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Review Article

Green Consumer Values in Purchasing Decisions: A Study in Bharuch District

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Abstract: Based on responses from 217 participants using the Green Consumer Value Scale created by Haws, Winterich, and Naylor (2010), this study investigates the green consumer values in purchasing decisions within the Bharuch district. The Likert scale, which ranges from 1 to 7, is used to test several aspects of green consumer values. An overall mean score of 4.9 indicates a generally positive attitude toward green consumerism. Important studies show that educational level has a greater impact on green consumer values than gender or age. Higher educated people are more likely to support and engage in green consumerism, according to the study, which also shows how educational interventions could effectively improve green consumer values. Although there is an overall favorable trend toward green values, people's levels of devotion vary. The results of this study imply that educating people about green consumer values could encourage a more ecologically conscious community in the Bharuch district. It expands existing understanding of the determinants of green consumer behavior and provides advice to marketers and policy makers on how plans toward sustainable consumption can be developed.

Keywords: Green Consumer Value, Environmental Awareness, Green Marketing, Environmental responsibility, Sustainability.

INTRODUCTION

In today's scenario, homo-traditional practices are a more and more threat to the environment than ever before. But the realize their ways, practices and habits undergo transition as people become more conscious. items selected showcase this transformation and the items displayed are therefore a significant aspect of this transformation. It is therefore pertinent that we weigh a lot our options on which products we should buy and use since we are in close proximity to them.

At the present epoch of rapidly evolving social relations, the practice of "green consumption" appears to be one of the most significant factors that could influence consumer activity and market processes. Pre-consumer consumers are those folks who are environmentally sensitive they are aware of the existing environmental problems and as consumers they place a high premium value on sustainable products. Measures are taken to reduce their negative impact on the environment, conscious recognition and preference of manufactures and service providers who are committed to these policies, are among the characteristics of these newly formed segments. Altruistic global issues such as pollution, use of up resources, and climatic change have enhanced the need for green consumerism. Many are unaware of these green consumer values and their impacts on business and the society and the environment. The introduction in that paper looks at the basic green consumer values and what they entail. In the case of these green consumers, sustainability alone is considered the determining factor when it comes to decisions to purchase and consumption. Boch and technos are particularly related to having elaborate appreciation of the environmental concerns. Its conscious actions on decreasing the its impact on the environment and self-orientation on the products and services that have similar attitude to the environment are attributed to this new market segment. Thus, green consumption increases its significance as environmental problems such as pollution, resource depletion and climate change pervade a global concern. In this introduction, the definition and understanding of sustainable, consumer values that exist in today's scenario and how this affects overall companies, societies and environment as well are discussed briefly.

Rationale for Green Products:

Environmental protection: Green products are of much significance in their role of lessening their environmental impacts in the ways that include utilizing environmentally friendly materials, as well as minimizing the utilization of resources and eradicating waste in the process. These are the items: Ecological conservation, avoiding Green House Gas Emission and conserving nature resources, these options support.

Health and Well Being: For its part, the safety and well-being of the customers using green products requires that green products do not have any parts that may be hazardous to the health of a human being such as chemicals, toxins and allergens. For instance, choice of green products for cleaning will also minimize contact with some chemical solutions which are healthier to those with sensitive respiratory systems.

Sifting the processes of how the products and services they consume or pay likely affects the environment is perceived as highly desirable by customers who are environmentally sensitive. With respect to factor such as the utilization of resources, disposal of wastes and generation of carbon, it calls for a proper evaluation of the effects of their actions on the environment. Hence, decisions to support the commission of sustainability objectives are more probable to be made by customers with a higher value for environmental goods. Consumers have tended to develop preferences for goods and services that are made using natural resources that are eco-friendly or recyclable, energy efficient products or products that are sourced in a humane manner. The conscientious living approach to being an environmentally friendly citizen while consuming articles of everyday want is also in this focus to purchase in a manner that will not harm the environment.

