverse cross-section of respondents aged 18 and above. By employing convenience sampling, we aim to efficiently capture insights into the factors that underpin sustainable choices. The questionnaire design, informed by an extensive review of existing literature, features two distinct sections. The first section delves into environmental dimensions, probing respondents' agreement or disagreement with statements related to sustainable consumer choices on a five-point Likert scale. The second section gathers demographic information, encompassing age, gender, education level, occupation, and income level. To ensure the comfort and participation of respondents, demographic inquiries were thoughtfully positioned in the latter part of the questionnaire. Prior to final administration, a pilot test involving ten participants facilitated minor questionnaire refinements. Subsequently, the collected data underwent rigorous analysis using the Statistical Package for the Social Sciences (SPSS), a widely adopted tool for statistical examination. "This research endeavours to illuminate the intricate interplay between gender, age, and green product awareness in shaping sustainable consumer choices." Our findings are anticipated to contribute not only to the nascent body of knowledge within this field but also to provide valuable insights for businesses and policymakers seeking to foster more sustainable consumer practices. Ultimately, the implications of this study extend beyond the confines of Telangana, offering valuable insights into the broader landscape of sustainable consumption.

II. REVIEW OF LITERATURE

Srisathan et al (2023) The primary aims of this study were twofold: firstly, to examine and validate the presence of environmentally conscious consumer attitudes towards online platforms in the developing economy; and secondly, to explore potential variations in these views based on age, gender, and income characteristics within the context of Thailand. A total of 348 Thai customers were surveyed, representing various regions of the country, namely the Northeast, North, Central, East, and South. Furthermore, a multigroup moderation methodology was utilized to examine variations among distinct groups categorized by age, gender, and income. The statistical software SPSS Amos was employed to examine the multigroup structural invariance of the segmented data using a composite-based model. The results indicate that Thai buyers' views towards the purchase of environmentally friendly products on an online platform are influenced by factors such as perceived relative advantage, perceived online social norms, and perceived risk. However, it is worth noting that the perceived online compatibility did not yield a statistically significant impact on the overall level of environmental consciousness experienced by customers. Based on the results obtained from the multigroup analysis, it was observed that Thai customers belonging to the mid-high-income bracket exhibited a favorable perception towards green products and demonstrated a higher likelihood of being able to afford them on an online platform, in comparison to other customer groups. This finding implies that the income-based segment could potentially influence the attitudes of Thai customers towards the purchase of green products on an online platform. Marketers have the

potential to leverage the concept and notion of 'green awakening' among customers to enhance their ability to determine the specific target segmentation of environmentally conscious consumers.

White, K., Habib, R., & Hardisty, D. J. (2019) This study aims to underscore the significant role of marketing in promoting sustainable consumption by conducting a comprehensive analysis of scholarly literature in the fields of marketing and behavioral science. The primary focus is to identify the most efficacious strategies for inducing sustainable consumer habits. During the course of the review, the authors have constructed an all-encompassing framework that aims to conceptualize and promote sustainable consumer behavior change. The framework, known as SHIFT, posits that consumers exhibit a greater propensity for engaging in pro-environmental behaviors when the message or context effectively utilizes the psychological factors of social influence, habit formation, individual self, feelings and cognition, and tangibility. The authors additionally identify five overarching issues in promoting sustainable habits and employ them as a basis for formulating innovative theoretical propositions and suggesting avenues for future research. In conclusion, the authors provide a comprehensive overview of how practitioners might effectively utilize this paradigm to promote sustainable consumer habits..

Bano, Shaher. (2019) The objective of this study is to investigate customer awareness regarding green marketing items and their impact on buying decisions. This study examined the influence of environmental repercussions, responsiveness to green crops, pricing, and brand image on consumers' purchasing decisions about green products. "The promotion of green marketing products plays a significant role in shaping consumer preferences." The survey methodology was modified and a questionnaire was disseminated among the specific population within several universities situated in Islamabad, Pakistan. Therefore, the data obtained from 312 participants, which consisted of legitimate and complete responses, was subjected to analysis using the statistical software SPSS 22, resulting in the acquisition of findings. The present study investigated the elements that influence customer knowledge and purchase intentions towards sustainable green products. The findings of this study have been substantiated by the results, which indicate that customers' purchasing decisions are significantly influenced by brand image, environmental sustainability practices, and the pricing of green products. This study has the potential to guide academic professionals in doing further research with novel perspectives, and its findings could contribute to the realization of a sustainable environment in Pakistan.

