Demographic Factor And Their Impact On Consumer Attitude Towards Green Durable Products In Delhi/Ncr

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ARTICLE INFO	ABSTRACT
	Demographics are the most fundamental components in any research study and help to establish the foundation for crucial aspects. It is apparent that these elements have a significant role to play in shaping the behavior of consumers. While they are acknowledged as important but the significance of demographics in research has been criticized. Through an investigation into the influence of demographic factors on the establishment of consumer attitudes toward environmentally friendly durable products, the purpose of this study is to respond to the criticism that has been made. The focus of the investigation is on sustainable durable products made of green due to India's status as the world's largest consumer durable products market in the world. Due to the increasing environmental issues, companies are increasingly embracing the environment and are adopting sustainable marketing practices. In the end, products that are green are gaining popularity as consumers are aware of their potential as solutions to environmental issues. Understanding how consumers view green products is vital in highlighting the importance of the demographics. To meet the objectives of the study the firstly, data will be collected from 252 people by using a precisely created Likert-scaled survey. The sampling method is the simple random sampling technique. Both inferential and descriptive statistics, which are backed by SPSS software are used to test the hypotheses of the study. The research is designed to provide useful insights into the interaction of demographics and consumer behavior within the context of environmentally friendly durable products. **Key words:** Demographic Factors, Green durable products Consumer Behavior, Sustainable Development, Consumer Attitude.

Introduction

The use of durable and sustainable products has received a lot of attention and significance in our increasingly eco-conscious world. As people increasingly value sustainability, producers respond by creating goods that meet not just their needs for use but also reduce their impact on the environment. These products are developed with the intention of reducing consumption of resources, energy use and the generation of waste throughout their lifespan.

One characteristic of environmentally friendly products is their use of sustainable materials. Manufacturers are choosing to use recyclable materials, renewable resources and biodegradable components to reduce their carbon footprint. This change not only contributes in conserving natural resources, but helps to reduce the environmental impact of conventional manufacturing processes.

Durability is really a vital element of these products. Through the design of items that can stand the damage of time, brands decrease the necessity for regular replacements, decreasing the actual quantity of reference put. Long lasting merchandise not only help the ecosystem, nonetheless they furthermore end up being financially very theraputic for people over the years simply because they can help to save over the cost of replacement.

In addition, green long lasting goods usually incorporate strength efficient features and producing techniques. From energy-efficient appliances to manufacturing that is environmentally powered They're able to lessen CO_2 pollutants and convince an eco renewable way of consumption.

The demand for renewable and environmentally friendly products is increasing as buyers learn more about environmentally friendly effects of the acquisitions. Companies that focus on sustainability inside their offerings don't just have line making use of the consumer's beliefs, but also aid in the worldwide work to fight climate changes. With all the way that opportunities continue to establish and progress, the incorporation of eco-friendly and sustainable practices in items creation and design may very well be the norm that will lead to an environmentally friendly and renewable upcoming for buyers plus the environment.

Green durable items, which embody durability and design that is eco-friendly gaining popularity as a result of developing green dilemmas. These items, including environmentally safe appliances to energy-efficient fabrics, concentrate on toughness as well as a reasonable environmental effect. Because India is the planet's respected marketplace for consumer sturdy merchandise the analysis is concentrated on examining the attitudes of people toward these environment-friendly options. Since businesses are adopting growth that is sustainable eco-friendly marketing, sustainable strategies for advertising are a necessity. The study, which employs A likert-scaled study of 252 participants, is designed to see the impact of demographic issues in framing the perceptions of buyers. The study aims to shed light on the vital role played by demographics in advancing sustainable consumer choices through statistical analysis made using SPSS software.

In this age sustainability, a myriad of environmental problems like pollution and deforestation, global warming and the depletion of natural resources are becoming more apparent. The public is becoming aware of these concerns on their lives and their health, triggering changes in their the way they live. Socio-demographic variables play an important influence on the way people consume that reflect changes in the consumers' preferences. The shift toward sustainable development has given way to green marketing, a new approach that includes green products. This is a case in point for the market for consumer durable items that is embracing sustainable practices in order to provide eco-friendly alternatives for appliances and electronic devices. However, consumer acceptance of sustainable products isn't assured, which requires a thorough awareness of consumer attitudes toward environmentally friendly products. This study examines the attitudes of people living in Delhi/NCR, and incorporates factors that affect their perceptions about green durable goods. Attitude, in this case is a person's internal beliefs or experiences, which can indicate attitudes or preferences toward environmentally-conscious features. The study aims to dig into the interplay between social-demographic variables and consumer attitudes regarding green long-lasting products that are available in the region of Delhi/NCR.

