

PURCHASE BEHAVIOR TOWARDS GREEN PRODUCTS AMONG RURAL AND URBAN WOMEN CONSUMERS

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Abstract

The research article focuses on the green product purchasing habits of urban and rural women consumers with particular attention to the Thoothukudi District in the Indian state of Tamil Nadu. The practise of buying environmentally friendly products, usually referred to as sustainable or green products, is known as "green purchasing behaviour" (GPB). In this work, the researcher examines how often, where, how much, and how samples of women customers purchase green products in the study area. In the study region, research has also been done to look at the relationship between demographic parameters and buying behavior among women consumers in rural and urban areas.

The major data used in the study was gathered through interviews that followed a pre-tested plan. Since there is no information on the green product purchases made by women consumers in the study area, using the Judgment sampling method, the samples are then drawn proportionately (96 sample respondents from each taluk) from each strata. The total sample size is 384.

The result of the study is the majority of respondents, both in rural and urban areas, buy products five times per month on average, the majority of respondents from rural areas buy their products from local or retail shops, while urban areas buy their products from supermarkets. The majority of respondents, both in rural and urban areas, are buyers of between Rs. 5001 and Rs. 10000. The study's conclusions show a substantial correlation between demographic characteristics and the buying patterns of urban and rural women consumers of green products. Therefore, before introducing a green product to the market, manufacturing companies should consider the consumer's demographics and place of residence.

Keywords: Environmentally Friendly Products, Green Product, Purchase Behaviour and Women Consumer, Frequency of Purchase and Purchase Location

INTRODUCTION

Human consumption patterns have changed as a result of the world population's fast growth, which has affected population welfare both directly and indirectly. This consumption has a lot of possible negative effects on the environment, such as increasing pollution, global warming, and the extinction of flora and fauna. Over time, environmental issues have had an effect on people's health both personally and communally. These elements are altering the environmental decisions, purchases, and attitudes of consumers. The activity of purchasing environmentally friendly products, also referred to as sustainable or green products, is known as green purchasing behavior (GPB). There is some tenuous evidence to support the assertion that more individuals have recently demonstrated an inclination to buy ecologically friendly goods. The researcher looks at how frequently, where, how much, and how sample women customers buy green items in the study area in this study. Additionally, research has been done to examine the factors, both product- and non-product-related, that affect consumer purchasing patterns for green items as well as how consumer view the reasons behind such choices.

REVIEW OF LITERATURE

The following are the important previous studies related to the present study:

Ramya .R & C.Vanitha C.V. in their study on (2022) “A Study on Customer Satisfaction towards Green Products”. The city of Coimbatore in the Tamil Nadu State was selected as the study's focal point, and the necessary information was obtained from a number of sources, examined using the most suitable statistical approaches, and facts were established. The study found that "green" or "organic" products are more advantageous to consumers and help to address a number of issues with green technologies. The report also identifies prospective topics for further research. Consumers are more likely to buy green items because they are concerned about the environment and their own health.

Vijayasree P.N, Mahesh Pavan Sathavalli, Prakash .C (2022) in their study on “An Empirical Study on Consumers Behavior towards Green Products Consumption in India”. The objectives of the study are to identify the factors that influence customers' opinions of purchasing green products and to examine how these factors interact. 400 respondents were surveyed using a pretested structured questionnaire before being contacted for an in-depth interview using Google forms. Three aspects were taken into account in the study: consumer behaviour, green product purchases, and consumer awareness. It suggests that nongovernmental organisations (NGOs) and businesses may work together to encourage

individuals to make little adjustments to their daily routines in order to increase awareness of the value of becoming green.

Zivar Zeynalova and Natavan Namazova, (2022) in their study on “Revealing Consumer Behavior toward Green Consumption”. This study sought to understand the attitudes and behaviours of the administrative staff at four universities in Baku about the usage of environmentally friendly goods. The study employed 536 customer questionnaires from various socioeconomic and demographic consumer categories. According to the study's conclusions, the survey respondents' green consumer behaviours differed according to their ages, the size of their families, their marital statuses, their levels of education, and their income. Customer attention was primarily focused on price, brand, appearance, advertising, expert opinion, and label information at the same time.