Due to growing awareness of a number of issues related to the environment, consumers' behavior has been significantly altered. This shift is illustrated by the change in attitudes towards a greener lifestyle. People all over the world are increasingly motivated to reduce their environmental footprint and actively seek ways of doing it. This trend is very new and has not yet been widely adopted, even as the sustainability issue gains momentum. In response to this change in consumer attitude, companies and enterprises are positioning themselves for strategic advantage from the growing green market sector so as to obtain a competitive edge on the market. In response to the growing demand for sustainable solutions, businesses are making use of increasing consumer interest in sustainability by developing and offering environmentally responsible goods and services. This development highlights the revolutionary impact of matching business strategies with environmental care, as well as a paradigm shift in customer behavior.

The green gap means that consumers tend to have a higher willingness to pay for green products over conventional products but they do not actually purchase green products more than conventional products. It's proved to be a complex issue that both marketers and policymakers are seeking to eliminate and promoting sustainable consumption practices. Even though there are factors influencing green purchasing, analysis of two different consumer value systems helps to present the behavioral tendencies concerning green consumption. These are buyers' PVs, which are willing and altruistic, biosphere, and egoistic motivation, and CVs that capture functional, associative, monetary, and social value that individuals attach to sustainable products.

To achieve these, it is important to develop clearer insights regarding the relationship between amity and enmity and the value systems underlying the green gap to find useful solutions for improving the consumption pattern. Personal values are known to be the mainstay − informing one's ethical premise and environmental citizenship. Values with an element of the altruistic motive include consumers' selflessness, concern for the health of the community and the planet, leading to consumer decision-making based on the beneficent outcome. Ecological concerns originate from a feeling of linked to nature, and compel individuals, to act in a way that preserves the biosphere for generations to come. While the altruistic values concern the benefits of preserving the environment, the egoistic values are based on self-interests or personal gains like health status that shape green purchasing decisions in a more self-interested manner.

The second type of consumers' values is Consumption values which consist of the range of perceived benefits related to green products and services. Functional values are connected with quality and efficiency of the green products that can be, for instance, energy-saving or long-lasting. Psychological values refer to the benefits gained through people's mental and emotional states as a result of choosing conscience-based approaches consistent with environmental sustainability. Self-actualization, self-esteem, and swot analysis are some of the social-psychological factors that define economical values, which denotes to the ability of expenses towards sustainability, savings and returns on investments when making decisions. Last but not the least, social benefits cover the social status, reputation, and identity that people obtain from being involved in green consumption activities, enabling them to be affiliated with like-minded environmentally conscious groups.

Thus, if marketers and policymakers understand the complex relation between personal values and consumption values, they are able to reach out to customers' divergent motivational and perceptual profiles. To close the green gap, such strategies must incorporate these understandings to ensure that sustainable consumption is promoted with dual appeals: ethical and utilitarian, based on the consumers' potential purchasing behaviors with green products and services.

It means that extending personal and consumption values can become the focus of stakeholders' efforts which would lead to the transformation of the existing culture in the society and pave the way to make it more environmentally friendly.

LITERATURE REVIEW

Ahmed Rizwan, Streimikiene Dalia, Qadir Hina, and Streimikis Justas (2022) examined the effect of green consumer attitude, green customer benefits (appeal, perceived usefulness and customer perceived value), and green marketing communication mix (product, packaging, price, promotion and place) on green consumer buying intention. Based on the attitude-behaviour context (ABC) theory to integrate signalling theory and the theory of planned behaviour (TPB), green psychological benefits (nature experience, self-expression, and warm glow) media-ted green marketing (environmental advertising and green word of mouth) moderations.

To administer SEM, software, conditional process modeling, AMOS 26, and SPSS 26 were used to process data from 896 Metropolitan US consumers with high environmental concerns. The analysis reveals a positive

statistically significant relationship between green consumer value, green marketing mix, and attitude and green buying behaviour. The rewards are psychological advantage and through them mediating and moderating effect of the green advertising is also seen in these interactions. These results can facilitate the marketers and researchers to gain more insight into the green customer behaviour and to deploy the appropriate green marketing tactics.