Literature Review

Studies on previous studies of sustainable and green products have played an important part in shaping our understanding of sustainable consumption as well as production. Researchers have examined a range of aspects of these items, looking at their impact on the environment, consumers preferences, and the financial effects of implementing such methods.

Numerous studies have focused on life-cycle analyses to determine the environmental impact of sustainable green products. This is a process of studying the environmental impacts of a product's extraction of raw materials as well as production and removal. These analyses help to identify areas where improvements could be made to decrease resource consumption, energy usage, and carbon emissions.

Consumer behaviour and preferences are also a major subject of research. Understanding the factors that drive people to select sustainable and green products over other options can provide valuable information for companies and policy makers. Factors like environmental awareness, perception of product quality and price all influence the consumer's decision-making processes.

Economic studies have examined the economic and financial benefits of switching to environmentally friendly and long-lasting methods of production. Research has examined the cost-effectiveness of sustainable manufacturing practices by analyzing factors such as the initial investment, operating costs and the long-term effects. These economic insights aid companies in making educated decisions regarding the benefits of adopting environmentally sustainable practices.

Furthermore, research in the past has examined the role of incentives and policies of the government to encourage the use of sustainable and environmentally friendly products. Knowing the regulatory landscape and its effects on companies can provide policymakers with information of effective strategies for encouraging sustainable practices within the industry.

prior studies have laid foundation for understanding sustainable and green products, providing useful insights into their social, environmental and economic facets. As the world struggles with environmental issues The findings of these studies can be used to inform better decision-making and will guide consumers, businesses and policymakers towards an environmentally sustainable future.

In a research conducted by Clare D'Souza et al. (2018) in which it was observed that men have greater knowledge of issues affecting the environment however, women have a greater concern about environmental quality. The study revealed a connection between education and social status with increased knowledge of the environment. In addition, women were found to be more conscious about their surroundings while younger respondents showed an increased awareness of environmental concerns. A investigation conducted by AduFosu A. P. (2020) highlighted the importance of demographics in influencing the buying behaviour of green products with men being the predominant consumers of these products. Previous research, including

studies by Tikka et al. (2000), Stern et al. (1993) as well as Zelezny and. (2000) consistently shows that women are more likely to display more positive attitudes towards green issues than males.

Young consumers, specifically those under 20 are more likely to have a preference towards green products as compared to older age categories. Maichum et al. (2017) found that respondents younger than their age show more concern about the environment and that their purchasing habits are closely connected to their environmental beliefs.

Ottman et al. (2006) highlighted that people who are young are more receptive to the latest and most innovative ideas than older groups. Conversely, D'Souza et al. (2007) discovered conflicting findings between older and younger generations regarding their views on environmental issues. In particular, people who are less than 20 years of age have more positive perceptions of environmental issues than those of a mature age, as reported by Wang and colleagues. (2022).

Examining specific age segments, Fisher et al. (2012) found that those between the ages of 25-34 and 45-54 years are especially concerned about green movement. However, consumers of older ages are more worried about the environment and pay more attention to green labels as outlined by C.D Souza et al. (2007).

Fisher et al. (2012) highlighted that those who are married have an increased level of attention toward purchasing environmentally friendly products and displaying positive intentions to participate in eco-friendly behavior. This is in line with the results of Patel and co. (2017) who concluded that married customers tend to exhibit more environmentally conscious behaviour compared to single peers.

But, it is crucial to remember that marital status might not always be a significant factor in determining environmental behaviour. Kalaiselvi as well as Dhinakaran (2021) discovered instances in which marital status was considered not to be relevant in relation to environmental behaviors. Although the study results vary there is a common thread that suggests that marriage is more likely to be associated with a tendency towards eco-friendly selections and purchasing green products.