Elena-Simina Lakatos, Ligia-Maria Nan, Laura Bacali, George Ciobanu, Andreea-Maria Ciobanu and Lucian-Ionel Cioca (2021) in their study on “Consumer Satisfaction towards Green Products: Empirical Insights from Romania”. This study's main goals are to identify the factors affecting young customers' satisfaction with green products and to investigate how Romanians see green brand items. These goals guided the creation of the questionnaire, which was distributed to 268 individuals. The results show that customers' opinions on green products and their familiarity with them are crucial determinants of their satisfaction with them. According to the findings, those who have a favourable attitude toward green products also considerably report higher levels of green product satisfaction, which is important during the purchase process.

Lavanya .V & Jeyakumar .S (2019) in their study on “Analysis of Awareness of Green Consumerism Behaviour among Women Consumer in Virudhunagar District, Tamil Nadu”, the purpose of the study is to examine the level of consumer awareness and green consumerism practices among women in the Vidhunagar District. 180 people were chosen as the study's sample size. According to the study, there is a big disparity between the respondents' homes and their level of familiarity with green items. According to the report, metropolitan areas are generally more aware than rural ones of the advantages of green products. Therefore, more education initiatives for rural residents are advantageous for upcoming green product purchasing. Symbols, certificates, and other identifiers that designate a product as green should be given more attention by manufacturing businesses. Social media could also be used to promote green consumerism.

OBJECTIVES OF THE STUDY

The study is aimed to look into the below mentioned objectives which are fruitful for analysis and rhetoric.

- To examine the purchase behavior among rural and urban women consumers about green products.
- To find out the association between the demographic factors of buying behaviour regarding green products among rural and the urban women consumers
- To come up with remedial measures for an ideal and amicable solution based on findings of the study.

DATA COLLECTION

The study looks into primary and secondary data for analysis and inference. Secondary data was gathered from many articles published in various journals, books, published data sheets and theses, government documents and records, and websites. The primary data was obtained through an empirical research and data required was collected by way of a scheduled questionnaire filled in from women consumers who are much more inclined to green-consumerism.

PERIOD OF THE STUDY AND PRE TEST

The pre-test was conducted on April 2020 with twenty respondents. The data was revamped based on the results obtained from the pre-test. The time frame from April 2020 to May 2020 was found ideal for the procurement of data.

SAMPLING DESIGN

The population was selected and secluded based on the various taluks. Of which four taluks were segregated and the lottery method was used after that. On an average 96 respondents were chosen from each of the select taluks. Time constraints made the questionnaires to be gathered from the respondents through a non random sampling technique. The sample size in total is 384.

FIELDWORK

The time period between April and May 2020 was chosen for the study. The questionnaire was given for study and the language being English, had the problems of understanding by the consumers. It was then translated in the local language for the better understanding of the consumers.

DATA PROCESSING

A thorough verification of the data is conducted after collecting the primary data with the help of interview schedules. Then editing work is undertaken. Furthermore, in order to process the responses of consumers, master tables are prepared separately and they are given codes to indicate each of the information to be used for analysis. SPSS software was administered for the proper computation of the data and analysis.

WOMEN CONSUMERS PURCHASE BEHAVIOR TOWARDS GREEN PRODUCTS

Frequency is defined as the number of times that a customer has made a purchase from store. Frequency is often a powerful predictor of response. Purchase location is referred to as Place of Supply, Place of Goods Delivery, or Place of Service Consumption. A purchase location is the location of a sales transaction. A mall, market, or city is all examples of macro-level points of purchase. Retailers take into account a point of purchase, which could be made in-person or online. The place of purchase is crucial in the marketing of goods. Consumers typically base their purchases on a variety of criteria, including their income, the size of their family, their needs, the cost, the availability, etc. The respondents pay money in exchange for using the same products or purchasing the same services. In the past, most payments were made in cash or in exchange for products and services. Debit cards, credit cards, cash valets, and other forms of money are, however, readily available today. The green product purchase behavior among rural and urban women consumer in the study region was clearly expressed in Table 1.