Boztepe, Aysel. (2016) The primary objective of this study is to provide insights on the impact of green marketing strategies on consumer purchasing behaviour. The emergence of green marketing can be attributed to the recognition of environmental issues, particularly those pertaining to the environment. This discussion begins by highlighting the significance of the environment and environmental challenges. Subsequently, the ideas of green marketing and green consumerism are elucidated. Subsequently, in conjunction with the formulated hypothesis, a comprehensive literature review has been undertaken, encompassing studies conducted on the aforementioned subject matter up until the present day. Furthermore, this section presents a statistical evaluation of the questionnaire results obtained from a sample of 540 consumers in Istanbul. "The findings of the investigation indicate that environmental knowledge, green product features, green promotion

activities, and green price have a beneficial impact on customers' green purchasing behaviors." The model is moderately influenced by demographic factors.

Finisterra do Paço, A. et al (2009) The contemporary global landscape has engendered a heightened level of environmental consciousness among consumers. There has been a noticeable emergence of these concerns in consumer behavior, as seen by a growing preference for purchasing things that are commonly referred to as 'environmentally friendly.' Marketing managers have acknowledged the strategic significance of marketing in addressing the 'environmental needs' of consumers, as this can potentially impact their consumption patterns. The increasing presence of firms venturing into the green product industry further underscores the necessity for appropriate segmentation and positioning strategies. The primary objective of this study is to ascertain and delineate discrete market groups. This study examines the identification of consumer segments with varying sensitivities to environmental matters by utilizing environmental and demographic variables. Additionally, the potential implications of these findings for companies' marketing strategies are discussed. The findings of this study indicate that individuals who engage in the purchase of environmentally friendly items do so with distinct motivations, and that various environmental and demographic factors play a significant role in distinguishing this particular consumer segment from others. Based on the findings of this study, it can be inferred that the Portuguese participants in the sample possess an understanding of the prevailing environmental challenges and demonstrate awareness of the presence of environmental issues. "However, it is noteworthy that their worries do not consistently manifest as environmentally conscious actions."

III. OBJECTIVES OF THE STUDY

The main objectives of the research study are stated as follows:

1. To Assess the Level of Green Product Awareness Among Consumers.
2. To Examine the Influence of Gender on Sustainable Consumer Choices.
3. To Explore the Influence of Age on Sustainable Consumer Choices.
4. To Investigate the Relationship Between Green Product Awareness and Sustainable Consumer Choices.

IV. RESEARCH METHODOLOGY

The research methodology for the study is given below:

- **Nature of the Study:** It was an exploratory study due to the novelty of the topic in Telangana.
- **Research Approach:** Quantitative approach using structured questionnaires for data collection.
- **Data Collection:** Questionnaires were used to gather data.

- **Study Design:** Cross-sectional design, collecting data from a single point in time.
- **Sample Size:** 100 respondents over 18 years old.
- **Sampling Method:** Convenience sampling for cost and time efficiency.
- **Questionnaire Development:** Based on a literature review.
- **Questionnaire Structure:** Divided into environmental dimensions and demographic information.
- **Pilot Testing:** Pre-tested with 10 respondents, leading to minor questionnaire adjustments.
- **Data Analysis:** SPSS software was used for statistical analysis.

V. ANALYSIS AND INTERPRETATIONS

5.1 Demographic Profile of the Respondents

Table 1 reflects the demographic characteristics of respondents.

Table 1: Demographic characteristics of respondents

Particulars	Categories	Female	Male	Total (%)
Gender		50	50	100
Age	Over 55	3	7	10
	45-54	3	5	8
	35-44	11	8	19
	25-34	22	18	40
	18-24	12	11	23
Educational level	Below matric	0	1	1
	Matriculation	16	12	28
	Tertiary qualification	34	37	71
Occupation	Retired	0	1	1
	Unemployed	2	0	2
	Employed	48	48	97
Monthly income	Unspecified	1	3	4
	Over 30001	5	7	12
	20001 – 30000	3	10	13
	10001 – 20000	17	20	37
	5001 – 10000	14	9	23
	0 – 5000	10	1	11

Gender: The gender distribution among the respondents in this study is evenly split, with 50% of respondents identifying as female and the remaining 50% as male. This balance in gender representation within the sample ensures that the study's findings are not skewed by gender-related

biases and provides a comprehensive perspective on the influence of green marketing on both male and female consumers.

