

Assessing the Factors Impacting Consumer Behaviour Towards Green Marketing And Eco-Friendly Products in Nagaland

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Abstract:

Environmental issues are becoming increasingly popular as people and governments worldwide grow more conscious of them. Green marketing emerged as a result, and businesses now employ it as one of their profit-making and environmental-protection strategies. The late 1980s and early 1990s saw a gradual rise in the use of green marketing. Green eco-friendly items are now the focus for both consumers and manufacturers, leading to product innovation. When making purchases, green consumers, also called eco-conscious or sustainable consumers, prefer goods and services that are sustainable and favourable to the environment. Today's media and social movements are also raising consumer awareness of the potential environmental effects of products. Marketers have embraced the idea of green marketing in order to thrive in the face of these societal shifts. This study aims to investigate how green marketing affects consumers' attitudes and buying behaviour. The study was conducted in Nagaland using a structured questionnaire based on the Theory of Planned Behaviour (TPB), and the data was analysed using Exploratory Factor Analysis (EFA). The EFA identified three constructs of consumers' attitudes toward green marketing and eco-friendly products, viz. "Environmental Concerns and Green Products", "Customer Trust", and "Purchase Intention". The survey revealed that Nagaland consumers have a positive outlook on eco-friendly and green products. Consumer behaviour toward purchasing green eco-friendly products are unaffected by demographic factors.

Keywords: Green Marketing, Green Consumers, Theory of Planned Behaviour

1. INTRODUCTION:

Promoting and selling goods and services based on their positive environmental impact is known as green marketing. These goods and services should be environmentally friendly by nature or through their production process. The term "green" has gained popularity in the modern era as debates about sustainable and equitable ways to produce, consume, and live in harmony are starting to take place globally with the increase in public opinion to address green issues (Van Dam & Apeldoorn, 1996). Green marketing is very important because environmental issues are being discussed in numerous international forums, and society is becoming more concerned with ecology. For instance, the Conference of the Parties (COP) is an international climate summit held annually under the aegis of the United Nations Convention to fight climate change. Nearly all countries in the world have adopted the Paris Agreement, also known as the Paris Climate Accords, which addresses climate change and reduces greenhouse gas emissions globally.

Its primary goal is to keep a check on the rise in global temperature to no more than 2°C and ideally to 1.5°C. To address the effects of marketing on the environment, the American Marketing Association (AMA) held the first workshop on ecological marketing in 1975. One of the first books on green marketing, "Ecological Marketing," was written from the workshop proceedings. Globally, big businesses and governments have increasingly adopted the quest for sustainability as their goal and top priority. Numerous studies have argued that the current consumption pattern is unsustainable and will eventually lead to disasters if left unchecked (Enkvist & Vanthournout, 2008). Environmentally irresponsible products and an unsustainable consumption pattern are the root cause of many environmental problems. Ensuring that meeting current needs does not interfere with future generations' ability to meet their needs is crucial for sustainable development (Brundtland, 1987). According to Fisk (1974), the emergence of green marketing, also known as ecological marketing, was prompted by the need to link private companies' profit-making goals with long-term economic sustainability for society.

1.1 Green Marketing:

American Marketing Association (AMA) defines "green marketing" as the promotion of goods that are thought to be ecologically friendly, and it includes strategies like product modification, adjustments to the production process, modifications of the packaging and advertising messages. The phrase "green marketing" was first used by McDaniel and Rylander (1993) to describe the efforts made by marketers to create strategies aimed at environmentally conscious consumers. Green marketing, sometimes called sustainable marketing or environmental marketing (Coddington, 1993), is the endeavour of a corporation to create, market, price, and deliver goods that do not negatively impact the environment (Pride & Ferrell, 1993). Green marketing is defined by Polonsky (1994) as any activity that aims to create and facilitate exchanges to meet human needs or desires in a way that has the least negative impact on the environment. Peattie (2001) identifies three stages in the development of green marketing. The initial stage was "Ecological Green Marketing", where all marketing initiatives during this time were centred on identifying environmental issues and providing solutions. "Environmental Green Marketing" was the second phase, where the emphasis shifted to clean technology, which involves developing innovative goods to address waste and pollution problems. The third phase we are currently in is "Sustainable Green Marketing", in which governments and large corporations began prioritising sustainability.