TABLE 1

Women Consumers Purchase Behavior towards Green Products

<i>Frequency of Purchase (in months)</i>			
<i>Number of Times</i>	<i>Rural</i>	<i>Urban</i>	<i>Total</i>
Upto 3 times	28(14.58)	47(24.48)	75(19.53)
4-5 times	147(76.56)	98(51.04)	245(63.80)
Above 5 times	17(8.85)	47(24.48)	64(16.67)
<i>Total</i>	<i>192(100)</i>	<i>192(100)</i>	<i>384 (100)</i>

Frequency of Purchase (in months)			
<i>Number of Times</i>	<i>Rural</i>	<i>Urban</i>	<i>Total</i>
Upto 3 times	28(14.58)	47(24.48)	75(19.53)
4-5 times	147(76.56)	98(51.04)	245(63.80)
Above 5 times	17(8.85)	47(24.48)	64(16.67)
Location of Purchase			
<i>Location</i>	<i>Rural</i>	<i>Urban</i>	<i>Total</i>
Retailing shop / Local shop	122(66.54)	55(28.65)	177(46.09)
Departmental store/Supermarket	68(35.42)	105(54.69)	173(45.05)
Online shopping	2(1.05)	32(16.67)	34(8.85)
<i>Total</i>	<i>192(100)</i>	<i>192(100)</i>	<i>384 (100)</i>
Amount Spent			
<i>Amount</i>	<i>Rural</i>	<i>Urban</i>	<i>Total</i>
Below Rs.5000	70(36.46)	62(32.29)	132(34.37)
Rs.5001-Rs.10000	105(54.69)	113(58.85)	218(56.77)
More than Rs.10000	17(8.85)	17(8.85)	34(8.85)
<i>Total</i>	<i>192(100)</i>	<i>192(100)</i>	<i>384 (100)</i>
Mode of Payment			
<i>Mode</i>	<i>Rural</i>	<i>Urban</i>	<i>Total</i>
Debit Card	17(8.85)	34(16.15)	51(13.39)
Credit Card	13(6.77)	15(7.81)	28(7.35)
Cash Payment	90(46.87)	30(15.63)	120(31.25)
All of the above	72(37.5)	113(58.85)	185(48.56)
<i>Total</i>	<i>192(100)</i>	<i>192(100)</i>	<i>384 (100)</i>

Source: Primary Data.

Out of 192 respondents from rural areas, 28 (14.58%) have made up to three purchases, 147 (76.56%) have made five purchases, and 17 (8.85%) have made more than five purchases in a month. Out of 192 respondents from metropolitan areas, 47 (24.48%) have purchased the product up to three times, 98 (51.04%) have purchased it five times, and 47 (24.48%) have purchased it more than five times in a month.

Out of 192 respondents from rural areas, 122 (63.54%) buy their goods from local or retail shops, 68 (35.42%) buy them from supermarkets or department stores, and only 2 (1.05%) buy them online. Out of 192 respondents from metropolitan areas, 55 (28.65%) buy goods from local or retail stores, 105 (54.69%) buy goods from supermarkets or department stores, and 32 (16.67%) buy goods online.

Out of 192 respondents from rural areas, 70 (36.46%) were purchased for less than Rs. 5000, 105 (54.69%) were purchased for between Rs. 5001 and Rs. 10000, and 17 (8.85%) were purchased for more than Rs. 10000. Among the 192 respondents from the urban region, 62 (32.29%) bought items for less than Rs. 5000, 113 (58.85%) bought items for between Rs. 5001 and Rs. 10000, and 17 (8.85%) bought items for more than Rs. 10000.

Out of 192 respondents from rural areas, 17 (8.85%) bought something with a debit card, 13 (6.77%) bought something with a credit card, 90 (46.87%) bought something with cash, and 72 (37.5%) bought something with every type of payment. Out of 192 respondents in the urban area, 34 (or 16.15%) used a debit card, 15 (7.81%) used a credit card, 30 (or 15.63%) paid with cash, and 113 (or 58.85%) used every type of payment method.

