Consumers' Health and Environmental Concerns Encourage the Use of Green Products

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Abstract: *Human health is crucial for every human being with their right to utilize and opt for safe and healthy products. The main reasons for consumer awareness about the products they use in their daily life are health consciousness and environmental concern. The environment is affected due to several issues such as pollution etc. it has been the most the cause of concern for general public and as a result the concept of green environment and the green product has emerged in many countries., The growth in the demand for environmentally friendly products is an increasing trend because, aware consumers regarding their health and environmental issues and benefits of green products.*

Keywords: Human health

I. INTRODUCTION

Environmental concern is defined as "the level of people's knowledge of environmental issues, support for efforts to solve those problems, as well as the level of willingness to contribute to their solutions". The growing public attention to the environment highlights the importance of studying the impact of this variable on individuals' behavioural intention. In recent years, the correlation between environmental concerns and behavior intention, or acceptancy of green products has been confirmed many times in the green consumption behavior and the green energy consumption represented by green products. They concluded that people with a propensity of environmental values and concerns are more likely to accept green products. Increasing environmental problems have induced environmental concern on different societal groups such as scientists, interest groups, NGOs, and the global public at large. While 'environmental concern' has the meaning of care for the environment and its resources The Green industry has a positive impact on the environment through its use of resources, and reduce the waste generation and pollution. To manage and use the waste generation. To reduce negative impact of pollution, it is essential to measure the pressures of healthcare activities on the environment. However, research on factors that can support these measurement activities is unbalanced and scattered. In order to address this issue, a scoping review was conducted with the aims of (i) identifying and organizing factors that have been used to measure environmental impact in healthcare practice and (ii) analysing the overview of impact factors in order to Health Conscious of consumers behavior aspects. Measures of pro-environmental behavior in psychological studies do not always reflect the actual environmental impact of a person or household. Therefore, the results of these studies provide little insight into variables that could be helpful in reducing household environmental impact. In this article, an environmentally significant measure of household consumer behavior

Environmental Concern

The environment is the most important factor that pursues the consumers that makes the consumption of green products as well. Previous researches suggest that using green products can decrease the damage of the natural hazardousness. Nowadays, the consumer becomes more concern to protect the environment. They believe consuming green products could help to solve environmental problems consumers are concern and awareness toward the environment. They believe consuming green products will help and overcome the problem of environmental conscious It is required that consumers should be having enough knowledge and awareness regarding the environmental issues that suggest it is also associated with the purchase of green products. In the previous studies, it is being suggested that consumers have the knowledge and awareness about environmental issues and having a positive opinion towards the consumption of green

products. In addition, those consumers who have a positive thought about environment concern, they tend to consume a friendly product which is green products. However, there are some previous researches mentioned, huge price difference and inconveniences may deter consumers from buying green products

Health Consciousness:

Green products quality is much greater than the other available products. These products contain original vitamins and minerals along with this they are free from chemical induction to preserve the consumers who are concerned about green products displayed a positive attitude towards consumption. They tend to change their daily life to a new way of consuming green products. explained green products is natural content and nutritious. It is the main reason why consumers should purchase this kind of food instead of normal foods. The natural content also can give a right impact on consumer purchasing behavior

that green product includes pure vitamins that are having high percentage than the other ordinary products that are being made artificially such as Vitamin C is the most required element for the human body that contains in the green products. It develops the immune system in the human body to fight against the disease such as cancer. it showed the green products can reduce the growth of cancer cell in the patient body. By introducing natural technique, the milk was produced more valuable with a high percentage that required in the human body In addition, green products have low fat and more carbohydrate which is different from conventional, Consuming green products daily could stand for a diet and a healthy meal. Among the consumers, health issues are high concern that urges them to use green products to stay healthy. It is also evident that consumers are free to select any product for the usage but they are also affected by other factors as well. One of them is related to the health concern.