Age: The study's respondents span various age groups, reflecting a diverse range of consumer demographics. The largest age group among the respondents falls within the '25-34' category, constituting 40% of the total sample. This suggests that the study captures the perspectives of a substantial portion of young and middle-aged consumers. Additionally, respondents aged '18-24' and '35-44' represent 23% and 19% of the total, respectively, indicating a well-distributed representation across age brackets.

Educational Level: A significant majority of respondents in this study hold tertiary qualifications, accounting for 71% of the total sample. This finding implies that the study primarily involves participants with a higher level of education. Conversely, only a minimal percentage of respondents (1%) have educational backgrounds below the matriculation level. The substantial presence of participants with tertiary qualifications suggests that the study captures insights from individuals with a relatively higher degree of academic knowledge and potentially greater environmental awareness.

Occupation: Regarding occupation, the majority of respondents (97%) identify as employed, signifying that the study primarily engages working individuals. The inclusion of a diverse range of employment statuses, including 'retired' and 'unemployed' individuals, ensures that the study's findings are not limited to a specific employment category. The significant presence of employed individuals suggests that the study reflects the perspectives and purchasing behaviors of individuals who are actively engaged in the workforce.

Monthly Income: The table does not explicitly provide information about monthly income categories; therefore, we cannot offer a detailed interpretation of this section without additional data. "If you have specific income-related categories or data, please provide them, and we would be happy to interpret that section accordingly."

5.2 Respondents' awareness of green products

Table 2 presents an analysis with regard to the awareness of male and female respondents of green products.

Table 2: Gender and awareness of green products

			Awareness		Total
			No	Yes	
Gender	Female	Count	1	48	49
		% within gender	2.0%	98.0%	100.0%
	Male	Count	3	46	49
		% within gender	6.1%	93.9%	100.0%
Total		Count	4	94	98

		% within gender	4.1%	95.9%	100.0%
--	--	-----------------	------	-------	--------

This table reveals the distribution of awareness of green marketing among respondents, segmented by gender. Notably, the majority of both female and male respondents demonstrate awareness of green marketing, with 98.0% of females and 93.9% of males acknowledging its existence. Conversely, a smaller percentage of respondents in both groups (2.0% of females and 6.1% of males) indicated no awareness of green marketing.

In the overall context, 95.9% of all respondents in the study displayed awareness of green marketing, while 4.1% reported no awareness. This finding suggests a relatively high level of awareness regarding green marketing among the study participants as a whole. The data indicates that, regardless of gender, a substantial portion of respondents is conscious of green marketing, implying that this factor could potentially influence their purchasing behaviors and choices.

Table 3: Chi-Square Test – gender and awareness of green marketing

	Value	df	Asymptotic significance (2- sided)
Pearson's Chi-Square	1.043	1	.307

A Chi-Square test was conducted to test the relationship between the gender of respondents and awareness of green products. It was found that there is no significant relationship between these two variables ($p > 0.05$), as reflected in Table 3. The null hypothesis is accepted. It can, therefore, be concluded that there is no significant relationship between the gender of respondents and awareness of green products.

5.3 Respondents' awareness of environmental degradation

All respondents have high levels of awareness pertaining to environmental deterioration by being in agreement that environmental deterioration has increased in recent years. It emerged that a total of 93% of respondents are in agreement that the environment will further deteriorate in 5 years' time, while 7% were neutral in this regard. The results are presented in Figure 1.