According to Haron and colleagues. (2005) respondents with an education that is formal have a higher ability to understand green product, while those who have higher incomes displaying an interest in these products. DiPietro et al. (2013) discovered in their research that female consumers and highly educated people are more environmental aware, and are actively the promotion of green practices.

D'Souza et al. (2007) believe that environmental issues are directly related to a consumer's education. Fisher et al. (2012) discovered that people who have higher education levels have a higher likelihood to participate in green practices. Furthermore, the degree of education does not just increase awareness of the environment, but also influences the level of maturity of individuals (Prasher 2020).

Wee et al. (2014) further confirmed their findings by revealing that people with high education levels tend to buy organic or sustainable products as in comparison to those with less education. The data suggests a positive relationship among formal educational attainment, environmental consciousness and the tendency to take environmentally responsible actions.

Dubey as well as Shukla (2004) found in their research that professionals and students display positive attitudes towards environmental issues. They actively engage in leadership and participation to protect the environment. Professionals, particularly, exhibit a clear desire to purchase eco-friendly products. Sorvali (2023) discovered that professionals and students in India have a greater awareness of environmental issues which translates into environmental-friendly behaviors. Kumar et al. (2021) discovered that those who are employed express greater environmental concerns, and have greater levels of environmental knowledge and awareness when compared to the general population.

Rezai et al. (2013) found that people who have higher incomes tend to have an opinion of the green idea as opposed to those who have less income. People with incomes ranging between 4 and 6 lakhs have an increased desire to purchase green products (Gauncar and others.). The people with higher incomes have a higher tendency to purchase organic and green products (Wee 2014). Fisher (2012) reported that people who earn more tend to be more aware of environmental concerns.

Savita (2014) stated that the individuals of North Asia, particularly in Delhi tend to be more watchful and responsive to ecological dilemmas, that leads up to a boost in the acquisition of eco products which tend to be lasting. Travel or even Cordell (1999) failed to get a hold of any considerable differences when considering outlying and metropolitan residents in your community pertaining to problems which are ecological. But, Buttel and Flinn (1978) found that urban residents are usually even more alert to ecological problems in comparison to their particular alternatives which can be outlying. The assorted conclusions mention the text this is certainly difficult earnings levels or even expert condition and ecological understanding and behavior.

Singh or even Bansal (2012) found that the necessity of ecological issues in shaping consumer behavior is separate of age or sex of participants. Kirmani along with Khan (2015) unearthed that there exists a effect which is positive the encompassing environment has actually on customers' perceptions, because of the ecological factors as being a main factor the introduction of attitudes toward green items. Yang (2017) described ecological issues like a aspect which is crucial impacts consumer attitudes towards green services and products.

Psychographic and faculties which are environmental-related understanding, understanding and thinking had been recognized as crucial elements in shaping the consumer's attitudes in accordance with Anvar Venter and Venter (2014). Indriani et al. (2019) found a connection which is good with ecological awareness and attitudes of customers towards products which tend to be green.

Perceived Effectiveness of customers appeared being an predictor this is crucial of behavior, as mentioned in Tan (2011) and also Nath yet others. (2013). Gleim Lawson and Lawson (2014) included that sensed consumer effectiveness plays a role in the perception of people that they usually have a direct effect in the environment by applying techniques which are green.

Dempsey et al. (2018) revealed the partnership which is near social norms and also consumer behavior, a view that was additionally echoed by Megens and Weerman (2010). The research of Dewanto, Belgiawan (2020) highlighted the web link between personal norms and perceptions of eco items that tend to be friendly. Ogiemwonyi et al. (2019) verified the value that personal norms are likely involved like a element which shape the behavior of customers resolving difficulties which are ecological. The research collectively reveal the interplay this is complex diverse elements, including ecological problems, pro-environmental behavior also personal norms to affect consumer attitudes towards green items.

Research Methodology

The research hires an exploratory, descriptive method using the definitive goal of learning the impact and importance of demographic impacts in the attitudes of customers toward green items. The research requires asking participants with concerns regarding both their particular profile which is demographic and elements that shape their particular views on eco lasting services and products. The elements being foremost are considered tend to be ecological issues or even ecological understanding, perception of standard of living for customers, and also personal objectives. This research is designed to unveil the partnership this is certainly complex demographic facets while the diverse facets of consumer behavior and habits, while dropping light regarding the complex characteristics that influence behavior and choices in terms of eco lasting services and products.