Tamara Rajić, Jelena Krstić, Milica Kostić-Stanković, Tijana Obradović, and Tamara Vlastelica (2023) shed light on the growing attention that policymakers and scholars are paying to the social and environmental obligations of the garment industry. They suggest encouraging more responsible consumption among the garment industry's main consumers, especially young ones, in order to mitigate the negative consequences of the business. Using an online survey with a convenience sample of 439 respondents in Serbia, this study explores the factors that influence young adults in developing economies to purchase clothing that is socially and environmentally responsible. The researchers looked at measurement and structural links in the data using two-step structural equation modeling (SEM) and exploratory factor analysis (EFA). The results highlight the important role that conscious consumerism, green ideals, and openness to green messaging play in encouraging the responsible use of clothing. These observations advance our knowledge of responsible consumption behaviors and provide practitioners and legislators with useful advice. The paper points out its shortcomings and offers directions for more investigation into this area.

Richard C. Stedman, Jonathan P. Schuldt, Sarah M. Naiman, and Latine (2023) In this study, we looked into how cultural values—collectivism and familialism in particular—affect pro-environmental outcomes in a heterogeneous sample of Latino Americans. According to our research, among U.S. Latine individuals, collectivism—rather than familism—emerged as a key predictor of favorable environmental attitudes and inclinations to engage in pro-environmental behaviors. These findings highlight the need for future study to examine the differences between these cultural values in greater detail as well as the possible influence of descriptive and injunctive norms.

Patrizia De Luca, Giovanna Pegan, and Fabio Del Missier (2023) With an emphasis on values (green values and religion), we sought to investigate the factors influencing green buying decisions in this study on individual variations, taking into account a wide range of situational predictors. We evaluated a range of sociodemographic factors (age, sex, income, education, family size), attitudes toward green products, religious beliefs and commitment, green values, information-seeking behavior on environmental issues, importance and uncertainty regarding green purchases, skepticism towards green advertising, and various aspects of external environmental locus of control using a sample of 2340 Italian respondents.

According to a hierarchical regression study, religious commitment had no bearing on green purchase decisions; instead, green values, the significance placed on green concerns, the information-seeking activity connected to those issues, and attitudes toward green items were the main predictors. A multi-layer path analysis model highlighted the direct as well as indirect effects of green values by illuminating a complex network of interactions among the predictors. In total, the predictors explained around 50% of the variance. These results encourage more research into pro-environmental behaviors by offering a thorough and value-driven viewpoint on green purchase decisions. Practically speaking, the findings imply that pro-environmental purchasing decisions can be successfully encouraged by promoting green principles and appealing to behaviors that are consistent with these values.

Sarah M. Naiman, Richard C. Stedman, and Jonathan P. Schuldt (2023) examined how cultural values—specifically, collectivism and familialism—affect pro-environmental outcomes in a heterogeneous sample of Latina Americans. The results of the study showed that among this group, collectivism—rather than familialism—was a strong predictor of pro-environmental beliefs and intentions. different findings highlight the necessity of doing further study in the future to examine how different cultural values differ and how descriptive and injunctive norms function.

Giovanna Pegan, Fabio Del Missier, and Patrizia De Luca (2023) looked into what influences consumers' decisions to make environmentally friendly purchases. They looked at sociodemographic characteristics, green values, religion, attitudes toward green products, and information-seeking behavior using a sample of 2340 Italians. Religious commitment had no effect on the main predictors of green values, information seeking, the significance of green products, and attitudes toward them, according to hierarchical regression analysis. Their results, which could be interpreted via a multi-layer path analysis, showed a complicated web of connections that might explain around half of the variation in green buying decisions. The study emphasizes how crucial it is to promote green ideals in order to promote purchases that benefit the environment.

Osayanmon Wellington Osawe, Gianluca Grilli, John Curtis (2023) In this paper, these achievable options are explored as the fundamental supply-side antecedents of the systemic disparities in consumer choice for food products labelled with production related environmental footprints. In specifically, we employ survey data of Irish consumers to identify the relative significance of the stated potential threat to water quality while controlling the other environmental aspects connected to the production of meat, cattle, and poultry, as well as vegetable products based on the results of a separate choice experiment. Satisfying the client’s needs by putting into consideration their interests is the focus of this study and hence the need to classify the various categories of clients by employing a Latent Class Model (LCM). It is important to examine whether perceived environmental responsibility, as well as

shoppers' values that underpin that responsibility, may indeed allow for segmentation according to the food choices of different classes.