SOCIO-ECONOMIC FACTORS AND FREQUENCY OF PURCHASE AMONG WOMEN CONSUMERS - CHI-SQUARE TEST

The number of times consumers make purchases from a shop in a certain time frame is referred to as purchase frequency. This data is essential for understanding the customer retention rate, consumer purchasing patterns, and even the level of customer satisfaction.

To find out the association between socio-economic profiles of the women consumers and frequency of purchase, chi-square test was used. Seven factors namely Age, Marital Status, Educational Qualification, Occupation, Family Income, Family type and Family Members are selected to test the association, between these three variables which are Upto 3 times, 4-5 times and Above 5 times. The following null hypothesis is framed.

Ho: Socio-economic factors and frequency of purchase of green product of rural women consumers are not associated.

TABLE 2
Socio-Economic Factors and Frequency of Purchase among Rural Women Consumers
(Chi-Square)

Socio- Economic Factors	Upto 3 times	5 times	Above 5 times	Chi- Square Value	P-Value (Sig Value)	D.F
1. Age						
Upto 25	13	6	8	2.429	0.657	4
26-50	32	17	24			
Above 50	34	19	39			
2. Marital Status						
Married	24	45	65	8.851	0.012	2
Unmarried & Widow/Divorced	10	8	40			
3. Educational Qualification						
Illiterate & Upto School level	40	28	60	3.504	0.174	2
Graduate & Others	16	22	26			
4. Occupation						
Home manager	25	32	28	2.254	0.6892	6
Business/Profession & Employee	13	14	16			
Others	20	17	27			
5. Family Income						
Below Rs.25,000	51	44	31	21.851	0.000	2
Above Rs.25,000	11	17	38			
6. Type of Family						
Nuclear Family	40	27	46	3.009	0.2221	2
Joint Family	19	20	40			
7. Family Members						
Upto 3 Members	28	17	10	5.466	0.065	2
Above 3 Members	45	56	36			

*Significant at five per cent level

Table 2 shows that, the association between age and frequency of purchase is not significant ($\chi^2=2.429$, d.f = 4, $p>0.05$). It is inferred that the age of the rural consumers does not influence their frequency of purchase of green products.

The association between marital status and frequency of purchase is significant ($\chi^2= 8.851$ d.f = 2, $p<0.05$). It is inferred that the marital status of the consumers does influence their frequency of purchase of green products.

The association between educational qualification and frequency of purchase is not significant ($\chi^2= 3.504$ d.f = 2, $p>0.05$). It is inferred that the educational qualification of the consumers does not influence their frequency of purchase of green products.

The association between occupation and frequency of purchase is not significant ($\chi^2= 2.254$ d.f = 6, $p>0.05$). It is inferred that the occupation of the consumers does not influence their frequency of purchase of green products.

The association between family income and frequency of purchase is significant ($\chi^2= 21.851$ d.f = 2, $p<0.05$). It is inferred that the family income of the consumers does influence their frequency of purchase of green products.

The association between family type and frequency of purchase is not significant ($\chi^2= 3.009$ d.f = 2, $p>0.05$). It is inferred that the family type of the consumers does not influence their frequency of purchase of green products.

The association between family members and frequency of purchase is not significant ($\chi^2= 3.009$ d.f = 2, $p>0.05$). It is inferred that the family members of the consumers does not influence their frequency of purchase of green products.

Ho: Socio-economic factors and frequency of purchase of green product of urban women consumers are not associated.

TABLE 3

Socio-Economic Factors and Frequency of Purchase among Urban Women Consumers

(Chi-Square)

Socio- Economic Factors	Upto 3 times	5 times	Above 5 times	Chi- Square Value	P-Value (Sig Value)	D.F
1. Age						
Upto 25	15	20	40	15.095	0.004	4
26-50	23	33	16			
Above 50	11	16	18			
2. Marital Status						
Married	24	46	30	6.627	0.036	2
Unmarried & Widow/Divorced	32	26	34			
3. Educational Qualification						
Illiterate & Upto School level	8	16	22	3.240	0.198	2
Graduate & Others	40	56	50			
4. Occupation						
Home manager	4	3	8	11.231	0.024	6
Business/Profession & Employee	46	50	30			
Others	11	28	12			
5. Family Income						
Below Rs.25,000	9	17	25	11.302	0.003	2
Above Rs.25,000	45	62	34			
6. Type of Family						
Nuclear Family	85	80	10	24.151	0.000	2
Joint Family	5	5	7			
7. Family Members						
Upto 3 Members	42	30	50	9.866	0.007	2
Above 3 Members	16	9	45			