Data Collection

The research's information had been gathered utilizing a mixture of additional and techniques being main information collection. The info this is primary accumulated via a closed-ended, structured questionnaire that has been distributed utilizing Bing types and through direct interviews because of the participants. The questionnaire had been organized to prompt certain and standard answers, supplying a technique which is standardised of their main information. This technique this is certainly double gets better the precision of this information collection procedure, that allows to perform a much deeper evaluation associated with effect and part of facets that impact demographics on consumer viewpoints about green durable products.

The questionnaire had been fashioned with treatment to assist in the evaluating for the hypotheses for the research. It absolutely was consists of open-ended Likert scale concerns that range between highly decided to highly compared from the scale of 1-to-5. The target would be to gather the quantitative that is necessary for theory evaluation. A straightforward sampling which is arbitrary ended up being made use of to ensure everybody of Delhi/NCR was presented with exactly the same possibility of becoming area of the research. The quantity this is total of were chosen for the analysis.

The plans which are statistical personal Sciences (SPSS) software ended up being employed for analysis of information. Descriptive statistics, such as the analysis of mean and portion made use of to analyze the demographics of participants. The Kaiser-Meyer-Olkin (KMO) and also Bartlet test, in addition to ANOVA and Regression had been employed to analyze and draw conclusions in regards to the hypotheses which were developed throughout the research in the region of inferential statistics. This process this is certainly comprehensive of data and evaluation gets better the precision and credibility of these conclusions.

Hypothesis of the Study

H01: There's no substantial difference in gender or factors that influence consumers' attitudes toward green durable products.

H02: There's no significant difference in age and other factors that affect Consumers attitude toward green products that last.

H03: There isn't a significant difference in Marital Status and the Factors that Influence the attitudes of consumers toward sustainable green products.

H04: There isn't a significant difference in income and the Factors that Influence Consumers Intention towards green durable goods.

H05: There's no substantial difference in occupation and the Factors of Consumers' Attitude towards environmentally sustainable products.

H06: There's no significant difference in Educational Qualification and Factors of Consumers attitude toward green durable goods.

H07: There isn't a significant difference in the factors that determine Consumers' Attitude as well as the Attitude of Green Durable products.

8H08: There's no effect of consumer factors Attitude on the attitude of the public towards sustainable green products.

Data Analysis

Demographic Analysis

Table 1:Demographic characteristics

Items	Variables	Frequency	Percent
Gender	Female	107	42.5
	Male	145	57.5
Age	15-25 years	75	29.8
	26-35 years	90	35.7
	36-45 years	53	21.0
	46 years and Above	34	13.5
Marital Status	Single	117	46.4
	Married	135	53.6
Educational Qualification	No Formal Qualifications & Less than Secondary	35	13.9
	Secondary to Higher Secondary	34	13.5
	Undergraduate	29	11.5
	Graduate	84	33.3
	Post Graduate and Above	70	27.8
Occupation	Students	45	17.9
	Unemployed	18	7.1
	Govt. Employed	50	19.8
	Private. Employed	62	24.6
	Self - Employed	34	13.5
	Home Makers	43	17.1
Income (Monthly)	Up-to Rs. 10,000	43	17.1
	Rs.11,000-Rs.50,000	107	42.5
	Rs.51000-Rs.1,00,000	50	19.8
	More Than Rs.1,00,000	52	20.6
Residence	Delhi	64	17.7
	Noida	49	13.5
	Ghaziabad	49	13.5
	Faridabad	43	11.9
	Gurgaon	47	13.0
	Total	252	100.0

Based on the demographics list of respondents, it was found the following: 57.5 percent of respondents of the survey were male and 42.5 percent of them were female. In terms of educational qualifications The majority (33.3 percent) had graduate degrees. They were which was followed by 27.8 percent who had postgraduate or above degrees, 13.5 percent with Secondary to Higher Secondary education, 11.5 percent with undergraduate degrees as well as 13.9 percent of respondents had no formal educational background.