II. REVIEWS OF LITERATURE:

Table 1.1

Sl. No	Authors(S)	Title	Research Methods	Outcome/Findings
1	Usama Awan and Abdus Sattar Abbasi (2013)	Environmental Sustainability through Determinism the Level of Environmental Awareness, Knowledge and Behavior among Business Graduates	using t-statistic test and ANOVA	The study aims to examine the relationship between demographic factors such as gender, income and occupation with the environmental awareness, knowledge and behavior The result of this survey shows that the students with high income level are more environmentally knowledge able from those students whose income is less. Parents' occupation has significant impact on the overall environmental awareness
2	Aries Susanty, Muhammad MujiyaUlkhaq	Socio-Economic Factors Affecting Environmental Concern and Knowledge of Consumers' Purchasing Behaviors of Green Products: A Study of Semarang Regency	using t-statistic test and ANOVA	To understand the consumers' purchasing behavior of green products, this study aims to know the different effects of socio-economic factors significant difference among consumers of different ages, gender, and level of education in terms of environmental concern and knowledge. The customer with age group less than 30 have, female, and level of education senior high school and university have a mean value of environmental concern and knowledge higher than the other groups. On the other hand, this study fails to prove a significant difference

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				among consumers at a different level of income in terms of environmental concern and knowledge.
3	Lucyna Witek, and Wiesława Ku´zniar(2021).	Green Purchase Behavior: The Effectiveness of Sociodemographic Variables for Explaining Green Purchases in Emerging Market	ANOVA Kruskal–Wallis Test	The paper shows the implications for marketing. In addition, our exploratory research shows future research directions based on findings from the point of view of green consumer behavior. The study is an in-depth analysis of the factors determining green purchasing behavior. It contributes to the current literature by strengthening the existing knowledge about the factors influencing green purchase behavior in developing countries
4	Shwetha G Y (2019)	A Descriptive Study on Attitude of Generation Z towards Green Behaviour	Green Behaviour from the secondary data collected	It is evident from the Masdar's survey states that Gen Z has more concern about environmental issues such as Clean Technology, Sustainability, Renewable Energy, Green Initiatives etc., and showing green behaviour for sustainable future
5	Ganesh Kumar S, Sitanshu Sekhar Kar, Animesh Jain	Health and environmental sanitation in India: Issues for prioritizing control strategies	secondary data collected various intervention strategies	Environmental sanitation is a major public health issue in India. Recent interventional studies on environmental sanitation in India highlighted the importance of prioritizing control strategies. Research related to the appropriate cost-effective intervention strategies and their implementation in Indian context is a big challenge
6	Mahesh Chandra (2015)	Environmental Concerns in India: Problems and Solutions		The rapid economic growth experienced by India is resulting in adverse and harmful environmental conditions that are affecting the people of India as well the wider global population. its prospects for continued economic growth (Ranganath, 2015). Sustainable development, that is, both a prosperous economy and a healthy environment

III. RESEARCH GAP& STATEMENT OF PROBLEM

The researchers in green marketing area primarily focus on examining green consumers' demographic profile. While there is significant knowledge that such studies have produced, an important research gap in Indian context has emerged by not assessing any predictive relationships that may govern green buying behaviour in the process of adoption of eco-friendly products. The previous researches have not high lightened the predictive relationship of pro-environmental concern to green buying behaviour in Indian context. This study attempts to find out if consumers' pro-environmental concerns, awareness and knowledge about environment related issues impact their buying behaviour to prefer and buy eco-friendly products and pay a premium price for such products. Some of the reviews are based on identification of the causes and scarcity of green product as well as eco-friendly products that effect environmental problems and has not described the solutions to the causes identified. Some of the studies are focused on promotion of green product and technology benefits at large scale. But the above have not described the small scale or medium scale cost benefits and ecofriendly evaluation of green product. Several studies have not considered the evaluation of green

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204

product reduced the health issues on small Medium and large-scale green product units and systems. green product contributions which are helpful to reduce the health problems as well as environmental conservation have not been studied

OBJECTIVES
- To identify if consumers prefer to buy eco-friendly products and are willing to pay more for eco-friendly products.
- To study the consumption of green products for improve the health conditions and environmental protections.

HYPOTHESIS TESTING:
- H_0: There is no relationship between the Usage of Green products and the affecting factors on the health & Environmental consciousness of consumers.
- H_1: There is relationship between the Usage of Green products and the affecting factors on the health consciousness of consumers.

