

Examining the Level of Environmental Consciousness Across Socio-Demographics: A Pathway to Sustainable Consumption for Coir Composite Furniture in Emerging Economy*

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* Presented at the 46th IBIMA International Conference, 26-27 November 2025, Ronda, Spain

Abstract

Sustainable consumption behavior towards products and class of products is well defined and well established. The main objective of the study is to understand the influence of socio-demographic factors on environment consciousness among individuals and analyze the components factors which have a bearing on environment consciousness. The sample respondents are individual users of Coir Composite Furniture across various organizations. The method used for data collection is face-to-face interview using a structured questionnaire. In total 260 respondents participated in the survey across the states of Karnataka and Kerala in India. The study incorporates the strengths of multiple regression analysis, factor analysis and multivariate analysis of variance. The results indicated that the level of environment consciousness is high among individuals across different organisations in India. This research demonstrates that retailers may create effective marketing programmes and tactics to positively influence potential customers to direct their attention to environmentally friendly purchases.

Keywords: Sustainable Consumption, Environment consciousness, socio-demographics, Coir

Composite Furniture, Organisations.

Introduction

Deforestation and forest degradation are major environmental concerns around the world. Trees are cut down to fulfill industrial and individual demands, resulting in increased resource usage and environmental consequences. The construction sector, particularly the furniture business, plays a critical role in this regard. Trees, especially rare species, are being felled to fulfill the needs of the furniture industry, resulting in an alarming pace of deforestation. The United Nations Environment Programme (UNEP) emphasises the importance of environmental sustainability. To address environmental challenges, it is necessary to rely on more environmentally friendly and alternative sources. Environmentally friendly items are regarded as a safer mode of consumption that does not hurt the environment (Chan, 1996). Consumers all over the world have been more concerned about the environment in recent years. They are far more aware of the environmental damage produced by the things they consume on a regular basis (Singh et.al. 2018; Kumar et.al. 2020). One of the most important parts of sustainable consumption is the use of eco-friendly furniture. 'Eco-furniture represents furniture that is designed to minimize negative impact on environment during the product life cycle's stage' (Dangelico and Pujari, 2010). Furniture manufactured of Coir Composite Board (CCB) is a

Cite this Article as: Gayathri RAMESH Vol. 2025 (27) "Examining the Level of Environmental Consciousness Across Socio-Demographics: A Pathway to Sustainable Consumption for Coir Composite Furniture in Emerging Economy " Communications of International Proceedings, Vol. 2025 (27), Article ID 4624425, <https://doi.org/10.5171/2025.4624425>

pioneering alternative to wood-based furniture. It can be used as a substitute for wood as well as compressed furniture materials like plywood and MDF. Many research have been carried out in India on environmentally friendly consumption and behaviour in relation to a variety of products ranging from durables to organic food items (Saxena and Khandelwal, 2010). However, less understanding was gained about environmentally appropriate stocks of furniture. The furniture industry in India plays a big part in the gross domestic product of Nation. In the period 2020-2024, it anticipates CAGR growth potential of 12.91 per cent (TPCI, 2020).

Consumers have emerged as a major force to be reckoned with in order to achieve the goals of environmental protection and sustainable development. The identification and targeting of "green customer segments" who display pro-environmental behaviour in their use and consumption related activities is a significant aspect in addressing environmental issues in business decisions. Environment consciousness has received a great deal of attention in academic circles, and it is now utilised as one of the fundamental conceptions to explain pro-environmental consumer behaviour. The current paper is an attempt to pursue the following aims based on a review of existing literature concerning environmental consciousness and its related variables.

- i. To identify environmental awareness precedents.
- ii. To analyse the level of environmental consciousness across socio-demographic factors.

