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## **PRIORITIZATION OF FACTORS INFLUENCING PREFERENCES FOR GREEN FOOD PRODUCTS: A STUDY IN AND AROUND KOLKATA (INDIA)**

by

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### **ABSTRACT**

Considering the danger of environmental and health hazards, the importance of environmental consciousness in the form of promoting consumption of green products, which are environment friendly, is felt by every cognizant human being. While the concern for the health of environment and consumers has been reflected in endorsing green products, our earlier research has put forth a set of identified factors which influence preferences for green products. On this backdrop, this study has been undertaken, considering the green Food products only, to prioritize the factors on the basis of the magnitude of their influences on consumers' preferences. Identification of factors influencing preferences for green Food products which has been done in our earlier research through factor analysis has been referred in this study and placed on the backdrop. In order to prioritize the identified factors, the technique of multiple regression has been used. The respondents considered for this study are green Food product users based in and around Kolkata, India. The study also tries to find out the impact of different psychographic variables with respect to popularity of green Food products. The findings so obtained will definitely help to strategize for stretching the incidence and depth of usage of green Food products focusing on most influencing factors and hence contribute to safeguard the health of consumers and environment at large.

**KEYWORDS:** Green Food Products, Factors, Kolkata, Multiple Regression, Psychographic Variables.

## I. INTRODUCTION

From the last decade onwards people became more concerned about their health as a result of which they are using more of green products. Green products can be stated as having less of an impact on the environment and are less damaging to human health than traditional products. Hence they are also called as sustainable or environment friendly product. Green products are formed from recycled components, be manufactured in a more energy-conservative way, or be supplied to the market in more environmental friendly way [1]. Since people are becoming more aware about the concept of environmental consciousness, the usage of traditional or conventional products are getting reduced. Traditional products are those manufactured in the traditional way. They are not being produced keeping environmental considerations in mind. In today's competitive scenario green products are competing with the conventional or regular products (products produced by traditional methods). But, this usage pattern is not applicable to all parts of the society. Knowledge and awareness about the green products play a very vital role in enabling the customers to use them. But, this awareness and knowledge do not exist, thus restricting the usage of the green products. From the last decade onwards, we have started using the green products and it will take time before it penetrates to all parts of the society.

The concept of green products is becoming more popular with the aspect of Food items. Since people are becoming more health conscious, they are giving more importance to the consumable products. People started using more green Food products to minimize their health risk. But, here also like normal green products knowledge and awareness is not there in all parts of the society. So, these are more being used by the more educated parts of the society. Also, organizations and government are incapable of promoting the concept of "Green". But the best part is, the concept has started and it is penetrating to the society at a very fast pace. If all the factors which contribute to the popularity of green products, such as price of the product, its quality, customer's perception about the products, awareness about them, are being handled carefully by the government and the organizations, then they will become more popular in the society.

As we have been discussing, there are various factors which positively as well as negatively influence the popularity of green Food products. In this context, it is important to examine various psychographic factors which influence the usage of green products, specifically in Food sector in Kolkata and around Kolkata in West Bengal, India. The various psychographic variables, such as Environmental Consciousness, Health Consciousness, Price Sensitivity, Product Involvement and Innovation are selected from a thorough literature review. The consumers' perception about each psychographic variable is being understood using specific items. This paper aims to provide a snapshot of consumers' belief about Green Food Products about Psychographic variables in India (Kolkata).

## II. REVIEW OF LITERATURE

From the existing literature, psychographics is being defined as the study of personality, values, attitudes, interests, and lifestyles (Senise, 2007). This mainly focuses on interests, activities and opinions (IAO) of the customers. Hence psychographic variables can be interpreted as combinations of demographic and psychological variables which impact customer's attitude in an overall manner.