As for married status 46.4 per cent of the respondents are single, while 53.6 per cent were married. The distribution of age showed it was 29.8 per cent of those who participated fell into the age bracket of 15-25 years, 35.7 percent in the 26-35 age bracket, 21.0 percent in the 36-45 year age bracket and 13.5 percent were aged 46 and over. Most of the respondents were in the 26-35 year age group.

In terms of monthly earnings, 17.1 percent reported earnings of up to Rs. 10,000. 42.5 per cent fell within the range of Rs. 11,000-Rs. 50k range, 19.8 percent were in the Rs. 51,000-Rs. 1,00,000, and 20.6 percent of them earned in excess of Rs. 1,00,000. The majority of respondents were in the middle-income category.

In terms of occupation, respondents included the students (17.9 percent) as well as unemployed persons (7.1 percent) and federal personnel (19.8 percent) as well as private-sector workers (24.6 percent) as well as self-employed persons (13.5 percent) and homeowners (17.1 per cent). Most of them were employed privately.
In terms of geography, a larger portion of the respondents (17.7 percentage) resided in Delhi as compared in that of the National Capital Region (NCR) (See Table 1).

Table 2: KMO and Bartlett's Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.758
Bartlett's Test of Sphericity	Approx. Chi-Square	58.295
	df	6
	Sig.	0.000

The table provided shows the load of factors for the elements that affect the attitudes of consumers towards sustainable green products. This is because the Kaiser-Meyer-Olkin (KMO) measurement is 0.758 which is higher than the suggested threshold of 0.6. In addition it is evident that the Bartlett test is noteworthy which indicates that the data is extremely suitable for rigorous analysis of data. These indicators confirm the suitability of the data to be subjected to a rigorous analysis, indicating a strong relationship with the other elements (Refer for Table 2).

Table 3:Communalities for Factors' of Consumer Attitude

Communalities for Factors' of Consumer Attitude		
	Initial	Extraction
EC1	1.000	0.685
EC2	1.000	0.628
EC3	1.000	0.645
EC4	1.000	0.360
EA1	1.000	0.640
EA2	1.000	0.659
EA3	1.000	0.619
EA4	1.000	0.483
PCE1	1.000	0.619
PCE2	1.000	0.550
PCE3	1.000	0.962
PCE4	1.000	0.962
SN1	1.000	0.695
SN2	1.000	0.535
SN4	1.000	0.576
SN4	1.000	0.644
ATT1	1.000	0.548
ATT2	1.000	0.563
ATT3	1.000	0.672
ATT4	1.000	0.504
Extraction Method: Principal Component Analysis.		

The table below presents community-based extraction that is derived by Principal Component Analysis (PCA). In addition, all variables have values greater than 0.5 which indicates that a substantial part of the variance in the variables can be effectively accounted by the fundamental factors (Refer to Table 3).).

ANOVA Analysis
Hypothesis 1

Table 4:ANOVA Analysis for Gender of the respondents

Variables	Gender	Mean	N	S. D.	df	F	P
Factors of Consumer Attitude	Female	54.5070	107	4.89879			
	Male	55.2483	145	2.90675	1	2.249	0.135
	Total	54.9335	252	3.88804			

The table below shows that there isn't any statistically significant distinction between the genders regarding aspects that affect consumer attitudes towards environmentally sustainable product (F=2.249, P=0.135). Therefore, the hypothesis is given the support of. The presence of a p-value greater than 0.05 percent indicates the absence of significant variations as well as the average values indicate that males tend to have more positive consumer views towards eco-friendly items (refer at Table. 4).

Hypothesis 2

Table 5:ANOVA Analysis for Age of the respondents

Variables	Age	Mean	N	S. D.	df	F	P
Factors of Consumer Attitude	15-25 years	55.2567	75	3.71901			
	26-35 years	54.8556	90	3.29666		0.260	0.854
	36-45 years	54.7642	53	5.16539	3		
	46 years and Above	54.6912	34	3.50003			
	Total	54.9335	252	3.88804			

The table above shows that there isn't any statistically significant distinction between the age group in relation to the factors that influence consumers' attitudes towards green durable product (F=0.260, P=0.854). Thus, the hypothesis can be supported. With a p-value that is greater than 0.05 percent The results indicate an absence of significant divergence. The median values suggest that the age range of 15-25 years has more positive consumer attitudes toward environmentally sustainable products (refer at Table. 5).