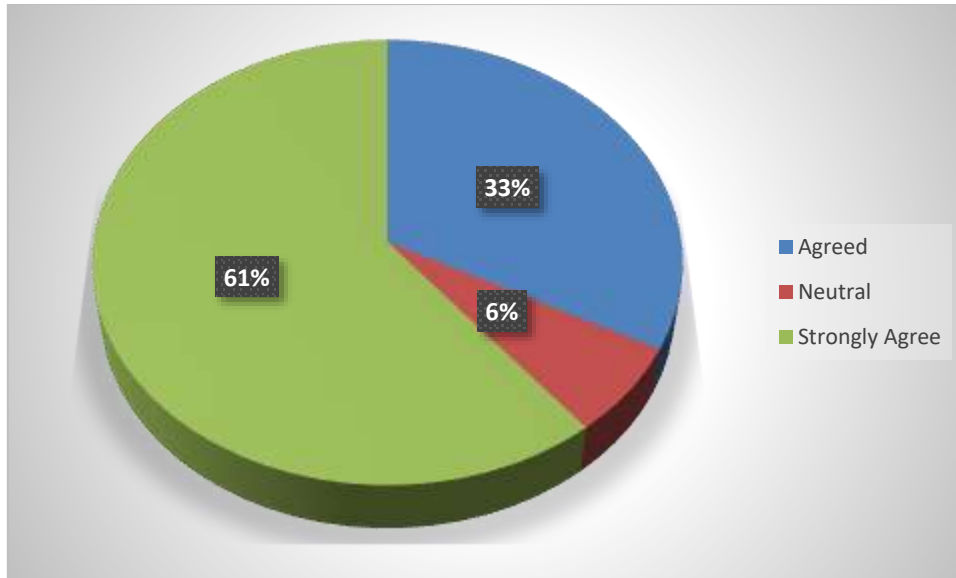


Figure 1: The environment will deteriorate further in the next 5 years

5.4 Knowledge and attitude of respondents with regard to green marketing

The results, as reflected in Figure 3, indicate that all of the respondents (54% strongly agreeing and 46% agreeing) have knowledge that green marketing involves the manufacture and promotion of products that are Earth-friendly. 47% of respondents strongly agree and 53% agree that green marketing creates awareness of the environmental issues facing the planet. 97% of the respondents (50% female and 47% male) agree that green marketing motivates them to change their consumption behavior, while 3% (being male) disagreeing in this regard. Although by a relatively small margin of 3%.

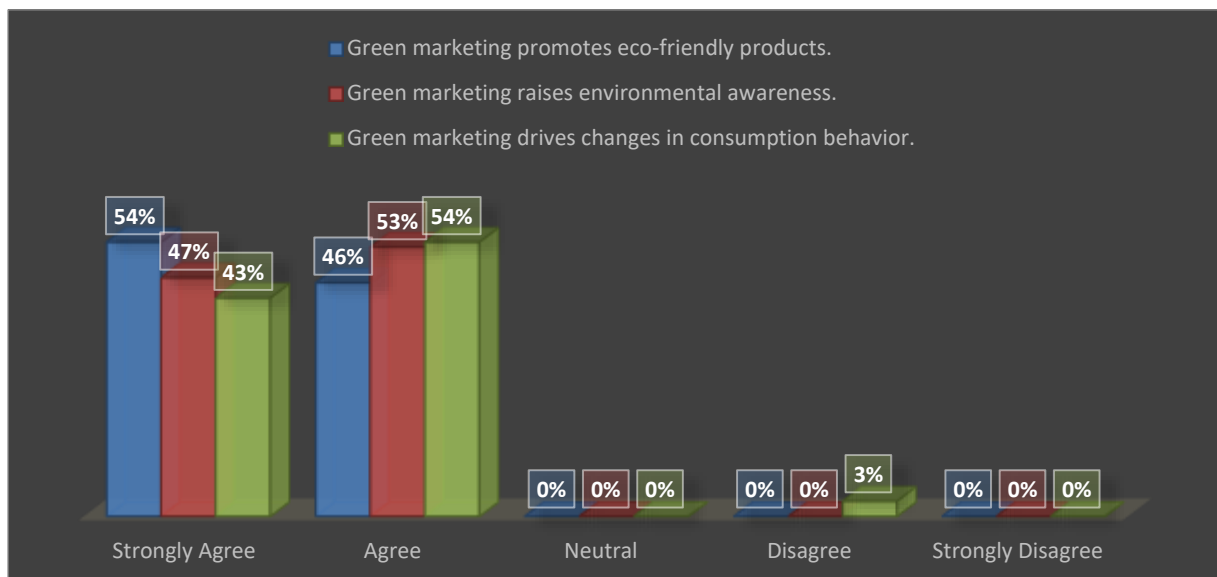


Figure 3: Knowledge and attitude of respondents towards green marketing

As indicated in Table 4, there is a very weak, negative correlation between age of respondents and motivation to change consumption behavior. This correlation is not significant ($p > 0.05$). The null

hypothesis is accepted, leading to the conclusion that there is no significant correlation between the age of respondents and green marketing motivating them to change their consumption behavior.