Environmental knowledge and attitude play a significant role in customers' tendency for green Food product purchasing as reported in several papers. Many authors stated that environmental consciousness generates more interest of the customers towards organic products (Schlegelmilch *et al*, 1996). Kaiser *et al* (1999) in their paper reported that environmental values and environmental knowledge are important factors which affect ecological behavior intention ultimately helping in building customer's attitude towards organic products. Also Ahmed and Juhdi (2010) referred that customers are positively inclined towards environment friendly farming because of their environmental consciousness and it leads to positive customer intention to buy organic products. Lockie *et al*, (2002), said that the consumers' familiarity with the green products, generate more interest to consume them. This is common to conventional consumer's behavior. They also stated that the mood of the consumers, i.e., to keep him relax is positively correlated with organic Food consumption. The customers believe that consuming organic Food items make customers stress-free.

Apart from health consciousness and environmental belief, several other psychographic variables are also tested in literature like customers belief towards information authenticity, political motivation, skepticism etc. Kozup *et al* (2003) said that more proper information from credible sources increase the consumption of organic Food products because of customers' environmental belief and authenticity of the information provided. Similar observation was reported by Schlegelmilch *et al* (1996), by inferring that more knowledge, i.e., detail factual information about the organic products improves the chance of customers' buying them. Also, it was said that the customers' previous experience of using some environmental brands i.e., the brands which produce the products in environment- friendly way have an impact on their chances of selecting those brands only for repeated usage (Pickett-Baker and Ozaki, 2008). In another paper, it is being stated that recycling activities positively influences pro-environmental purchasing behavior for those customers who can dedicate more time and effort (Schlegelmilch *et al*, 1996). Same papers also stated that politically motivated activities act positively only for those customers who are environmentally conscious. In the paper by Chang (Chang , 2011), it is being discussed that perceived higher price, lower quality and skepticism negatively and perceived emotional benefits acting positively will create more ambivalence attitudes of the customers towards buying green products.

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In addition to demographic and psychographic variables, the different product specific variables affect the customers' attitude towards green products. The various variables discussed in the literature are environmental brands, brand name, product type (Green vs. non-green), preferences for green attributes for the products, green technology, energy savings. Whereas, with respect to green Food products, Heart healthy claim on Food products, nutritional information about the Food products, nutritional content of the alternative products, price, product types (fresh fruit, fresh vegetables, meat, milk and dairy products, cereals and cereal products) were discussed in the literature.

In the paper by Pickett-Baker and Ozaki (2008), the author stated that environmental brands, i.e., the brands which produce the products in environmental-friendly manner will positively influences customers green product purchase decision. In his paper, Mobley *et al* (1995) reported that only branded green products create positive impression in the minds of the customers. Lin and Chang, (2012) had said that green or non-green products affect the environmental conscious customers' usage amount for the products. Olson (2012) stated that using green technology consumers use more products with energy efficiency. He also stated that energy savings characteristics of the products positively influences customers attitude towards green products.

In addition to the demographic, psychographics and product specific variables, there are various external, i.e., environmental variables which leads to specific customer behavior. From the reviewed literature it was found that customer's attitude towards green food products s being affected by information people have about organic products, tasty, availability, expensive, food value, natural content, animal welfare, convenience, environmental protection, food production method, source of information, purchasing place(hypermarket, supermarket, organic stores, farms), purchasing difficulties(difficult to find, high prices, poor range of choice), word of mouth, marketing communications, information about green products, claim Type.

Ahmed and Juhdi (2010) had discussed that information people have about organic food products negatively influences customer's purchase intention towards the products. But in another paper, the authors had reported that more information people have about the products, the more customers will be interested to consume them(Chinnici et al, 2002). Again, Lin and Chang (2012) stated that only the positive information about the products influences positively user's perception of the effectivity of the green products. Also, Pickett-Baker and Ozaki(2008) stated that effective marketing communications, i.e., communicating all the desired information about the product influences positively consumers' green product purchase decision. He had also reported that word of mouth communication is the most effective tool to convince the customers about the positive aspects of green products. Chang (2011) had stated

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that the claims organizations make about the products have a positive impact towards ad believability only if they are from authorized sources. Lea and Worsley (2005) had reported that organic food products tastes better than conventional products and availability and expense customers have to bear for these acts as barriers towards creating consumers belief about organic food items. Harper and Makatouni (2002) have concluded that more environmentally friendly food production method generates positive customers' perception about the products. Again more food value creates more positive belief about the products. More natural content for the organic food items, concern for animal welfare and environmental protection creates more customers' interest towards these products(Lockie et al, 2002). And the customers were buying more organic food items from hypermarket, organic stores and farms where they are more motivated towards buying them by the overall environment.