*Significant at five per cent level

Table 3 shows that, the association between age and frequency of purchase is significant ($\chi^2 = 15.095$, d.f = 4, $p < 0.05$). It is inferred that the age of the urban consumers does influence their frequency of purchase of green products.

The association between marital status and frequency of purchase is significant ($\chi^2 = 6.627$ d.f = 2, $p < 0.05$). It is inferred that the marital status of the consumers does influence their frequency of purchase of green products.

The association between educational qualification and frequency of purchase is significant ($\chi^2 = 3.240$ d.f = 2, $p < 0.05$). It is inferred that the educational qualification of the consumers does influence their frequency of purchase of green products.

The association between occupation and frequency of purchase is significant ($\chi^2 = 11.231$ d.f = 6, $p < 0.05$). It is inferred that the occupation of the consumers does influence their frequency of purchase of green products.

The association between family income and frequency of purchase is significant ($\chi^2 = 11.302$ d.f = 2, $p < 0.05$). It is inferred that the family income of the consumers does influence their frequency of purchase of green products.

The association between family type and frequency of purchase is significant ($\chi^2 = 24.151$ d.f = 2, $p < 0.05$). It is inferred that the family type of the consumers does influence their frequency of purchase of green products.

The association between family members and frequency of purchase is significant ($\chi^2 = 9.866$ d.f = 2, $p < 0.05$). It is inferred that the family members of the consumers does influence their frequency of purchase of green products.

SOCIO-ECONOMIC FACTORS AND PURCHASE LOCATION AMONG WOMEN CONSUMERS - CHI-SQUARE TEST

Online shopping, department stores, and retail stores are important places for customers to purchase green products. The socioeconomic factors and the location of green product purchases are analyzed using the chi square test.

To find out the association between socio-economic profiles of the women consumers and purchase location, chi-square test was used. Seven factors namely Age, Marital Status, Educational Qualification, Occupation, Family Income, Family type and Family Members are selected to test the association, between these three variables which are online shopping, department stores, and retail stores. The following null hypothesis is framed.

Ho: Socio-economic factors and purchase location on green product by rural women consumers are

not associated.

TABLE 4
Socio-Economic Factors and Purchase Location among Rural Women Consumers
(Chi-Square)

Socio- Economic Factors	Retailing shop / Local shop	Departmental store/Supermarket	Online shopping	Chi- Square Value	P-Value (Sig Value)	D.F
1. Age						
Upto 25	14	7	6	4.856	0.302	4
26-50	22	27	24			
Above 50	34	28	30			
2. Marital Status						
Married	34	46	54	1.105	0.576	2
Unmarried & Widow/Divorced	19	18	21			
3. Educational Qualification						
Illiterate & Upto School level	28	38	62	9.860	0.007	2
Graduate & Others	22	26	16			
4. Occupation						
Home manager	35	32	28	2.908	0.573	6
Business/Profession & Employee	15	12	16			
Others	20	17	27			
5. Family Income						
Below Rs.25,000	26	61	39	3.241	0.198	2
Above Rs.25,000	17	23	26			
6. Type of Family						
Nuclear Family	32	37	44	0.096	0.953	2
Joint Family	24	25	30			
7. Family Members						
Upto 3 Members	14	19	22	0.018	0.991	2
Above 3 Members	35	46	56			

*Significant at five per cent level

Table 4 shows that, the association between age and purchase location is not significant ($\chi^2= 4.856$, d.f = 4, $p>0.05$). It is inferred that the age of the rural consumers does not influence their purchase location of green products.

The association between marital status and purchase location is not significant ($\chi^2= 1.105$ d.f = 2, $p>0.05$). It is inferred that the marital status of the consumers does not influence their purchase location of green products.