These outcomes prove that one gender/s age group is not uniform in terms of the products and services it prefers. In fact, asking consumers to contribute more to packaging, the majority of them are willing to buy food products of more environmentally friendly packaging. Also, they prefer food goods that provide information concerning its environmental impact such as carbon and water footprints and quality of water.

Zivar Zeynalova and Natavan Namazova (2022) conducted a study to examine the relationship between the attitudes and behavior of administrative staff at four Baku universities regarding environmentally friendly product consumption. Using 536 consumer questionnaires from diverse socio-economic and demographic groups, the survey assessed factors influencing purchasing decisions, purchase intentions, and attitudes towards green products among urban residents. One-way MANOVA analysis revealed that green consumer behavior varied by age, household size, marital status, education level, and income. Factors considered important in making decisions regarding product to purchase include price, brand, looks, advertisements, recommendation by experts, and information stated on the label; though there were significant differences in their importance based on education, income, and household size. The study also revealed that participants had a partial social awareness especially in as far as environment was concerned.

Eng, Christen Buckley, & Rachel X. Peng (2022) analysed how personal factors affect consumer behaviour when it comes to purchasing environmentally conscious products from companies that practice CSR. The present study was designed as an online survey study concretized by the theory of planned behavior (TPB), in which 463 participants completed the survey.

The higher order data for the structural equation model provided evidence for the research hypothesis such that self-transcendent values have positive direct effects for environmentalism which in turn affects the TPB components. More specifically, feelings toward buying environmentally friendly products served as the only relevant component of the TPB that was positively related to purchasing from other CSR committed companies, which in turn, were positively related to self-reported actual purchase frequency. The significance of this research is to contribute to the theoretical advancement on topics relating to CSR and environmental communication among academics and other parties.

Uma Shankar Singh, Małgorzata Rutkowska, and Paweł Bartoszczuk (2022) In this study, the identification of the hierarchy of green consumer values in RESs was examined based on the sustainable development goals adopted by the United Nations to Poland and India. Specifically, the objective of the study was to determine the importance of the different criteria for five specific RESs, as well as their relevance towards the environmental policies in the two countries. Employing secondary datasets in picking countries and primary data for statistical analysis with Automatic Linear Modelling, the research highlighted that for all five RESs in Poland, CRITERIA4 was notably valuable; in India, it was notably valuable as well, for three out of the five. Research conclusions point out that both countries are on the way of sustainable consumption according to UN's indicators, although with noticeably higher level of consumers' awareness among Poles.

Yong Ming Wang, Hafiz Muhammad Fakhar Zaman, and Abdul Khaliq Alvi (2022) In their investigation of the relationship between green customer value, green brand positioning, and green purchase intention and looked at how views regarding green brands serve as a mediator and how green trust serves as a moderator. Snowball sampling was employed to collect information from 464 college students. The findings demonstrated that green customer value and green brand positioning have a significant impact on attitudes about green businesses and intentions to make green purchases.

Attitudes toward green brands acted as a partial mediating factor in the link between green customer value, green brand positioning, and green purchase intention. Moreover, green trust acted as a mediator in these partnerships. The study only looked at individual-level data and eliminated other possible factors due to time and budgetary constraints, which made it impossible to prove causation because it was a cross-sectional study. For more comprehensive generalization, future study should take into account longitudinal studies and compare findings at the group and network levels.

GREEN CONSUMERS VALUE

Green consumers are those who make the environment a top priority when making purchases and engaging in other consuming activities. As a result, those who have higher green values are more likely to make choices that support consumption that is environmentally sustainable.

The study aims to identify whether these demographic variables significantly affect the adoption and prioritization of green consumer values among consumers.

To investigate the influence of demographic factors on green consumer values during product purchases in Bharuch district,

Examining the roles of gender, age, and education level. The study aims to identify whether these demographic variables significantly affect the adoption and prioritization of green consumer values among consumers.

Measurement Scale:

We use the scale created by Haws, Winterich, and Naylor (2010) for our dependent variable. This scale uses a 7-point Likert scale to rate each of the six items that make up a single dimension.