Environmental Consciousness among Consumers

The two major components to have a bearing on environment consciousness are environmental knowledge and environmental concern. Environmental knowledge may be defined as "Knowledge an individual has about environment issues" (Chan and Lau, 2000). The intention to act on sustainable grounds is significantly influenced by the knowledge that the consumers carry pertaining to environmental issues (Rokicka, 2002). Environmental knowledge has a positive influence on consumer attitude (Mostafa, 2007). Knowledge about environmental issues is an indirect antecedent of pro-environmental behaviour (Bamberg and Moser, 2007). The comprehension of environmental issues involves an interpretation of ecological knowledge. Environmental awareness differs amongst various consumers, facilitating market segmentation. Concern about the environment is a key aspect to environmental research (Hines et.al., 1987). "Environmental concern may be defined as a strong attitude for protecting the environment" (Crosby et.al., 1981). Environmental concern is often used synonymously to Environmental attitude (EA). It is regarded as "the collection of beliefs and affects behavioural intention a person holds about environment related issues" (Schultz et. al., 2004). Many studies have confined that Environmental concern is positively correlated with sustainable consumption behaviour (Stern et.al., 1993).

Socio-Demographics

Purchasing behaviour analysis depends on demographic parameters. It includes age, gender, income, education, occupation, etc. and has a significant impact on the formulation and preferences of an individual product (Shahsavari, Kubes, Baran, 2019). It is vital to examine the impact of socio-demographic factors in order to assess environmentalism successfully (Roberts, 1996). Kaufmann et.al. 2012 and Ruiz et al., 2000 have already approved that demographics have an important influence in determining customer pro-environmental behaviour (Kollumuss and Agyeman, 2002). Gender has a vital role in assessing the inclination to purchase environmentally sound items from all demographic factors (Lee, 2009). In contrast, age, education, locality, type of organization and state of residence have been demonstrated to be key contributors to positive environmental performance (Gilg et.al. 2005; Chan, 2001).

Theoretical Framework

In their study, Diamantopoulos, A., Schlegelmilch, B.B., Sinkovics, R.R., and Bohlen, G.M. (2008) attempted to determine if socio-demographics still have a role in profiling green customers when it comes to purchasing green products. The objective was to examine in more detail the role played by socio-demographics in green consumer profile. Hypothesis addressing the link of five valid and reliable environmental awareness measurements is specifically created between six important socio-demographic factors. It was found that the low explanatory power of socio demographic variables can be ascribed to Western culture's widespread embrace of environmental responsibility. Companies should place their goods not only on the basis of environmental factors, but also on the basis of other key products, where a combination of psychographic and socio-demographic elements may be more commonly practiced. This study focuses on environmental consciousness elements that affect consumers' intention to acquire coir composite furniture. Several researchers have employed a variety of social demographic and individual characteristics to identify customer ecologically conscious as segmentation variables. This research proposes to treat variables as preceding

conditions for consumer environmental consciousness, which is a critical cornerstone in understanding pro-environmental behaviour. Thus, it may be assumed that the level of environmental consciousness may differ amongst consumers, between products and even throughout situations or contexts for the differences in the preceding circumstances.

