

INFLUENCE OF AGE ON GREEN DECISION OF CONSUMER

Faiz Hasan¹

¹MBA International Business, Department of Business Administration, Aligarh
Muslim University, Aligarh, Uttar Pradesh, India

ABSTRACT

Eco-labelling is a process informing the consumer of the environmental characteristics of a good or service. The consumers around the world are found to have positive attitude towards eco-labelled products. This study is conducted to study the influence of age on perceived seriousness of environmental problems, perceived environmental responsibility and green purchasing behaviour. The data was collected from 375 students of Aligarh Muslim University, Aligarh with the help of structured close ended questionnaire. The data collected was analysed using ONE WAY ANOVA. People below the age of 20 years are found to be more serious towards the environmental problems. People above 25 years of age are found to be more responsible towards environment. It is recommended for the marketers that Consumers should be targeted on the basis of age. Young consumers should be approached by their social groups. Communication strategies for young consumers emphasizing on environmental problems of ecolabel products for the For the people who are more than 25 years of age , communication strategy should focus on responsibility.

KEYWORDS- Ecolabel, age, perceived environmental responsibility, green purchasing behaviour, perceived seriousness of environmental problems.