The association between educational qualification and purchase location is significant ($\chi^2= 9.860$ d.f = 2, $p<0.05$). It is inferred that the educational qualification of the consumers does influence purchase location of green products.

The association between occupation and purchase location is not significant ($\chi^2= 2.908$ d.f = 6, $p>0.05$). It is inferred that the occupation of the consumers does not influence their purchase location of green products.

The association between family income and purchase location is not significant ($\chi^2= 3.241$ d.f = 2, $p>0.05$). It is inferred that the family income of the consumers does not influence their purchase location of green products.

The association between family type and purchase location is not significant ($\chi^2= 0.096$ d.f = 2, $p>0.05$). It is inferred that the family type of the consumers does not influence their purchase location of green products.

The association between family members and purchase location is not significant ($\chi^2= 0.018$ d.f = 2, $p>0.05$). It is inferred that the family members of the consumers does not influence their purchase location of green products.

TABLE 5**Socio-Economic Factors and Purchase Location among Urban Women Consumers****(Chi-Square)**

Socio- Economic Factors	Retailing shop / Local shop	Departmental store/Supermarket	Online shopping	Chi- Square Value	P-Value (Sig Value)	D.F
1. Age						
Upto 25	41	23	11	4.779		4
26-50	33	28	11			

Above 50	18	15	12		0.311	
2. Marital Status						
Married	36	28	36	3.324	0.1897	2
Unmarried & Widow/Divorced	22	31	39			
3. Educational Qualification						
Illiterate & Upto School level	12	16	18	0.660	0.719	2
Graduate & Others	32	60	54			
4. Occupation						
Home manager	6	5	4	6.887	0.142	6
Business/Profession & Employee	26	44	56			
Others	16	21	14			
5. Family Income						
Below Rs.25,000	14	17	20	2.054	0.358	2
Above Rs.25,000	45	56	40			
6. Type of Family						
Nuclear Family	63	70	42	2.884	0.236	2
Joint Family	6	4	7			
7. Family Members						
Upto 3 Members	52	25	45	1.204	0.548	2
Above 3 Members	26	19	25			

*Significant at five per cent level

Table 5 shows that, the association between age and purchase location is not significant ($\chi^2 = 4.779$, d.f = 4, $p > 0.05$). It is inferred that the age of the urban consumers does not influence their purchase location of green products.

The association between marital status and purchase location is not significant ($\chi^2 = 3.324$ d.f = 2, $p > 0.05$). It is inferred that the marital status of the consumers does not influence their purchase location of green products.

The association between educational qualification and purchase location is not significant ($\chi^2 = 0.660$ d.f = 2, $p > 0.05$). It is inferred that the educational qualification of the consumers does not influence purchase location of green products.

The association between occupation and purchase location is not significant ($\chi^2 = 6.887$ d.f = 6, $p > 0.05$). It is inferred that the occupation of the consumers does not influence their purchase location of green products.

The association between family income and purchase location is not significant ($\chi^2 = 2.054$ d.f = 2, $p > 0.05$). It is inferred that the family income of the consumers does not influence their purchase location of green products.

The association between family type and purchase location is not significant ($\chi^2 = 2.884$ d.f = 2, $p > 0.05$). It is inferred that the family type of the consumers does not influence their purchase location of green products.

The association between family members and purchase location is not significant ($\chi^2 = 1.204$ d.f = 2, $p > 0.05$). It is inferred that the family members of the consumers does not influence their purchase location of green products.

SOCIO-ECONOMIC FACTORS AND AMOUNT SPENT AMONG WOMEN CONSUMERS - CHI-SQUARE

Consumer spending is, naturally, very important to businesses. Consumer spending is the total money spent on green products in a month in the study area. The socioeconomic factors and the amount spent on green product purchases are analyzed using the chi square test.

Ho: Socio-economic factors and the amount spent on the purchase of green products by rural women consumers are not associated.