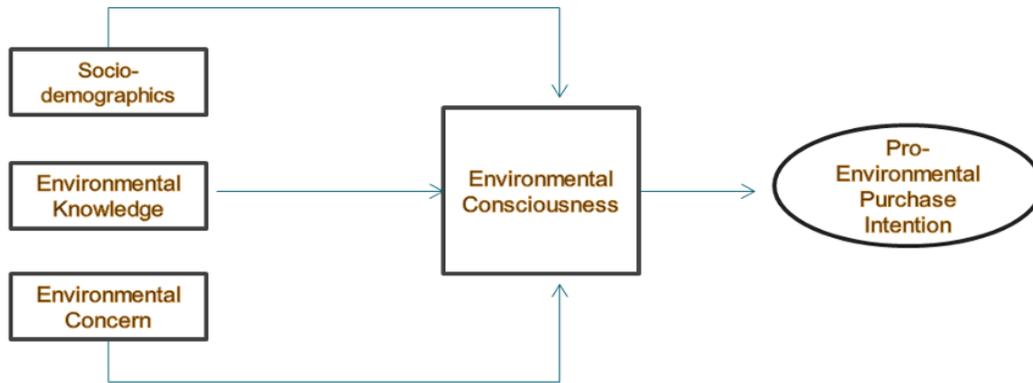


Figure:1-Proposed Conceptual Framework

Research Methodology

The data was acquired by means of a structured questionnaire, designed to attain the objectives of this paper. The population has been identified as the organisations purchasing coir composite furniture. A source list of users was prepared from the documents made available from the authorities of the Coir Board of India. The survey was conducted among the users of coir composite furniture in various departments and sections. The study is focused on the state of Kerala. The method used for data collection was a face-to-face interview, using a structured 4 questionnaire, with closed-ended questions. Questionnaires were given to only those individuals who were using coir composite furniture. A total of 260 respondents participated in the survey. The first part of the questionnaire consisted of certain socio-demographic information like age of the consumer, gender, educational qualification, occupational status and locality. The survey was conducted by individuals aged 25 years and above. The questionnaires were thoroughly checked and edited. The data were entered in Statistical Package for Social Sciences Version 20. Various statistical tools and techniques were used to analyze the data. At the questionnaire design stage, it was decided to use various multivariate analyses like multiple regressions, factor analysis and ANOVA. Structural Equation Modeling was also incorporated as part of data analysis.

Results

Environment Consciousness among Users

6.1.1. *The influence of environmental knowledge and environment concern on users' environment consciousness. At first the measurement model of factors to test the convergent validity was initiated. The various factors under Environment Consciousness were considered and the hypothesis was tested using measurement model of Confirmatory Factor Analysis.*

Table 6.1: Model fit Indices for CFA –Environment Knowledge

	χ^2	DF	P	Normed χ^2	GFI	AGFI	NFI	TLI	CFI	RMR	RMSEA
Environment knowledge	6.876	7	.442	.982	.993	.970	.992	1.000	1.000	.003	.000
Recommended value			≥ 0.05	<5	>0.9	>0.9	>0.9	>0.9	>0.9	<0.08	<0.08

All the attributes loaded significantly on the latent constructs. The value of the fit indices indicates a reasonable fit of the measurement model with data. In table 6.2 presented are the regression coefficients.

Table 6.2: The regression Coefficients –Environment Knowledge

Factors/ Latent Variables (Dependent Variable)	Construct (Independent Variable)	Regression Coefficient	C.R.	P	Variance explained (%)	Average variance extracted	Composite reliability
Environment Knowledge	EK1	0.466	8.095	<0.001	21.7	.431	0.978
	EK2	0.477	8.322	<0.001	22.7		
	EK3	0.318	5.281	<0.001	10.1		
	EK4	0.818	18.448	<0.001	66.9		
	EK5	0.787	17.049	<0.001	61.9		
	EK6	0.951	29.532	<0.001	90.4		
	EK7	0.530	9.461	<0.001	28.1		

Here the construct EK3 has regression coefficient values less than 0.4. Hence only this construct has no significant influence on Environment Knowledge.

Table 6.3: Model fit Indices for CFA –Environment Concern

	χ^2	DF	P	Normed χ^2	GFI	AGFI	NFI	TLI	CFI	RMR	RMSEA
Environment Concern	13.855	10	.180	1.386	.985	.958	.985	.991	.996	.005	.039

All the attributes loaded significantly on the latent constructs. The value of the fit indices indicates a reasonable fit of the measurement model with data. Table 6.4 illustrates the regression coefficients.

Table 6.4: The regression Coefficients –Environment Concern

Factors/ Latent Variables (Dependent Variable)	Construct (Independent Variable)	Regression Coefficient	C.R.	P	Variance explained (%)	Average variance extracted	Composite reliability
Environment Concern	EC1	0.309	5.121	<0.001	9.5	0.463	0.979
	EC2	0.723	14.651	<0.001	52.2		
	EC3	0.535	9.573	<0.001	28.7		
	EC4	0.874	21.639	<0.001	76.3		
	EC5	0.709	14.190	<0.001	50.3		
	EC6	0.641	12.182	<0.001	41.0		
	EC7	0.814	18.256	<0.001	66.2		

Here the construct EC1 has regression coefficient values less than 0.4. Hence only this construct has no significant influence on Environment Concern.

Further, to determine the influence of environment knowledge and environment concern on consumers 'environment consciousness, Structural Equation Model was applied.

H1: Environment knowledge has significant influence on environment consciousness.

H2: Environment concern has significant influence on environment consciousness.