IV. DATA INTERPOLATIONS
Table 1.2 Environmental **Concerns of Consumers Encourage to Usage of Green Products**

Health Conscious of consumers encourage to Usage of Green product						
Pearson Correlation	Correlation	Mean	Std. Deviation	t	df	Sig. (2-tailed)
Do you use a green product? Yes/No	1.000	3.71	2.913	22.057	299	0.000
Willing to make a sacrifice	0.034	2.94	1.402	36.352	299	0.000
Awareness of environmental damage	0.176	2.05	1.215	29.178	299	0.000
Willingness to change behavior	0.042	3.01	1.457	35.776	299	0.000
Environmental protection	0.253	2.31	1.232	32.431	299	0.000
Embrace green principles	0.082	1.83	.943	33.688	299	0.000
N=300, Test Value=0 & 95% Confidence Interval of the Difference						

In order to analyse the impact of Usage of Green product on human health and pollution control one sample t-test is conducted. It can be observed from table 1.1 that Usage of Green product Promoting agencies and human behaviour have more impact on Usage of green product The t-test value is 36.352 and p value is 0.000 which is less than the significance level that is 0.05. Similarly, green product related Willing to make a sacrifice of non-ecofriendly products has more impact on Usage of Green product. and t value is 31.334 and p=0.000. Awareness of environmental damage related in Usage of Green product effectively promote the Usage of Green product, t value is 29.17 8and p=0. 000. Willingness to change behavior relationship among green products to use, here the t value is 35.776 and p=0.000, Environmental protection build up the relationship among green product and promote the eco-friendly products, t value is 32.431 and p=0.000, Embrace green principlesseeking spared effective awareness on importance of green product, t value is 33.688and p=0.000. which is less than the significance level that is 0.05. that Usage of Green product Promoting agencies and human behaviour have more impact on Usage of eco-friendly products that is indicated the more Environmental and health Concerns of Consumers Encourage to Usage of Green Products

HYPOTHESIS TESTING:
H_0: There is no relationship between the Usage of Green products and the affecting factors on the health & Environmental consciousness of consumers.

H_1: There is relationship between the Usage of Green products and the affecting factors on the health&Environmental consciousness of consumers.

Table 1.3

Multiple Regression Model Summary and ANOVA			Regression	Residual	Total
Statistics		Sum of Squares	248.276	2289.494	2537.770
		Df	5	294	299
		Mean Square	49.655	7.787	
		F	1.376	H₀ Rejected and H₁ accepted, null hypothesis is not true and alternative hypothesis true (**0.000<0.005**) **True**:There is relationship between the Usage of Green products and the affecting factors on the health & Environmental consciousness of consumers.		
		Sig.	0.000		
		Durbin-Watson	1.42		
		R	0.613		
		R Square	0.698		
		Adjusted R Square	0.682		
		Std. Error of the Estimate	0.07		
Usage of Green product determined from the Health Conscious of consumers					
	Alpha value (α)		0.651	(Constant)	
1	B1: Willing to make a sacrifice*(B₁)*		0.050	Positive direction	
2	B2: Awareness of environmental damage*(B₂)*		0.160	Positive direction	
3	B3: Willingness to change behavior*(B₃)*		0.070	Positive direction	
4	B4: Environmental protection*(B4₁)*		0.245	Positive direction	
5	B5: Embrace green principles*(B₅)*		0.038	Positive direction	
	Predictors: (independent Variable) B1, B2, B3, B4, B5 Dependent Variable: Do you use a gene product				

Usage of Green products (UGP) = 0.651 +0.050 (WMS)) + 0.160 (AED)+ 0.070 (WCB)+ 0.245 (EP)+0.038 (EGP)

Regression analysis is to establish an equation prediction by the value of the dependent variable from the values of independent variables. In this hypothesis testing, dependent variable is Usage of Green product factors influence by Health &Environmental Conscious of consumers. (Table 1.3) and independent variable includes Willing to make a sacrifice (B_1), Awareness of environmental damage (B_2), Willingness to change behavior (B_3), Environmental protection (B_4),) and embrace green principles (B_5)Therefore, in this testing, and Usage of Green product factors influenced by Health Conscious & Environmental of consumers is regressive on Willing to make a sacrifice (B_1), Awareness of environmental damage (B_2), Willingness to change behavior (B_3), Environmental protection (B_4),) and embrace green principles (B_5). The parameters of this equation can be used to relate the variability in Health Conscious & Environmental of consumers influence to Usage of Green product to the variability in Willing to make a sacrifice (B_1), Awareness of environmental damage (B_2), Willingness to change behavior (B_3), Environmental protection (B_4),) and embrace green principles (B_5). The model summary exhibits the regression.