1.2 Green Consumer:

Elkington (1994) defined a "green consumer" as someone who would avoid products that could endanger their own or others' health or seriously harm the environment in production, use, or disposal, use excessive amounts of energy, produce toxic waste, use raw materials derived from threatened species, involve the needless use of animals or animal cruelty, negatively impact other nations, etc. In traditional marketing, goods and services are offered to customers at a reasonable price that meets their needs. One of the most crucial presumptions in green marketing is that consumers are willing to pay more for environmentally friendly products (Veluri, 2012). Consequently, marketers face two challenges viz., in addition to creating and marketing goods and services that customers are willing to buy, they also need to educate their customers about the fact that many ecological issues are caused by human activity through the use of environmentally irresponsible products. Therefore, this research paper examines consumer awareness of green marketing and their propensity to purchase green goods.

2. LITERATURE REVIEW:

The concept of "green marketing" dates back to the 1970s when consumers and marketers became more aware of environmental issues. Nowadays, everyone is concerned about environmental degradation and climate change, and most people have realised they have a big part to play in protecting the environment. This realisation means people are willing to change their consumption patterns due to society's growing environmental concern. Businesses are also attempting to adapt to this new concern by engaging in green marketing initiatives and changing their behaviour.

Environmental marketing, sometimes called green marketing, is a new paradigm in societal marketing that includes all of the efforts made to create, package, advertise, distribute, use, and recycle products in a way that considers the environment. Thus, green marketing is a comprehensive marketing idea in which products and services are produced, consumed, and disposed of in a way that minimises environmental harm (Menon & Menon, 1997). Companies rebrand their products into different lines, highlighting the environmental advantages and using this idea to remarket their current product line while abiding by environmental safety regulations.

Growing consumer demand for environmentally friendly products led to this new marketing strategy, in which businesses consider environmental factors when creating their marketing mix (Coddington, 1993). Changing from conventional to green products may initially seem expensive, but it will undoubtedly be both adventurous and economical in the long run. In traditional marketing, goods are created to satisfy consumer needs at a reasonable cost, and products' main advantage is communicated to their intended market. Green marketing is way more complex as it involves developing products to satisfy the customers' requirements at an affordable price without compromising the product's core benefit and having less detrimental impact on the environment, be it in the manufacturing process, transportation, warehousing, consumption, usage or disposal.

Correia et al. (2023) looked into how much respondents' gender, educational qualification, and environmental attitudes were impacted by green marketing communications, as well as whether or not consumers' attention to these messages influences their propensity to make green purchases. Nekmahmud and Fekete-Farkas (2020) attempted to determine Bangladeshi consumers' decisions regarding green product purchase intention. The researcher used the Theory of Planned Behaviour (TPB) model to address the research void concerning green purchase decisions by incorporating supplementary constructs like perceived green quality, environmental concerns, and future green estimates. Mahmoud (2018) investigated how employing a green marketing mix affected Sudanese customers. The statistical analysis revealed a strong correlation between the willingness of customers to purchase and the green marketing mix.

Sharma and Trivedi (2016) looked into what influences consumers' decisions to buy environmentally friendly products and found that eight factors mattered the most, viz. demography, eco-labels, eco-brands, environmental advertising, environmental awareness, green products, green prices, and green promotions. They claimed that the most significant barrier to the adoption of green products was their high cost. Kong et al. (2014) performed factor analysis and found that people's intentions to make green purchases are

positively influenced by eco-labels, green product value, and green corporate perception. In comparison, green packaging or advertising does not influence people's intentions to purchase green products.

2.1 Objectives of the Study:

No such study on customer attitudes toward green marketing in Nagaland was found. Furthermore, there was no evidence of any research on customer attitude measurement in this region of India using Confirmatory Factor Analysis (CFA) and Exploratory Factor Analysis (EFA). In light of this, the following objectives were formulated for the study:

- To evaluate consumers' behaviour towards green environment-friendly products.
- To determine the factors influencing green consumers' attitudes.

3. RESEARCH METHODOLOGY:

3.1 Universe and Sample for the Study:

Using a structured questionnaire to gather data, the study used a quantitative research design. Questions about consumer awareness, knowledge, perceived benefits, perceived barriers, and purchase intentions regarding environmentally friendly products were included in the survey questionnaire. Convenience sampling was used to select the sample from a broad group of consumers of various products. During market hours, the researchers went to the crowded market areas in Kohima and Dimapur to gather data. Friends, family members, and students from different institutions also participated in online surveys using Google Forms.