Table 4: Correlation between age and motivation to change consumption behavior

		Age	Green marketing motivates me to change my consumption behavior
Green marketing motivates me to change my consumption behavior	Pearson's correlation	-.109	
	Sig. (2-tailed)	.282	
	Pearson's correlation	100	100
Age	Pearson's correlation		-.109
	Sig. (2-tailed)		.282
	n	100	100

5.5 Respondent perceptions of green products

Table 5 depicts aspects of respondents' perceptions of green products.

Table 5: Respondent perceptions of green products

	SD	D	N	A	SA	Mean
Green products are good for the environment	0%	0%	2%	37%	61%	4.59
Green products are healthy	0%	0%	8%	43%	49%	4.41
Green products are better than standard products	3%	7%	23%	36%	31%	3.85
Green products are of good quality	0%	4%	18%	40%	38%	4.12
Green products are easily accessible in stores	13%	21%	25%	31%	10%	3.04
Green products are reasonably priced	17%	57%	14%	9%	3%	2.24
The price of green products affects my purchasing decision	2%	10%	13%	45%	30%	3.91
Green products are well promoted	13%	23%	22%	35%	7%	3.00

Green Products' Environmental Impact: Respondents overwhelmingly believe that green products are beneficial for the environment, with a remarkable 98% expressing agreement (37% 'Agree,' 61%

‘Strongly Agree’). This high level of environmental consciousness suggests that the majority of participants view green products as contributing positively to ecological sustainability.

Health and Quality: Another notable perception is that green products are considered healthy, as indicated by 43% in agreement and 49% strongly agreeing. Furthermore, respondents generally perceive green products to be of good quality, with 40% in agreement and 38% strongly agreeing. These findings imply that consumers associate green products not only with environmental benefits but also with personal well-being and product quality.

Comparison with Standard Products: While there is a positive perception of green products, respondents express somewhat mixed views regarding their superiority over standard products. Approximately 36% agree, and 31% strongly agree that green products are better than standard products. However, 23% are neutral, and 10% disagree to some extent, reflecting a certain level of ambiguity in consumer perceptions in this regard.

Accessibility and Pricing: Regarding accessibility, a notable portion of respondents (44%) believes that green products are not easily accessible in stores. Conversely, only 34% believe they are accessible (21% ‘Agree,’ 13% ‘Strongly Agree’). Furthermore, the perception of pricing is a significant factor affecting consumer choices. A substantial majority (74%) finds green products not reasonably priced, with 57% in agreement and 17% strongly agreeing.

Price Influence on Purchasing Decisions: While most respondents perceive green products as relatively expensive, a noteworthy 75% also acknowledge that the price of green products affects their purchasing decisions (45% ‘Agree,’ 30% ‘Strongly Agree’). This suggests that despite cost considerations, the pricing of green products remains a pivotal factor in consumer choices.

Promotion: Lastly, respondents express a somewhat mixed view on the promotion of green products. A total of 58% agree to some extent (23% ‘Agree,’ 35% ‘Strongly Agree’) that green products are well promoted, while 36% either hold a neutral stance or disagree to varying degrees.

In summary, this table reveals that respondents generally have positive perceptions of green products, particularly in terms of their environmental impact, healthiness, and quality. However, challenges remain concerning accessibility and pricing, and these factors significantly influence consumer purchasing decisions. Furthermore, there is some ambiguity regarding the promotion of green products and their perceived superiority over standard products. These perceptions shed light on the complex interplay of factors influencing consumer choices in the context of green products.