Usage of Green products(UGP)= (β_1)Willing to make a sacrifice(WMS)+(β_2)Awareness of environmental damage (AED)+(β_3)Willingness to change behavior(WCB)+(β_4)Environmental protection(EP)+(β_5)embrace green principles (EGP)

Usage of Green products (UGP) = α +β_1(WMS)) + β_2(AED)+ β_3(WCB)+ β_4(EP)+β_5(EGP)

Usage of Green products (UGP) = 0.651 +0.050 (WMS)) + 0.160 (AED)+ 0.070 (WCB)+ 0.245 (EP)+0.038 (EGP)

Table 1.2 shows, R, R², adjusted R² and standard error of the estimate. These estimations indicate, whether this model is suitable to construct or not with data. The '**R' value** is 0.613; it represents the multiple correlation coefficients. **R²** indicates goodness of fit, this value 0.698, **Adjusted R Square** 0.682**, that means a high degree of positive impact.** This explains about **Usage of Green products** have factors influence on green products consumption is dependent on

Willing to make a sacrifice (B_1), Awareness of environmental damage (B_2), Willingness to change behavior (B_3), Environmental protection (B_4),) and embrace green principles (B_5)

Table 1.3exhibit the ANOVA table to test for F-ratio. This test indicates that the multiple regression models are good fit for the data. Table clearly shows that, independent variables are significantly predicted on environmental affordability factors influence to solar energy consumption. The value of F is 1.376and P =0.000 (0.000<0.05), So accepted the alternative (H_1) hypothesis (0.000<0.05) it means that, null hypothesis is not true and alternative hypothesis is true because more than 95 per cent of respondents were satisfied by each factor of Willing to make a sacrifice (B_1), Awareness of environmental damage (B_2), Willingness to change behavior (B_3), Environmental protection (B_4),) and embrace green principles (B_5)factors influence to green product consumption this result shows that, it is significant. Therefore, the regression model is good to fit. There is a relationship between the health & Environmental consciousness of consumers and factors that influence to green product consumption. influencing factor of different factors. Willing to make a sacrifice (B_1), Awareness of environmental damage (B_2), Willingness to change behavior (B_3), Environmental protection (B_4),) and embrace green principles (B_5)factors are good relationship in the multiple Regression model. There is relationship between the Usage of Green products and the affecting factors on the health & Environmental consciousness of consumers. This statement is true. Willing to make a sacrifice**(0.050)**,Awareness of environmental damage**(0.160)**, Willingness to change behavior**(0.070)**, Environmental protection**(0.245)**, embrace green principles**(0.038)**the all variables are positive relationship with dependent variable. that means directly green products are affordable as well as more importance to improve the health status and more environmental benefits. because all variables are positively affecting factor are favourable to green product producers and green product Seller or businessmen, and environmental protection and favourable to producers benefits from green products users, expect Willing to make a sacrifice (B_1), Awareness of environmental damage (B_2), Willingness to change behavior (B_3), Environmental protection (B_4),) and embrace green principles (B_5). factors influence to green product consumption determined the health consciousness of costumers and encouraged green product consumption, environmental protection, with improve the health status of consumers In the Regression Model, increased the beta value of health consciousness affecting factors. It increases the more benefits from green product users, and sifted to positive sign of Willing to make a sacrifice (B_1), Awareness of environmental damage (B_2), Willingness to change behavior (B_3), Environmental protection (B_4),) and embrace green principles (B_5), increases the more benefits from green product users.