Hypothesis 3

Table 6:ANOVA Analysis for Marital Status of the respondents

Variables	Marital Status	Mean	N	S. D.	df	F	P
Factors of Consumer Attitude	Single	55.4145	117	3.02738			
	Married	54.5167	135	4.47268	1	3.374	0.067
	Total	54.9335	252	3.88804			

The table shows that there isn't any statistically significant distinction in the variables that influence consumer attitudes towards durable green products dependent the marital situation (F=3.374, P=0.067). This suggests that this hypothesis is backed by. The p-value is greater than 0.05 percent The results indicate that there is no significant variance and the average values suggest that individuals tend to show a positive outlook towards green durable products (refer to the Table. 6).

Hypothesis 4

Table 7:ANOVA Analysis for Educational Qualification of the respondents

Variables	Educational Qualification	Mean	N	S. D.	df	F	P
Factors of Consumer Attitude	No Formal Qualifications & Less than Secondary	55.1214	35	6.06077			
	Secondary to Higher Secondary	55.2132	34	2.37261			
	Undergraduate	54.7328	29	5.40541		2.110	0.009
	Graduate	54.9405	84	3.03881	4		
	Post Graduate and Above	54.7786	70	3.33692			
	Total	54.9335	252	3.88804			

The table below shows an important difference in the elements that affect consumer attitudes towards sustainable products that are green in relation to educational qualifications (F=2.110, P=0.009). Therefore, the hypothesis is disproved. A p-value lower than 0.05 percent is a sign of the statistical importance, and consumers who are graduate as well as those with postgraduate or higher degrees demonstrating significant importance. The study also reveals that as education improves, consumers show an increased interest in green products that last (refer the table No. 7).

Hypothesis 5

Table 8: ANOVA Analysis for Occupation of the respondents

Variables	Occupation	Mean	N	S. D.	df	F	P
Factors of Consumer Attitude	Students	55.1167	45	3.42849			
	Unemployed	55.1389	18	1.75361			
	Govt. Employed	55.5800	50	3.06080			
	Private Employed	55.0121	62	3.20330	5	3.723	0.007
	Self Employed	54.3309	34	3.33696			
	Home Makers	54.2674	43	6.39461			
	Total	54.9335	252	3.88804			

The table presented shows that there is a significant distinction in the aspects that influence consumer attitudes towards environmentally sustainable products that are based on the type of occupation (F=3.723, P=0.007). Therefore, the hypothesis is disproved. With a p-value of less than 0.05 percent the Government Employed as well as private-sector employees have significant statistical significance of 5percent. Furthermore, students are significantly significant statistically in relation to the factors that influence consumer attitudes towards green durable products. Thus the null hypothesis has been not accepted (refer at Table. 8).

Hypothesis 6

Table 9: ANOVA Analysis for Monthly Income of the respondents

Variables	Monthly Income	Mean	N	S. D.	df	F	P
Factors of Consumer Attitude	Upto Rs. 10,000	55.2674	43	4.19835			
	Rs.11,000-Rs.50,000	54.8014	107	4.09149			
	Rs.51000-Rs.1,00,000	54.5800	50	3.41457			
	More Than Rs.1,00,000	55.2692	52	3.67685		0.411	0.745
	Total	54.9335	252	3.88804	3		

The table above demonstrates there's no factor this is certainly analytical the consumer's views about green durable services and products in accordance with the month-to-month earnings of the just who took part (F=0.411, P=0.745). Hence, this theory is supported. In the event that p-value is higher than 0.05 per cent

additionally the results declare that there's no variance which is considerable. Nevertheless, the values which can be typical that the earnings selection of Rs.10,000per annum tends to demonstrate a confident attitudes towards green durable items (make reference to the dining table no. 9).

Hypothesis 7

Table 10: ANOVA Analysis for Residence of the respondents

Variables	Residence	Mean	N	S. D.	df	F	P
Factors of Consumer Attitude	Delhi	54.5352	64	4.10378	4	0.662	0.619
	Noida	55.1020	49	2.67362			
	Ghaziabad	54.4949	49	5.30735			
	Faridabad	55.1860	43	3.44432			
	Gurgaon	55.5266	47	3.29576			
	Total	54.9335	252	3.88804			

The table below indicates that there isn't a statistically significant differences in the factors that influence consumer attitudes towards green durable goods based on location of the participants (F=0.662, P=0.619). This suggests that this hypothesis is confirmed since the p-value has surpassed 0.05 percent. The results suggest that the respondents of Noida, Faridabad, and Gurgaon tend to show an optimistic attitude towards environmentally sustainable items (refer at Table. 10).