TABLE 6

Socio-Economic Factors and Amount Spent among Rural Women Consumers

(Chi-Square)

Socio-Economic Factors	Below Rs.5000	Rs.5001-Rs.10000	More than Rs.10000	Chi-Square Value	P-Value (Sig Value)	D.F
1. Age						
Upto 25	11	9	7	2.772	0.597	4
26-50	18	29	26			
Above 50	30	34	28			
2. Marital Status						
Married	59	47	28			

Unmarried & Widow/Divorced	7	8	43	49.459	0.000	2
3. Educational Qualification						
Illiterate & Upto School level	21	55	52	3.734	0.1546	2
Graduate & Others	12	35	17			
4. Occupation						
Home manager	36	24	25	1.439	0.837	6
Business/Profession & Employee	19	11	13			
Others	23	17	24			
5. Family Income						
Below Rs.25,000	16	81	29	15.775	0.000	2
Above Rs.25,000	12	23	31			
6. Type of Family						
Nuclear Family	22	17	74	45.428	0.000	2
Joint Family	41	25	13			
7. Family Members						
Upto 3 Members	14	19	22	18.8124	0.000	2
Above 3 Members	35	46	56			

*Significant at five per cent level

Table 6 shows that, the association between age and amount spending on green product purchase is not significant ($\chi^2 = 2.772$, d.f = 4, $p > 0.05$). It is inferred that the age of the rural consumers does not influence their amount spending of green products.

The association between marital status and amount spending is significant ($\chi^2 = 49.459$ d.f = 2, $p < 0.05$). It is inferred that the marital status of the consumers does influence their amount spending of green products.

The association between educational qualification and amount spending is not significant ($\chi^2 = 3.734$ d.f = 2, $p > 0.05$). It is inferred that the educational qualification of the consumers does not influence amount spending of green products.

The association between occupation and amount spending is not significant ($\chi^2 = 1.439$ d.f = 6, $p > 0.05$). It is inferred that the occupation of the consumers does not influence their amount spending of green products.

The association between family income and amount spending is significant ($\chi^2 = 15.775$ d.f = 2, $p < 0.05$). It is inferred that the family income of the consumers does influence their amount spending of green products.

The association between family type and amount spending is significant ($\chi^2 = 45.428$ d.f = 2, $p < 0.05$). It is inferred that the family type of the consumers does influence their amount spending of green products.

The association between family members and amount spending is significant ($\chi^2 = 18.8124$ d.f = 2, $p < 0.05$). It is inferred that the family members of the consumers does influence their amount spending of green products.

Ho: Socio-economic factors and the amount spent on the purchase of green products by urban women consumers are not associated.

TABLE 7
Socio-Economic Factors and Amount Spent among Urban Women Consumers
(Chi-Square)

Socio- Economic Factors	Below Rs.5000	Rs.5001 - Rs.10000	More than Rs.10000	Chi- Square Value	P-Value (Sig Value)	D.F
1. Age						
Upto 25	51	13	11	30.584	0.000	4
26-50	43	20	9			
Above 50	10	15	20			
2. Marital Status						
Married	43	17	39	16.916	0.000	2
Unmarried & Widow/Divorced	15	27	50			
3. Educational Qualification						
Illiterate & Upto School level	12	9	25	20.612	0.000	2
Graduate & Others	32	80	34			
4. Occupation						

Home manager	5	5	5	15.202	0.004	6
Business/Profession & Employee	22	31	73			
Others	16	21	14			
5. Family Income						
Below Rs.25,000	14	7	30	20.411	0.000	2
Above Rs.25,000	35	66	40			
6. Type of Family						
Nuclear Family	86	70	19	12.229	0.002	2
Joint Family	6	4	7			
7. Family Members						
Upto 3 Members	52	25	45	1.204	0.548	2
Above 3 Members	26	19	25			

*Significant at five per cent level

Table 7 shows that, the association between age and amount spending on green product purchase is significant ($\chi^2 = 30.584$, d.f = 4, $p < 0.05$). It is inferred that the age of the urban consumers does influence their amount spending of green products.

The association between marital status and amount spending is significant ($\chi^2 = 16.916$ d.f = 2, $p < 0.05$). It is inferred that the marital status of the consumers does influence their amount spending of green products.