### III. METHODOLOGY

The study was based on quantitative data on consumers' perception about green Food products. Data was collected both in online and offline format. All the respondents were briefed about the project before they respond.

In case of the online format, the data was collected with the help of mail-based questionnaire. The questionnaire was sent to many respondents selected randomly. A cover letter was also sent along with the questionnaire. A total of 100 respondents were selected randomly and the questionnaires were sent to them. To improve the success rate, the questionnaires were sent repeatedly to the prospective respondents. Approximately, 65 respondents sent back the filled questionnaires.

The survey was also carried on in the offline format. For that, the questionnaires were distributed to the respondents selected randomly from the different parts of Kolkata, India using Green products. The respondents were both green products buyer and non-buyers. A total of 335 respondents were surveyed for their responses.

So, considering both the online and offline format, 400 respondents were surveyed for their responses. The questionnaire was formulated from a review of literature based on the following literatures (e.g. Sanchez, 2010; Hofmester-Toth,2010 ; Grewal, 2000).The questionnaire's main objective is to study the impact of the various psychographic variables, such as involvement with the product, respondent's opinion leadership etc. on the respondents intention to purchase green products. The paper will be studying the responses on only two types of green products, namely Foods products and Food items. The questionnaire is divided into eight parts. The first part is trying to measure the environmental consciousness of the respondents with respect to the scales used in the paper by Sanchez, 2010. The second part is measuring the price



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sensitivity of the respondent with respect to the scale used in a paper by Goldsmith, 1991. In the third, fourth and the fifth part, the respondent's opinion leadership, innovativeness and involvement in buying green products will be studied based on a paper by Grewal, 2000. In the sixth part, the respondent's health consciousness will be studied based on the concept from the literature by Hong1990. In the seventh part, the respondent's reaction to the different characteristics of the green Foods products are studied. The scales are based on the literatures by Ahmad, 2010; Chang2011; Davies, 1995; Bamberg, 2006 and Lea2005. The eighth part is same as the seventh part. The only difference is that the products considered here are green Food products.

The scales are based on the literatures by Ahmad,2010;Kozup,2003;Davies,1995;Bamberg, 2006; Lin,2012; Chang,2011 and Lea,2005. All the factors were measured on a seven point scale stating the following things(1 = Very Strongly Disagree, 2 = Strongly Disagree, 3 = Disagree, 4 = Neither Agree Nor Disagree, 5 = Agree, 6 = Strongly Agree, 7 = Very Strongly Agree). The socio-demographic information of the respondents is collected in the ninth part.

The collected data for all the parts of the questionnaire is analyzed using Multiple Regression, to uncover the underlying structure of a relatively large set of variables. The IBM SPSS (version 19) is used for the purpose.

#### **IV. DATA ANALYSIS AND FINDINGS**

##### **➤ Interpretation of Standardized Regression Coefficients (Beta)**

In this Section of the present Study, the Criterion Variable is the Preference for Green Food Products for which five predictor variables related to Environmental Consciousness identified and on which the data has been collected are;

V1: Users of Green Food Products supports different measures to improve water management leading to water conservation.

V2: Users of Green Food Products is aware about the issues and problems related to the environment.

V3: Users of Green Food Products would be willing to pay higher prices for water.

V4: It is very difficult for the Users of Green Food Products to do anything about the environment.

V5: User of Green Food Products believes that using recyclable materials for daily use will improve the environment.