According to the Nagaland Statistical Handbook (2020), the district of Dimapur had a total population of 3,78,811 as of the 2011 census, with 1,97,394 men and 1,81,417 women, while 2,67,988 people reside in the Kohima district, with 1,38,966 men and 1,29,022 women. Thus, 6,46,799 individuals made up the study's universe. The primary data for the study was provided by 581 consumers in the districts of Kohima and Dimapur. 15 of the 581 respondents' questionnaires were deemed incomplete, so they were removed from the study. Consequently, 566 people made up the study's sample size. The period of data collection was September 2021–July 2022. Descriptive statistics and exploratory factor analysis (EFA) were used to analyse the data, examine the relationships between variables, and identify critical factors affecting consumers' attitudes.

3.2 Development of Questionnaire:

Following a literature review, the authors determined a number of variables to gauge consumer attitudes regarding environmentally friendly products. The Theory of Planned Behaviour (Ajzen, 1991) served as the foundation for identifying and adopting the study's factors. The well-known social psychology theory, the TPB, describes how attitudes, subjective norms, and perceived behavioural control influence people's intentions and subsequent behaviours. The TPB states that people's attitudes, views of the social norms surrounding a behaviour, and sense of control over engaging in the behaviour all influence their decision to engage in it. The TPB offers a useful framework for comprehending how attitudes, subjective norms, and perceived control interact to forecast consumers' intentions and subsequent actions about buying environmentally friendly products.

The constructs of “environmental concern,” “green marketing and environment-friendly products,” and “green advertising” can be seen as influencing people’s attitudes, subjective norms, and perceived control over buying eco-friendly products in the context of consumer behaviour toward eco-friendly products. Environmental concerns, for instance, may affect buying intentions about eco-friendly products. In contrast, advertising and green marketing influence people’s perceptions of the social norms surrounding the purchase of these products. Pricing, convenience and accessibility could influence people’s sense of control over buying environmentally friendly goods.

In this study, 30 statements were docketed into three major components, and the TPB theory was used to establish the relationships between the statements. In order to investigate how consumer behaviour in Nagaland is influenced by green marketing and eco-friendly products, Exploratory Factor Analysis (EFA) was conducted using the following factors.

Table 1: Items for Exploratory Factor Analysis

Sl. No.	Statements	Code
	Environmental Concern	CFE
1	The general condition of the environment has an impact on the quality of my life.	CFE 1
2	I am familiar with environmental issues such as global warming, climate change, pollution, etc.	CFE 2
3	Today’s environmental initiatives will help conserve the environment for future generations.	CFE 3
4	Parents should teach their children the importance of safeguarding nature and the ecosystem.	CFE 4
5	Environmental protection courses should be taught in educational institutes.	CFE 5
6	My involvement in environmental conservation will persuade my friends and relatives to do the same.	CFE 6
7	I prefer public transportation or riding a bike to reduce vehicular pollution.	CFE 7
8	I make every attempt to avoid using single-use plastic carry bags.	CFE 8
9	Products that pollute the natural environment during production, use, and disposal should be levied higher taxes.	CFE 9
	Green Marketing and Environment-Friendly Products	GMP
10	I am acquainted with the concept of green marketing.	GMP1
11	Green, eco-friendly products help to protect the environment and natural resources.	GMP2
12	The products I use should not be harmful to the environment.	GMP3
13	I will recommend environmentally friendly products to my friends and colleagues.	GMP4
14	I avoid products that have a negative impact on the environment.	GMP5

Source: Primary data

15	I actively look for environmental information like eco-labels or green certification on the products I purchase.	GMP6
16	Green products are healthier, energy efficient and less polluting than conventional ones.	GMP7
17	I would choose green products over conventional products if given the choice between the two.	GMP8
18	If my budget permits, I would buy an electric car over a gasoline-powered car.	GMP9
19	I actively seek out and purchase products made of or packaged in recycled materials.	GMP10
20	I prefer brands associated with green marketing and have a favourable attitude toward green products.	GMP11
21	I am pleased with every green product that I have used in the past.	GMP12
22	Most eco-friendly products meet my expectations in terms of quality.	GMP13
	Green Advertising	ADV
23	Green advertising is effective at addressing ecological problems.	ADV1
24	Companies promote environmental awareness initiatives to encourage green purchasing.	ADV2
25	Green advertising is also used by businesses to maintain their reputation.	ADV3
26	Companies do not deceive customers by making misleading eco-friendly claims about their products.	ADV4
27	I get influenced by green certification or eco-label on the package when purchasing any products.	ADV5
28	On the green certification or eco-label, sufficient information is presented.	ADV6
29	The information provided on green certification or eco-label is accurate.	ADV7
30	Green product advertising claims are reliable.	ADV8