Table 6.5: Model fit Indices for CFA-Environment consciousness

	χ^2	DF	P	Normed χ^2	GFI	AGFI	NFI	TLI	CFI	RMR	RMSEA
Environment Consciousness	126.904	45	.000	2.82	.941	.911	.991	.987	.800	.081	.044

All the attributes loaded significantly on the latent constructs. The value of the fit indices indicates a reasonable fit of the measurement model with data. In table 6.6 the regression coefficients are presented.

Table 6.6: The regression Coefficients – Environment Consciousness

Path	Estimate	Critical Ratio (CR)	P	Variance explained	Average variance extracted	Composite reliability
Environment knowledge → Environment consciousness	0.756	15.820	<0.001	57.7	0.507	0.799
Environment concern → Environment consciousness	0.654	12.541	<0.001	43.6		
EK1 → Environment knowledge	0.454	7.851	<0.001	20.6	0.476	0.971
EK2 → Environment knowledge	0.565	10.262	<0.001	31.9		
EK4 → Environment knowledge	0.844	19.797	<0.001	71.2		
EK5 → Environment knowledge	0.732	14.957	<0.001	53.6		
EK6 → Environment knowledge	0.925	26.012	<0.001	85.6		
EK7 → Environment knowledge	0.479	8.363	<0.001	22.9		
EC2 → Environment concern	0.483	8.447	<0.001	23.4		
EC3 → Environment concern	0.463	8.034	<0.001	21.4		
EC4 → Environment concern	0.666	12.881	<0.001	44.4		
EC5 → Environment concern	0.859	20.673	<0.001	73.7		
EC6 → Environment concern	0.750	15.598	<0.001	56.3		
EC7 → Environment concern	0.816	18.351	<0.001	66.7		

Regression equation

Environment consciousness = 0.756 Environment knowledge + 0.654 Environment concern

H1: Environment knowledge has significant influence on environment consciousness.

The results exhibited in Table 6.6 revealed that the regulatory construct Environment knowledge has significant influence on Environment consciousness as the standardised direct effect of this construct on Environment consciousness is 0.756, which is more than the recommended value of 0.4 (p value is significant). So, the hypothesis H1 is accepted and concludes Environment knowledge has a significant influence on Environment consciousness. H2: Environment concern has significant influence on environment consciousness. The results exhibited in Table 6.6 revealed that the regulatory construct Environment has significant influence on Environment consciousness as the standardised direct effect of this construct on Environment consciousness is 0.654, which is more than the recommended value of 0.4 (p value is significant). So, the hypothesis H2 is accepted and concludes Environment concern has a significant influence on Environment consciousness.