As stated earlier, the objective of this Section of the Study is to ascertain the factor/s that influences the consumer's preference for green Food products in the context of environmental

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consciousness. For the purpose, 400 consumers are studied and their responses have been analyzed through Multiple Regression, the relevant output obtained through SPSS is presented below.

| Coefficients |            |                             |            |                           |       |      |
|--------------|------------|-----------------------------|------------|---------------------------|-------|------|
| Model        |            | Unstandardized Coefficients |            | Standardized Coefficients | T     | Sig. |
|              |            | B                           | Std. Error | Beta                      |       |      |
| 1            | (Constant) | 3.914                       | .652       |                           | 6.002 | .000 |
|              | v1         | -.046                       | .083       | -.028                     | -.558 | .577 |
|              | v2         | .048                        | .063       | .039                      | .763  | .446 |
|              | v3         | .050                        | .056       | .046                      | .886  | .376 |
|              | v4         | .048                        | .060       | .040                      | .797  | .426 |
|              | v5         | -.007                       | .049       | -.008                     | -.149 | .882 |

a. Dependent Variable: v6

The output furnishes the following regression model

$$V6 = 3.914 - 0.046V1 + .048V2 + 0.050V3 + 0.048V4 - 0.007V5$$

Where V6 is the Consumers' Preference for Green Food Products

We know that the standardised regression coefficients (Beta) is a measure of how strongly each predictor variable influences the criterion variable and the higher the beta value the greater the impact of the predictor variable on the criterion variable.

The Model reveals that  $\beta$  value for V3 is the highest, i.e., 0.046. It exhibits that the said predictor variable has highest level of impact on the criterion variable. In fact, the variable, i.e., 'Users of Green Food Products would be willing to pay higher prices for water' has high level of impact on preferring green Food products. Similarly, the  $\beta$  value for V2 is the lowest, i.e., 0.039. It means, the variable – 'Users of Green Food Products is aware about the issues and problems related to the environment.'

On the contrary, the Model reveals that  $\beta$  value for V1 is the highest with negative sign, i.e., -0.028. It indicates that the said predictor variable is having highest level of impact on the criterion variable but in a negative direction. It means, Users of Green Food Products supports different measures to improve water management leading to water conservation has high level of impact on not preferring green Food products, which seems to be bit unusual. In fact, it may be inferred that this variable is not apt for ascertaining consumers' preference for green Food products. Thus, out of the four variables identified, on the basis of degree of influencing

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positively consumers’ preference for the green Food products, the priority list is as follows; V3 , V4 and v2.

➤ **Price Sensitivity**

In this section of the present study, the Criterion Variable is the Preference for Green Food Products for which six predictor variables identified and on which the data has been collected are;

V1: The price of buying Green Food Products is important to users of Green Food Products.

V2: Users of Green Food Products know that a new kind of green Food product is likely to be more expensive than older ones, but that does not matter to them.

V3: Users of Green Food Products are less willing to buy a green product if they think that it will be high in price.

V4: Users of Green Food Products don’t mind paying more to try out a new green Food product.

V5: Users of Green Food Products think that really good Green Food product is worth paying a lot of money.

V6: Users of Green Food Products don’t mind spending a lot of money to buy a Green Food product.

The objective of this Section of the Study is to ascertain the factor/s that influences the consumers’ preference for green Food products in the context of Price Sensitivity. For the purpose, 400 consumers are studied and their responses have been analyzed through Multiple Regression, the relevant output obtained through SPSS is presented below.

|       |            | <b>Coefficients</b>         |            |                           |        |      |
|-------|------------|-----------------------------|------------|---------------------------|--------|------|
|       |            | Unstandardized Coefficients |            | Standardized Coefficients |        |      |
| Model |            | B                           | Std. Error | Beta                      | T      | Sig. |
| 1     | (Constant) | 4.585                       | .558       |                           | 8.220  | .000 |
|       | v1         | .007                        | .055       | .006                      | .121   | .903 |
|       | v2         | .010                        | .055       | .009                      | .172   | .864 |
|       | v3         | -.122                       | .052       | -.121                     | -2.352 | .019 |
|       | v4         | -.035                       | .051       | -.035                     | -.694  | .488 |
|       | v5         | -.030                       | .057       | -.026                     | -.518  | .605 |
|       | v6         | .112                        | .055       | .104                      | 2.050  | .041 |

a. Dependent Variable: v7

The output furnishes the following regression model

$$V7 = 4.585 - 0.007V1 + .010V2 - 0.122V3 - 0.035V4 - 0.030V5 + 0.112V6$$



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Where V7 is the Consumers' Preference for Green Food Products