5.6 Correlation between the age of respondents and the price of green products affecting their purchasing decision

Contrary to the findings of Anvar & Venter (2014), the results of this study indicate a very weak positive correlation between the age of respondents and the price of green products affecting their purchasing decision, as reflected in Table 6. Furthermore, this correlation was found to be not significant ($p > 0, 05$). It can, therefore, be concluded that there is no significant correlation between the age of respondents and the price of green products affecting their purchase decision.

Table 6: Correlation between the age of respondents and the price of green products affecting their purchasing decision

		Age	Green marketing motivates me to change my consumption behavior
The price of green products affects my purchase decision	Pearson's correlation	-.109	
	Sig. (2-tailed)	.282	
	Pearson's correlation	100	100
Age	Pearson's correlation		-.109
	Sig. (2-tailed)		.282
	n	100	100

5.7 Green promotion

Table 7 reflects respond attitudes towards the promotion of green products.

Table 7: Green promotion

	SD	D	N	A	SA	Mean
Advertisements for green products motivate me to support the environment through purchasing green products	1%	7%	16%	46%	30%	3.97
Advertisements for green products are effective in creating awareness of problems facing the environment	7%	5%	10%	40%	38%	3.97
Information on product packaging helps me make an informed decision about what I am consuming	2%	12%	8%	44%	34%	3.96
I often read product labelling/packaging before making a purchase	6%	17%	10%	34%	33%	3.71

Motivation to Support the Environment: Respondents largely recognize the motivational power of advertisements for green products, with 46% agreeing and 30% strongly agreeing that such advertisements inspire them to support the environment through the purchase of green products. "This perception aligns with the overarching theme of environmental consciousness, indicating that advertising plays a significant role in influencing consumers' commitment to eco-friendly choices."

Awareness Creation: Furthermore, advertisements for green products are perceived as effective in raising awareness of environmental issues. A substantial 78% of respondents agree to some extent (40% 'Agree,' 38% 'Strongly Agree') that these advertisements are successful in creating awareness.

This suggests that advertising campaigns have the potential to engage consumers in broader environmental dialogues, highlighting societal concerns and the importance of responsible consumption.

Informed Decision-Making: Information displayed on product packaging is also deemed valuable by respondents, with 44% in agreement and 34% strongly agreeing that it assists them in making informed decisions about their purchases. This perception underscores the significance of transparent product labelling in guiding consumer choices, particularly concerning eco-friendly products. It indicates that consumers appreciate having access to relevant information to align their purchases with their values.

Reading Product Labelling/Packaging: Furthermore, a substantial portion of respondents (67%) acknowledges the importance of reading product labelling/packaging before making a purchase. This demonstrates a proactive consumer approach to gathering information about the products they consume, which is crucial for conscious decision-making.

In summary, Table 7 illustrates that respondents generally respond positively to various aspects of green product promotion. They are motivated by advertisements to support environmental causes, recognize the effectiveness of these advertisements in raising awareness, value information on product packaging for informed decision-making, and actively engage with product labelling/packaging when making purchases. These findings emphasize the pivotal role of marketing and information dissemination in promoting eco-conscious consumer behavior and facilitating the support of green products and environmental causes.