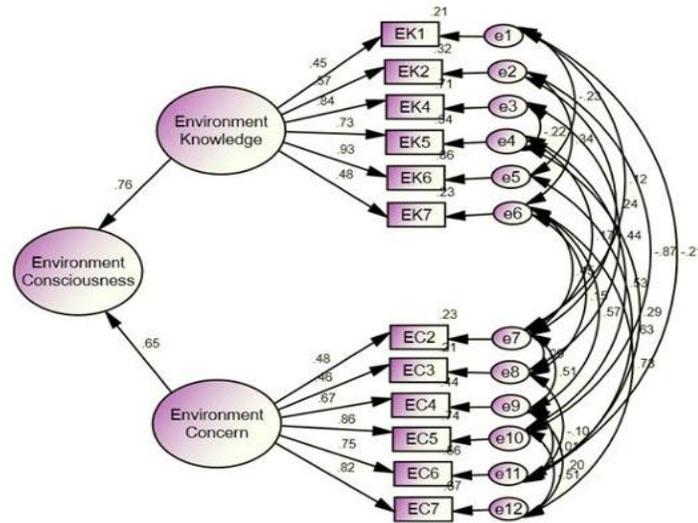


Figure:2- Environment Consciousness

To find the level of Environment Consciousness among consumers, the respondents are asked questions under two categories as Environment knowledge and Environment concern on five-point Likert scale. The responses are scored as 1 for ‘Strongly disagree’, 2 for ‘Disagree’, 3 for 9 ‘Neutral’, 4 for ‘Agree’ and 5 for ‘Strongly agree’ The total score of the 12 questions (2 constructs were removed after carrying out convergent validity test) for all 260 respondents is found out, based on which the mean percentage score of level of Environment Consciousness among users is calculated. This score is classified into one of the four groups as poor or low if the mean % score is less than 35%, average if the mean % score is between 35 to 50 per cent, good or medium if the mean % score lies in the interval 50 to 75% and excellent or high if the mean % score is above 75%. A one sample Z test is carried out to test the significance. The following table gives the Mean, SD, Mean % Score and Z value of the variable considered. (Loyd, B. H., & R. R. Abidin. R. R. (1985).

Table 6.7: Mean Standard deviation and z value for Environment Consciousness-Overall Mean Score

Variable	N	Mean	Standard Deviation	Mean % score	CV	z	p value
Environment Consciousness	260	55.58	4.24	92.63	7.63	40.209	<0.001

The mean percentage level of Environment Consciousness among consumers of Coir Composite Furniture is 92.63% which indicates that level of Environment Consciousness among consumers is high or excellent. The CV indicates that this score is stable as the value is less than 20%. To test whether the sample information that was observed exists in the population or to verify that the level of Environment Consciousness among consumers is excellent or not, the following hypothesis was formulated,

H0: The level of Environment Consciousness among consumers is equal to 75 percent of total score

H1: The level of Environment Consciousness among consumers is more than 75 percent of total score

To test the above hypothesis, we use one sample Z test, and the result is exhibited in Table 6.7. From the table the p value is less than 0.05 which indicates that the test is significant. Hence, we reject the null hypothesis and conclude that the level of Environment Consciousness among consumers of Coir Composite Furniture is more than 75 percent of total score i.e. excellent.

Environment consciousness across socio-demographic factors

This section analyses the influence of socio-demographic control variables, which are, age, gender, occupational status, educational qualification, and locality on Environment Consciousness among users of Coir Composite

Furniture. The analyses were conducted using independent sample Z test or one way ANOVA. The ANOVA for the environmental consciousness based on the socio-demographic classification of the respondents are being made in the present section with the help of the following hypothesis.

H01: There is no significant difference in the environmental consciousness among the groups of respondents based on their socio-demographic classification. The hypothesis is further broken down into sub hypotheses based on the socio-demographics of the respondents.

Age-Wise Environmental Consciousness

Table 6.8: Means, Standard deviation and F value for Age

<i>Variable</i>	<i>Age</i>	<i>N</i>	<i>Mean</i>	<i>Standard Deviation</i>	<i>F</i>	<i>p value</i>
Environment Consciousness	25-35	117	55.65	4.52	0.445	0.641
	36-45	81	55.23	4.08		
	46-55	62	55.89	3.93		

A one sample analysis of variance is used to test hypotheses about means when there are three or more groups of one independent variable. In this case, age was the independent variable, which included three groups (a) 25-35(b) 36-45 (c) 46-55. So, ANOVA was used to compare the mean scores of different age groups, and the result is exhibited in Table 6.8. The results of the ANOVA test depicted in Table 6.8 reveal that a statistical value of p is more than 0.05 for Environment Consciousness. So, we conclude that the mean score of Environment Consciousness does not differ with age groups.

Gender-Wise Environmental Consciousness

Table 6.9: Means, Standard deviation and Z value for Gender

<i>Variable</i>	<i>Gender</i>	<i>N</i>	<i>Mean</i>	<i>Standard Deviation</i>	<i>Z</i>	<i>p value</i>
Environment Consciousness	Male	145	55.59	4.17	0.069	0.945
	Female	115	55.56	4.35		

An independent sample Z test is often used to compare the mean scores of variables with two different groups, that is, males and females. Hence a Z test was conducted, and the results are shown in Table 6.9. The result shows that no significant difference exists between males and females for Environment Consciousness as the p value in this case is more than 0.05.