The Model reveals that  $\beta$  value for V6 is the highest, i.e., 0.104. It exhibits that the said predictor variable has highest level of impact on the criterion variable. In fact, the said variable, i.e., 'Users of Green Food Products don't mind spending a lot of money to buy a Green Food product' has high level of impact on preferring green Food products. Similarly, the  $\beta$  value for V1 is the lowest, i.e., 0.006. It means, the variable – 'The price of buying Green Food Products is important to users of Green Food Products' has less impact on preferring green Food products.

On the contrary, the Model reveals that  $\beta$  value for V3 is the highest with negative sign, i.e., - 0.121. It indicates that the said predictor variable is having highest level of impact on the criterion variable but in a negative direction. It means, Users of Green Food Products are less willing to buy a green product if they think that it will be high in price' has high level of impact on not preferring green Food products. In fact, it may be inferred that this variable is not apt for ascertaining consumers' preference for green Food products. Thus, out of the six variables identified, on the basis of degree of influencing positively consumers' preference for the green Food products, the priority list is as follows; V6 ,V2 and V1.

### ➤ **Innovativeness**

In this Section of the present Study, the Criterion Variable is the Preference for Green Food Products for which five predictor variables related to Environmental Consciousness identified and on which the data has been collected are;

V1: Users of Green Food Products like to take a chance in buying new products

V2: Users of Green Food Products like to try new and different products

V3: Users of Green Food Products is the first in his circle of friends to buy a new product when it appears in the market

V4: Users of Green Food Products is the first in his circle of friends to experiment with the brands of latest products

As stated earlier, the objective of this Section of the Study is to ascertain the factor/s that influences the consumer's preference for green Food products in the context of environmental consciousness. For the purpose, 400 consumers are studied and their responses have been analyzed through Multiple Regression, the relevant output obtained through SPSS is presented below.

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| Coefficients |            |                             |            |                           |        |      |
|--------------|------------|-----------------------------|------------|---------------------------|--------|------|
| Model        |            | Unstandardized Coefficients |            | Standardized Coefficients | t      | Sig. |
|              |            | B                           | Std. Error | Beta                      |        |      |
| 1            | (Constant) | 5.180                       | .394       |                           | 13.158 | .000 |
|              | v1         | .047                        | .049       | .051                      | .963   | .336 |
|              | v2         | -.010                       | .056       | -.009                     | -.179  | .858 |
|              | v3         | -.130                       | .056       | -.117                     | -2.346 | .019 |
|              | v4         | -.104                       | .048       | -.110                     | -2.188 | .029 |

a. Dependent Variable: v5

The output furnishes the following regression model

$$V5 = 5.180 - 0.047V1 - .010V2 - 0.130V3 - 0.104V4$$

Where V5 is the Consumers' Preference for Green Food Products

The Model reveals that  $\beta$  value for V1 is the highest, i.e., 0.051. It exhibits that the said predictor variable has highest level of impact on the criterion variable. In fact, the variable, i.e., 'Users of Green Food Products like to take a chance in buying new products' has high level of impact on preferring green Food products.

On the contrary, the Model reveals that  $\beta$  value for V3 is the highest with negative sign, i.e., -0.117. It indicates that the said predictor variable is having highest level of impact on the criterion variable but in a negative direction. It means, 'Users of Green Food Products is the first in his circle of friends to buy a new product when it appears in the market' has high level of impact on not preferring green Food products, which seems to be bit unusual. In fact, it may be inferred that this variable is not apt for ascertaining consumers' preference for green Food products. Thus, the variable 'Users of Green Food Products like to take a chance in buying new products' influences consumers' preference for the green Food products positively.