Higher scores indicate a more positive attitude toward

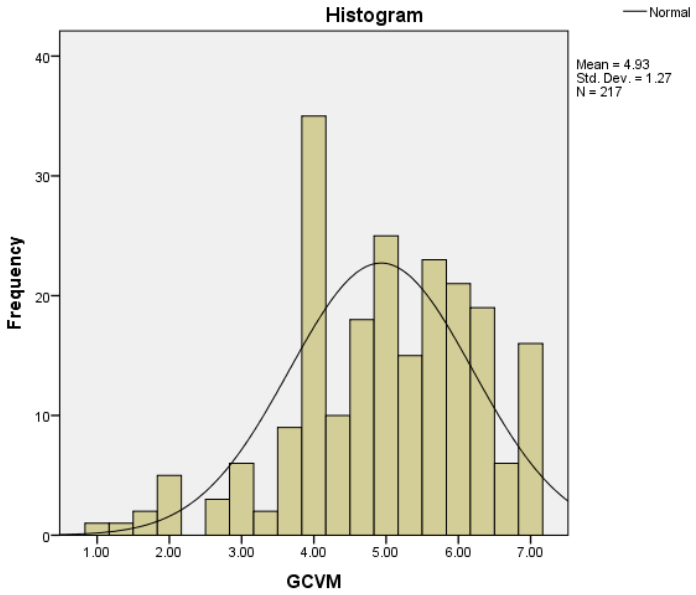
environmentally friendly activity. The responses are averaged to get a single score that represents an individual's value about environmentally friendly consumption.

Normality Test

Tests of Normality

	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
GCVM	.079	217	.002	.968	217	.000

a. Lilliefors Significance Correction



The observations collected from the selected sites in the Bharuch district comprised of 217 observations and all the observations obtained in this research were validated. Conducting a normality test on SPSS, it was realized that the obtained significance value (P-value) regarding the Kolmogorov-Smirnov test was equal to 0. 002. The given number does not exceed 0, as this value is below it: 1. By using the obtained value of 05 level of significance we can conclude that null hypothesis is rejected hence implying that the data is not normally distributed.

Detailed Description: Identifying And Collecting Samples

Thus, out of 217 observations collected in the Bharuch District, all together. In performing the analysis, it was important that the actual data be validated so that they are accurate and complete.

Test of Normalcy:

To determine whether the data was normal, a normality examination was conducted in connection with the SPSS.

There are numerous tests to check normality, one of the most common being the Kolmogorov- Smirnov test.

Examining Kolmogorov-Smirnov

The first one compares a normal distribution with a sample distribution based on the Kolmogorov-Smirnov (K-S) test.

To this end, it provides a significance value of (P-value) that indicates whether variance between the sample distribution and a normal distribution is meaningful or by chance.

P-Value Interpretation: The goodness of fit test refers to the ability of an observed data to have come from a given distribution and the P-value in the K-S test recapitulates this possibility. The significance level that should be associated with the test statistic in this case is 0 which means there is a probability that the data is normally distributed. 10% with a P-value of 0. Colon cancer: High: 38% with a P-value of 0. 002. Significance Level (α):

Commonly, the significance level is reflected as 0. ADF, calculated as adf. covariate. 5, is employed to determine the rejection of the null hypothesis of a normal distribution of data. If the P-value is less than the significance level, the null hypothesis is rejected. In conclusion, the null hypothesis that the data are normally distributed is rejected because the significance level (0.05)

is higher than the P-value (0.002). As a result, we conclude that the distribution of the data is not normal.

Reliability Check

Reliability

[DataSet1]

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	217	100.0
	Excluded[a]	0	.0
	Total	217	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.896	7

(Screenshot of SPSS)

The suggested unidimensional structure of GREEN is consistently supported by the investigation. With a reliability rating of 0.896, the first sample showed a high degree of internal consistency. Moreover, the final items' factor loadings were all high on the single factor, supporting the construct's unidimensional.