Occupation-Wise Environmental Consciousness

Table 6.10: Means, Standard deviation and Z value for Occupation

<i>Variable</i>	<i>Occupation</i>	<i>N</i>	<i>Mean</i>	<i>Standard Deviation</i>	<i>Z</i>	<i>p value</i>
Environment Consciousness	Govt. employee	211	55.95	4.20	3.009	0.003
	Professional	49	53.96	4.06		

An independent sample Z test is often used to compare the mean scores of variables for the two different groups, that is, Govt. employees and Professionals. Hence a Z test was conducted, and the results are shown in Table 6.10. The result shows that significant difference exists between Govt. employees and Professional for Environment Consciousness as the p value in this case is less than 0.05.

Educational qualification -Wise Environmental Consciousness

Table 6.11: Means, Standard deviation and Z value for educational qualification

<i>Variable</i>	<i>Educational status</i>	<i>N</i>	<i>Mean</i>	<i>Standard Deviation</i>	<i>Z</i>	<i>p value</i>
Environment Consciousness	Graduation	189	56.11	4.19	3.379	0.001
	Post-Graduation	71	54.15	4.07		

An independent sample Z test is used to compare the mean scores of variables. The result shows that significant difference exists between Graduates and Postgraduates for Environment Consciousness as the p value in this case is less than 0.05.

Locality-Wise Environmental Consciousness

Table 6.12: Means, Standard deviation and F value for Locality

<i>Variable</i>	<i>Place of residence</i>	<i>N</i>	<i>Mean</i>	<i>Standard Deviation</i>	<i>F</i>	<i>p value</i>
Environment Consciousness	Panchayath	30	55.53	4.57	12.682	<0.001
	Municipality	12	49.83	2.04		
	Corporation	218	55.90	4.07		

A one sample analysis of variance is used to test hypotheses. In this case, locality was the independent variable, which included three groups (a) Panchayath (b) Municipality (c) Corporation. So, ANOVA was used to compare the mean scores of different areas of locality, and the result is exhibited in Table 6.12. The results of the ANOVA test depicted in Table 6.12 reveal that a statistical value of p is less than 0.05 for Environment Consciousness. So we conclude that the mean score of Environment Consciousness differs with area of residence. Hence, we reject the hypothesis H5a. We conduct post hoc test or multiple comparison test to identify which among areas of residence differs significantly and the result is exhibited in Table 6.12(a). The result of the analysis 13 14 indicates Municipality differs significantly with Panchayath and Corporation area. No difference is seen between Panchayath and Corporation. The difference between the groups is indicated by (*)

Table 6.12(a) : Multiple comparison tests

Dependent Variable			Mean Difference (I-J)	Std. Error	Sig.
Environment Consciousness	Panchayath	Municipality	5.70000*	1.39	0.00
		Corporation	-0.37	0.79	0.64
	Municipality	Panchayath	-5.70000*	1.39	0.00
		Corporation	-6.06575*	1.20	0.00
	Corporation	Panchayath	0.37	0.79	0.64
		Municipality	6.06575*	1.20	0.00

Organisation-Wise Environmental Consciousness

Table 6.13: Means, Standard deviation and F value for Type of organization

<i>Variable</i>	<i>Type of organisation</i>	<i>N</i>	<i>Mean</i>	<i>Std. Deviation</i>	<i>F</i>	<i>p value</i>
Environment Consciousness	Educational Institution	100	54.44	4.25	22.912	<0.001
	Hospital	60	54.02	2.95		
	Public	100	57.65	4.09		
	Administrative Department					

A one sample analysis of variance is used to test hypotheses. In this case, type of organisation was the independent variable, which included three groups (a) Educational Institution (b) Hospital (c) Administrative Department. So, ANOVA was used to compare the mean scores of different types of organisations and the result is exhibited in Table 6.13. The results of the ANOVA test depicted in Table 6.13. reveals that a statistical value of p is less than 0.05 for Environment Consciousness. So we conclude that the mean score of Environment Consciousness differs with type of organisation.

State-Wise Environmental Consciousness

Table 6.14: Means, Standard deviation and Z value for State of residence

<i>Variable</i>	<i>State of Residence</i>	<i>N</i>	<i>Mean</i>	<i>Standard Deviation</i>	<i>Z</i>	<i>p value</i>
Environment Consciousness	Kerala	30	55.53	4.57	-0.060	0.952
	Karnataka	230	55.58	4.21		

An independent sample Z test is used to compare the mean scores of variables. The result shows that no significant difference exists between residents of Kerala and Karnataka for Environment Consciousness as the p value in this case is more than 0.05.