### ➤ Involvement

In this Section of the present Study, the Criterion Variable is the Preference for Green Food Products for which five predictor variables related to Consumers Involvement in Buying Green Food Products are identified and on which the data has been collected are;

V1: Users of Green Food Products select the green products very carefully

V2: Using branded green products help Users of Green Food Products express their personality

V3: One can tell a lot about a person from whether they buy Green Food Products

V4: Users of Green Food Products believe different brands of green products would give different amounts of satisfaction

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As stated earlier, the objective of this Section of the Study is to ascertain the factor/s that influences the consumer’s preference for green Food products in the context of Consumers Involvement in Buying Green Food Products. For the purpose, 400 consumers are studied and their responses have been analyzed through Multiple Regression, the relevant output obtained through SPSS is presented below.

| Coefficients |            |                             |            |                           |        |      |
|--------------|------------|-----------------------------|------------|---------------------------|--------|------|
| Model        |            | Unstandardized Coefficients |            | Standardized Coefficients | t      | Sig. |
|              |            | B                           | Std. Error | Beta                      |        |      |
| 1            | (Constant) | 4.209                       | .403       |                           | 10.450 | .000 |
|              | v1         | .093                        | .051       | .091                      | 1.800  | .073 |
|              | v2         | -.035                       | .046       | -.039                     | -.757  | .449 |
|              | v3         | .011                        | .048       | .011                      | .226   | .821 |
|              | v4         | -.046                       | .052       | -.045                     | -.885  | .377 |

a. Dependent Variable: v5

The output furnishes the following regression model

$$V5 = 4.209 - 0.093V1 + .035V2 + 0.011V3 - 0.046V4$$

Where V5 is the Consumers’ Preference for Green Food Products

The Model reveals that  $\beta$  value for V1 is the highest, i.e., 0.091. It exhibits that the said predictor variable has highest level of impact on the criterion variable. In fact, the variable, i.e., ‘Users of Green Food Products select the green products very carefully’ has high level of impact on preferring green Food products. Similarly, the  $\beta$  value for V3 is the lowest, i.e., 0.011. It means, the variable – ‘One can tell a lot about a person from whether they buy Green Food Products’ has the least level of impact on preferring green Food products.

On the contrary, the Model reveals that  $\beta$  value for V4 is the highest with negative sign, i.e., -0.045. It indicates that the said predictor variable is having highest level of impact on the criterion variable but in a negative direction. It means, ‘Using branded green products help Users of Green Food Products express their personality’ has high level of impact on not preferring green Food products. In fact, it may be inferred that this variable is not apt for ascertaining consumers’ preference for green Food products. Thus, out of the two variables identified, on the basis of degree of influencing positively consumers’ preference for the green Food products, the priority list is as follows; V1 and V3.

➤ **Health Consciousness**

In this Section of the present Study, the Criterion Variable is the Preference for Green Food

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Products for which five predictor variables related to Health Consciousness in buying Green Food Products are identified and on which the data has been collected are;

V1: Users of Green Food Products worry that there are chemicals in their food products

V2: Users of Green Food Products worry that there are chemicals in their Food products

V3: Users of Green Food Products are concerned about their drinking water quality

V4: Users of Green Food Products avoid food containing preservatives

V5: Users of Green Food Products read more health-related articles than I did 3 years ago

V6: Users of Green Food Products are interested in information about their health

V7: Users of Green Food Products are concerned about their health all the time

V8: Pollution in Food products does not bother users of Green Food Products

As stated earlier, the objective of this Section of the Study is to ascertain the factor/s that influences the consumer's preference for green Food products in the context of Health Consciousness in buying Green Food Products. For the purpose, 400 consumers are studied and their responses have been analyzed through Multiple Regression, the relevant output obtained through SPSS is presented below.