Table :1.4

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.664
Bartlett's Test of Sphericity	Approx. Chi-Square	22.088
	df	10
	Determinant	0.928
	Sig.	0.000

Factor Analysis: To conduct factor analysis, it needs to satisfy the conditions related sampling for the already conducted KMO test and it shows sampling Adequacy of the collected data for conducting factor analysis. The Sample adequacy for conducting factor analysis is based on KMO value; it should be more than 0.5 and less than 1, so our data of the KMO value is 0.664 (Table: 1.4) which is more than 0.5 and that shows our data is suitable for conducting factor analysis.

Eigen value: After Satisfying the KMO condition we need the factor analysis using the principal component method and from that we extract the Eigen value table. Eigen value is the selection criteria for finding the number of components which draw variance. The table shows Table: 1.5 only four components that have more than one Eigen value have been considered for the study. That means there are **three** components with more than one Eigen Value and these components bring maximum variance from the variables i.e. **67.153**per cent.

Table:1.5

Total Variance Explained				
	Initial Eigenvalues			
Component		Total	% of Variance	Cumulative %
RW	1	1.226	24.512	24.512
	2	1.097	21.945	46.457
	3	**1.035**	**20.695**	**67.153**
	4	.907	18.134	85.287
	5	.736	14.713	100.000
Extraction Method: Principal Component Analysis.				

Rotated Component Matrix (Varimax): Table1.6 shows that, there is need to study more deeply to find the variable that belongs to the component and for that correlation coefficient should be more than 0.5 between the component and variables. The highlighted cells represent the correlation coefficient that have more than 0.5 and less than 1, which means there is the possibility for the variables to separate the three components from the other components based on the highest correlation coefficient

Table :1.6

	Component Matrix			Rotated Component Matrix		
	Component			Component		
	1	2	3	1	2	3
Willing to make a sacrifice	-.213	.674	.568	.07	.05	.90
Awareness of environmental damage	.761	-.026	-.312	.66	.17	-.46
Willingness to change behavior	-.299	.439	-.587	.15	.77	.06
Environmental protection	.477	-.121	.508	.18	.68	.07
Embrace green principles	.533	.660	-.110	.82	-.07	.24
Extraction Method: Principal Component Analysis. Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization. & 3 components extracted.						

Three more variables are added. Hence, all the components approximately will have equal preference that reduces our study to the three new defining variables from the five variables. That is how it satisfies the relationship between the components and variables based on the correlation coefficient. From the derived results we need to rename the components based on the variables which are mentioned in Table 1.7 The new renamed components have the new variables considered for the study in order to find out the effectiveness of the variables on Information about green products. From the analysis we find that there is relationship between the variables which affect the health and environmental consciousness of consumers. This analysis supported by the Bartlett's Test results in Approx. Chi-Square i.e. 29.699drawn by the 10 degrees of freedom. The significance for the chi-sq value is 22.088at 5 per cent level of significance P-value is 0.000 (Table: 1.4)Hence, there is relationship between the health consciousness of consumers factors that encourage the use green product. All the health & environmental consciousness factors have accepted the alternative (H_1) hypothesis (0.000<0.05). In addition, the alternative hypothesis was true because more than 95 per cent of the respondents are satisfied by the health & environmental consciousness of consumers factors to green product consumptions. There is relationship between the Usage of Green products and the affecting factors on the health consciousness of consumers was true and at the same time The external forces encourage to Usage of Green product for Health&environmental Conscious of consumers Apoptin of green principles, Willingness to Environmental protection&willing to sacrifice environmentally harmful use f the internal& external forces encourage to Usage of Green product for Health &environmentalConscious of consumers. (Self- Awareness) Apoptin of green principles,

Willingness to Environmental protection&willing to sacrifice environmentally harmful useare positively encourage and supported to improve the health and environmental status of consumers through usage of green products.

New Variable: Table 1.7shows that, the health&environmentalConscious and of consumers have improved the more sales and encourages to usage of green products. Self- Awareness and Green products promoters, dealer strategies for sales; green products related awareness and exhibitions have been identified as the new variables. Likewise, there is relationship between the Apoptin of green principles for environmental protection(new variables) to more encourage the use of green products. It is found that there is relationship among the variables that affect the Information factors from the chi-sq value and p value. In order to study all the identified new variables from the literature review is complex. However, the variables are prioritized from the highest impact to the lowest.