Discussion

The findings of this study provide significant insights into the environmental consciousness of consumers in the context of coir composite furniture, a sustainable alternative to wood-based materials. The results reveal that the overall level of environmental consciousness among consumers is exceptionally high (mean percentage score: 92.63%), suggesting that awareness and concern for environmental issues are well-established among individuals across organizations in Kerala and Karnataka. This reflects a growing alignment between consumer values and sustainable consumption behavior in emerging economies like India.

The structural equation modeling results confirmed that both environmental knowledge and environmental concern exert a significant positive influence on overall environmental consciousness. Environmental knowledge emerged as the stronger determinant, followed closely by environmental concern. This supports the premise that individuals with a better understanding of ecological issues and sustainable practices are more likely to demonstrate higher environmental consciousness, consistent with previous studies by Chan and Lau (2000), and Mostafa (2007). It also aligns with the findings of Bamberg and Moser (2007), who emphasized that awareness and concern jointly shape pro-environmental attitudes and behaviors. The socio-demographic analyses revealed nuanced insights into variations in environmental consciousness across different groups. No significant differences were observed across age, gender, and state of residence, implying that environmental awareness has become a widely accepted and normalized value cutting across these demographic boundaries. This finding resonates with Diamantopoulos et al. (2008), who observed that in societies with increasing environmental engagement, traditional demographic distinctions lose predictive power in profiling green consumers.

However, significant variations emerged based on occupation, educational qualification, locality, and type of organization. Government employees and graduates displayed higher levels of environmental consciousness compared to professionals and postgraduates, respectively. This could be attributed to the nature of exposure and institutional emphasis on sustainability within government and educational settings. Moreover, individuals residing in municipal areas reported lower environmental consciousness compared to those in panchayath and corporation regions, possibly reflecting disparities in environmental awareness programs or infrastructural differences that influence pro-environmental practices. The results also indicate that individuals employed in public administrative departments exhibit significantly higher environmental consciousness than those in hospitals or educational institutions. This may stem from direct involvement in policy-driven or regulatory initiatives promoting sustainability, which enhances their awareness and sense of responsibility toward environmental conservation.

Overall, the study reinforces the importance of environmental education and advocacy in shaping consumer behavior. The positive relationship between knowledge, concern, and consciousness highlights the necessity for continued

awareness campaigns, particularly targeting professional and municipal populations where gaps exist. These findings have crucial implications for marketers and policymakers in promoting eco-friendly products like coir composite furniture. By leveraging segments with higher environmental consciousness and addressing weaker ones through targeted communication and educational strategies, sustainable consumption patterns can be effectively nurtured.

Managerial Implication

Businesses tend to change their conduct in response to society's "new" issues as they get increasingly concerned about the environment. Such freshly brought changes can be seen in the efforts of businesses that accept concepts like environmental management systems and waste minimization, as well as the integration of environmental issues into all aspects of their operations. Comprehensive research has not been carried out in the Indian context to determine the level of environment consciousness among individuals purchasing environment friendly furniture stock. This research presents a thorough framework for analysing the environmental consciousness of individuals who use coir composite furniture in a variety of settings throughout Kerala. This study offers manufacturers guidance and recommendations for promoting the concept of eco-friendly furniture. Aside from that, the study can assist coir composite furniture makers in identifying their target clients by demonstrating the impact of socio-demographic characteristics. Furthermore, the research helps market segmentation and assists producers in developing the most efficient marketing tactics to promote such furniture products. Environmental consciousness as a composite variable is predicted to bridge the gap between weak attitude-behavior correlations. It has been clearly demonstrated that simply having a positive attitude about environmental concerns cannot be a prelude to sustainable consumption. Understanding the components that define an individual's environmental consciousness would thus aid the marketer in determining the nature of environmental consciousness and developing relevant marketing plans. Preference for environmentally friendly furniture can play an important role in encouraging and contributing to a sustainable consumption pattern and overall sustainable development.

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