| Coefficients |            |                             |            |                           |        |      |
|--------------|------------|-----------------------------|------------|---------------------------|--------|------|
| Model        |            | Unstandardized Coefficients |            | Standardized Coefficients | T      | Sig. |
|              |            | B                           | Std. Error | Beta                      |        |      |
| 1            | (Constant) | 4.328                       | .546       |                           | 7.925  | .000 |
|              | v1         | -.020                       | .056       | -.019                     | -.368  | .713 |
|              | v2         | .048                        | .055       | .044                      | .863   | .388 |
|              | v3         | .098                        | .048       | .105                      | 2.039  | .042 |
|              | v4         | -.052                       | .049       | -.055                     | -1.071 | .285 |
|              | v5         | -.020                       | .047       | -.021                     | -.417  | .677 |
|              | v6         | -.042                       | .047       | -.045                     | -.899  | .369 |
|              | v7         | -.043                       | .046       | -.047                     | -.937  | .349 |
|              | v8         | .044                        | .052       | .042                      | .846   | .398 |

a. Dependent Variable: v9

The output furnishes the following regression model

$$V9 = 4.328 - 0.020V1 - 0.048V2 + 0.098V3 - 0.052V4 - 0.020V5 - 0.042V6 - 0.043V7 + 0.044V8$$

Where V9 is the Consumers' Preference for Green Food Products

We know that the standardised regression coefficients (Beta) is a measure of how strongly each predictor variable influences the criterion variable and the higher the beta value the greater the impact of the predictor variable on the criterion variable.

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The Model reveals that  $\beta$  value for V3 is the highest, i.e., 0.105. It exhibits that the said predictor variable has highest level of impact on the criterion variable. In fact, the variable, i.e., ‘Users of Green Food Products are concerned about their drinking water quality’ has high level of impact on preferring green Food products. Similarly, the  $\beta$  value for V8 is the lowest, i.e., 0.042. It means, the variable – ‘Pollution in Food products does not bother users of Green Food Products’ has less impact on preferring green Food products.

On the contrary, the Model reveals that  $\beta$  value for V4 is the highest with negative sign, i.e., -0.055. It indicates that the said predictor variable is having highest level of impact on the criterion variable but in a negative direction. It means, ‘Users of Green Food Products avoid food containing preservatives’ has high level of impact on not preferring green Food products. In fact, it may be inferred that this variable is not apt for ascertaining consumers’ preference for green Food products. Thus, out of the three variables identified, on the basis of degree of influencing positively consumers’ preference for the green Food products, the priority list is as follows; V3, V2 and V8.

## V. CONCLUSION

In order to meet the purpose of the study as envisaged in the introduction part of the paper, Multiple Regression is used to know important factors which insist buyers to go for Green Food products and also find out the impact of psychographic variables on the popularity of green Food products.

Concerning the facet – ‘impact of Environmental consciousness towards popularity of Green Food products’, the factor - ‘Users of Green Food Products would be willing to pay higher prices for water’ has highest level of impact on preferring green Food products. On the other hand, the factor – ‘Users of Green Food Products is aware about the issues and problems related to the environment’ has the least level of impact on preferring green Food products. Relating to relevance of price towards popularity of green Food products, factors such as, ‘Users of Green Food Products don’t mind spending a lot of money to buy a Green Food product’ has highest level of impact on preferring green Food products. The factor – ‘The price of buying Green Food Products is important to users of Green Food Products’ has least level of impact on preferring green Food products.

In the pretext of studying the innovation of the consumers about buying green Food products, it has been found that ‘Users of Green Food Products like to take a chance in buying new products’ has highest level of impact on preferring green Food products. Regarding involvement in buying process while buying green Food products, the factor ‘Users of Green Food Products select the green products very carefully’ has highest level of impact on



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preferring green Food products. Similarly the variable – ‘One can tell a lot about a person from whether they buy Green Food Products’ has the least level of impact on preferring green Food products.

About health consciousness of the respondents in buying green products, ‘Users of Green Food Products are concerned about their drinking water quality’ has highest level of impact on preferring green Food products. Similarly, the factor – ‘Pollution in Food products does not bother users of Green Food Products’ has the least level of impact on preferring green Food products.

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