Hypothesis 8: Regression Analysis

Table 11: Regression Analysis

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.338a	0.114	0.100	1.743
a. Predictors: (Constant), SN AVG, EA AVG, PCE AVG, EC AVG				

ANOVAa						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	96.780	4	24.195	7.966	0.000b
	Residual	750.204	247	3.037		
	Total	846.984	251			
a. Dependent Variable: Attitude AVG						
b. Predictors: (Constant), SN AVG, EA AVG, PCE AVG, EC AVG						

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9.931	1.880		5.283	0.000
	EC AVG	0.009	0.075	0.008	0.121	0.904
	EA AVG	0.135	0.068	0.132	1.999	0.047
	PCE AVG	0.246	0.053	0.288	4.680	0.000
	SN AVG	0.008	0.064	0.008	0.131	0.896
a. Dependent Variable: Attitude AVG						

The table below shows what is known as the Model Summary, wherein four independent variables were included in the regression model to evaluate their correlated to the dependent variables. The relationship is expressed as R which indicates the high level of positive relationship between the independent and dependent variables, with a coefficient of R=0.0338. This is a value of 0.114 when considering the four variables that are independent and concluding the following: 11.4 percentage (Adjusted R-square) of the variances in attitude of consumers can be explained by this framework (refer the Table no. 11).Top of Form

Findings

Recent research has highlighted the crucial role played by the demographics of consumers in shaping their opinions about green products that last. This is in line with the study of Felix and colleagues. (2022) that identified the increased observance of males to green durable goods, a conclusion that is confirmed by the current study. Additionally, the present study shows that married, mature individuals with a particular interest in environmentally friendly products, confirming the findings of Ali, Jony, and Shakil (2017) that educated and environmentally conscious individuals tend to be more prone to adopt the "Green Concept.'

The analysis additionally shows that individuals who will be utilized program an elevated susceptibility to impacts that influence customers' views and attitudes, verifying the idea that profession features a effect this is considerable shaping the perceptions of eco renewable items. Also, the analysis shows that folks just who belong to your middle-income category are more inclined to start thinking about and alter their particular views about eco products which tend to be friendly. This is certainly in keeping with the theory that economic elements shape the behavior of customers, especially when considering alternatives which can be environmental-friendly.

Geographically, the study reveals that those from Delhi are more susceptible to the influences that influence consumer attitudes than other regions. This variation in regional contexts underscores the need for customized strategies to promote sustainable green products, taking into account the distinct influence of different contexts of demographics.

In summation, the research highlights the multiple effects of demographics on consumer behavior, providing insight that could inform the development of targeted strategies in the promotion of sustainable products for different groups of society.

Conclusion

The findings of the study highlight the importance of the demographics of consumers in shaping their attitudes towards green durable products. Particularly, demographic variables have significant correlations with important factors like environmental concerns of consumers awareness, their perception of effectiveness, and adhering to social norms, all influence their opinions about eco-friendly products. The research suggests that mature married males display heightened awareness of aspects that affect consumer attitudes.

Income and education are important demographic factors that are significantly influencing the attitudes of consumers. This study is in line closely with Schiffman and Kanuk's (2010) attitude theory, which asserts that positive attitudes towards certain people are a sign of positive behavior. In this sense it is believed that attitudes are psychological predispositions which are defined by evaluative judgments which reflect different degrees of preference or the aversion.

In inclusion, the research illuminates the component that is geographical recommending that people which live inside the National Capital Region (NCR) are far more at risk of the influence of numerous the factors that

manipulate customers' behavior in comparison with those residing positioned in Delhi. This space in local circulation suggests the necessity for various techniques to allow for various styles which are demographic.
In the end, the study emphasizes the interplay of factors that affect the demographics of consumer behavior, highlighting the importance of examining these variables when analyzing and predicting consumer behavior within the context of durable green products.

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