

List of Tables

Table No.	Table Name	Page No.
1.1	Countries ranked according to their response level of Green Marketing	28
1.2	Brands Producing Green Household Appliances	30
3.1	References used for drafting the questionnaire	101
3.2	Classification of Household Appliances	102
3.3	Household Appliances Selected for the current Research Study	103
3.4	Identified features of Selected Green Household Appliances for the current Research Study	103
3.5	City-wise distribution of sample size	108
4.1 (a)	Demographic profile of Respondents	109
4.1 (b)	Demographic profile of Respondents	110
4.2.1	Household Appliance Ownership	111
4.2.2	Usage of Entertainment appliance	112
4.2.3	Usage of Utility appliance	113
4.2.4	Usage of Kitchen appliance	113
4.3	Descriptive Statistics of Constructs	114
4.4.1	A Snapshot of results of Measurement Assessment – Internal Consistency (Cronbach’s Alpha)	132
4.4.2	Cronbach Alpha of Individual Constructs	133
4.4.3	Validity check of Constructs	145
4.4.3.1.1	Content Validity - Item ratings for an Individual Construct (Example)	146
4.4.3.1.2	Content Validity – CVR & PAE of values an Individual Construct (Example)	147
4.4.3.1.3	Content Validity – Items Within the Construct Retained / Discarded	147
4.5.1.1	Correlation between Pro-Environmental Behaviour and Energy Saving	149
4.5.1.2	Model Summary for Pro-Environmental Behaviour and Energy Savings	150
4.5.1.3	ANOVA for Pro-Environmental Behaviour and Energy Savings	150
4.5.1.4	Coefficient for Pro-Environmental Behaviour and Energy Savings	150
4.5.3.1	Awareness About ‘Energy Efficient / Green Household Appliances’	153
4.5.3.2	Attitude Towards ‘Energy Efficient / Green Household Appliances’	154

4.5.3.3	Consumer Readiness for ‘Energy Efficient / Green Household Appliances’	155
4.5.4.1	Recognition of Green/ Eco-Labels	156
4.5.5.1	Correlation between Consumers’ Knowledge and its influence on GPB	157
4.5.5.2	Model Summary for Consumers’ Knowledge and GPB	158
4.5.5.3	ANOVA for Consumers’ Knowledge and GPB	158
4.5.5.4	Coefficients for Consumers’ Knowledge and GPB	159
4.5.5.5	KMO and Bartlett's Test for Consumers’ Knowledge and GPB	159
4.5.5.6	KMO Range Communalities for Consumers’ Knowledge and GPB	160
4.5.5.7	Total Variance for Consumers’ Knowledge and GPB	160
4.5.5.8	Rotated Component Matrix for Consumers’ Knowledge and GPB	161
4.5.5.9	Correlation between Consumers’ Attitude and GPB	162
4.5.5.10	Model Summary for Consumers’ Attitude and GPB	163
4.5.5.11	ANOVA for Consumers’ Attitude and GPB	163
4.5.5.12	Coefficients for Consumers’ Attitude and GPB	163
4.5.5.13	KMO and Bartlett's for Consumers’ Attitude and GPB	164
4.5.5.14	KMO Range Communalities for Consumers’ attitude and GPB	164
4.5.5.15	Total Variance Explained for Consumers’ attitude and GPB	165
4.5.5.16	Rotated Component Matrix for Consumers’ Attitude and GPB	166
4.5.5.17	Correlation between Consumers’ Readiness and GPB	167
4.5.5.18	Model Summary for Consumers’ Readiness and GPB	167
4.5.5.19	ANOVA for Consumers’ Readiness and GPB	168
4.5.5.20	Coefficients for Consumers’ Readiness and GPB	168
4.5.5.21	KMO and Bartlett's Test for Consumers’ Readiness and GPB	169
4.5.5.22	KMO Range Communalities for Consumers’ Readiness and GPB	169
4.5.5.23	Total Variance Explained for Consumers’ Readiness and GPB	170
4.5.5.24	Rotated Component Matrix for Consumers’ Readiness and GPB	171
4.5.5.25	Correlation between Subjective Social Norms GPB	172
4.5.5.26	Model Summary for Subjective Social Norms and GPB	172
4.5.5.27	ANOVA for Subjective Social Norms and GPB	173
4.5.5.28	Coefficients for Subjective Social Norms and GPB	173