High reliability refers to the ability of researchers to be sure that their findings are consistent over time and across a number of samples, when conducting green consumer value research. This will make it easier for researchers to identify consumer attitudes and actions that are more environmentally sustainable, thereby increasing the reliability and validity of their results. On this account, there is a need to ensure the reliability of the metrics reported in different studies to allow for supposition and consolidation of the knowledge with reference to green consumerism across diverse settings.

Participants and Method

217 people from Bharuch made up the study's sample; 121 of them were girls and 96 were boys. The six items that make up the GREEN scale, which is intended to gauge green consumer values, collectively create a single dimension. A seven-point Likert-type scale is used to evaluate these issues, with 1 denoting "strongly disagree" and 7 denoting "strongly agree." An individual's values on ecologically friendly consumption are reflected in a single score that is generated by averaging their responses to these items. A higher score suggests a better dedication to sustainable practices and a stronger favorable attitude toward environmentally friendly actions. Researchers can measure and contrast the environmental values of various sample members using this scoring technique.

Structure model testing

To test hypotheses H1, H2, and H3, we built a structureal model with planning, traditional and collectivisism as the independent variable and green consumption values as the dependent variable.

Hypothesis 1:

NPar Tests

[DataSet1]

Mann-Whitney Test

Ranks

	Gender	N	Mean Rank	Sum of Ranks
GCVM	Male	96	107.93	10361.50
	Female	121	109.85	13291.50
	Total	217		

Test Statistics[a]

	GCVM
Mann-Whitney U	5705.500
Wilcoxon W	10361.500
Z	-.224
Asymp. Sig. (2-tailed)	.823

a. Grouping Variable: Gender

This investigates the independence hypothesis between the dependent variable, green values, and the independent variable, gender. The P-value is 0.823, which means that the significance level of 0.05 is exceeded. We conclude that there is no statistically significant difference in Green Values based on gender because we were unable to reject the null hypothesis.

Detailed Overview:
Framework for Hypothesis Testing: Ultimately, As per the null hypothesis, H0, there is no correlation between gender and green values.

Alternative Hypothesis: Gender influences green values differently, according to the link between gender and green values.
Interpretation of P-Value:

Assuming the null hypothesis is true; the P-value calculates the likelihood of receiving test results that are at least as extreme as the actual observed results.

A P-value of 0.823 indicates that if the null hypothesis were correct, there is an 82.3% chance that the observed data—or something more extreme—would materialize.

Level of Significance (α):
The significance level is a cut-off point (usually set at 0.05) that the researcher uses to assess if the P-value is low enough to rule out the null hypothesis.

We reject the null hypothesis in the event that the P-value is less than 0.05. We are unable to reject the null hypothesis if the P-value is higher than or equal to 0.05.

Conclusion And Decision:
We are unable to rule out the null hypothesis because the P-value (0.823) is higher than the significance level (0.05).
As a result, there is insufficient data to draw the conclusion that gender influences green values differently. Stated differently, the green values seem to be gender-neutral in this setting.

Hypothesis 2:

Kruskal-Wallis Test

Ranks

	Age	N	Mean Rank
GCVM	18 to 35	204	108.34
	35 to 50	11	129.27
	50 to 65	1	51.00
	65 and above	1	78.00
	Total	217	

Test Statistics[a,b]

	GCVM
Chi-Square	2.275
df	3
Asymp. Sig.	.517

a. Kruskal Wallis Test

b. Grouping Variable: Age

The test of Hypothesis H1 examines the independence between the dependent variable, Green Values, and the independent variable, Age. The P-value, or asymptotic significance value, is 0.517, over the significance level of 0.05. We find that there is no statistically significant difference in Green Values based on age and fail to reject the null hypothesis.

Explanation in Depth: Framework for Hypothesis Testing

The null hypothesis (H0) states that there is no correlation between age and green values, or that green values are independent of age.

The alternative hypothesis (H1) states that there is a correlation between age and green values. Green values are dependent on age.

Interpretation of P-Value:

The likelihood of witnessing the data, or something more extreme, provided that the null hypothesis is true, is measured by the P-value (also known as the Asymptotic Sig. value in SPSS).

A P-value of 0.517 indicates that if the null hypothesis were correct, there is a 51.7% chance that the observed data—or something more extreme—would materialize.