5.8 Green retailing

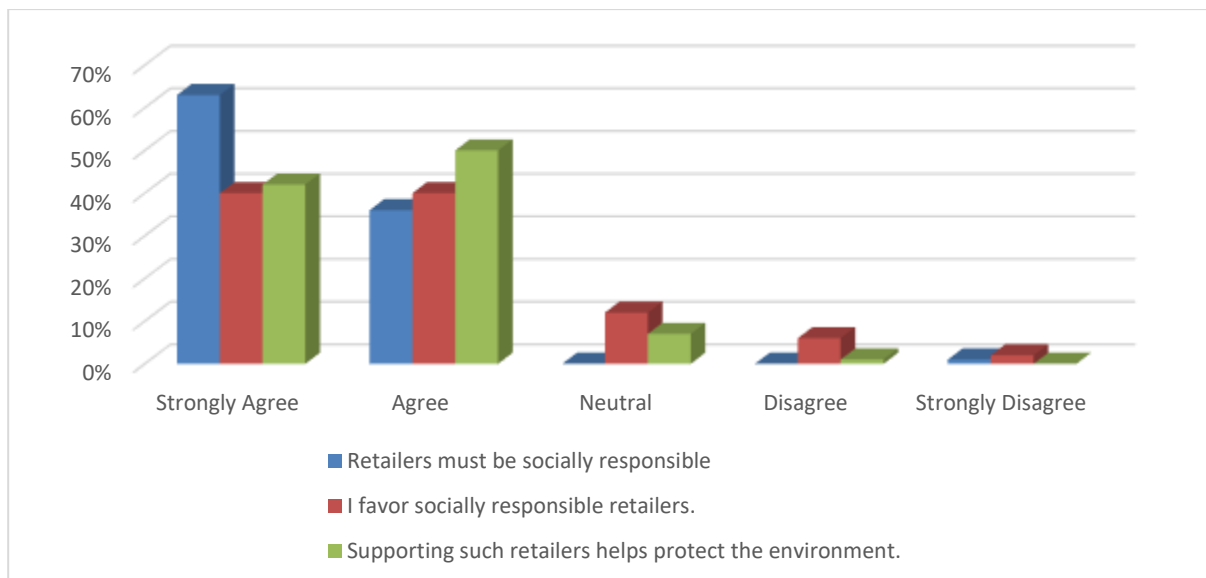


Figure 4: Respondent attitude toward green retailing

As illustrated in Figure:

Retailers Must Be Socially Responsible: A significant 99% of respondents either ‘Strongly Agree’ (63%) or ‘Agree’ (36%) with the statement that retailers must uphold social responsibility. This overwhelming consensus suggests that the vast majority of respondents consider social responsibility a fundamental expectation from retailers. The absence of any ‘Disagree’ or ‘Strongly Disagree’ responses underscores the unanimity of this viewpoint among the study participants.

Preference for Socially Responsible Retailers: Regarding the preference for socially responsible retailers, a combined 80% of respondents express positive sentiment. Specifically, 40% ‘Strongly Agree,’ and an additional 40% ‘Agree’ that they favor socially responsible retailers. A smaller portion, 12%, remains ‘Neutral’ on this issue, indicating a degree of uncertainty or indifference. Only 8% of respondents, comprising those who ‘Disagree’ (6%) or ‘Strongly Disagree’ (2%), appear to hold opposing views. This data highlights a strong inclination among most respondents toward supporting retailers with a commitment to social responsibility.

Environmental Impact of Supporting Socially Responsible Retailers: Respondents generally acknowledge the positive environmental impact of supporting socially responsible retailers. A significant 92% either ‘Strongly Agree’ (42%) or ‘Agree’ (50%) with the notion that backing such retailers contributes to environmental preservation. Only a minor fraction of respondents, 8%, express reservations, with 7% remaining ‘Neutral’ and 1% ‘Disagreeing.’ This suggests a widespread belief among participants in the beneficial role of socially responsible retailers in environmental conservation.

In summary, the data underscores the strong consensus among respondents on the importance of social responsibility among retailers. Most participants favor retailers that exhibit social responsibility and believe that supporting such retailers plays a significant role in protecting the environment. These findings reflect a prevailing inclination toward socially conscious consumer behavior and an appreciation for retailers that align with these values.

VI. CONCLUSION

This exploratory study has ventured into the realm of green marketing and its impact on the purchasing behavior of consumers in Telangana, India. The findings offer valuable insights into the perceptions and behaviors of consumers in the context of sustainability and eco-consciousness. Our study began by revealing that respondents demonstrated a commendable level of knowledge concerning green marketing and were acutely aware of the challenges posed by environmental deterioration. This underscores the growing environmental consciousness among consumers in Telangana.

Interestingly, our analysis indicated that gender did not play a significant role in determining awareness of green products among consumers. Furthermore, the research revealed that green marketing indeed wields a considerable influence over consumers' purchasing decisions, regardless of age, emphasizing its pervasive impact. Most notably, the respondents expressed a strong belief that green products are not only beneficial for their health but also for the environment, often considering them superior to traditional alternatives. However, it became apparent that these green products faced hurdles in terms of accessibility, pricing, and promotional efforts. Price sensitivity

concerning green products emerged as a prominent issue, unaffected by the age of the respondents. Consumers voiced the importance of promotions in influencing their choices, and packaging, labelling, and product information were deemed powerful determinants in their purchase decisions. Additionally, there was substantial support for retailers who demonstrated social responsibility in their practices.