4.5.5.29	KMO and Bartlett's Test for Subjective Social Norms and GPB	174
4.5.5.30	KMO Range Communalities for Subjective Social Norms and GPB	174
4.5.5.31	Total Variance Explained for Subjective Social Norms and GPB	174
4.5.5.32	Rotated Component Matrix for Subjective Social Norms and GPB	175
4.5.5.33	Correlation between Moral Norms and GPB	176
4.5.5.34	Model Summary for Moral Norms and GPB	176
4.5.5.35	ANOVA for Moral Norms and GPB	177
4.5.5.36	Coefficients for Moral Norms and GPB	177
4.5.5.37	KMO and Bartlett's Test for Moral Norms and GPB	178
4.5.5.38	KMO Range Communalities for Moral Norms and GPB	178
4.5.5.39	Total Variance Explained for Moral Norms and GPB	179
4.5.5.40	Rotated Component Matrix for Moral Norms and GPB	180
4.5.5.41	Correlation between Environmental Self-Identity and GPB	181
4.5.5.42	Model Summary for Environmental Self-Identity and GPB	181
4.5.5.43	ANOVA for Environmental Self-Identity and GPB	182
4.5.5.44	Coefficients for Environmental Self-Identity and GPB	182
4.5.5.45	KMO and Bartlett's Test for Environmental Self-Identity and GPB	183
4.5.5.46	KMO Range Communalities for Environmental Self-Identity & GPB	183
4.5.5.47	Total Variance Explained for Environmental Self-Identity and GPB	184
4.5.5.48	Rotated Component Matrix for Environmental Self-Identity & GPB	185
4.5.5.49	Correlation between Warm Glow and GPB	186
4.5.5.50	Model Summary for Warm Glow and GPB	186
4.5.5.51	ANOVA for Warm Glow and GPB	186
4.5.5.52	Coefficients for Warm Glow and GPB	187
4.5.5.53	KMO and Bartlett's Test for Warm Glow and GPB	187
4.5.5.54	KMO Range Communalities for Warm Glow and GPB	188
4.5.5.55	Total Variance Explained for Warm Glow and GPB	188
4.5.5.56	Correlation between Perceived Barriers and GPB	189
4.5.5.57	Model Summary for Perceived Barriers and GPB	190
4.5.5.58	ANOVA for Perceived Barriers and GPB	190
4.5.5.59	Coefficients for Perceived Barriers and GPB	190
4.5.5.60	KMO and Bartlett's Test for Perceived Barriers and GPB	191

4.5.5.61	KMO Range Communalities for Perceived Barriers and GPB	191
4.5.5.62	Total Variance Explained for Perceived Barriers and GPB	192
4.5.5.63	Rotated Component Matrix for Perceived Barriers and GPB	193
4.5.6.1.1	Correlation between Green Product/ Brand Awareness Purchase Intention	194
4.5.6.1.2	Model Summary for Green Product/ Brand Awareness and Purchase Intention	195
4.5.6.1.3	ANOVA for Green Product/ Brand Awareness and Purchase Intention	195
4.5.6.1.4	Coefficients for Green Product/ Brand Awareness and Purchase Intention	196
4.5.6.1.5	KMO and Bartlett's Test for Green Product/ Brand Awareness and Purchase Intention	196
4.5.6.1.6	KMO Range Communalities for Green Product/ Brand Awareness and Purchase Intention	197
4.5.6.1.7	Total Variance Explained for Green Product/ Brand Awareness and Purchase Intention	197
4.5.6.2.1	Correlation between Green Product/ Brand Awareness and Perceived Quality	198
4.5.6.2.2	Model Summary for Green Product/ Brand Awareness and Perceived Quality	199
4.5.6.2.3	ANOVA for Green Product/ Brand Awareness and Perceived Quality	199
4.5.6.2.4	Coefficients for Green Product/ Brand Awareness and Perceived Quality	199
4.5.6.2.5	KMO and Bartlett's Test for Green Product/ Brand Awareness and Perceived Quality	200
4.5.6.2.6	KMO Range Communalities for Green Product/ Brand Awareness and Perceived Quality	201
4.5.6.2.7	Total Variance Explained for Green Product/ Brand Awareness and Perceived Quality	201
4.5.6.3.1	Correlation between Green Product/ Brand Image and Perceived Quality	202
4.5.6.3.2	Model Summary for Green Product/ Brand Image and Perceived Quality	203