Level of Significance (α):

The significance level is a cut-off point that the researcher sets (usually 0.05) to assess if the P-value is sufficiently low to rule out the null hypothesis.

We reject the null hypothesis in the event that the P-value is less than 0.05. We are unable to reject the null hypothesis if the P-value is higher than or equal to 0.05.

Conclusion and Decision:

We fail because the P-value (0.517) exceeds the significance level (0.05) to disprove the hypothesis that is null. Consequently, there is insufficient data to draw the conclusion that age affects green values differently. Put otherwise, it seems that the green values in this situation are unaffected by age.

Hypothesis 3:

Kruskal-Wallis Test

Ranks

	Education	N	Mean Rank
GCVM	School	2	112.00
	High School	3	97.50
	Graduation	126	96.38
	Master	84	129.33
	PhD	2	64.50
	Total	217	

Test Statistics[a,b]

	GCVM
Chi-Square	15.062
df	4
Asymp. Sig.	.005

a. Kruskal Wallis Test

b. Grouping Variable: Education

A test of the independence between the dependent variable, Green Values, and the independent variable, Education, is called Hypothesis H1. The Chi-Square value is 16.062, while the Asymp. Sig. value (P-value) is 0.05. We can make a decision because the P-value is equivalent to the significance level of 0.05. We normally reject the null hypothesis in this situation and come to the conclusion that there is a statistically significant variation in Green Values according to educational attainment.

Detailed Description: Framework for Hypothesis Testing:
The null hypothesis (H0) states that there is no correlation between education and green values, or that green values are independent of education.

Alternative Hypothesis (H1): There is a link between education and green values, indicating that green values are dependent on education.

Understanding P-Value:
In statistical probability theory, the P-value (also known as the Asymptotic Sig. value in SPSS) expresses the likelihood of observing the data, or a more extreme outcome, under the null hypothesis.

The observed data (or something more severe) have a 5% chance of happening if the null hypothesis were to be true, according to a P-value of 0.05.

Gradient of Significance (α):
When determining whether the P-value is low enough to reject the null hypothesis, the researcher sets a threshold, usually 0.05, known as the significance level.

Rejecting the null hypothesis occurs if the P-value is less than or equal to 0.05. In the event that the P-value exceeds 0.05, the null hypothesis cannot be properly rejected.

Conclusion and Decision:
We are at the crucial value for making decisions since the P-value (0.05) equals the significance level (0.05). Therefore, reject the null hypothesis if the P-value is at the threshold.

As a result, we find that there is a statistically significant difference in Green Values depending on schooling and reject the null hypothesis.

Hypothesis 4:

Kruskal-Wallis Test

Ranks

	Income	N	Mean Rank
GCVM	0 to 3 LPA	156	112.17
	3 to 6 LPA	21	89.76
	6 to 9 LPA	15	106.87
	9 to 12 LPA	14	97.54
	12 to 15 LPA	7	109.29
	More than 15 LPA	4	133.88
	Total	217	

Test Statistics[a,b]

	GCVM
Chi-Square	3.496
df	5
Asymp. Sig.	.624

a. Kruskal Wallis Test

b. Grouping Variable: Income

Hypothesis is the test for the independence of the independent variable, income, and the dependent variable, green values. The Asymptotic Sig. value (P-value) is 0.624 and the Chi-Square value is 3.496. Because the P-value is greater than the significance level of 0.05 and we are unable to reject the null hypothesis, we conclude that there is no statistically significant difference in Green Values based on income. The Kruskal-Wallis test was utilized in this investigation.

In-depth Synopsis: Hypothesis Testing Framework:
According to the null hypothesis (H0), there is either no relationship at all between income and green values, or green values are unaffected by income.

Hypothesis Alternative (H1): Income and Green Values are related, suggesting that Green Values are reliant on Income. P-Value Interpretation: Assuming that the null hypothesis is true, the P-value (Asymp. Sig. value) represents the likelihood of observing the data or something more extreme.

With a P-value of 0.624, the likelihood that the observed data—or anything more extreme—would materialize in the event that the null hypothesis is correct is 62.4%.