In the questionnaire, respondents were given five options ranging from 1 to 5, 1 stood for strongly disagree and 5 for strongly agree. Therefore, each question's quantitative score ranged from 1 to 5, with a minimum score of 1 and a maximum score of 5.

The first stage in any data analysis process is determining the reliability of the study's data. The Cronbach alpha value of the data was calculated using the SPSS software. Nunnally (1978) proposed 0.7 as a suitable reliability coefficient. The Cronbach Alpha value of 0.836 was calculated, indicating that the data acquired for this study was highly reliable.

4. RESULTS:

4.1 Demographic Profile:

The collected data was analysed using descriptive statistics such as mean, percentages, and frequency. Non-parametric statistics such as the Mann-Whitney U Test and the Kruskal Wallis Test were also used to see if there were any significant differences between the demographic variables and the consumer attitude. The distribution of responders was ascertained using percentages and counts of frequencies.

Table 2: Demographics Description of Respondents

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

Source: Primary data

Table 2 displays the data on the respondents' demographic profile, and it can be observed that the sample selected for the study is heterogeneous, as special care was taken to ensure that it accurately represented the population.

4.2 Exploratory Factor Analysis (EFA):

To do an Exploratory Factor Analysis (EFA), the reliability and validity of the obtained reduction must be established, and the sample size must be adequate. The Kaiser-Meyer-Olkin (KMO) and Bartlett's Test of Sphericity were used (Chawla & Sondhi, 2011). The derived KMO statistics value was 0.770, more than 0.5, and Bartlett's Test p-value was 0.000, less than the significance level of 0.05. Thus, we can conclude that the sample data from the study was suitable for Exploratory Factor Analysis.

Table 3: Kaiser-Meyer-Olkin (KMO) and Bartlett’s Test of Sphericity

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.770
Bartlett's Test of Sphericity	Approx. Chi-Square	6033.257
	df	435
	Sig.	0.000

Source: Primary data

Table 4 shows the total variance explained for factors influencing customer attitudes toward green marketing and environmentally friendly products. With Eigenvalues greater than one, ten groups or dimensions were extracted and 66.891% of the variance was explained.

Table 4: Total Variance Explained

Groups	Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %
1	3.200	10.665	10.665
2	3.038	10.127	20.792
3	2.126	7.088	27.880
4	2.126	7.086	34.965
5	1.977	6.591	41.557
6	1.894	6.315	47.872
7	1.771	5.904	53.776
8	1.333	4.444	58.220
9	1.316	4.385	62.605
10	1.286	4.286	66.891

Source: Primary data

The rotated component matrix is shown in Table 5. The questionnaire's factor matrix and rotated component are displayed in the table, and a cut-off point for the coefficient is decided to interpret the results, which are typically taken greater than 0.5 (Chawla & Sondhi, 2011).

Table 5: Rotated Component Matrix

Items	Component									
	1	2	3	4	5	6	7	8	9	10
CFE1										0.84
CFE2							0.503			
CFE3	0.749									
CFE4										
CFE5									0.724	
CFE6	0.738									
CFE7								0.826		

CFE8									
CFE9	0.553								
GMP1						0.744			
GMP2									
GMP3									
GMP4	0.545								
GMP5			0.786						
GMP6			0.66						
GMP7	0.524								
GMP8									
GMP9				0.619					
GMP10				0.683					
GMP11									
GMP12					0.83				
GMP13					0.74				
ADV1						0.754			
ADV2									
ADV3						0.734			
ADV4		0.651							
ADV5				0.532					
ADV6		0.805							
ADV7		0.872							
ADV8		0.795							