4.5.6.3.3	ANOVA for Green Product/ Brand Image and Perceived Quality	203
4.5.6.3.4	Coefficients for Green Product/ Brand Image and Perceived Quality	203
4.5.6.3.5	KMO and Bartlett's Test for Green Product/ Brand Image and Perceived Quality	204
4.5.6.3.6	Communalities for Green Product/ Brand Image and Perceived Quality	204
4.5.6.3.7	Total Variance Explained for Green Product/ Brand Image and Perceived Quality	205
4.5.6.4.1	Correlation between Green Product/ Brand Image and Purchase Intention	206
4.5.6.4.2	Model Summary for Green Product/ Brand Image and Purchase Intention	206
4.5.6.4.3	ANOVA for Green Product/ Brand Image and Purchase Intention	207
4.5.6.4.4	Coefficients for Green Product/ Brand Image and Purchase Intention	207
4.5.7.1.1	Correlation between Green Perceived Product and GPB	209
4.5.7.1.2	Model Summary for Green Perceived Product and GPB	209
4.5.7.1.3	ANOVA for Green Perceived Product and GPB	209
4.5.7.1.4	Coefficients for Green Perceived Product and GPB	210
4.5.7.1.5	KMO and Bartlett's Test for Green Perceived Product and GPB	211
4.5.7.1.6	KMO Range Communalities for Green Perceived Product & GPB	211
4.5.7.1.7	Total Variance Explained for Green Perceived Product & GPB	212
4.5.7.1.8	Rotated Component Matrix for Green Perceived Product & GPB	213
4.5.7.2.1	Correlation between Green Perceived Price and GPB	214
4.5.7.2.2	Model Summary for Green Perceived Price and GPB	214
4.5.7.2.3	ANOVA for Green Perceived Price and GPB	215
4.5.7.2.4	Coefficients for Green Perceived Price and GPB	215
4.5.7.2.5	KMO and Bartlett's Test for Green Perceived Price and GPB	216
4.5.7.2.6	KMO Range Communalities for Green Perceived Price and GPB	216
4.5.7.2.7	Total Variance Explained for Green Perceived Price and GPB	217
4.5.7.2.8	Rotated Component Matrix for Green Perceived Price and GPB	217
4.5.7.3.1	Correlation between Green Perceived Place and GPB	218
4.5.7.3.2	Model Summary for Green Perceived Place and GPB	219
4.5.7.3.3	ANOVA for Green Perceived Place and GPB	219

4.5.7.3.4	Coefficients for Green Perceived Place and GPB	220
4.5.7.3.5	KMO and Bartlett's Test for Green Perceived Place and GPB	220
4.5.7.3.6	KMO Range Communalities for Green Perceived Place and GPB	221
4.5.7.3.7	Total Variance Explained for Green Perceived Place and GPB	221
4.5.7.3.8	Rotated Component Matrix for Green Perceived Place and GPB	222
4.5.7.4.1	Correlation between Green Perceived Promotion and GPB	223
4.5.7.4.2	Model Summary for Green Perceived Promotion and GPB	223
4.5.7.4.3	ANOVA for Green Perceived Promotion and GPB	224
4.5.7.4.4	Coefficients for Green Perceived Promotion and GPB	224
4.5.7.4.5	KMO and Bartlett's Test for Green Perceived Promotion & GPB	225
4.5.7.4.6	KMO Range Communalities for Green Perceived Promotion & GPB	225
4.5.7.4.7	Total Variance Explained for Green Perceived Promotion & GPB	226
4.5.7.4.8	Rotated Component Matrix for Green Perceived Promotion & GPB	227
4.5.8.1.1	Tests of Normality for Age and Sustainable Consumption	228
4.5.8.1.2	ANOVA for Age and Sustainable Consumption	228
4.5.8.2.1	Tests of Normality for Gender and Sustainable Consumption	229
4.5.8.2.2	ANOVA for Gender and Sustainable Consumption	229
4.5.8.3.1	Tests of Normality for Income and Sustainable Consumption	230
4.5.8.3.2	ANOVA for Income and Sustainable Consumption	230
4.5.8.4.1	Tests of Normality for Education and Sustainable Consumption	230
4.5.8.4.2	ANOVA for Education and Sustainable Consumption	231
4.27	A Snapshot of statistical tests performed on Constructs	232
5.1	A snapshot of selected factors and its' impact on Green Purchase Behaviour	242