Level of Significance (α):
The significance level is a cutoff point that the researcher sets (usually 0.05) to assess if the P-value is sufficiently low to rule out the null hypothesis.
We reject the null hypothesis in the event that the P-value is less than or equal to 0.05. We are unable to reject the null hypothesis if the P-value is higher than 0.05.

Conclusion and Decision:
We are unable to reject because the P-value (0.624) is higher than the significance level (0.05) the hypothesis that is null. Thus, we lack enough data to draw the conclusion that different green values are associated with different income levels. Put otherwise, the green values seem to be unaffected by income in this situation.

Data analysis
There are 217 respondents in all in the Bharuch district study on green consumer value.

Gender Distribution
The sample is predominantly female, comprising 55.8% of the total respondents, while males make up 44.2%. This indicates a higher participation rate of females in the survey, which could reflect a stronger interest or awareness in green consumer values among women in this district.

Educational Background
The majority of respondents have a higher education background:

126 respondents (58.1%) have completed graduation. 84 respondents (38.7%) hold a Master's degree. Only 2 respondents (0.9%) have a PhD. 5 respondents (2.3%) have education up to school level.

This distribution suggests that the green consumer values in Bharuch district are largely evaluated by individuals with a significant educational background, primarily at the graduate and postgraduate levels.

Income Categories
The income distribution among the respondents is varied:

A significant majority, 156 respondents (71.9%), fall into the 0 to 3 LPA category.
26 respondents (12%) fall into the 3 to 6 LPA category. 15 respondents (6.9%) fall into the 6 to 9 LPA category. 14 respondents (6.5%) fall into the 9 to 12 LPA category. 7 respondents (3.2%) fall into the 12 to 15 LPA category. 4 respondents (1.8%) have an income of more than 15 LPA.

This data indicates that most respondents belong to the lower income brackets, which may influence their consumer behaviour and values towards green products,

potentially prioritizing affordability and practicality.
Examining Likert Scales

The poll employed a Likert scale, ranging from 1 to 7, to gather responses addressing green consumer values. Regarding green consumer values, the respondents' overall mean score of about 4.9 shows a comparatively high level of agreement or enthusiasm.

Interpretation of the Likert Scale Mean
The respondents' mean score of 4.9 on a 7-point rating scale suggests that they generally favour green consumer values. Although there is a tendency in the right direction, there may be some diversity in the sample's level of agreement or commitment to green consumer values, as indicated by the average score, which is closer to 5.

According to this analysis, in order to be more successful, educational programs and policies that support green consumer values may need to take these demographic aspects into account.

CONCLUSION:

In the Bharuch district, 217 respondents' green consumer values were examined in this study. Responses to the Green Consumer Value Scale, which was created by Haws, Winterich, and Naylor (2010), were scored on a Likert scale ranging from 1 to 7. The participants' total mean score of 4.9 shows that they generally have a positive attitude toward green consumer values.

Important Results: Influence of Gender:
There is insufficient statistical evidence to draw the conclusion that various genders have varied influences on green consumer values. This implies that gender is irrelevant when it comes to the Bharuch district's green ideals.

Age Influence:
Similarly, the study found insufficient data to conclude that age impacts green consumer values differently. This indicates that attitudes towards green consumer values are consistent across different age groups in this setting.
Educational Influence:

A statistically significant difference in green consumer values was observed based on the level of education. This finding leads to the rejection of the null hypothesis, indicating that educational background does influence green consumer values in the Bharuch district.
Income Influence:

While the data on income categories was collected, the study primarily focused on the influence of gender, age, and education on green consumer values. Based on the Green Consumer Value Scale, the average score of 4.9 indicates that most respondents support green consumer values. While green consumer values are on the rise, there is variation in the sample's level of agreement or commitment, as indicated by the mean score that is closer to 5. This variation shows that although there is a general positive attitude, there may be differences in people's commitment to green principles.

The results show that since education level has a major impact on green consumer values, educational interventions may be useful in raising those values. Nonetheless, it doesn't seem that age or gender matters in this situation, indicating that the Bharuch district's green consumer ideals are widely embraced by people of all ages and genders.

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