Source: Primary data

After performing the varimax rotation method with Kaiser normalisation in SPSS software, Group 1 consists of items CFE3, CFE6, CFE9, GMP4, and GMP7. Similarly, Group 2 consists of items ADV4, ADV6, ADV7, and ADV8. Group 3 consists of GMP5 and GMP6; Group 4 consists of GMP9, GMP10, and ADV5; Group 5 consists of GMP12 and GMP13; Group 6 consists of ADV1 and ADV3; Group 7 consists of CFE2 and GMP1; Group 8, Group 9 and Group 10 consists of only one item each viz. CFE7, CFE5, and CFE1 respectively. Groups 8, 9, and 10 each include only one item; Groups 3, 5, 6, and 7 only have two items. According to Fabrigar et al. (1999) and Costello and Osborne (2005), each group in factor analysis must have at least three items. As a result, Groups 3, 5, 6, 7, 8, 9, and 10 are omitted from further investigation and interpretation. The remaining groups, 1, 2, and 4, have 12 items in total, the most important and relevant factors influencing consumer attitudes regarding green marketing products.

Table 6 depicts the three new groups as well as their new nomenclatures. These three new groups account for 27.878% of the total variance.

Table 6: Name of New Groups

Sl. No.	Grouping	Items Included	Dimensions	Name of New Factor	Percentage of Variance
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1	1	CFE3, CFE6, CFE9, GMP4, & GMP7	(i) Environmental Concern (ii) Green Marketing and Environment-Friendly Products	Environmental Concerns and Green Products	10.665
2	2	ADV4, ADV6, ADV7, & ADV8	Green Advertising	Consumer Trust	10.127
3	4	GMP9, GMP10, & ADV5	(i) Green Marketing and Environment-Friendly Products (ii) Green Advertising	Purchase Intention	7.086
Total					27.878

Source: Primary data

The Exploratory Factor Analysis identified three primary constructs of consumers' attitudes about green marketing and environmentally friendly products in Nagaland, as shown in Table 6.

4.3 Measurement of Consumer Attitude towards Green Marketing Products:

As mentioned in the previous section, the measurement scale employed in this study was a five-point scale for the identified 12 items. As a result, the maximum possible score was 60, and the minimum possible score was 12. The score here signifies the overall level of Consumer Attitude. As a result, high scores suggest a favourable attitude. The estimated overall Consumer Attitude level can be interpreted as follows.

Table 7: Consumer Attitude Overall Score Interpretation

Interpretation of scale value	Highly unfavourable attitude	Unfavourable attitude	Moderately favourable attitude	Favourable attitude	Highly Favourable attitude
Scale value for overall score	12 – 21.6	21.6 – 31.2	31.2 – 40.8	40.8 – 50.4	50.4 – 60

Source: Primary data

The Consumer Attitude score's mean value was 44.02, which falls under the favourable category. Therefore, it can be concluded that Naga consumers favour green marketing and eco-friendly products.

4.4 Testing of Hypothesis:

The Whitney U Test and Kruskal Wallis Test were conducted to test the study's hypotheses. The results of these tests are summarised below in Table 8.

Table 8: Hypothesis testing results

Hypothesis No.	Null Hypothesis Description	Test	p-value	Results
H ₁	There is no significant difference in consumer attitude towards green	Mann-Whitney U Test	0.317	Failed to Reject the Null Hypothesis

	products and the respondents' gender.			
H ₂	There is no significant difference in consumer attitude towards green products and the age of the respondents.	Kruskal Wallis Test	0.780	Failed to Reject the Null Hypothesis
H ₃	There is no significant difference in consumer attitude towards green products and the educational qualification of the respondents.	Kruskal Wallis Test	0.512	Failed to Reject the Null Hypothesis
H ₄	There is no significant difference in consumer attitude towards green products and the marital status of the respondents.	Mann-Whitney U Test	0.910	Failed to Reject the Null Hypothesis
H ₅	There is no significant difference in consumer attitude towards green products and the income level of the respondents.	Kruskal Wallis Test	0.113	Failed to Reject the Null Hypothesis
H ₆	There is no significant difference in consumer attitude towards green products and the occupation of the respondents.	Kruskal Wallis Test	0.472	Failed to Reject the Null Hypothesis