Table :1.7

New Variable	Variable	weightage
Apoptin of green principles for environmental protection **Public Awareness**	Awareness of environmental damage	Component:1 weightage=1.226 &24.51%
	Embrace green principles	
Willingness to Environmental protection **Self- Adoption**	Willingness to change behavior	Component:2 weightage=1.097 & 21.94%
	Environmental protection	
willing to sacrifice environmentally harmful use **Self- Sacrifice**	Willing to make a sacrifice	Component:3 weightage=1.035 & 20.69%

PCA model analyzes which variables are most influential among the above five variables, Principal component analysis (PCA) converts the variable from 3 out of 5 new variables. With the varimax condition, after finalizing the procedure it is found that 3 major variables are enough to the study the relationship between the variables and the external forces encourage to Usage of Green product for Health Conscious and environmental of consumers Apoptin of green principles for environmental protection, Willingness to Environmental protection and willing to sacrifice environmentally harmful use forces encourage to Usage of Green product for Health Conscious of consumers .The first component is the most effective new variable Apoptin of green principles for environmental protection then second component Willingness to Environmental protection. And finally component is willing to sacrifice environmentally harmful useComponent one is external or policy making agencies support forces encourage to Usage of Green product for Health Conscious of consumers it has contributed weightage is 1.226 &24.51% it is included the Awareness of environmental damage, and Embrace green principles, then second Component is the internal forces encourage to Usage of Green product for Health Conscious of consumers (Self- Adoption) it has contributed weightage is 1.097 & 21.94% it is included the Willingness to change behavior and Environmental protection. Finaly Component is the internal forces encourage to Usage of Green product for Health Conscious &environmentalof consumers (Self- Sacrifice) it has contributed weightage is .035 & 20.69%it is included the willing to sacrifice environmentally harmful use

There is a relationship among the variables that affect the better performance of the health and environmental consciousness of consumers to encourage to Usage of Green products, that means the policy making agencies support, Self- Adoption and Self- Sacrifice forces encourage to Usage of Green products for the Health and environmentalConscious of consumers policy making agencies support,Self- Adoption and Self- Sacrificeforces encourage to Usage of Green products for the Health and Conscious &environmentalof consumers Public Awareness and Self-awareness are positively encouraging and support the improvement of the health &environmentalstatus of consumers through the usage of green products. But policy making agencies support factors were more impacted to increase the usage of green products than Self- Adoption and Self- Sacrificefactors.PCA model analyzes which variables are most influential among the above five variables.

V. CONCLUSION AND FINDINGS

Green products can lead to environmental sustainability and health awareness among consumersThere is relationship between the Usage of Green products and the affecting factors on the health and &environmental consciousness of

consumers was true and at the same time The policy making agencies support, Self- Adoption and Self- Sacrifice forces encourage to Usage of Green product for Health &environmental Conscious of consumers (Public Awareness) and the internal forces encourage to Usage of Green product for Health Conscious of consumers The policy making agencies support, Self- Adoption and Self- Sacrificeare positively encourage and supported to improve the health &environmental status of consumers through usage of green products. Though consumers are willing to purchase green products, various business organizations still in at the back the need of the eco- friendly civilization. The researcher recommends business organizations to follow strategies in order to get compensation from the environmentally friendly approach as green marketing offers business incentives and growth opportunities while it may involve start-up costs, it will save money in the long term. Therefore, in the product strategy, marketers can identify customer's environmental needs and develop products to address this issue, produce more environmentally responsible packages. (Recycle, biodegradable, reuse), and ensure that products meet or exceed the quality hope of customers. Green marketing should not neglect the economic aspect of marketing. Marketers need to know the implications of green marketing. If the researcher believes customers are not troubled about environmental issues or will not pay a premium for products that are more eco-responsible, think again. We must find an opportunity to improve our product's performance and support our customer's reliability and authority a higher price. There is relationship between the Usage of Green products and the affecting factors on the health & Environmental consciousness of consumers

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211