The association between educational qualification and amount spending is significant ($\chi^2 = 20.612$ d.f = 2, $p < 0.05$). It is inferred that the educational qualification of the consumers does influence amount spending of green products.

The association between occupation and amount spending is significant ($\chi^2 = 15.202$ d.f = 6, $p < 0.05$). It is inferred that the occupation of the consumers does influence their amount spending of green products.

The association between family income and amount spending is significant ($\chi^2 = 20.411$ d.f = 2, $p < 0.05$). It is inferred that the family income of the consumers does influence their amount spending of green products.

The association between family type and amount spending is significant ($\chi^2 = 12.229$ d.f = 2, $p < 0.05$). It is inferred that the family type of the consumers does influence their amount spending of green products.

The association between family members and amount spending is not significant ($\chi^2 = 1.204$ d.f = 2, $p > 0.05$). It is inferred that the family members of the consumers does not influence their amount spending of green products.

RUSULT AND DISCUSSION

Women Consumers Purchase Behavior towards Green Products

- ❖ The majority of respondents, both in rural and urban areas, buy products five times per month on average.
- ❖ The majority of respondents from rural areas buy their products from local or retail shops, while the majority of respondents from urban areas buy their products from supermarkets or department stores.
- ❖ The majority of respondents, both in rural and urban areas, are buyers of between Rs. 5001 and Rs. 10000.
- ❖ The majority of respondents in metropolitan areas are bought using all forms of payment, compared to more than two-fifths of respondents in rural areas who are paid in cash.

Socio-Economic Factors and Frequency of Purchase among Rural and Urban Women Consumers

- ❖ We conclude that there is not enough evidence to suggest an association between socio economic variables age, educational qualification, occupation, types of family and family members and frequency of purchase. It could be inferred that there exists a significant association between marital status, family income and frequency of purchase of rural women consumer in the study area.
- ❖ We conclude that there is not enough evidence to suggest an association between socio economic variable educational qualification and frequency of purchase. It could be inferred that there exists a significant association between age, marital status, occupation, family income, type of family, family members and frequency of purchase of urban women consumer in the study area.

Socio-Economic Factors and Purchase Location among Rural and Urban Women Consumers

- ❖ We conclude that there is not enough evidence to suggest an association between socio economic variable age, marital status, occupation, family income, type of family, size of family and frequency of purchase. It could be inferred that there exists a significant

association between educational qualification and purchase location of rural women consumer in the study area.

- ❖ We conclude that there is not enough evidence to suggest an association between socio economic variable age, marital status, occupation, family income, type of family, size of family and frequency of purchase. It could be inferred that there is no significant association between all socio economic variables and purchase location of urban women consumer in the study area.

Socio-Economic Factors and Amount Spent among Rural and Urban Women Consumers

- ❖ We conclude that there is not enough evidence to suggest an association between socio economic variable age, educational qualification, occupation, and amount spending. It could be inferred that there exists a significant association between marital status, family income, type of family, size of family and amount spending of rural women consumer in the study area.
- ❖ We conclude that there is not enough evidence to suggest an association between socio economic variable family members amount spending of urban women consumer. It could be inferred that there exists a significant association between age, marital status, educational qualification, occupation, family income, type of family, size of family and amount spending of urban women consumer on green product in the study area.

SUGGESTIONS AND CONCLUSION

- The study's conclusions show a substantial correlation between demographic characteristics and the buying patterns of urban and rural women consumers of green products. Therefore, before introducing a green product to the market, manufacturing companies should consider the consumer's demographics and place of residence.
- The frequency, location, cost, and method of payment of green product purchases by rural and urban women consumers in the research region are all influenced by socioeconomic characteristics. Therefore, in order to geographically reach consumers, businesses should adopt a new marketing approach.

- Marketing professionals are essential in promoting green consumption and increasing customer awareness. They should therefore make a concerted effort to persuade consumers to select environmentally friendly goods.
- Because there is no brand identification or a strong brand presence among rural women consumers, brands must be established more effectively through clever marketing methods.
- To attract the essential attention from women consumers, businesses must enhance their advertising methods and distribution plans.

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