Source: Primary data

Mann-Whitney U Test conducted for hypothesis H₁ generated a p-value of 0.317. Therefore, at a 5% significance level, the null hypothesis could not be rejected, and there is no significant difference in consumer attitude towards green products and the respondents' gender. For hypothesis H₂, the Kruskal Wallis Test gave a p-value of 0.780, which is greater than the 0.05 significance level, and we failed to reject the null hypothesis and conclude that the respondents' age does not affect consumers' attitudes towards green products. Similarly, we also failed to reject the H₃ hypothesis as the p-value generated was 0.512 at a 5% significance level. For the H₄ hypothesis, the p-value (0.910) generated was greater than the 0.05 significance level, we failed to reject the null hypothesis as there is no significant difference in consumer attitude towards green products in relation to their marital status. As for hypothesis H₅, the p-value (0.113) generated was greater than the significance level of 0.05, leading to the failure to reject the H₅ hypothesis and conclude that there is no significant difference in respondents' attitudes towards green products in relation to their income level. Lastly, for hypothesis H₆, the p-value was 0.472, greater than the significance level of 0.05. Therefore, the authors failed to reject H₆, and there is no significant difference in respondents' attitudes towards green products in relation to their occupation. Overall, it can

be said that regardless of their demographic affiliations, Kohima and Dimapur district residents have similar attitudes towards green, eco-friendly products.

5. DISCUSSIONS AND CONCLUSIONS:

5.1 Major Findings of The Study:

In the twenty-first century, global warming and climate change have caught the attention of every nation as these issues have become a universal concern due to their far-reaching consequences for the environment, economy and society. Environmental protection from further deterioration has become the top priority of governments worldwide, including India. However, environmental protection is achievable with the active support of the population, and the present state of people's attitudes toward environmentally friendly green products in Nagaland is presented in this study.

Consumers in Nagaland feel positively about products that are promoted through green marketing. Regardless of their demographic affiliations, the consumers of eco-friendly products in Kohima and Dimapur, Nagaland districts share similar attitudes. These results are contrary to the findings of Sharma (2015), who discovered that respondents' perceptions and attitudes regarding green products are influenced by factors such as age, income, marital status, and level of education.

The present study explored the identified factors that affect the consumer attitude towards green eco-friendly products and identified three significant constructs: “Environmental Concerns and Green Products”, “Consumer Trust”, and “Purchase Intention”. These three constructs represent 12 critical items that influence the consumers' attitude towards green, eco-friendly products. Vazifehdoust et al. (2013) and Kong et al. (2014) also attempted a similar approach, and their findings are comparable to the findings of this study.

5.2 Contributions of the Study:

This study is the first of its kind in Nagaland and analytically measures consumer attitudes toward environmentally friendly, green products. The people of Nagaland feel positively about environmentally friendly products, which is a very positive indication for the nation's policymakers to create appropriate and workable environmental protection guidelines. A few government administration officials with whom the authors spoke expressed their opinion that eco-friendly products are more expensive and less readily available than the traditional alternatives in the market. This makes it more difficult for the government to implement many environmental protection directives effectively. This study will assist officials and workers in this field in identifying areas of concern and offer solutions. This study will assist officials and administrators in identifying areas of concern and offering solutions. This study will also encourage other academicians and students to learn more about environmental protection and the public's attitudes.

5.3 Limitations of the Study, Scope for Further Research and Conclusions:

This study was carried out based on the factors identified by the Theory of Planned Behaviour (TPB) to empirically analyse the factors affecting consumer behaviour towards green marketing and eco-friendly products in the Nagaland districts of Dimapur and Kohima. Extending the study's geographical scope beyond Kohima and Dimapur to include the state's other districts and rural areas is possible. Additionally, comparative cross-sectional and longitudinal studies can be carried out to gain an additional understanding

of consumer attitudes toward environmentally friendly green products. Since a non-probabilistic convenience sampling strategy was used in this study, errors in estimating different statistical results cannot be completely ruled out. Other random sampling methods can be used to carry out comparable investigations. Confirmatory Factor Analysis (CFA) can be used to confirm further the factors or constructs found in this study. The Structural Equation Modelling (SEM) approach can also be applied to developing and confirming a theoretical model.

According to this study, no significant differences in consumer attitudes concerning the demographic variables were found. However, more such research can be conducted by identifying and examining moderating and mediating variables influencing consumer attitudes toward green, eco-friendly products.

We are increasingly concerned about environmental issues and their detrimental effects, leading to a rise in global concern and concerted efforts to protect Mother Nature and Planet Earth in recent years. Issues like deforestation, holes in the ozone layer, excessive greenhouse gas emissions, fast depletion of natural resources and shrinking biodiversity, pollution, and global warming are still unsolved for the average citizen of our country and the world today. However, the objectives can be met if the public actively participates in environmental protection initiatives.

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