The implications of this study extend to marketers, offering insights into consumer attitudes and preferences, and providing a foundation for future research in the field of green marketing. This research is especially significant in the Telangana context, where green marketing has received limited prior investigation. It is our hope that this study serves as a catalyst for further research, not only regionally but also in the broader international context, where sustainable practices and eco-conscious consumer behavior are increasingly gaining attention.

REFERENCES

- [1]. Abeliotis, K., Koniari, C., & Sardianou, E. (2010). The profile of the green consumer in Greece. *International Journal of Consumer Studies*, 34, 153–160.
- [2]. Alexander, A., & Nicholls, A. (2006). Rediscovering consumer-producer involvement: A network perspective on fair trade marketing. *European Journal of Marketing*, 40(11/12), 1236-1253.
- [3]. Bano, S. (2019). The Impact of Sustainable Green Awareness on Consumer Buying Decisions: An Analysis on Pakistani Consumers Buying Behaviors. Retrieved from https://www.researchgate.net/publication/331971958_The_Impact_of_Sustainable_Green_Awareness_on_Consumer_Buying_Decisions_An_Analysis_on_Pakistani_Consumers_Buying_Behaviors
- [4]. Boztepe, A. (2016). Green Marketing and Its Impact on Consumer Buying Behavior. *European Journal of Economic and Political Studies*, 5, 5-21. Retrieved from https://www.researchgate.net/publication/288525147_Green_Marketing_and_Its_Impact_on_Consumer_Buying_Behavior
- [5]. Brough, A. R., Wilkie, J. E. B., Ma, J., Isaac, M. S., Gal, D. (2016). Is Eco-Friendly Unmanly? The Green-Feminine Stereotype and Its Effect on Sustainable Consumption. *Journal of Consumer Research*, 43(4), 567–582. <https://doi.org/10.1093/jcr/ucw044>
- [6]. Chan, R. Y. K., Wong, Y. H., & Leung, T. K. P. (2008). Applying Ethical Concepts to the Study of Green Consumer Behavior: An Analysis of Chinese Consumers' Intentions to Bring their Own Shopping Bags. *Journal of Business Ethics*, 79, 469-481.
- [7]. Finisterra do Paço, A., Barata Raposo, M., & Filho, W. (2009). Identifying the green consumer: A segmentation study. *Journal of Targeting, Measurement and Analysis for Marketing*, 17, 17–25. Retrieved from <https://link.springer.com/article/10.1057/jt.2008.28>

- [8]. Jose, S. (2012). Rising Consumer Awareness on Environment Issues to Stimulate the Demand for Green Marketing, According to New Report by Global Industry Analysts, Inc. Retrieved from http://www.prweb.com/releases/green_marketing/ecological_marketing/prweb9449966.htm
- [9]. Moisander, J. (2007). Motivational complexity of green consumerism. *International Journal of Consumer Studies*, 31(4), 404–409.
- [10]. Mostafa, M. M. (2007). Gender differences in Egyptian consumers' green purchase behavior: The effects of environmental knowledge, concern, and attitude. *International Journal of Consumer Studies*, 31, 220–229.
- [11]. Papaoikonomou, E., Ryan, G., & Valverde, M. (2011). Mapping Ethical Consumer Behavior: Integrating the Empirical Research and Identifying Future Directions. *Ethics & Behavior*, 21(3), 197-221.
- [12]. Reijonen, S. (2011). Environmentally friendly consumer: From determinism to emergence. *International Journal of Consumer Studies*, 35, 403–409.
- [13]. Srisathan, W. A., Wongsachia, S., Gebsoombut, N., Naruetharadhol, P., & Ketkaew, C. (2023). The Green-Awakening Customer Attitudes towards Buying Green Products on an Online Platform in Thailand: The Multigroup Moderation Effects of Age, Gender, and Income. *Sustainability*, 15(3), 2497. Retrieved from <https://www.mdpi.com/2071-1050/15/3/2497>
- [14]. White, K., Habib, R., & Hardisty, D. J. (2019). How to SHIFT Consumer Behaviors to be More Sustainable: A Literature Review and Guiding Framework. *Journal of Marketing*, 83(3), 22–49. <https://doi.org/10.1177/0022242919825649>